

# global desi

## Global Desi launches its Spring Summer 2014 “Mela” Collection

Fashionable ensembles infused with the mesmeric vibe of the Indian Mela

**Mumbai, January 2014:** Infuse a spring in your step and some vibrant fun in your wardrobe with the Global Desi Spring Summer 2014 collection -wholly inspired from the exuberant spirit and infectious vibe of the great Indian “Mela”. With this collection the brand revisits its trademark bohemian spirit infused with stimulating elements of the Mela in an inimitable range of à la mode, fashion forward styles! Experience childlike enchantment, fanfare, and vivacious energy synonymous with an Indian Mela, as the collection comes together with a burst of color, flowy silhouettes, exciting prints and motifs, and chic styles!

For the new season Global Desi is rustic casual yet urbane chic, imbibing the free spirit of a fun filled carnival. The collection keeps you cool with soft flowy fabrics like georgettes, chiffon to the breezy fluid fabric LIVA which find form in fun prints on tunics, shirts, jumpsuits, afghans, palazzo pants, shift dresses and maxis.

In its style and attitude the collection embraces both familiarity and modernity, working with classic prints of elements synonymous with the typically Indian “Mela” - kites, pinwheels, turbans, carts etc in an array of fashion forward styles and hues that emulate the joie de vivre of a carnival. The textures are reinterpreted to create new season signatures imbued in an array of distinctive bright hues like mustard, tangerine, deep blue, lime green, red. In this collection the Global Desi girl is as effortlessly cool and supremely stylish as ever!

See you at the Global Desi Spring Summer 2014 Mela!

### **GLOBAL DESI**

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

**PRICE:** Rs 999 /- Onwards

### **About Global Desi**

Founded in 2007, Global Desi operates under the aegis of And Designs India Ltd. (ADIL), one of India's most reputable fashion houses with more than 18 years of valued experience in the fashion industry. Offering a fusion of Indian and global influences, Global Desi is inspired by India's vast and vibrant heritage of colours, textures and prints juxtaposed with western cuts resulting in a collection which is fun, fashionable, quirky and riding high on international appeal. 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 collection is available at Global Desi standalone stores as well as multi brand outlets across India.

For news on new collections, style updates and more log onto  
[www.globaldesi.anitadongre.com](http://www.globaldesi.anitadongre.com)