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SOUTHERN NEWS - KARNATAKA

Oct 11, 2005



K-Lounge opens first outlet in State

Monday October 10 2005 13:32 IST

MANGALORE: K-Lounge, the new fashion retail chain promoted by Kewal Kiran Clothing Pvt Limited, opened its first outlet in Karnataka.

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First Editorial Second Editorial Main Article Second Article Time Out Columns The Outlet was inaugurated at Hotel Usha building, Balmatta on Sunday. The Outlet is likely to revolutionise fashion in India through its four brands namely Killer, Easies, Lwman and Integriti.

This fashion retail chain has 17 stores spanning across Mumbai, Surat, Baroda, Pune, Raipur, Bilaspur, Ahmedabad, Hyderabad, Jabalpur, Bhubaneswar and Jodhpur. After setting up the first centre in Mangalore the second outlet will be opened in Bangalore.

Kival Kiran Company Director Vikas Jain speaking to the newspaper said that Mangalore enjoyed an advantage of having many colleges.

"We target the crowd, which has a lot of disposable income and willingness to spend. This is a right place for us to set up," and said the Company aimed to open 100 stores across the country in next 18 months.

The fashion store is a place to shop for college goers and young families between 16-35 years. It has denims, T-Shirts, trousers, shirts and trendy outfits, all under one roof.

He also said the outlets aim to curb duplication of the brand.

"We intend to give genuine material at genuine prices at the

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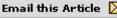
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