

A FRESH APPROACH





*Zuba*



## A FRESH APPROACH

FASHION BRANDS THAT COME ALIVE  
LIFESTYLE EXPERIENCE  
GROWING REACH







Exclusive brands are the essence of our customer proposition, especially under our Westside banner. Exclusive brands with sharply defined positioning are key to credibly differentiating our offer in an increasingly cluttered market. As we reinforce this conviction, we are taking resolute steps forward to make our brands come alive.

L.O.V.



## WESTERN

Westside offers a compelling range of western fashion through a bouquet of exclusive brands from the **Nuon** range of edgy fashion to flattering options for the curvier lady with **Gia**.

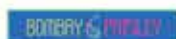


S&Y  
SODA



## ETHNIC

Our ethnic offer is integral to the Westside proposition and now, also goes beyond with edgy fusion attire, and the **Zuba** range of premium ethnic wear, which has especially struck a chord.



In sync with our emphasis on exclusive brands – **Wunderlove**, an enchanting range of women's innerwear launched in August 2014 to an encouraging reception from our customers.

**Wunderlove**



## *New* BRANDS

The **Studiowest** range of cosmetics, perfumes and bath & body products debuted in Westside stores, also to a welcoming response.

STUDIOWEST

*Pure Passion*

STUDIOWEST

*maaya*





WESTSPORT

WESTSPORT  
ACTIVE

OAK & KEEL



Our men's offer has seen much action over the last year. We now have 7 exclusive brands that offer a range of fashionable looks from the young and trendy **NUON** collection to the **E.T.A** fusion wear with ethnic roots.

ASCOT

NUON

E.T.A

WEST STREET



*Lifestyle* EXPERIENCE





A widely accessible, lifestyle shopping experience is another key ingredient in making our brands come alive and in being a one stop shop for compelling yet aspirational fashion across India

# TRENT HYPERMARKET LTD.

Trent Hypermarket Ltd. (THL) is now a 50:50 joint venture between Trent and the global retail giant TESCO Plc. THL is focused on evolving a robust model for food retailing in India and has made several strides in this quest including by venturing into food focused convenience stores, as part of its multi-format strategy.



STAR EXTRA STORE IN VARTHUR ROAD, BANGALORE