

***Park Avenue unveils its Autumn Winter 2008 collection at the  
Lakme Fashion Week***

***Mrs. and Mr. Gautam Hari Singhania's confident walk down the ramp in Park Avenue's exquisite Autumn Winter 2008 line steals the show!***

**Mumbai, April 1, 2008:** Amidst much fanfare, **Park Avenue**, the premium formal wear brand from Raymond Apparel Limited today, unveiled its **Autumn Winter 2008** collection, at the **Lakme Fashion Week 2008** at NCPA, Nariman Point. The exquisite collection comprised of formal Business and Evening wear for men and women.

The showstopper for the evening were none other than **Mr. Gautam Hari Singhania**, Chairman and Managing Director, Raymond Ltd. and **Mrs. Nawaz Singhania**, who created a stir amongst the audience, which included the city's corporate honcho's and glitterati. The dynamic couple, who walked down the ramp together for the first time wearing **Park Avenue**, looked stunning in their stylish ensembles. Mr. Singhania looked dapper in a two-button suit with turquoise stripes, which was well coordinated with a light turquoise blue shirt from the Corporate Line. Harmoniously coordinating her outfit with his, Mrs. Nawaz Modi Singhania was dressed in an aqua blue shirt teamed with a black jacket and a slim fit skirt.

Well known models of the likes of *Monikangkana Dutta, Shamita Singha, Mugdha Godse, Aanchal Kumar, Sahil Shroff* and *Aryan Barhua* showcased the **Park Avenue Autumn Winter 2008 collection** in the fashion show stylishly directed by ace ramp choreographer **Lubna Adams**.

An elated **Mr. Gautam Hari Singhania, Chairman and Managing Director, Raymond Ltd.**, said, *"Over the years, the Raymond Group has been the leader in the business of fashion and lifestyle. With Park Avenue, we have created a brand that provides the best of fashion and innovation, with special emphasis on comfort, convenience and style. The Fashion Week is the right platform to showcase the inspiring new looks of the Autumn Winter 2008 collection from the brand and we are proud to be a part of it."*

**Mr. Shreyas Joshi, President, Raymond Apparel Ltd.** added, *“Park Avenue has proved to be the most innovative and fashionable brand when it comes to formal wear. It has always been a pioneer and trendsetter since its inception. Park Avenue’s participation at the Lakme Fashion Week reinforces it as the most respected and largest formal wear brand in the country.”*

The **Park Avenue Autumn Winter 2008 collection** revolves around four themes, which are depicted through the collection. The colour palates used for both men and women collections are aqua blue, turquoise blue, light grey, earthy tones, deep burgandy, maroons and ‘Black and Whites’. These warm colors along with the soft fabrics give the collection an elegant and contemporary look.

With this, **Park Avenue** is all set to adorn the fashion conscious men and women across India in the next few months by retailing the Lakme Fashion Week collection at its exclusive stores.

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