

Vaarangal Kandupidiengal! As Westside creates a paradise for shoppers in Chennai

Chennai, October 12, 2018: The season of festivals and celebrations is here! Westside, one of India's leading fashion destinations from the house of Tata's is giving the people of Chennai another reason to rejoice to look their festive best by inaugurating its sixth store in Chennai and its 134th store across India. The new store is located at V R Mall, near Vee Care hospital, Anna Nagar (West) and features apparels, accessories, cosmetics and footwear under one roof.

The store is everything Westside; bright, urban classic and contemporary and provides an array of the finest quality merchandise from the house of Tata. Popular Westside brands such as Bombay Paisley, NUON, Vark, Wardrobe, Utsa will be available in the store.

Westside offers a wide range of contemporary and exclusively designed apparels for the woman of today. From the 9 to 9 collections of **Wardrobe**, the casual and confident **LOV**, the young, edgy and colorful **NUON**, **Sassy Soda** 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 apparels for men. Westside for men include **NUON**, **Westsport**, **Ascot**, **ETA**, **Weststreet**, and **Oak & Keel**. 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** and **Y&F** 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 more than 134 Westside stores measuring 8,000-34,000 sq. ft. in more than 50 cities in India. 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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