

Dressing up perfectly for the V-day with Madame's Valentine collection

Madame has launched its valentine's Day collection to give you a style that makes you stand apart on the V-day

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With the beginning of February, Love and Romance is in the air. Everyone is in quest for options to gift their loved ones for the Valentine's Day. The market is brimming with exciting option. Catching the pulse, the Fashion brand Madame has brought in a platter of dressing options for the V-day with their exclusive Valentine collection. The collection has three categories: **Nostalgia** is inspired from the 70s to transport you back in time. **Midnight at the oasis** is Club Wear which is just the perfect thing for party animals. **Surf Spirit** which is the holiday collection gives you freedom to enjoy your holiday this valentine.

So now whatever you plan for the V-day, you have the right dressing option from **Madame**. Madame has already built a strong reputation for innovative and eye catching designs coupled with value for money which has given it strong growth in [India](#).

"Valentine's Day has cut across caste, language, and religion. After Diwali and New Year, Valentine's is the biggest festival which draws a large number of customers to the store, therefore, we capitalize on it by offering them the style of their desire." **Says Mr. Bipan Jain, MD, Madame.**

Mr. Akhil Duggar, Creative Head, Madame, says, 'We have worked towards providing comfort and softness of light weight fabrics like modal, viscose and cotton & Skin soothing colors to counter the aching sun. We have tried '70s feminist-meets-'20s glam look with a color palette consisting of black, white and red. The collection we've created is perfect for the modern woman who wants wearable, yet sensual clothes on the occasion of Valentine's day.'

There is a wide variety of Tops, Tunics, Denims, Shirt and skirts to choose from and in a price that varies from Rs.349 to Rs. 1499.

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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.

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