



Sanjeev Sharma

Here is something for those who are looking for a good combo of style and ruggedness. Arvind Brands launches the first of its kind concept oriented store Denim Republic in Sector-17. The fashion store houses denim wear in Lee as well as Wrangler. According to Mohan Bir, the local franchisee owner of Denim Republic, (Hot Millions group is the local franchisee) "The store aims at satisfying the need of the youngsters looking for new trends and styles, which is why we have brought both Lee and Wrangler under one roof."

Divided into two sections, the lower one for men and the upper for women, the store houses jeans, tops, shirts, accessories like belts,

Do the DENIM

bags and caps to begin with. Offers Manpreet Singh, regional sales manager, Arvind Brands limited, "This one's the first Denim Republic in the Punjab region, two already running in Gurgaon and Bangalore. This concept of bringing the synergies of both the denim brands together caters to the fashion conscious youth. Also both the brands Lee and Wrangler complement each other. While Lee stands for style, Wrangler spells

masculinity."

Chips in Anil Bhalla, regional manager sales (North) Lee, "In two to three weeks from now we would start a customisation corner wherein we will offer value addition to the garment, a 'do your own denim' kind of a thing, like beading or tattooing the jeans." So what more to look forward to? "Lee is soon launching inner wear, eye wear, fragrances and footwear too," says Bhalla. As far as Wrangler is concerned, a complete life style range is in the offing which would include bags, caps, accessories to name a few." So for all ya guys and girls looking for innovative styles and value for their money, Denim Republic is the place to be at.

JASMINE SINGH

plot. Predictably, big banner films are the targets. *KANK* is the latest casualty of the 'leak gate' routine, whose victims include *Fanaa*, *36 China Town* and *Kaal*. An irate Kunal Kohli had then reacted, "How would you feel if I ask you to reveal tomorrow's headlines today?" "It's a recent trend that has robbed the impact of reading the good old weekend film review," says trade analyst Indu Mirani. "It's a mean thing to do, especially with thrillers and horror flicks as it eats into the suspense."

Director Soham, whose *Kaal* saw several SMS giveaways prior to its release, dismisses it as "gimmicks of mischievous minds". Is it a publicity stunt? "I don't think big producers would indulge in gimmicks like these," says Mirani.

There is unanimity that the antics are by people into cheap thrills. Spoilers get numerous opportunities, from the technical stages, to spot boys and friends of crew dropping in. "I see it as free publicity for my movie," Soham adds.

Times of Chandigarh

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Variety galore for style freaks

By Seema Sharma/TNN

Chandigarh: This summer, men's denim has taken on many looks. From crisp raw and vintage repair to heavy fades and glitter glam, the denims are soaked in style. Fabrics like pigment-padded crosshatch, broken twill, streaky indigo and the forever-favorite stretch denim contribute to the fashion factor. Surprisingly, embroidery, interesting prints and accessories have lent men's wear a lot of variety, in terms of technique, while glam sees the addition of metallic studs in pewter, bronze and nickel. Aman Bir, owner of Denim Republic, tells, "Denim is heavily in vogue, which made us to diversify from our restaurant business to the denim specific fashion store now. The denim is representative of youth wear." Intervening him, Manpreet Singh of Denim Republic says, "We have incorporated classic western cut shirts in space-dyed checks and stripes, which are the in thing these days. Cargo inspired dyed shirts in solid poplin and linen, floral printed shirts in stretch fabrics, sleeveless and embroidered denim shirts which are slim fit, are also given space."

Some very imaginary and creative prints are discernible in the collection of Pepe Jeans. For instance, the prints like the girls on Virginia Beach enjoying themselves on beach or light embroi-



dered designs lending exclusivity to the shirts are selling like hot cakes. Suraj Sud, owner Pepe Jeans, says, "There are tees - classic polo's in bold stripes with edge trim details for the layered look, chest prints with studs, rivets and appliqué, doing good business. As well as muscle tees to really show things off this summer. Polka dots, fancy stripes and checks and floral designs are now available in men's wear." The Coloured leather contrasts with bold prints, and decorative repair stitch details like multi-hued threads add stare value to the shirts. The collection has a distinctive look with softer colours, styles and patterns. Atul Mahajan, owner of Trend Shop, informs, "The denim line showcases the details like cobbler stitching, appliqué in reverse broken twill, logo prints and lace. Specially printed labels in denim, enameled buttons and rivets have been generously used in this summer collection."

