

**Press Release  
For Immediate Publication**

## **Westside- the new fashion destination in Mangalore**

### **-Westside's 1<sup>st</sup> store at City Centre Mall, Mangalore -**

**Mangalore April 22, 2010: Mangalore** has a new fashion destination! It's spacious, trendy and offers some of the most fashionable merchandise at attractive prices. **Westside**, the stylish store, is all set to launch its **1<sup>st</sup> store in Mangalore** on **April 24, 2010** at City Centre Mall. The store will offer a complete fashion wardrobe along with an exhaustive collection of household and gift items, cosmetics and accessories truly making it the most memorable shopping experience.

With the launch of its new store in Mangalore, Westside is now present in 26 cities and has 45 outlets. Speaking on the launch, **Mr. Gaurav Mahajan, COO- Westside** said, *"Consumers in Mangalore are quite fashion conscious and discerning and it will be our endeavor to give them an international shopping experience and continue to enhance customer satisfaction through the finest quality merchandise and service that Westside has on offer in Mangalore."*



Customers are in for a shopping treat as the Westside store will be open on all days throughout the year from 10.30 am to 8.30 pm. Spread across 21,000 sq. ft, the store has merchandise that complements every aspect of your lifestyle - be it at work, when you're relaxed, at family functions and while you party. The store will host wide range of ethnic and western wear for women, GIA (for the plus size women), lingerie, footwear (women and kids), cosmetics, accessories and entire range for kids. Additionally, ASCOT- smart formal wear for men, casual wear, RICHMOND - partywear and men's footwear. NUON - the trendy youth wear range will now be exclusively available at the new Westside store. Westside houses an exclusive collection of furnishings and accessories.

With elegant interiors, every Westside store is fashionable and individualistic, providing not just value for money but a collection of finest quality merchandise. It's courteous and warm store staff, international ambience and ample parking space completes the ultimate shopping experience, thus, making it a much sought after shopping destination!

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#### About Westside:

*Established in 1998, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The company has already established 44 Westside departmental stores measuring 15,000 - 34,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata, Nagpur, Indore, Jaipur, Jammu, Lucknow, Ahmedabad, Nashik, Faridabad, Guwahati, Raipur and Jabalpur. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, womens wear, kidswear, footwear, cosmetics, perfumes and handbags, household furniture accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience.*

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