

Your chance to be 'Young & Free' with Westside!

New fashion label exclusively for teens!

Mumbai, 10th October 2014: Westside, one of India's largest and fastest growing chain of retail stores, today announced the launch of private label teen fashion brand '**Y&F – Young and Free**'. Targeted at the trendy, fun and fashion conscious teens between the age group of 13 to 17 years of age, '**Y&F**' focuses on helping the young gen identify with their individuality and become future trend setters.

Teenagers today feel the constant need to stand out and flaunt their uniqueness. Keeping this in mind, Westside, India's fastest growing retail stores invites the teens to celebrate their fun and playful side with their latest label '**Y&F**'. The attractive range features styles and trends which match the quirky personalities of the gen next.

Drawing inspiration from the latest trends for the chic fashionista, the collection has a wide offering peppy colours, fun & flirty styles, dresses, tops, skirts & more to look and feel you pretty best.



The collection encourages the hip street character of teen boys to explore the grunge trend with funky styles, edgy graphic tees, casual shirts, denim washes, henleys, hoodies and more.

The new label exclusively caters to the demands of the ever experimenting youth and inspires them to create their own fashion statement. 'Y&F' will be available from 10th October 2014 at select Westside outlets near you.

About Westside:

Established in 1998, Trent Ltd. operates Westside, one of India's largest and fastest growing chains of retail stores. The company has already established 81 Westside departmental stores measuring 8,000 - 34,000 square feet

across 46 cities each, in Ahmedabad, Allahabad, Anand, Aurangabad, Bangalore, Bareilly, Bhopal, Bilaspur, Chandigarh, Chennai, Coimbatore, Dehradun, Delhi-NCR, Goa, Guwahati, Hubli, Hyderabad, Indore, Jabalpur, Jaipur, Jalandhar, Jammu, Kanpur, Kochi, Kolkata, Kurnool, Lucknow, Ludhiana, Mangalore, Mumbai, Mysore, Nagpur, Nashik, Pune, Raipur, Rajkot, Sangli, Siliguri, Surat, Trichy, Thrissur, Udaipur, Vadodara, Varanasi, Vijayawada, Vizag. The Westside stores have several departments to meet the varied shopping needs of customers. These include menswear, women's wear, kids wear, footwear, cosmetics, perfumes and handbags, household furniture accessories, lingerie, and gifts. Well-designed interiors, sprawling space, prime locations and coffee shops enhance the customers' shopping experience.

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