

Reliance first Apparel specialty store "Reliance Trends" in Gurgaon

he Apparel, Luggage and Accessories division of Reliance Retail has announced the launch of their first Apparel specialty store "Reliance Trends" in Gurgaon.

New Delhi, Delhi, October 12, 2007 /[India PRwire](#)/ -- The Apparel, Luggage and Accessories division of Reliance Retail has announced the launch of their first Apparel specialty store "Reliance Trends" in Gurgaon.

Reliance Trends store at Ambi mall offers some of the best (100+) Indian and International brands in 30,000 square feet of shopping area, and has been designed and furnished by the best of breed international design agencies, to offer a high quality and lavish shopping experience to the Indian Consumer. The store layout compliments the evolving tastes and preference of fashion savvy consumers, giving them an opportunity to view /shop with ease, along with an army of well trained customer service associates, to compliment the entire shopping process.

Riding on the tremendous success at Reliance Mart in Ahmedabad, the apparel division of Reliance Retail is well on track to democratize fashion and make it attainable to the masses. This is being made possible by the extraordinary design pool of Indian and International designers, integrating the international design trends and preferences of the Indian Consumers.

The company is offering solutions to common maintenance problems through its state of the art innovative products like Ever White Shirts, Anti Stain Trousers, Wrinkle Free Range of garments, aromatic clothes for infants and quick-dry sports wear that ensures optimum moisture management.

Product Quality has been ingrained into the DNA of Reliance Trends and is integral to its mission of "Grahak Devo Bhava". The Quality system processes are designed, implemented and monitored as per international standards by a highly competent team of professionals. To deliver the customer the best value for their money, only those products that demonstrate an exemplary safety and quality meeting both implicit and explicit needs of the customer are approved for purchase. Some of the quality standards that are being followed are American Association of Textiles, Chemists & Colorists, American Standard, ISO & BIS test methods.

For the first time in organized retail, Reliance Trends is introducing a Made to Measure tailoring service, offering customized fits to all the customers buying fabrics from the store at prices comparable to their neighborhood tailors.

Reliance Trends is offering a homogeneous mix of private labels and brands across men's, women's and children's categories to fulfill every customer's requirement. The **Network** range of garments comprises of formal office wear collection for men and women, while the **Netplay** range, showcases a smart casual collection for the evolving workplace. The **DNMX** range has been developed with a clear focus on the youth of India, offering them exclusively crafted fashion garments like Denims, T shirts etc.

Sparsh range of Indian wear for women, offers the finest collection of Salwar Kurtas, Churidars and a fast evolving Mix n Match range of garments. An exclusive label, **Panda**, has been developed for infants and toddlers, while the **Frendz** range of garments would compliment the wardrobes the growing generation of boys and girls.

Apart from these private labels, the store is also offering some of the most renowned brands in the country like **Lee, Wrangler, Peter England, John Players, Black berry's, Gini n Jony, Liliput, Indigo Nation, Biba and designer labels like AND** either directly or through their sub brands, most of these exclusively for Reliance Trends.

Continuing the tradition of reaching out to the middle class of the country, the current offering from Reliance Trends is easily affordable to the Indian consumer. The specific private label called **First Class**, is designed to cater to a range of garments cutting across mens', women's, and children's wear to deliver extreme value to the Indian consumers.

Taking forward the vision of Shri. Mukesh Ambani, Chairman and Managing Director, Reliance Industries Ltd. Reliance Trends delivers unmatched affordability, quality and choice of products and services to the consumer. Reliance Retail continues to fine tune its offering by listening to the consumers and learning from them. This, as the

Chairman envisions, will be the beginning of transforming Indian retailing with benefits for the Consumer.

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