



*Press Release*

**Sobo Central presents Runway Sobo, a fashion show that celebrates the latest fashion trends in town on 3rd & 4th October, 6.30 pm onwards at Sobo Central, Tardeo**

**Mumbai, October 3, 2009:** Central, the most happening destination to Shop, Eat, Celebrate in the city is all set to witness a fashionable and glamorous weekend at a dazzling fashion show held at SoBo Central, Heera Panna, Haji Ali, Tardeo on 3rd & 4th October, 6.30 pm onwards. The fashion show is called Runway Sobo and will showcase the latest fashion from leading brands like Arrow, Van Heusen, Celio, Daniel Hechter, Reid & Taylor, Remanika, Puma, Indian Terrain, Annabelle, Lee, Park Avenue, John Miller, J. Hampstead, Turtle, U.S. Polo, Parx, Flying Machine, Adidas, Jealous 21, Planet Sports & 109F. The latest fashion from these leading brands will ensure the trend conscious consumers in South Mumbai look their best for the festive season.

Top models like **Dipti Gujaral, Alesia Rout, Sahil Shroff, Vidut Jamal, Acquin Caes, Pravin Sirohi & many more will make the fashion statement showcasing the latest collection from these brands.** Runway SOBO has been choreographed by none other than **Achala Sachdev**, the prolific model, catwalk star, TV personality & choreographer.

This is yet another initiative by Central to showcase the latest in Fashion for its trend conscious consumers. Targeted at giving the best to its consumers, the place is always buzzing with innovative promotions, weekend fun and new celebrations throughout the year.

So, celebrate your festive season with the latest collection from the best brands in apparel, footwear, eyewear, ethnic wear, watches, cosmetics, fragrances, jewellery, sportswear, accessories & a whole lot more. The collection will also be available at all Central stores across the country.

**About Central**

Central was launched in the year 2004 May in Bangalore, as India's first Seamless mall and the biggest lifestyle brand for the Future Group. Central offers its discerning shoppers options of choosing from over 500 best brands across categories including apparels, cosmetics, fragrances, eyewear, watches, accessories, sportswear, toys, mobiles, electronics, home, and much more for the entire family. There are 10 Centrals at present viz. Bangalore, Hyderabad, Pune (2), Vadodara, Mumbai (3) - Vashi Central, Sobo Central & Goregaon Central, Gurgaon & Indore.

**For further information please contact**

Mr. Atul Takle  
Head - Corporate Communications  
Pantaloons Retail (India) Limited

Email: [mediarelations@futuregroup.in](mailto:mediarelations@futuregroup.in)

Website: [www.pantaloonsretail.in](http://www.pantaloonsretail.in)

