Lifestyle expands retail footprint in the capital city by opening two new stores in Dwarka

~Customers can now shop great fashion, latest trends and the all new winter wear collection~

Dwarka's fashion quotient gets an uplift as Lifestyle announces the launch of two new stores at Pacific D21 Mall at Sector 21 Metro station, Dwarka and Vegas Mall, Pocket 1, Sector 14, Dwarka. The opening of these two stores marks the brand reaching **82 stores** in India with **11 of them in Delhi + NCR region**. Spread across 40, 000 sq. ft. and 48,000 sq. ft. respectively, the stores at Pacific D21 Mall & Vegas Mall comes equipped with digital screens, attractive VM displays, the latest collection from the best of brands & interactive and engaging in-store technology – making it a delight for customers to come and shop. Additionally, the all new winter wear collection available at the stores brings together the latest trends in apparels, footwear, and accessories. Chic faux fur jackets, stylish trench coats, fashionable photo print sweatshirts, anti-fit sweatshirt dresses, high fashion athleisure & embellished sweaters are some of the key trends that the customers can shop from.

With an extensive selection of over 150 national & international brands, the new Lifestyle stores also offers customers curated fashion lines, high-on trend collections and best-in-class store fixtures. At the stores, customers can choose from a wide variety of leading fashion brands; including Lifestyle's portfolio of trendy private labels like Forca, Ginger, Melange, Kappa, CODE, Bossini, Fame Forever, Juniors and more. Levis, Allen Solly, Jack & Jones, Van Heusen, Pepe Jeans, Catwalk, Red Tape, Tommy Hilfiger, Casio, Colorbar, Lakme and more are some of the other brands that customers can shop from at the stores.

Speaking on the launch, **Mr. Vasanth Kumar, Managing Director, Lifestyle International Pvt. Ltd.** said, "We see Dwarka as a high potential market and therefore, we have launched two new stores in Dwarka at Pacific D21 Mall and Vegas Mall. With curated fashion lines, a selection of national & international brand and a digitally enhanced store ambience, we look forward to welcoming customers and delight them with a joyful & memorable shopping experience."

Lifestyle is now also available online through lifestylestores.com where customers can shop from the convenience of their home. With features like ***Click & Collect*** and ***Return to Store,*** Lifestyle offers a true omni-channel experience to its customers. Introduced to facilitate better service and provide its customers with simpler and faster shopping experience, the Lifestyle app is also available for Android and iPhone users.