

An ode to dreams, ambition & style

~ Pantaloons hosts its Fresh Face Hunt Grand Finale~

Mumbai, June, 23, 2012 – A dazzling evening dedicated to fashion, style, self confidence and new beginnings, the Grand Finale of Pantaloons Fresh Face Hunt was an affair to remember. The 20 contestants stole the hearts of the people with their poise and confidence. This contest had all the ingredients of a beauty pageant. It was hard to believe that the youngsters walking the ramp were not professional models.

Pantaloons Fresh Face Hunt proved to be a great platform to unleash the hidden talent of the country. The journey began 3 months back where entries were invited at each of Pantaloons 65 stores. The response was overwhelming as 5000+ entries poured in within just 2 weeks. Auditions and regional finales were conducted across 9 cities. The shortlisted 20 enthusiasts were trained and groomed by experts of the industry. The 5 day training programme took place at Meluha – The Fern, the hospitality partner for the event. The journey of these youngsters from their audition day to the Grand Finale was one that they will cherish for a lifetime.

The finalists put their best foot forward in the hope to become the face of Pantaloons. 10 young male and female contestants scorched the ramp in Pantaloons ethnic, casual and formal wear. The judges of the evening, **Pooja Bedi, Dipanita Sharma, supermodel and former Mr. India, Aryan Vaid; Fashion photographer, Vicky Idnani; Fashion designer, Leena Tipnis and Gavin C. Miguel**, were all praise for these youngsters. The attitude, confidence and poise of the contestants had a lasting impression on one and all.

Three electrifying performances left the audience who had gathered in large numbers to cheer the ambitious folks mesmerized. Everyone present had their own personal favorite and secretly prayed for their win.

The winners who were announced amongst a thundering applause were elated to take their next step to stardom and be the face of Pantaloons. Speaking about the event, Ms. Madhumita Dutta, Chief - Marketing, Pantaloons said, *“It’s great to see that our unique engagement platform, Pantaloons Fresh Face Hunt has been so well received across the country. Pantaloons stands for fashion and a lot of style. We are delighted that we could make the dreams of many come true and expose the youth of our country to a life changing experience in the fashion fraternity”*

Pantaloons partnered with Gitanjali as main sponsor; R City, as venue partner; Meluha - The Fern, as hospitality partner; Cox and Kings as travel partner; and Beyond the Fringe, as grooming partner. This surely was an evening to remember for not just the contestants but all those witnessing the event.

This enigmatic evening are what perfect dreams are made of.

About Pantaloons

Pantaloons, a part of Pantaloon Retail (I) Ltd, is among India's largest chains of fashion stores with 65 stores across India including both metros and smaller towns. Pantaloons 'Fresh Fashion' with its focus on 'fresh look, feel and attitude', offers trendy and hip collection that is in sync with the hopes and aspirations of discerning young and 'young-at-heart' consumers.

Pantaloons 'Fresh Fashion' stands out as a segment trendsetter, in step with global fashion trends. This destination allows customers to shop for the latest in fashion apparel and accessories throughout the year in an attractive and visually stimulating ambience at affordable prices. Pantaloons stores have presence in cities across India - Mumbai, Delhi, Noida, Gurgaon, Kolkata, Durgapur, Howrah, Chennai, Bangalore, Pune, Bhopal, Aurangabad, Ahmedabad, Allahabad, Hyderabad, Lucknow, Kanpur, Indore, Coimbatore, Mangalore, Bhubaneshwar, Siliguri, Guwahati, Rajkot, Zirakpur, Ghaziabad, Nagpur, Vadodara, Surat, Nashik , Bhopal and Vizag.

For details, visit www.pantaloonretail.in and www.futuregroup.in.
