

The Perfect "Summer Holiday" with Westside

Westside Unveils its trendy, hip and cool SPRING SUMMER Collection 07' across all its stores

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Ocean blues and palm-grove greens… beaches, yatches and all the fun whilst soaking up the sun… Rock the boat and ride the summer breeze as nautical is the way to go this season!! With every new season, your wardrobe has to go through a sea change. And nobody knows it better than WESTSIDE, as the stylish brand from the house of Tatas unveils its stylish Spring Summer Collection 07' across all its stores!

Nothing shouts 'holiday' more than red, white and blue. And the collection at Westside featuring stylish, practical and incredibly comfortable clothes and accessories, is available in an array of colors like blues and whites with highlights of red, fuchsia, coral, gold and baby pink! This season, the Westside collection is all about dressed-up casual looks. It's effortless style and silhouettes keep the collection nicely pulled together. The overall message is cheery and colorful, just what spring and summer should be about.

Go Nautical this Summer!

With carefree days, innocence and sensuality being the international summer theme, the Westside range depicts just that! Inspired by the up-market Riviera resorts of the fifties, this trend takes its cue from sophisticated, nautical styles and classic maritime white, red and blue. The mood is playful, fun, breezy and exuberant. Westside's collection of casual wear for women delights with chiffon printed lace tunics, printed blouse with tie-up and lycra vests, hakoba yoke tees, cotton stretch trousers, striped tees, bolero with inners, long turn-up shorts, and lots more priced from Rs. 399 onwards. Also, watch out for canvas shoes, flip flops, sling bags with webbing handles, bead earrings and lots more as the nautical theme is extended to accessories and footwear too!

For men, stripes are in, especially in bright hues of yellows and reds. Beat the heat with Westside's range for the men that include stripe and polo tees, argyle printed layered polo, printed poplin shirts, stylized trousers, cross fader jeans, twin check shirts, twill cargos priced from Rs. 399 onwards. To add to this... Shorts, denims and cargos complete the summer look!

Westside's chic ethnic wear and mix 'n' match options for men and women are irresistible. The ethnic wear includes embroidered and crinkle sheer kurta sets, zari stripe churidaar kurta sets, printed gold block churidaar kurta sets, mix 'n' match kurtis, and lots more. Also, girls can go for the fusion look with racer back slim fits kurtas, angarkha and strappy kurtas, embroidered sheer kurtas, which can be teamed with jeans and pants. For both formal and casual occasions, the collection is sure to add an allure to your wardrobe. The ethnic look for men this season comprises lucknowi churidaar sets, short kurtas and a wide arrange of churidars.

And if you thought the boardroom gear is boring, think again!! The formal wear range for men and women just got brighter! Women can experiment with knotted stretch stripe sleeve blouse, blouse with yoke embroidery, cotton stretch capris, lace skirt with embroidery, straight fit trouser, sleeve tunic etc. Also, the structured formal look is in, so watch out for the stylish waistcoats and culottes at Westside! Stripe shirts, a range of ties, formal trousers, linen trousers, etc dominate the men's

collection priced from Rs. 499 onwards.

That's not all, step into motherhood in style as Westside introduces its exclusive range for to-be moms. The range comprises formal shirts, blouses, T-shirts, dresses, trendy jeans, formal trousers, carpis, night wear and pyjama sets. Tailored innovatively from the finest fabric blends these ensure that your size remains the same.

Accessories

Bags are outsized or detail-heavy, sunglasses are bold and bug-eyed, wide belts cinch the waist and shoes play to colourful, quirky extremes. Statement accessories grab the limelight this season and they are all available at Westside ranging from classy office and causal bags, canvas shoes, canvas totes, slip-on shoes, reptile print sandals to stylish accessories including bead arrings, metal beads bracelets and lots more to complete the look!

Offering vibrant colors, soothing yet contemporary textures and prints, Westside's household collection includes a range of bed linen including comfortable single and double bed covers, cushion covers in cottons with embroideries and embellishments, quilts, duvets in bright shades of blues, yellows and lemon to give your bedroom the cozy look. Also, available are a range of bath towels, crockery, lamps, candle stands, figurines and an unending choice of other offerings!

Dynamic, creative, and colourful - Westside's Spring Summer Collection has it all! So, drop into your closest Westside store this April and add that extra zing to your wardrobe.

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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 26 Westside departmental stores measuring 15,000 - 30,000 square feet each, in Mumbai, Bangalore, Hyderabad, Chennai, Pune, Delhi, Noida, Ghaziabad, Gurgaon, Kolkata, Nagpur, Indore, Jaipur, Lucknow, Ahmedabad, Mysore and Surat. 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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