



Global Desi launches its 62nd exclusive store in the vibrant neighbourhood of Kamla Nagar, New Delhi

Mumbai, May 2014: Global Desi unveiled its latest store at **Spark Mall** at **Kamla Nagar, New Delhi**, offering an exciting range of ultra-chic bohemian inspired fashion. The new store marks the opening of the **62nd exclusive Global Desi** store for And Designs India Ltd.

Following the rapid success of its existing store in Kamla Nagar, this new store offers a complete range of indo-fusion fashion along with an exhaustive collection of trendy bags, scarves, footwear and accessories. Spread over an area of 1392 Sq ft, the store showcases the Spring Summer 2014 - "Mela Collection" of Global Desi comprising the most fashion forward styles, cuts and prints of the season!

Created while keeping current international trends in mind the range offers edgy, stylish, and incredibly comfortable garments making it a one-stop destination for your beach holiday wardrobe. The collection consists of printed maxis, palazzo pants, crop tops, dresses, jumpsuits, midi skirts, sheer jackets and many more options in soft fluid fabrics like LIVA -a must have for the summer vacations and beach holidays! The store promises to give you a completely immersive experience into the fashionable world of Global Desi.

Ms Anita Dongre, Creative Director, Global Desi says *"Our 2nd Global Desi store in Kamlanagar continues to offer fashion forward styles and latest trends for the Global Desi girl. The "Mela" themed Spring Summer collection is playful, fun and high on the trend meter with stylish cuts, vibrant colors and flattering silhouettes for the style savvy of New Delhi"*.

PRICE RANGE:

Global Desi – Rs 1099/- onwards

WHERE:



Spark Mall, Commercial Complex, Kamla Nagar, Delhi 110007

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.

For more information, log on to www.globaldesi.in

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