

## Madame introduces "The Rock and Roll" collection for Christmas and New Year

*The collection is bursting with an array of must have items from pretty and soft dresses, sparkling jewellery and chunky knits, all of which will create the perfect Party wardrobe.*

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The party season is on with Christmas on us and new year just around the corner. Madame, a brand synonymous to women fashion wear encapsulates its ever-changing sense of style with an exquisite collection of party dresses that further echo the luxury rock and roll feel of the Fall/Winter collection currently in store.

The party collection is bursting with an array of must have items from pretty and soft dresses, sparkling jewellery and chunky knits, all of which will create the perfect Party wardrobe. It comprises of **Tunics, Twin Sets, Woollen Tights and Formal Leg Wear** accented by studded accessories. **Knitted Torsos provide the Madame users a shimmer of elegance thus making them stand apart the crowd while keeping them warm. A chic mix of blended fine wool and lurex spells magnificence.** The vibrant shades of Maroons, silver, gold and bronze, with hints of rich burgundy, shiny black\_ & Pearly White are in for the season.

Detail is everything, from a finely studded silver tunic, to a luxurious Black and silver dress ornated with pearls. while classic brown top include a knitted mandarin-style studded with stones. All to the shimmer are the gleaming accessories like silver, bonze and golden belts.

**Akhil Duggar, Creative Head, MADAME** comments: "Madame offers a wide range of ramp to road fashion to its valuable customer. We are always sensitive to their needs. As I wanted to keep this range very fun and youthful, there are lots of playful touches which are perfect for the party season.'.

The price for the collection ranges from Rs. 1,299/- to 2,499/-

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Madame is a brand known for clothing that spell class, panache, style, quality and above all, comfort. A pioneer in recognizing fashion trends, Madame has experienced 100% growth for last three years. Madame has been able to create a niche for itself amongst contemporary women by offering ramp to road women wear (i.e. innovative yet wearable range). A brand that breaks conventions by venturing into different retail formats. A team of seasoned designers is bent on innovating something new to enhance God's most beautiful creation- Women. Quality has been the cornerstone for Madame. So has been the focus on Research and Development. The Company believes in Building and Retaining a Good and Constructive Relationship with not only the Customers But also the Suppliers who are equal Partners in the path of Success.

**For more information, Please contact:**

**Kiran Joshi**

principal consultant - Blue Lotus communications

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