

StyleKandy.com adds glamour to the Indian web scene. - First internet property exclusively dedicated to fashion & lifestyle.

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Launched a few months ago, www.StyleKandy.com has been single-minded in pursuit of its stated cause - work closely with professionals in fashion & lifestyle segments to reach cutting edge content to readers - and has already partnered premier events like the Lakme India Fashion Week, Wills Lifestyle India Fashion Week, Castle Lager Men's Fashion Week and StyleFile etc. bringing out supplements, offering live webcasts and reportage featuring all - from the ramp to happenings in the dressing room.

Talking about StyleKandy, Executive Editor, Jasmeen Duggal says 'The site has a rich, luxurious feel and the content, written in first person by our Diva character, Kandy, takes reader on an exotic journey, covering elite fashion previews & events; the red carpet (with candid camera in tow); exotic life and cuisine et al. On the other hand we will also work closely with the Industry to focus on issues like plagiarism. With StyleKandy, life's in fashion!'

'Daily stories & updates, exclusive e- newsletter and our audience profile covering urban audience in SEC A1 segment (including the crème-de-la-crème, who are featured on StyleKandy.com), makes us an attractive advertising choice for high-end fashion, lifestyle and retail brands,' says Deepa Srivastava Kumar, General Manager - Marketing with the portal 'An elaborate outreach and promotions exercise is in the pipeline and will be rolled out soon', she added. Talks are on with the fashion fraternity for a closer association in times to come.

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About StyleKandy.com

[StyleKandy.com](http://www.StyleKandy.com) is India's premier fashion and lifestyle portal providing cutting edge content and insights on fashion and lifestyle by collaborating with industry professionals and partnering strategic fashion events.

Besides its core focus on Fashion & Lifestyle, the website has four verticals Nightlife, Cuisine, Art and Travel.

StyleKandy.com endeavors to create unique properties and innovative communities to garner a 360-degree approach to fashion.

For more information visit www.stylekandy.com

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You can also visit www.blogworks.in for more information.