

***This festive season enhance your wardrobe with the latest fashion styles in clothing, footwear and accessories at CENTRAL***

*From chic Bell sleeves to traditional apparel in Teal, Ruffle tops to Banarasi duppattas, Indigo festive skirts to endless shirt & denim styles for men there's endless fashion for any celebration*

**National, September 2017:** Central, the fashion departmental store from Future Lifestyle Fashions presents endless fashion this festive season. Dress up in style and look your best, be it at work or family get-together, catching up with friends or any celebrations. Central brings to you the latest in men's wear, women's wear, youth wear, kids wear, footwear, handbags, lingerie, cosmetics, perfumes, watches, eyewear, sportswear & more from over 500 leading National and International brands



Women shoppers can choose from the best of fashion in western wear, ethnic wear & more. **Ruffle style** in tops and dresses are sure to make a statement with ruffles on the neck, shoulder, hemline, cuffs and overall. Tuck the tricks up your sleeve with sleeve styles such as **bell sleeve, bishop**

**sleeve, slit sleeve, ruffle sleeve, balloon sleeve, kimono sleeve, cape sleeve, puff sleeve & cap sleeve.** Western wear has a new twist with **floral & tropical embroidered** tops, dresses, skirts, shorts, jackets, shrugs, crop shirts, & denims. Steal the show with **teal ethnic wear** this season in flared skirts, crop tops, foil print tops and skirts & more. Indulge in **Indigo ethnic wear** striking look in cold shoulder crop tops, flared skirts, structured can – can skirts, Embroidered Kurta & skirts and Angarakha style kurtas.



All these styles are available in brands like **Cover Story, Kazo, Only, AND, Faballey, Iti, Vero Moda, Zink, 109F, Mineral, Deal Jeans, Van Heusen, Allen Solly, Jealous Club, Indya, Juniper, Barcode Design, Studio Rasa, Global Desi, Fusion Beats, Ethnicity, Biba, W, Vedic** & many more brands.



Men have it all in casual wear that offers a distinctly fresh new look. Stand out with **panel shirts** that are available in checkered style, contrast style, cut & sew panels on shirts and T-shirts, hemline panels, panel prints, panel printed blazers & zipper paneling. **Check trousers** are the hot new trend this season with plaid checks, tweed checks, Gingham checks and windowpane checks. **Digital prints**, contrast prints, micro prints, macro prints, engineered prints, panel prints, graphic prints & more make prints the brand new style for the season from brands like as **Arrow New York, Park Avenue, Raymond, Parx, Peter England, John Payers, Blackberrys, Indigo Nation, Scullers, Color Plus, Raymond, RIG, House of Arrow, House of Van Heusen, US Polo** etc.



Style conscious men can get the latest in **Joggers, Suits & Blazers & more**. Youth can look forward to distress denims, vintage denims, ripped denims, sweat shirts & more from leading brands such as **Flying Machine, Free Authority, T-Base, Aeropostle, Pepe, Killer, Proline, Status Quo, Being Human, & many more brands**



**Footwear** styles in Central are sure to make women step out in style in block heels, metallic, fashion trainers, embroidered trainers, slip ons, toe caps, laser cut, embellished, riveted styles, loafers, Mary Janes, sliders, pumps & more from brands such as **Ceriz, Steve Madden, Rocia, Tresmode, Inc 5, Catwalk Clarks, Carlton London & more**. Men can shop for the latest in fashion trainers, trendy loafers, sporty sneakers, **Classic Oxfords, club wear shoes & more from brands such as Ruosh, Louis Philippe, Clarks, Red Tape, Lee Cooper, Allen Solly, Buckaroo & more**

**Handbags** the best accessory for every woman is available in top handle styles, metallic, trapeze style, slings, fashion backpacks, quilted, velvet, clutches & more from leading brands such as **Ceriz, Covo, Caprese, Giordano. Nyls, Allen Solly & more**. Men can shop for the latest in lap top bags & sling bags in **Samsonite, Carlton, Delsey & Hidesign**.

So head to Central for the latest in fashion, footwear, handbags & more this season

#### **About Central:**

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-

format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category including women's-wear, men's-wear, youth wear, kids wear, footwear, hand bags, accessories, cosmetics, fragrances, lingerie and many more categories. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Kolkata, Hyderabad, Pune, Ahmedabad, Delhi and Gurgaon, as well as in smaller cities like Bhubaneswar, Vadodara, Jaipur, Visakhapatnam, Patna, Surat & more. At present there are 38 Central stores present in 24 cities operating approximately 4 million square feet of retail space across India

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