

Westside gifts the City of Joy a new Fashion Destination

Opens its fourth, and the largest store in the city

Kolkata, May 18, 2018: Westside, India's preferred fashion destination from the house of Tata's launched its biggest store at Pataka House. The 33,168 sq.ft. store was inaugurated by Philip Auld, Managing Director, Tata Trent Ltd. and Actress Nushrat Bharucha. The 126th store by Westside will provide an international fashion experience with a wide range of bold and fashionable apparels, footwear, accessories, cosmetics & much more. This is the fourth store of Westside in the city.

Speaking at the launch of the new store, Philip Auld, Managing Director, Trent Ltd. said, "We are delighted to launch Westside's 4th store in Kolkata. The objective of launching a new store was to provide ease of access and convenience to customers living in and around the Pataka House area. Westside has built a loyal set of customers in the city and the opening of a new store is testimony to the trust that people place in our brands. We will continue to augment the overall shopping experience and bring the latest in fashion to the people of Kolkata."

A delighted Nushrat Bharucha said, "Westside has been a trend-setter in fashion. The collections are unique, be it the style, fabrics or colours. Their in-house brands like Bombay Paisley, Utsa, Wardrobe, NUON are high in fashion quotient. Moreover the quality and range of designs make it a compelling proposition. My personal favourites are Bombay Paisley and NUON."

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 stores 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.

The store's décor is urban and warm, weaved with sophistication like all Westside stores, which are fashionable and slavishly trendy, providing a bouquet of the finest quality merchandise from the house of Tata.

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 124 Westside stores measuring 8,000-34,000 sq. ft. across 56 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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