



For Immediate Release

Cast of Chance Pe Dance; Shahid Kapoor & Genelia D'souza Launch the 'Chance Pe Dance' exclusive apparel Line at Shoppers Stop
~ 'Chance Pe Dance' Fashion exclusively at Shoppers Stop! ~

- Bollywood heartthrobs and cast of Chance Pe Dance; Shahid Kapoor and Genelia D'Souza launched the 'Chance Pe Dance' Apparel Line at Shoppers Stop
- **IIFA Bling** for Shoppers Stop's exclusive brand **LIFE** presents the 'Chance Pe Dance' Apparel Line exclusively at Shoppers Stop stores across India

Mumbai, January 6, 2010: Bollywood stars **Shahid Kapoor & Genelia D'Souza** recreated the Chance Pe Dance fever at the launch of the '**Chance Pe Dance' Apparel Line** exclusively at Shoppers Stop. **IIFA Bling for Shoppers Stop's** popular youth brand **LIFE** presents the 'Chance Pe Dance' Apparel Line available exclusively at Shoppers Stop stores across India. The popular movie stars spun their magic as they promoted their movie and trendy apparel line at the Shoppers Stop store in Juhu.

Shoppers Stop's hugely popular youth brand **LIFE** recreates the individualistic and trendy style sported by 'Sameer' (Shahid Kapoor) and 'Tina' (Genelia D'Souza) in their forthcoming mega movie 'Chance Pe Dance'. In keeping with the pulsating rhythm of the movie, the apparel line from LIFE spells comfortable chic and understated panache.

Shahid Kapoor's subtle look in the film is brought alive with sporty university T-shirts and stylish cargos. The LIFE apparel represents Shahid's look in the film in natural and clear-cut designs available at Rs 599 onwards. Genelia's free-spirited fashion is captured in spunky dungaree shorts, vivacious gaucho pants, and overalls in halter silhouettes. Genelia's bold yet feminine fashion in the movie is perfectly encapsulated by LIFE's youthful essence and chic style and is available at Rs 499 onwards.

Shoppers Stop has crafted exciting offers on purchases from exclusive brand LIFE for its valued customers. On purchases worth Rs.5000 or more, lucky customers will win a T-shirt autographed by the stars of the movie and on purchases worth Rs 3000 and above lucky customer will win music CDs of 'Chance Pe Dance'. And that's not all, there is a grand prize of the original costumes to be won by two lucky customers!

Speaking on the occasion, **Shahid Kapoor** said, "I'm very glad to launch the Chance Pe Dance Apparel Line which is in complete sync with Sameers signature style in the movie. It's great that our millions of fans can now not only enjoy the movie, but also have a taste of the fashion of the movie. We have had a wonderful time making this film, and are sure our fans will enjoy the movie as much as its fashion."

Genelia D'Souza added, "I personally loved each and every design that 'Tina' wore in the movie. 'Tina's' fashion is very feminine yet bold and outgoing. The collection inspired by the movie replicates her look with the exact fashion degree. I'm sure our fans will watch the movie and then rush to own a piece of the spirit of Chance Pe Dance."

Shikha Kapur, Vice President, Marketing, UTV Motion Pictures, “CHANCE PE DANCE with its fresh young pair of Shahid Kapoor and Genelia was a perfect fit to associate with Shoppers Stop, always known as trendsetters in style and apparel. Chance Pe Dance has a fun, fresh and young feel which mirrors in the line of clothing introduced, thus giving the youth to wear the Chance Pe Dance attitude!”

Also speaking on the occasion, **Mr. Govind Shrikhande, Customer Care Associate & President & CEO, Shopper’s Stop Ltd.** said, “Bollywood influence on fashion trends is unquestionable. In the past we have recreated the fashion of mega starrers such as Om Shanti Om and Love Aaj Kal. Their immense popularity and success is a clear indication of the deep permeation of Bollywood in Indian fashion and the growing desire of Indians to emulate their icons. At Shoppers Stop, we have been always looking at providing our esteemed customers with exclusive merchandise. This has propelled us to bring alive the effervescence of Chance Pe Dance in the form of wearable fashion for our valued customers. Our exclusive brand LIFE is very popular among the youth and the imagery of the brand perfectly coincides with the pulse of the movie.”

The ‘Chance Pe Dance’ apparel line at Shoppers Stop is made available in association with UTV Motion Pictures, UTV Bindaas and IIFA brand owner Wizcraft.

Get the ‘Chance Pe Dance’ look exclusively at Shoppers Stop!

**Terms & conditions apply on offers*

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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