



(L-R) Manish Malhotra, Chandni Nath Israni and Sunil Sethi

## Couture's new destination

Taking Indian retail and fashion forward, **Chandni Nath Israni**, director of Logix group, recently announced the launch of Logix City Center Mall, at an event to celebrate couture fashion. The mall in Noida will be the first of its kind, with not just an international shopping experience for the visitors but also a 15-screen state-of-the-art multiplex as well as first Imax of Northern India.

Talking about the proud venture that combines fashion and entertainment, Israni said, "There will be a dedicated area called

Destination Couture in the mall, for Indian and international fashion stores. The mall is located at the nodal point of Noida City Centre and will also have the largest hypercity to provide truly international shopping experience, where customers can shop in comfort in a large, modern and exciting environment."

The Logix Group is also teaming up with ace designer **Manish Malhotra** for his grand show on July 19 at the upcoming Shree Raj Mahal Jewellers India Couture Week being organised by FDCI.

"Couture week is very special to me as it's my biggest show of the year, and now with my Haveli flagship store in Delhi, it is even more special. This association is a synergy of art, fashion and cinema," said Malhotra.

**Sunil Sethi**, president, FDCI, added, "This is the best platform to showcase Indian couture with our associate partners since they would have a dedicated area in the new mall. The Logix Group has successfully carved out a niche for itself by delivering premier facilities."