

## MASPAR - the home fashion leaders launches its flagship store in Pune, Maharashtra

*Maspar - 3000 sq. ft. store in Ishanya Mall Maspar - Takes the number of Exclusive Stores to 9*

Pune, Maharashtra, IND, 2008-05-06 11:59:07 (IndiaPRwire.com)

**maspar** Home Fashion - the premium brand of home fashion - today inaugurated their 9th Exclusive Store in Ishanya Mall Arcade 2. Spread over 3000 sq. ft., the store will house the latest collection of **maspar** Home Fashion. The new store will have over 400 varieties of fabrics & 8 bed collections with three-colour way including Moulin Rouge, Placid Beauty, Enchanting Nature and Caravan Collections.

Speaking at the launch, **Mr. Rajesh Mahajan - Founder & Managing Director, maspar** said, '***maspar** has been synonymous with home fashion for many years now. We have successfully inculcated the quotient of fashion statement when it comes to home decor. People of Pune are modern/stylish and have an evolved taste when it comes to home fashion. **maspar** will provide a one stop solution to them which suits their lifestyle & upwardly trend.*'

Living up to its high fashion quotient, the launch of the Maspar store saw tantalising Salsa, Rumba and Jive performances. Artist swayed and twirled to the music draped in outfits stitched from **maspar** fabrics.

- END -

**maspar** is all about contemporary home fashion and celebrating urban living. The products from **maspar** are woven from the finest raw material under modern production procedures and stringent quality control, making them comparable with the best worldwide.

**maspar** offers a lively range of ready made home furnishings in co-ordinated colours to mix and match from. Each product goes through controlled dyeing for color fastness and is processed for quality. Manufacturing of chenille yarn, dyeing of yarn, fabric and made-ups, printing, quilting, cording, special purpose sewing machines-the latest technology that exists today, has been brought under one roof allowing us to offer a guarantee on all our products.

Offering unique mix and match coordination options, there is something for every personality and every home, each **maspar** product has a purpose: to bring a smile of delight to each end-user. **maspar** breathes vitality that turns a house into a home. Now, Indian homes can celebrate the creative, personalized edge with **maspar** and its ever-expanding range of creations.

The company has been manufacturing home furnishings for the export market of US and UK and supplying to brands like Marks & Spencer, J C Penney, Galleries Lafayette, The Bay and Waverly, started its Indian operations in retail in 2002 as a step towards forward integration.

**For more information, Please contact:**

**Sonalika Luthra**

Senior consultant - Lexicon PR & Corporate Consultants

Page 1/2

© Copyright 2006 India PRwire Pvt. Ltd. All Rights Reserved.

India PRwire disclaims any content contained in press releases published on IndiaPRwire.com. Issuers of press releases are solely responsible for the accuracy of their content.

011 - 26424942

09818130558011 - 26220287