

Westside gives Amdavadis a reason to rejoice; unveils its 4th store in Ahmedabad

~The country's pioneering fashion retailer hits a milestone as it inaugurates its 125th store ~

Ahmedabad, 23 March 2018: Summer is here and it's time to switch up your wardrobe. Westside, India's preferred fashion destination from the house of Tata's is excited to add its fourth store in Ahmedabad. Drawing Amdavadis straight into a fashion-centric sphere, the new store located at Maninagar will provide an immersive fashion experience with a wide range of bold and fashionable apparels, footwear, accessories, cosmetics & much more.

Rightly serving as a fashion lovers' haven in the textile hub of the country, the new store aims at providing shoppers with an international and comprehensive shopping experience. Located at *The Arena Transstadiā, Kankaria, Khadia, Maninagar, Ahmedabad*, the new store will be a perfect one-stop shopping destination for people who like to keep it stylish!

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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