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simpliCITY



PHOTO: VIKRAM JOY

JAGMEETA THIND JOY

THIS is what they call a concept store. In this case it's a first for Arvind Brands this side of the country after Gurgaon and Bangalore. Where you can "do up your own denims" or slip into apparel that's celebrity

endorsed or perhaps lay your hands on a premium line of blues that's styled a tad different. "It's more of a one-stop shop for denims. This store for instance will dish out Lee and Wrangler under one roof," mentioned Manpreet Singh, regional sales manager (north) for Wrangler at the official

brand Lee aiming to be more of a lifestyle brand than just a denim one. "We would be out with Lee eyewear, innerwear, footwear and a host of accessories soon," adds Bhalla. So what makes concept stores a tad different? "The value additions for one," answers Singh, as he lists out corners in the

Getting the blues?

Shopping for jeans becomes a tad easier with *Denim Republic*

opening of *Denim Republic* in Sector 17. Interestingly, the local franchisee for the brand is the Hot Millions group. Also present for the launch was Anil Bhalla, regional sales manager (north) for Lee who made an interesting statement. "Multi-brand outlets are a thing of the past. The new trend in retail is that of either boutique stores or concept stores like these," explains Bhalla, who also mentions his

store that'll have a designer help you in doing up your own denim. "You can get it stylized in any which way you want — frayed, worked upon etc," suggests Singh, who sees the facility kicking off in the city store soon. Apart from that you can lay your hands on the 'X line' a signature range of clothing by Wrangler brand ambassador actor John Abraham, a host of accessories, premium jeans and the choice of plenty!

Arvind Brands Launches Concept-oriented Store

The store Denim Republic is positioned as an access to the well-known denim brands for the customers

FW BUREAU

Chandigarh, June 12

Arvind Brands today launched their exclusive concept-oriented store Denim Republic, which is positioned as an access to the world of denim for the customers.

Denim Republic offers under one roof popular denim brands- Lee and Wrangler, the company has made a conscious effort in selling the look rather than just denim. In tandem with the concept the store also stocks other merchandise like shirts, tees, bags, belts and other accessories, to coordinate the entire look.

"The minimum sq feet area that we are looking at for

such store is 700 sq ft and above, this the fourth such store in the region and we are aim at opening another 4-5 in north itself.

"There are also going to be customised corners, which will cater to the younger generation where they can assemble their cloths to their likes and comfort get accessories added, this will be done in another 3-4 weeks," says Manpreet Singh, Sales Manager Arvind Brands.

"Wrangler a 100 crore company made sales of Rs 56 crore last fiscal and is targeting over Rs 70 crore this year. Lee closed at Rs 120 crore and is looking at 150 crore this year end," added Manpreet.

There is an X-line range that

is coming in Lee the range which will be Rs. 2,500 onwards and Wrangler is introducing Jhon Abraham clothing, which is a signature collection by Wrangler, the collection will have both men and women wear and the prices will start from Rs 2,000 upwards. This collection will be launched in August," Manpreet added.

