



SHOPPERS STOP

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Media Release

MUSTANG apparel launched exclusively at Shoppers Stop!

- German brand MUSTANG enters India through a exclusive (in the department store segment) retail arrangement with Shopper's Stop Limited
- Top models **Nina Manuel, Pia Trivedi, Candice Pinto, Diandra Soares, Anchal Kumar, Sahil Shroff, Niketan Madhok, & Aryan Baruah amongst others** showcased the authentic as well as trendy MUSTANG apparel at Shoppers Stop, Juhu

Mumbai, December 15, 2009: Shoppers Stop's customers can now experience fashion the **MUSTANG** way! In a sparkling event at the Shoppers Stop store in Juhu, Top models **Nina Manuel, Pia Trivedi, Candice Pinto, Diandra Soares, Anchal Kumar, Sahil Shroff, Niketan Madhok, & Aryan Baruah amongst others** showcased the trendy collection from Europe's renowned jeanswear and lifestyle brand.

The MUSTANG apparel exhibits significant international influence in style and finesse. MUSTANG's style statement exudes urban chic with its authentic style and unmatched comfort. As the first denim brand of Europe, MUSTANG is world renowned for its precise fits and washes. The global appeal of the collection is underscored by its international silhouettes that perfectly tally with timeless yet trend-inspired colours and details.

MUSTANG allows the discerning fashion devotee the option of buying complete ensembles, over and above individual garments. In keeping with its international fashion philosophy, new range of trendy styles will be introduced every 4 – 6 weeks at Shoppers Stop.

The authentic, true and honest collection of MUSTANG apparel is tagged at an attractive Indian price with **Men's Shirts/tees starting at Rs. 599** and **Men's bottom wear starting at Rs. 1599**, Similarly, Women **tops/ tees are priced at Rs. 599 onwards** Women bottom wear starting **from RS. 1399**.

Speaking on the launch, **Mr. Theo Manfred Birkemeyer, CEO, MUSTANG Group** said, "We are pleased to make MUSTANG apparel available to the style conscious Indian consumer through our retail alliance with Shoppers Stop. MUSTANG has been in the business of fashion since 1932. We truly understand the importance of authentic style, trend-orientation and comfortable fashion. We are certain that the Indian fashion mindset will find an immediate affinity to MUSTANG apparel."

Also speaking on the occasion, **Mr. Govind Shrikhande, Customer Care Associate & President & CEO, Shopper's Stop Ltd.**, Said, "We are delighted to introduce Europe's First Denim brand MUSTANG to our international brand portfolio. Our customers can pamper their style statement with MUSTANG's rich fashion heritage. Original MUSTANG garments are being imported directly from the parent company and are pegged at an attractive Indian price. MUSTANG's brand philosophy is symmetrical to our values and we believe that together we can create an unparalleled shopping experience for our customers. Our style conscious customers can renew their wardrobe every 4 – 6 weeks with cyclically updated styles from MUSTANG's portfolio."

MUSTANG was founded 1932 in Germany as an apparel manufacturer. Its rich jeanswear heritage dates back to 1948 when Albert Sefranek, the head of the company at the time, got his hands on the company's first pattern by trading six bottles of schnapps for six pairs of American jeans. Since those early days, MUSTANG has made millions of items of clothing, and made fashion history. The company's many milestones include the first women's jeans and the first corduroys in Europe, and the first stretch jeans in the world.

About Shoppers Stop

Shoppers Stop is a leader in the Indian Retail Sector and one of the pioneers in setting up large format department stores chain in India. Shopper's Stop Ltd has a national presence, with over 1.6 million square feet area across 28 stores in 12 cities viz. Mumbai (8 stores), Delhi (3 stores), Kolkata (3 stores), Bangalore (2 stores), Hyderabad (3 stores), Jaipur (2 stores), Pune (2 stores), Gurgaon, Chennai, Ghaziabad, Lucknow and Noida.

Shoppers Stop is the only Indian member of IGDS (Intercontinental Group of Departmental stores) along with 29 other experienced retailers from all over the world. Mr. B.S. Nagesh, Customer Care Associate & Vice Chairman, Shopper's Stop Ltd, has been recognised as an iconic retailer and was inducted into the World Retail Hall of Fame 2008. Mr. Nagesh is the only Indian retailer to take a significant place alongside more than 100 stalwarts of the global retail industry, which includes veterans like Sam Walton of Wal-Mart, Giorgio Armani, Jack Cohen of Tesco, Simon Marks and Israel Sieff of Marks & Spencer; Ingvar Kamprad of Ikea, amongst others. CMAI felicitated the 'Golden Scale Trophy' to Mr. Nagesh in honour of this achievement.

Shoppers Stop has been awarded the "Emerging market retailer of the Year" at the World Retail congress in April 2008. It has also been awarded The 'Golden Scale Trophy' for the 'Brand of the Year' for its STOP Ladies ethnic wear by CMAI in 2008. It has been a recipient of the 2008 CIO 100 Award as well as 'The Storage Award' at the CIO Awards held in 2008. It has been awarded 'Most Admired Retailer of the Year – CRM' at the IRF in 2008, 'Department Store of the Year' at the Star Retailer Awards in 2008, 'The Most Admired Fashion Retail Destination of the Year' at Images Fashion Forum held in 2009, 'Retailer of the Year –Fashion & Lifestyle' at the Asia Retail Congress in 2009, amongst others.

Shoppers Stop has also introduced new formats in the market viz HomeStop – the exclusive home furnishings, décor as well as furniture store and Arcelia – a premium shopping destination for accessories, cosmetics fragrances and jewellery.

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