



Unveiling of Future Lifestyle Fashion Brand.New.India

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Future Group today unveiled the brands and businesses that are going to be a part of its new lifestyle fashion company, Future Lifestyle Fashion at a glittering fashion show titled, 'Live Fashionably.' The new company in its first year of operations will have businesses spanning departmental and specialty retail chains, a portfolio of over two dozen fashion and lifestyle brands, investments in fast growing fashion labels in India and a sourcing and distribution network that reaches out to more than 112 cities through not only Future Group stores but also retail chains and local outlets outside the group network.

Speaking at the unveiling of Future Lifestyle Fashion, Kishore Biyani, Group CEO, Future Group, "We have brought all our businesses built over two decades in the fashion business into a single entity. This is a company that will begin its journey as the leader and trendsetter in its sector and we plan to give a fresh fillip to brand building, retailing and distribution in the fashion space in India."

Fashion Retail The popular department store chain Central and the outlet mail chain, Brand Factory will be a part of this entity. So will be specialty retail chains, Planet Sports and aLL. As on date there are 22 Central, 20 Brand Factory stores and another 81 Planet Sports and 19 independent aLL stores covering over 3.5 million square feet of retail space.

Fashion Brands A collection of 24 foreign and domestic brands will be owned and marketed by this company. These include men's formal wear brands, Indigo Nation, Scullers, Urbana, John Miller, Lombard, men's casual wear brands, Daniel Hechter, Celio, Lee Cooper, UMM, Bare, RIG, women's brands like Holii, Jealous 21, Clarks, and sportswear brands like Manchester United, Converse, Spalding, Ajile, among others. Among these, 10 brands are Rs 100 crore+ brands and two have total business of over Rs 300 crore.

Fashion Distribution The brands of the company have a strong distribution network that includes over 200 exclusive brand outlets and over 1000 multi-brand outlets in 112 cities. Apart from Future Group's retail chains, these brands are also distributed through other retail chains like Reliance Trends, Shoppers Stop, Lifestyle, Prateek and MegaMart.

Fashion Investments The company will have strategic investments in a number of leading fashion labels including Meena and Sidharth Bindra-promoted, BIBA, Anita Dongre's AND Designs, Kolkata-based Turtle and Bangalore-based social enterprise, IndusTree Crafts.

The company is expected to have a turnover of around Rs 3100 crore in its first year of operations. It will be listed on the National Stock Exchange and The Stock Exchange, Bombay. While Pantaloon Retail will retain a 20% stake in the company, the rest will be owned by the existing shareholders of Pantaloon Retail and Future Ventures.