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## Logix Group to launch unique Logix City Center: A fashion destination

NI Wire

New Delhi, Sat, 19 Jul 2014

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Center is one of the first mixed use commercial projects planned in the heart of Noida city.

Strategically located at the nodal point of Noida City Center in Sector 32, this is one of the largest green integrated commercial destinations with retail, hospitality and corporate offices. Spread over 6 acres, Logix City Centre shall have over 7 lac sqft of retail and entertainment, over 4 lac sqft of premium corporate office towers along with 250 keys 5 Star Luxury Hotel.

Mr. Shakti Nath, CMD Of Logix Group said, "We are pleased to launch Logix City Center during the India [Couture Week](#) 2014. The six-day fashion week event will eye witness the grand launch of The Logix City Center. The Logix City Center is coming up with 15 screen state of art multiplex PVR entertainment as well as first Imax of Northern India. The Mall will also have largest Hyper CITY to provide truly international shopping experience, where customers can shop in comfort in a large, modern and exciting environment. Many national and international brands outlets including Shoppers Stop will be there in the Mall to offer a complete range of apparel and lifestyle accessories to cater every lifestyle need".

Chandni Nath Israni, Director, Logix Group said, "India Couture Week 2014 is a unique platform and excellent opportunity for fashion talent to exchange ideas. Top Indian designers through a series of riveting shows will make these six days a blend of contemporary art and modern aesthetics with fashion. We are pleased to launch Logix City Center during the India Couture Fashion week 2014.

[Sunil Sethi](#), President FDCI said "This is the best platform to showcase the Indian Couture with our associate partners Logix group since they would have a dedicated area called Destination Couture in the all new Logix City Center Mall. Logix Group is synonymous with quality, dynamism and growth. The group has successfully carved a niche for itself in this competitive scenario by delivering premier facilities.

Designer Manish Malhotra said "Couture week is very special to me as its my biggest show of the year and now with my haveli flagship store in Delhi this year is most special. Portraits' my [couture collection](#) 2014 is about timeless embroideries in todays contemporary cut make it a timeless moment Logix group coming up with Logix City Center where there will be fashion and Northern India's first IMax associating with them, for my couture show is synergy of art fashion and cinema"

Pramod Arora, Group President, PVR Ltd said, "The Logix Group stands as a testimony to developing India with its state-of-art architecture and we feel honoured to launch India's largest and most advanced format of cinematic viewing the 'superplex', a 15 screen multiplex cinema at Logix City Centre. With this magnanimous launch, people of North India will also witness the first-ever IMAX experience at PVR."

▶ New Delhi: Logix Group Set a new benchmark for commercial projects in Delhi - NCR' Logix City



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