

**For Immediate Release**

## **Celebrate this summer with the coolest fashion at Central**

***India's favourite fashion departmental store celebrates summer with style!***

The hottest time of the year is already here, a tad bit early though! Summer means a lot of whites, crop tops, bell sleeves and shorts in the wardrobe. Central, India's favourite fashion departmental store, is celebrating this hot season in style.

If you want to look your coolest self this summer, then head to Central to check out its new collection. From an amazing collection of shorts and t-shirts from various brands such as I ZOD, US Polo, Parx, UCB, Allen Solly, Color Plus, Arrows, Levis, Breakbounce, Levis, JM Sports, ED hardy, Tommy Hilfiger, Sculler sports and many more, Central is place to be in. It is the perfect place to shop from this summer.

With the rising mercury level, simple yet stylish kurtis are your savior for office wear or even lounging in the evenings. Head to Central to buy from an amazing range of fashionable kurtis from brands such as BIBA, Neeru's, Morpankh, Navrasa, Ateesa, Ethnicity, Motherearth, Vedic, soch, Mohr etc.

Kurtis are available in various styles like Anarkali, Angrakhakurti, Pakistani Kurti, Shirt kurti, layered kurti, Asymmetric kurti, Printed kurti. A-line Kurti, High and low Kurti.

Summers call for water proof cosmetics so that you can look your best even in the scorching heat. Central has a huge range of cosmetics from the best brands like Lakme, Revlon, Loreal, Chambor, Maybelline, Colourbar, Deborah and many more.

With such a wide variety of brands and product range, Central provides the best of high definition fashion, world class labels and a high street experience. It is sure to take your shopping experience to the next level.

So, shop at Central this summer and be sure to stand out with the coolest and chic collection there!

### **About Central:**

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category

including mens-wear, casual wear, ethnic-wear, womens-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Baroda, Indore, Vizag, Patna and Surat. At present there are 32 Central stores present in 18 cities operating over 3 million squarefeet of retail space across India.

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