



### >> Power

Global footwear giant, Bata, riding on India's growing demand for footwear that supports a healthy and active lifestyle, has launched Power - its international sportswear brand in India. Launched in 1971, Power is the international sportswear brand from Bata. It is designed in Canada and sold all over the world. Style, Technology, Comfort and Durability are the key qualities found in every Power Athletic shoe. Runners, team players, fitness enthusiasts, recreational athletes and adventurers who demand technically advanced footwear with superior quality and value can put their trust in Power.

### >> GoS

The iconic Swedish luxury watch brand, GoS, formed a strategic alliance with New Delhi based ExcedoLuxuria, to retail GoS watches in India. Under this exclusive agreement, ExcedoLuxuria, the Ultra Luxury Brand Distributor & By Appointment Luxury Specialist has exclusive marketing and distribution rights for the GoS brand across the Indian sub-continent. This partnership establishes ExcedoLuxuria as the exclusive retail store and online partner for GoS watches in India. With more than 80 percent of the GoS production exported outside Europe, mainly to the United States, China & the Middle East, GoS noticed a growing interest from India. GoS began a search for a partner who understood the level of luxury GoS Watches offers and appointed ExcedoLuxuria as their exclusive representative and consultant for GoS watches in India.



### >> Surkhab

Shilpi Gupta Surkhab, a Dubai-based high-end womenswear label which exemplifies the love for heritage techniques and craftsmanship, was launched in India. 'Shilpi Gupta Surkhab' is Shilpi Gupta's poetic ode to the wondrous world of art and design, something that has always driven the creative instincts in her. With its 'customisation trunks,' the label addresses every fashion need of a woman who wants to make a chic turn and is much sought after for its bespoke tailoring services for limited edition couture.



### >> Melissa

Brazilian brand Melissa, famed for its 'fashionable shoes,' forayed into India with its first ever flagship store at the DLF Promenade Mall. The international brand has presence in over 96 countries including key fashion cities such as New York, London, and Hong Kong. International design brand Vivienne Westwood, one of the champions of fashion sustainability, has been collaborating with the brand since 2008. The brand also collaborates with Karl Lagerfeld, Jean Paul Gaultier and many more.



### >> Ted Baker

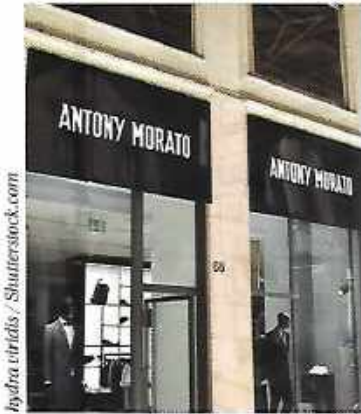
British menswear, womenswear and accessories brand Ted Baker forayed into India in partnership with Aditya Birla Fashion and Retail Limited. All of Ted's store interiors are bespoke to their location, taking into account the surroundings and local culture. Starting with the rich jewel tones in traditional Indian dress, Ted has juxtaposed these with inspiration drawn from the Crown Jewels for a uniquely British twist. Created using traditional and locally-sourced Indian textiles and embellishment, this is thoroughly contemporary take on Ted's travels. A diamond formation timber floor welcomes guests to the space, whilst the ornate

## >> Fifty Degree

Fifty Degree gives classic yet versatile staple that could take customers from street wear to lounging at home, to even the most high-powered board room meeting. The brand is categorised into 4 styles: Formals, Basics, Sports and Casuals (T-shirts and Polos). The brand has an array of basic solid t-shirts that are crafted to help patrons go effortlessly from day to night without compromising on their style.

## >> Antony Morato

Contemporary Italian fashion brand Antony Morato in partnership with Iconic Fashion marked its foray to India by setting up their first distinctive store at Palladium, Mumbai. Vibrant and contemporary, the brand's target is a new generation of fashion-conscious consumers who express their own identity through clothing. The collection is designed to meet the needs of the New Man all through the day. The innovative outfits are the perfect solution for men who are constantly looking for a modern and distinctive style.



## >> Meccaniche Veneziane

The Italian luxury watch brand Meccaniche Veneziane has forayed into the Indian market through an exclusive marketing and distribution partnership with ExcedoLuxuria. Meccaniche Veneziane offers high-precision mechanical watches with Swiss movements that are designed and manufactured in Italy with the utmost attention to detail by skilled craftsmen. In the Indian market, the brand introduced its complete range which consists of the series: Nereide, Redentore and Arsenale models. Positioned as an affordable luxury brand, Meccaniche Veneziane time-pieces are retailed in India between ₹45,000 and ₹75,000.



## >> Heel & Buckle London

After successfully housing both casual and formal footwear from some of the most revered international brands, Berleigh extended their gamut of operations into manufacturing with the launch of their first line of men's footwear, Heel & Buckle London. Conceptualised and designed by the team at Berleigh, the signature label exudes sartorial elegance, coupled with superlative quality, contemporary styles, sleek design elements and unparalleled comfort. Catering to the quintessentially stylish man of today who is, personality and trend conscious, Heel & Buckle London boasts of timeless classic additions that are a must feature in every gentleman's wardrobe. Marrying superior craftsmanship with comfort fit, it assures to evoke a sense of savoir faire.



## >> BYOGI

Sri Sri Tattva, a leading brand in the space of health and wellness, has launched its new lifestyle brand BYOGI. BYOGI offers a range of ethnic wear, yoga wear and accessories for men, women and children. The brand endeavours to bring a line of quality clothing at very attractive price points.

"For Sri Sri Tattva, working on BYOGI is something that has been close to the heart. Our presence in the space compliments our goal to bring high quality products in the space of health, wellness and lifestyle. We have always been passionate about values of our ancient culture be it through the benefits of the science of Ayurveda, promoting Yoga and Meditation and even traditional art and design. Making the best available to as many consumers as possible will now also reflect in our offerings through BYOGI," said TejKaptita, CEO, Sri Sri Tattva.

