

Westside inaugurates its exclusive store in Kurla

Mumbai, November XX, 2018: Westside, India's preferred fashion destination from the house of Tata's opened its exclusive store in Kurla's Phoenix Market City. Redefining shopping experiences in the area, the new store has taken the count of Westside stores across India to 139. The store is located at Phoenix Market City, Kurla West and will feature apparel, accessories, cosmetics and footwear under one roof.

Westside offers a wide range of contemporary and exclusively designed apparel for the woman of today. From the 9 to 9 collections of **Wardrobe**, the casual and confident **LOV**, the young and edgy **NUON**, **Diza** and **GIA** for bold and curvy women, **Wunderlove** to enhance your personal fashion quotient, the festive and intricate collection of **Vark**, **Bombay Paisley** with its range of quirky ethnic wear for youth, **Zuba** with its fine silk weaves or the forever favorite **Utsa** - Westside has something for every trend conscious woman.

Keeping up with the latest trends in fashion, Westside bustles with a vast and versatile array of apparel for men. Westside for men includes **NUON**, **Westsport**, **Ascot**, **ETA & WES**. Offering functional yet stylish men's apparel, Westside's collection includes comfortable linen & cotton shirts, casual and chic crew neck tees, cargo pants, contra formal clothing and beyond.

Revealing the secret to having the best-dressed children in the playground, parents can style their little ones with the **Baby HOP**, **HOP**, **Y&F & UTSA Kids** range from Westside that has everything from denims and polo tees to cute puff sleeve t-shirts.

The store will also feature Studio West, offering an exclusive arsenal 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 139 Westside stores measuring 8,000-34,000 sq. ft. across 52 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.

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