

## Westside opens its sixth store in Hyderabad

**Hyderabad, January 18, 2019:** Westside, India's preferred fashion destination from the house of Tata's opened its sixth store in Hyderabad AS Rao. Redefining shopping experiences in the area, the new store has taken the count of Westside stores across India to 143. The store is located at Rukminipuri Housing Colony and will feature apparel, accessories, cosmetics and footwear under one roof.

Westside offers a wide range of contemporary and exclusively designed apparel for women. Be it the 9 to 9 collection of **Wardrobe**, the casual and confident **LOV**, the young and edgy **NUON** and **Sassy Soda**, **GIA** for curvy women, **StudioFit** for fitness wear, **Wunderlove** to enhance your personal fashion quotient, the festive and intricate collection of **Vark**, **Bombay Paisley** with its fusion of bohemian prints and global silhouettes, **Zuba** with its fine silk weaves or the forever favorite **Utsa** which lets you play with colours and silhouettes - Westside has something for every trend conscious woman.

Keeping up with the latest trends in fashion, Westside offers a vast array of apparel for men. Brands for men include the young and edgy **NUON**, **ETA with** ethnic influences & nature inspired fabrics, **Ascot** for tailored perfection, **Westsport** for casual wardrobe must haves, **StudioFit** for fitness wear in performance fabrics, and **WES for** contemporary and confident wardrobe solutions.

Shopping for kids clothes is literally child's play. Pick from **Baby HOP**, **HOP** or **Y&F** which may be small in size but are big on style.

Studio West offers an exclusive range of beauty products for the contemporary Indian woman with an extensive range of cosmetics, ambrosial fragrances and luxurious bath & body products.



**About Trent:**

Established in 1998 and part of the Tata group, Trent is headquartered in Mumbai but has pan-India operations. Trent operates Westside, one of India's largest and fastest growing retail chains.

The company has already established 143 Westside stores measuring 8,000-34,000 sq. ft. across 82 cities. The Westside format offers an exclusive range of its own branded fashion apparel and continues to be the mainstay of the retailing business of the company. Some of the departments include women's wear, menswear, kids' wear, footwear, cosmetics, perfumes and handbags, household furniture, accessories, lingerie, and gifts.

**For media queries, please contact:**

Priyanka Kulkarni | Adfactors PR | 9819393916 | [priyanka.kulkarni@adfactorspr.com](mailto:priyanka.kulkarni@adfactorspr.com)

Nitika Gulati | Adfactors PR | 9819417210 | [nitika.gulati@adfactorspr.com](mailto:nitika.gulati@adfactorspr.com)