



Press Release

Westside Announces Association with Wendell Rodricks & Narendra Kumar Partners with LFW to sponsor the 'Emerging Designers' category

Mumbai, March 9, 2009: Westside is pleased to associate with Lakme Fashion Week to be held in March 2009. Internationally acclaimed designers Wendell Rodricks and Narendra Kumar along with Manish Gupta will showcase an exquisite Designer Prêt collection that will be available exclusively at Westside during the summer season.

Wendell Rodricks' art designs which are natural and close to earth truly reflect the inspiration drawn from ancient India. Simple cuts, earthy colours and perfectly conceived light, flowing, fluid attires are his forte.

Moving forward from the previous season, Narendra Kumar continues to design a collection for the discerning working woman along with a range of well crafted evening wear.

Promising emerging designer, Manish Gupta has been selected by Westside from the previous season of Lakme Fashion Week. His collection, for those with an eye for detail, is inspired by architectural structure with an emphasis on prints, embroidery and plackets.

The Designer Prêt is created to offer the discerning Westside customer a collection that truly matches their taste and is available at unbelievable prices. It brings designer wear closer to our customers. This association will allow young designers like Manish Gupta to not just showcase their creativity but also learn the business of fashion.

Commenting on the association with LFW, Mrs. Simone Tata, Chairman Emeritus, Trent Limited said, *"The ongoing association with LFW allows us to continue to scout for and encourage young designers. This season Manish Gupta – a young upcoming talent will be added to the Westside designer family besides Wendell Rodricks, Narendra Kumar, Vivek Karunakaran and Vivek Kumar who will contribute to our Designer prêt collection"*.

Under the Designer Development Programme, designers Vivek Karunakaran and Vivek Kumar were selected from the LFW Autumn Winter 2008 'Emerging Designers' category. These designers along with their mentor Narendra Kumar created an exclusive designer wear line for Westside which will continue to be a part of the Westside Designer Prêt family.

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 36 Westside departmental stores measuring 15,000 - 30,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Rajkot, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata, Nagpur, Indore, Jaipur, Lucknow, Ahmedabad, Baroda, Mysore, Surat and Ludhiana. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, womenswear, kidswear, footwear, cosmetics, perfumes and handbags, household accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience

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