

BURLINGTON Worldwide launches Stylish, Trendy, Elegant Range of Worsted Suitings to enhance the Indian Ensemble

Now International Quality Textiles in India

New Delhi, Delhi, July 24, 2008 /[India PRwire](#)/ -- **BURLINGTON Worldwide, the leading full service textile solution organization, globally offering a true vertical product cycle chain infused with exclusive technologies, has made its way in to the Indian Market with the launch of its finest premium suitings and exquisite new product line today. The event saw Mr. Joseph L. Gorga, President & CEO International Textile Group Inc., and Mr. Kenneth T Kunberger, President BURLINGTON Worldwide Limited, Mr. Ranjeet Nabha, MD & CEO, WL Ross India and Mr. Rajeev Surana, CEO, OCM India Ltd. apart from who's who of the fashion world.**

BURLINGTON Worldwide launched its product line in a spectacular Fashion Show held at Shangri-la in New Delhi. The evening saw the likes of Raghavendra Rathore, Ashish Soni, Varun Bahl, Vijay Arora showcasing their designs for the BURLINGTON extravaganza. Fashion glitterati sashayed down the runway and among the models who walked the ramp were Sahil Shroff, Kawaljit, Nina Manuel, Krishna. The show was a houseful!

Apart from the models, special invitees were also seen appreciating BURLINGTON's latest high end range. Connoisseurs would now have a reason to buy their fabrics in India as USA's leading hi-fashion brand with impressive collection is here to stay.

Mr. Joseph L. Gorga President & CEO International Textile Group Inc. said, "India is a key part of ITG's global platform. As one of world's fastest growing markets, it provides competitive supply chain opportunities and access to new consumer markets. The response to our products is overwhelming, and we are delighted to offer a premium, quality worsted suiting fabric to this region."

Mr. Wilbur L. Ross Jr., Chairman & CEO, WL Ross & Co. LLC said, "Burlington is among the best known brands in the world and this joint venture between two of our portfolio companies demonstrates the synergies we can bring to Indian companies."

Mr. Ranjeet Nabha, Managing Director & CEO of WL Ross India, opined, "OCM has steadily gained market share since we bought it last year and this joint venture will accelerate its growth."

Speaking on the occasion, **Mr. Kenneth T. Kunberger, President BURLINGTON Worldwide said, "The BURLINGTON collection reflects the extraordinary Indian flavour for design and colours combined with advanced fabric performance. The launch is off to a great start, and we look forward to setting new benchmarks."**

BURLINGTON suits have been created in a typical range of super 110s to super 140s. BURLINGTON range will be available from Rs. 7,500 to Rs. 20,000 per suit length at select outlets all over India.

Mr. Rajeev Surana, CEO OCM India Ltd, said "We are proud to herald the arrival of the finest premium suitings BURLINGTON Worldwide, USA. The Indian market is at a threshold of a major revolution in woolen worsted suitings. BURLINGTON's contemporary designs and colours with the latest offerings from design expertise from Italy and India created in Super 110s to Super 140s will definitely have an edge in the market. BURLINGTON presents an exclusive range for business suits and designer jacketing in silk wool and wool cashmere for the evening dressing too."

BURLINGTON Worsted Suitings come in 5 designs:-

- **ACCOLADE:** An all wool collection in Navy, Black, Grey and Charcoal is perfect for the likes of those Wall Street hot shots.
- **OPTIM:** Woven in twill with choice of solid colours in Black, Navy and Coffee, this range is all about power.

· **LIFESTYLE:** Suits stitched in this twill weaved striped fabric looks contemporary and offers a choice that's not outrageously expensive, yet makes a statement.

· **ADONIA:** The colours, Black, Navy, Brown and Blue are contemporary; the twill and herring bone Super 120s fabric is just the right blend of the chic and the elegant.

· **CYNOSURE:** Whether you're a serious businessman, a hotshot lawyer or a movie star, you can't go unnoticed in a suit created from this Super 100s fabric available in all hues and colours.

Tweeds come in two classy designs:-

· **RADIANCE:** The sleek lines, the understated sophistication and the sex appeal inherent in these Silk Wool Jacketing designs are our USPs. This style is all American, mostly in checks, makes a perfect evening wear.

· **AGOSTINO:** All wool jacketing in Super 100s with a sprinkle of Cashmere in Twill, Herring bones and structured weaves in Navy, Camel, Fawn, Blue and Green colours is designed to complement your charismatic personality.

The show was choreographed by the renowned choreographer **Rashmi Virmani**.

Notes to Editor

About International Textile Group

International Textile Group Inc., majority owned by WL Ross & Co LLC., is a diversified textile manufacturer with annual revenues exceeding \$1.0 Billion. ITG was formed by WL Ross in 2004 and operates in five primary business segments: Automotive Safety, Apparel Fabrics (Cone Denim and BURLINGTON Worldwide), Government Uniform Fabrics, Interior Furnishings and Commission Finishing. The company employs over 12,000 people worldwide with operations in the United States, Mexico, China, Germany, Romania, the Czech Republic, Poland, South Africa, Nicaragua and Vietnam. The company also has a commercial partnership for denim fabrics with RSWM Limited, part of the LNJ Bhilwara Group, based in New Delhi, India.

About BURLINGTON Worldwide

BURLINGTON WorldWide is the leading full service apparel solution organization for apparel manufactures and retailers, globally offering a true vertical product cycle chain infused with exclusive technologies. BURLINGTON WorldWide is a diversified U. S. fabric maker based in Greensboro, North Carolina. The company has operations in United States, Mexico, and India and a global manufacturing and product development network based in Hong Kong.

OCM India Ltd.

OCM, established over 80 years ago is one of the leading worsted textile mills strategically located in Punjab, the centre of prime North Indian market. In 2007, OCM was acquired by WL Ross & Co, LLC. A vertically integrated mill with an annual capacity of 8.4 million meters, it has a product range from fine pure wool suitings to polyester wool and various wool blended combinations with silk, cashmere, mohair, camel hair, etc. OCM is a well established and trusted brand with pan India presence and is particularly known for its exquisite range of tweeds, jacketing and fancies. It is the first worsted textile mill in India to get ISO: 9001 certification.

About WL Ross LLC

WL Ross & Co. LLC, manages assets of approximately US\$ 7.9 Billion for institutional investors in the U.S., Europe and Asia. It invests in corporate restructurings and turnarounds with an objective toward creating new, world-class enterprises. The company has sponsored alternative investments including private equity funds, co-investment vehicles and hedge funds in the steel, textile, coal, automotive and financial services industries in the U.S., U.K., Canada, France, Germany, China, Japan, Korea, Vietnam, India, Mexico, Brazil, Nicaragua and Bermuda.

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