

Asin unveils the new Fashion@Big Bazaar collection

Mumbai, April 10, 2009: Big Bazaar, India's largest hypermarket chain, today unveiled the new 'Fashion@Big Bazaar Collection' in a glittering fashion show, at the hands of **Bollywood's latest heart throb and sensation - Asin**. The new Fashion@Big Bazaar collection comprises of apparel and accessories for all occasions, ranging from daily wear, special occasion wear, casual wear, college wear and office wear. **Asin**, winner of the Filmfare best debut (female), for her stunning performance in the film Ghajini, joins **MS Dhoni**, youth icon and captain of the Indian cricket team, as brand ambassador for Fashion@Big Bazaar.

The fashion show comprised of four sequences, with male & female models showcasing the new Fashion@Big Bazaar collection, this summer.

'Fashion@Big Bazaar Mens Collection' showcased at the fashion show included – formals comprising of fil-a-fil, cotton rich stripes, easy care plains shirts teamed with stylish trousers; casual wear with striped t-shirts, cotton yard dyed check shirts, cargos and straight fit denims; party wear comprising of shiny stripe lycra, satin jacquard, plain satin, structured seer sucker stripes shirts, structured self stripe trousers and wet look corduroys; and **ethnic wear**, which consisted of pin tuck printed silk kurtas along with embroidered silk and jacquard sherwanis. 'Fashion@Big Bazaar Womens Collection' included - party wear comprising of tunics teamed with leggings and evening wear tops with back pocket embroidered denims; casual wear comprised of foil print tees and summery blouses with slim fit denims; whereas, kantha work and kalamkari foil printed mix 'n' match kurtis with leggings, rogan printed patiyalas, sarees and pastel foil printed salwar kameez dupatta sets were showcased as a part of ethnic wear.

The highlight of the fashion show was the striped t-shirt collection paired with worked upon jeans for men, structured formal shirts for men, slim fit stretch jeans for ladies and the fusion metallic discharge print with embroidery collection in ladies ethnic wear. **Asin made a grand entrance at the end of the fashion show and floored the audience, looking stunning in garments from the summer 2009 collection of Fashion@ Big Bazaar.**

Said **Sanjeev Agrawal, Concept Head - Fashion@Big Bazaar & CEO Pantaloon's**, "Modeled on the motto of latest fashion, best quality and cheapest prices, Fashion@Big Bazaar has been doing exceedingly well, targeting a turnover of close to Rs.1,000 crore this year, with presence in 110 Big Bazaars and a few independent stores. Fashion @ BigBazaar retails fashion apparel and accessories that appeal to a broad spectrum of age groups, including men, women , kids & infants."

He further added, "We have taken into account regional preferences while creating the new collection, given the diverse geographies and communities that Big Bazaar touches. A strong team of designers, which designs exclusively for Fashion@Big Bazaar has worked on creating this collection, which we are confident will find mass appeal. Through bulk buying, we are able to offer low prices, almost unheard of."

The new Fashion@Big Bazaar new summer collection for **Men** includes – cotton yarn dyed casual check shirts, 24X7 crew neck t-shirts, sweat free fashion sports tees, classic polos, straight fit jeans, casual trousers and shorts. Variety of formal shirts such as Bankers shirts made up of fil-a-fil, cotton rich stripes, easy care plains, combed cotton stripes, classic blues etc. It also includes mens suits and blazers, ethnicwear, partywear, fabrics, lungis, dhotis, innerwear, caps, belts, ties and socks.

Women can choose from a range of v-neck, graphics, classic polo, lurex yarn dyed tops and printed cropped tops, fashionable long tees with foil prints, comfort, regular and slim fit stretch jeans, skirts, capris, leggings in western wear, kalamkari, kantha work and floral print mix n match (kurta, kurti, salwaars, churidaar, dupattas), foil polka dot print salwar kameez dupatta sets with different cuts (like Empire, Umbrella, A-Line), Ready to stitch dress material, Kantha work, computer embroidered, gadhwal Banarasi, gegorette printed sarees and cotton and silk handloom sarees in ethnic wear. It also includes innerwear, nightwear, belts, caps and socks for women. Kids collection comprises t-shirts, shirts, shorts, cargos, jeans, occasion wear, suits and ethnics for **boys**; and t-shirts, tops, frocks, shorts, skirts, jeans and ethnic wear for **girls**. **Infant** apparel, utilities and essentials are also available.

The exclusive fashion merchandise and labels available across the Fashion@BigBazaar collection, are not available in any other store. The new collection is available across popular brands including: **Knighthood (mens), Privilege Club (mens), Buffalo (mens), DJ&C for (mens and ladies), Famous Basics by Lee Cooper (mens and ladies), J Walk (ladies), Shyla (ladies), Haute and Spicy (ladies), Star Parivaar (ladies), Shrishti (ladies), CTee (kids), Disney – Power Ranger/ Princess (kids), Pink & Blue (kids), Sach (kids)**, etc. Fashion@BigBazaar also retails national brands like **Signature By Levis, Going 3, 14U, Meena Bindra by Biba, Aurelia by W, Palm Tree by Gini&Jony, Lilliput, Juno**, etc.

The **price range** of the collection is very attractive and ranges from **Rs. 49 - Rs.999**.

About Big Bazaar

Big Bazaar is the flagship hypermarket retail chain from Future Group, having 110 stores across the country. With its motto of 'Is se sasta aur accha kahin nahin', Big Bazaar ensures that all the products are of good quality and offered at the lowest prices. Promising 'more for less', Big Bazaar, offers 1.6-lakh mass-market product ranges that are sought by a majority of Indian consumers. It also offers a host of value-added services. The special discounts and promotional offers, which are available at regular intervals, makes the format very unique and distinct. The consumer experiences a new level of standard in price, convenience, comfort, quality and store service levels.

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