

## **Lilliput Kidswear Ltd. launches Autumn-Winter '08 Collection**

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New Delhi, Delhi, September 10, 2008 /[India PRwire](http://www.indiaprwire.com)/ -- Lilliput, a dominant player in the Indian Kidswear industry, has launched their Autumn-Winter '08 Collection. Inspired by International trends, the flamboyant assortment of this season's kid clothes represents new silhouettes in bold and contrasting colors, graphics and prints, paving the way for individual flair, offering customers exciting new choices to begin the season in style.

The novel collection comprises of – Black Wine Magic, Glam Shine Group, Crazy Orange and Mauve Mania for junior girls, Rainbow Group and Polka Fever for toddler girls, Rainbow N Hearts and Pretty Purple for infant girls, Army & Camouflage for toddler boys, Animal, Monster & Automobile for infant boys. The collection has been priced reasonably, ranging largely between Rs. 245/- to Rs. 1295/-, which falls light on the pockets of the target consumer. The collection size ranges for the kids falling between the age group of 0 to 12 years.

Children can also enjoy the likes of Incredible Hulk, Powerpuff Girls, Bob the Builder, Iron Man, Spider Man and other Marvel heroes with their branded clothing available exclusively at Lilliput. The swanky collection includes skirts, tops, trousers, jeans, dresses, jackets, dungarees, tees, shirt, sweaters, sweat shirts, stockings, leggings, shorts, waistcoats, capris, coats, caps, belts and other accessories.

**Seema Puri**, the veteran designer, has used a balanced fusion of corduroy and cotton which is suitable for the weather. The look of the season is very unconventional and international as the mobility in kidswear is predominantly towards teenage fashion. So what are you waiting for, let your child flaunt the stylish Lilliput apparel this season.

### **Notes to Editor**

#### **About Lilliput:**

Lilliput Kidswear Ltd. was incorporated in 1991 by the visionary Sanjeev Narula and is one of the largest Kidswear groups in India. Besides India where Lilliput has a large number of 182 stores, Lilliput has strong international presence in countries like China, Egypt & Middle East. Its turnover in FY 07-08 has been Rs. 260 crores.

Throughout the range of their products, the quality is maintained at a consistent level to ensure optimum care for their sensitive customers. Lilliput has a strong workforce of 7500 people in more than 105 cities through out the country. In Exports, Lilliput is very active in Europe, USA, and other countries. Lilliput partnered with private equity firm Indivision in October of 2006. Indivision is the financial arm of Future group.

**Website:** <http://lilliput-india.com/>