



Children's Wear
Ladies Wear
Men's Wear
Footwear
Accessories

GET READY TO TRANSFORM YOUR WARDROBE THIS WINTER WITH MAX'S LATEST COLLECTION INSPIRED BY STAR WARS

Bangalore, November 29, 2016: There are few, if any, movies in history that can claim to have an iconic status similar to that of Star Wars. With 'Rogue One: A Star Wars Story' all set to hit cinemas this Christmas on 16th December 2016 in India, Max is taking the excitement many notches higher by launching a Star Wars inspired apparel collection for young men and women.

The unique collection fuses pop culture with the latest in fashion in honour of the popular sci-fi movie franchise. The catchy graphics feature the galaxy's iconic characters Darth Vader, Stormtroopers, Master Yoda and more with a color palette mix of black, white and greys with the contrasting shades of red.

For women, the fashion range comprises of crop tops, long tees, sweatshirts & tank tops that can be easily paired up with skirts, denims and leggings; for the men, there's exciting graphic tees and sweatshirts. The collection is available across MAX stores from INR 499 onwards.

So, go ahead and collect your favourite pieces from the Star Wars collection and flaunt the force!

About MAX:

Max is the leading fashion brand offering customers a one stop shop for clothing, accessories and footwear needs for the entire family. Max, a fashion brand of Landmark Group has pioneered the concept of '*Latest fashion at great prices*' in the country, thereby offering the discerning shopper a vast choice with international fashion & quality. It offers apparel, footwear & accessories that are of the latest fashion trends. The store ambience offers an international shopping experience making shopping for the entire family an absolute delight. Globally Max has over 350 stores across 16 countries and in India, Max has more than 150 stores across 60 cities. The brand plans to have a network of 160 stores in India by the end of FY 16-

You can also visit:

www.maxfashion.com

www.landmarkshops.in



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About Disney India's Consumer Products Business:

Disney is the largest retail character licensor in the world with US\$52 billion in character merchandising retail sales globally in 2015. The Consumer Products business includes: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Retail Sales and Marketing. The Consumer Products business plays a critical role in providing Indian consumers a chance to bring a piece of the Disney magic home through a wide range of creative and locally appealing merchandise.

Today, Disney-branded products are available across 300,000 retail locations in India. Disney-branded products are present in close to 2000 modern retail touch points including hypermarkets with more than 3,000 SKUs across categories. Working with over 150 licensees across categories, Disney India's Consumer Products retail branding, such as the unique Disney-branded corners in prominent retail outlets including Hamley's and Big Bazaar, continue to reach more and more consumers across the country. Disney-branded products are available across all the key online portals with branded pages on Amazon and Flipkart and with strategic presence in portals like Myntra, Jabong, Snapdeal and more.

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