

## **Get ready for some sun, sand and the sea with a chic holiday wardrobe from Global Desi**

*Travel essentials to ensure you have a super stylish holiday!!*

**Mumbai, May 2014:** From poolside brunches to beach ball matches, the fashionista's summer holiday has always been a stylish affair, planning the much awaited getaway. Just for her, Global Desi presents the most fashionable holiday essentials of the season - ensuring the perfect packing list for a supremely stylish and versatile beach wardrobe.

Global Desi's latest collection has everything one needs to look one's best during the holiday season. From multi-hued shift dresses, sheer maxis, printed crop tops, skirts, shorts, bralets, printed jackets and midi skirts with an explicitly bohemian vibe – this collection provides a rhapsody of funky beach wear essentials in a super-stylish array of effervescent colours, prints and designs. You can also grab a pair of trendy beach footwear and printed bags to complete that bohemian holiday look. These outfits are high on style ensuring that your travel wardrobe is effortlessly chic, edgy and most of all practical.

### **GLOBAL DESI**

**WHERE:** Across all exclusive brand outlets and multibrand outlets

**PRICE:** Rs 1099 /- Onwards

### **About Global Desi**

Global Desi is an India-inspired young, colourful, boho-chic brand with global appeal. Any woman wherever in the world she may be – who loves, lives and breathes the vibrancy of Indian prints and influences will find a little bit of herself in this label. The collection celebrates the

modern woman and her zest for creativity. It is for a woman who sets her own rules and her creativity is not bound by anything. She flaunts her identity with pride; is free spirited and leaves a lasting impression. The Global Desi collection is predominantly India-inspired and delves deep into our rich heritage of colours, textures and prints to combine them to create international appeal. Launched in 2007, the brand is currently available at exclusive brand outlets and multi brand stores across the country. Global Desi opened its first outlet in Mauritius in 2013. Plans are underway to open it in other destinations all over the world.

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