

Reliance Trends celebrates yet another milestone with 300 stores ***300th store reaffirms Reliance Trends' position as India's largest fashion destination***

Kolkata, November 3, 2016: India's largest fashion destination, Reliance Trends, has announced the opening of its 300th store in the country. Located at Kolkata's highly popular Park Street, the launch of the 300th store reaffirms Reliance Trends as India's largest, most widely distributed, and the fastest growing fashion destination.

Reliance Trends embarked on the journey to democratize fashion in 2007 with its first store at Ambience Mall, Gurgaon. Today, with 300 stores spread across 170 cities, Reliance Trends is one of the favourite fashion shopping destinations and is patronized by an average 2 lakh customers every day.

Celebrating 300

To mark its 300th store launch, Reliance Trends hosted an impactful grand opening, creating waves at Park Street – the fashion high street of Kolkata. Flash mobs, led by well-known names of Kolkata's film industry, took people on Park Street by surprise. The flash mobs culminated at the new concept Reliance Trends store. Leading Tollywood lady, **Nusrat Jahan**, was present for the ceremonial ribbon cutting along with **Reliance Trends CEO, Mr. Akhilesh Prasad**.

The new Reliance Trends store boasts of modern looks and ambience akin to that of an international store, making innovative use of technology and featuring an exciting range of high fashion merchandise. Customers can look forward to a truly engaging experience at the Reliance Trends store in the 'City of Joy'.

CEO Speak

Mr Akhilesh Prasad, CEO – Reliance Trends, said, "We are excited to open our 300th store in Kolkata's iconic Park Street, built-in with a lot of technological innovations to enhance consumers' shopping experience. Kolkata is a very important market for us, and hence we wanted a grand celebration for the launch of our 300th store in the 'City of Joy'. Through technology intervention we want to offer our consumers a new way of engaging with our diverse, accessible, stylish and high quality range of fashion clothing. I am sure they will be equally excited about the arrival of this new Reliance Trends store in the city."

He further added, “It has been a fascinating retail journey for Reliance Trends ever since we opened our first store. With a robust merchandising and sourcing set-up, we envisioned for our consumers an elevating experience for all their fashion needs. We dedicate the 300th store to all consumers who have embraced Reliance Trends since its launch.”

Celeb Speak

Speaking on the occasion, **Nusrat Jahan**, said, “I am excited to be a part of this monumental 300th store launch of Reliance Trends at Park Street, in our very own ‘City of Joy’. Thank You Trends for choosing me to be a part of this wonderful store launch that created waves in the heart of Kolkata.

The experience that the new Trends store at Park Street offers is truly international; it indeed is a great fashion escape. The collection is beautiful, fashionable. There is something for everyone and at great prices too. Every garment that I saw today got me excited, really like the way the entire collection is put together; this is what you expect from the country’s largest fashion retailer. I am sure that Park Street and Kolkata fashionistas are super excited about the Trends store launch here”

About the Collections

Like all new Trends stores, this store also showcases popular Indian wear art forms, such as Jaipur pottery, *Ajrakh* and Indigo stories, along with circus prints, which seamlessly weaved Indian into Fusion. The Western wear collection featured the Diffusion Line in silhouettes. The styles and the colour palette are true to the Festive season. The collections play deftly with linen, corduroy, cotton and crepe. Every piece is stylish, versatile, and classy.

About Reliance Trends

Reliance Trends is India’s largest fashion destination, with 300 stores across 170 cities. It also houses more than 100 apparel and accessories brands, along with 18 private label brands across men, women and children categories to fulfil every customer need.

Reliance’s own brands include fashion brand Rio – a vibrant range of snazzy trends for young women. Also there are Fig – a fashion wear brand for the discerning, independent, working women; Avaasa – a range of Indian wear for women offers the finest collection of Salwar Kurtas, Churidars and a fast evolving Mix ‘n’ Match range of garments; Siyahi – a range of Indian wear, inspired by the tradition of hand block printing; Fusion, a brand which presents Indian prints in western silhouettes; Point Cove – a kids wear brand inspired by the Californian lifestyle and designed in California; and Frenzz, a range of exciting casual wear for kids between the age group of 2-8 yrs.

Other collections include DNMX – a denim brand offering a wide range of trendy washes and fabrics; Teamspirit, a brand inspired by the varsity lifestyle and attitude; and Pureza – a collection of premium pure cotton and linen shirts for men. The Network range of garments comprises formal office wear collection for men, while the Netplay range showcases a smart casual collection for the evolving workplace. Performax, a sportswear brand, supports performance in sporting activities with use of technologically superior fabrics.

Reliance Trends has been *rated the most preferred department store as per a survey conducted by Right Choice magazine*. The survey, in which 1,917 people in 10 cities participated, revealed that relative newcomer Reliance Trends is the most preferred department store, with a customer score of 74%. It got four stars for service, in-store experience, price and product quality, and five stars for product range.

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