The Hot Millions Group is the franchisee for the Denim Republic, "the first of its kind fashion store primarily targets the youth and is a direct outcome of the demand for a constant change in their dresses by the young generation today," said Amanbir Singh from Hot Millions. ♦

चंडीगढ़ भास्कर

चंडीगढ़, मंगलवार 13 जून, 2006

फरमाइश
के मुताबिक
मिलेंगे ब्रांडेड
कपड़े



ब्रांडेड कपड़ों में शामिल हो सकेगी आपकी फरमाइश



सेक्टर-17 स्थित हॉट मिलियन्स में जानकारी देते अमनबीर।

भास्कर न्यूज, चंडीगढ़, 12 जून: जो अच्छा लगा पहन लिया लेकिन ये ख्वाहिश दिल ही में रह गई कि अगर इसमें आप अपनी पसंद शामिल कर सकते तो कितना अच्छा होता। अब यह सब मुमकिन है क्योंकि ये काम फैशन डिजाइन इंस्टीट्यूट के स्टूडेंट्स को सौंपा जा रहा है। सेक्टर 17 में सोमवार से कॉन्सेप्ट



पहनावा

अन्य ब्रांड मौजूद हैं। मनप्रीत ने बताया कि इस तरह के स्टोर लुधियाना और अमृतसर में भी खोले जाएंगे। हॉट मिलियन्स के अमनबीर ने बताया- 'यूथ के लिए अपनी तरह का पहला स्टोर है जहां जाकर वे अपनी पसंद के टैटू, एंब्रायड्री, फेड लुक और अपना नाम आदि लिखवाने जैसी पसंद को शामिल कर सकते हैं। अरविंद ग्रुप की इस पेशकश के साथ मेल के लिए जॉन अब्राहम रेंज और फीमेल के लिए एक्स-लाइन प्रीमियम रेंज जल्द ही उपलब्ध कराई जाएगी।'

ओरिएंटेड स्टोर डेनिम रिपब्लिक शुरू होने के मौके पर ये बातें रैंगलर के रीजनल सेल्स मैनेजर मनप्रीत सिंह और ली के रीजनल सेल्स मैनेजर अनिल भल्ला ने कहीं। हॉट मिलियन्स ने इस स्टोर की फ्रेंचाइज ली है और अब यहां एक्सक्लूसिवली ली और रैंगलर के प्रोडक्ट्स कस्टमर की पसंद को शामिल करते हुए खरीदे जा सकेंगे। जबकि अब तक ये प्रोडक्ट कुछ ऐसे शोरूम्स में बिक रहे थे जहां पहले से ही

अमर उजाला

चंडीगढ़, मंगलवार, 13 जून, 2006



चंडीगढ़ के सेक्टर-17डी में डेनिम रिपब्लिक शो रूम के उद्घाटन अवसर पर कंपनी के अधिकारी।

अरविंद ब्रांड का डेनिम रिपब्लिक चंडीगढ़ में

अमर उजाला ब्यूरो

चंडीगढ़। अरविंद मिल्स की अरविंद ब्रांड ने सोमवार को चंडीगढ़ में नया कान्सेप्ट शोरूम डेनिम रिपब्लिक खोला। सेक्टर 17-डी के एससीओ-108 में स्थित इस शोरूम की फ्रेंचाइजी हॉट मिलियंस ग्रुप को दी गई है। शोरूम में रेंगलर और ली कंपनियों की संपूर्ण रेंज उपलब्ध है।

इस मौके पर ली कंपनी के उत्तर क्षेत्र के सेल्स मैनेजर अनिल भल्ला और रेंगलर के सेल्स मैनेजर मनप्रीत सिंह ने बताया कि यह देश का चौथा ऐसा

शोरूम है, जहां दोनों कंपनियां एक छत के नीचे साथ-साथ अपने उत्पाद बेच रही हैं।

इससे पहले बंगलोर, गुडगांव और फरीदाबाद में शोरूम खोले गए, जिन्हें काफी सफलता मिल रही है।

इस मौके पर शहर के हॉट मिलियंस ग्रुप के अमनबीर सिंह ने कहा कि इस शोरूम में डेनिम के अलावा टी-शर्ट, टीस, बैग, बेल्ट और अन्य दूसरी व्यक्तिगत चीजें भी उपलब्ध कराई गई हैं। इनमें एक्सकैलिबर, न्यूपोर्ट, फ्लाइंग मशीन और रगर्स जैसे प्रचलित ब्रांड शामिल हैं।