



## Hidesign Launches A Limited Edition Disney's Beauty And The Beast Collection

- A timeless story comes to life with this 'Enchanted Collection' -

**PONDICHERRY, INDIA, FEB 20<sup>th</sup>, 2017:** Ahead of the release of Disney's live-action adaptation of "Beauty and the Beast" on March 17, 2017, Disney India and Hidesign have launched an 'Enchanted Collection' of premium leather bags and wallets.

This limited edition collection brings out the enchantment and romance found in the film. Disney's timeless characters together with Hidesign's full grain leathers and classic shapes, has resulted into creation of contemporary range of bags that are playful and elegant.

Each creation from the collection drew inspiration from the spectacular film. The heartwarming camaraderie of the enchanted castle staff make their appearance on embossed leather and canvas bags, patchworks of the bitter, broken-hearted Beast juxtaposed with the soft natured and motherly Mrs. Potts and her son Chip feature on a stylish tote and finally; the blooming romance between Belle and the Beast, vividly come alive using embosses and leather applique.

Speaking on the collection, Dilip Kapur, Founder & President, Hidesign said, "Disney has always inspired the creation of designs that are not only beautiful but also have an emotional connect with our customers. Taking this thought ahead, we are thrilled to bring a limited edition *Enchanted Collection* to relive Disney's classic story."

"There is phenomenal buzz around our live-action film Disney's Beauty and the Beast. Hidesign has brought out the magic of this timeless tale beautifully with its products and we are excited to bring this collection to our fans", said Abhishek Maheshwari, Vice President, Consumer Products & Interactive Media, Disney India.




The collection will launch through a unique exhibition on 3<sup>rd</sup> March exclusively at The Palladium, Mumbai and be available across Hidesign stores in India and on [www.hidesign.com](http://www.hidesign.com), from March, 2017.

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**Hashtags:** #HidesignXDisney #BeautyandTheBeast

## **NOTE TO EDITORS**

### **About Hidesign:**

Founded in 1978 by Dilip Kapur, Hidesign is a lifestyle group, which re-defined the vision of luxury in India through an ethos of high quality, ecological values and personalized service. Hidesign has established its name, through its iconic leather brand, based on a strong heritage of craftsmanship and innovation. By keeping its focus on a classic contemporary fashion statement, with timeless yet edgy design, Hidesign caters to a highly savvy and sophisticated urban professional.

With a global presence, the group has become one of the first Indian brands to be retailed at premium international outlets – House of Fraser in the UK, Myers and David Jones in Australia, Stuttafords in South Africa, Parksons in Vietnam and Robinsons and Isetan in South East Asia. Hidesign has grown to 84 exclusive stores and a distribution network in 25 countries. In India, the collection is available at all exclusive Hidesign outlets and leading retail stores like Shoppers Stop, Lifestyle and Centrals, and e-commerce portals Amazon, Flipkart, Myntra, Jabong and Snapdeal.

### **About Disney India's Consumer Products:**

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 works with over 150 licensees who make Disney-branded products 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. 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.

### **About Beauty and The Beast:**

The story and characters audiences know and love come to spectacular life in Disney's live-action adaptation "Beauty and the Beast," a stunning, cinematic event celebrating one of the most beloved tales ever told. "Beauty and the Beast" is the fantastic journey of Belle, a bright, beautiful and independent young woman who is taken prisoner by a Beast in his castle. Despite her fears, she befriends the castle's enchanted staff and learns to look beyond the Beast's hideous exterior and realize the kind heart of the true Prince within. The film stars: Emma Watson as Belle; Dan Stevens as the Beast; Luke Evans as Gaston, the handsome, but shallow villager who woos Belle; Kevin Kline as Maurice, Belle's father; Josh Gad as LeFou, Gaston's long-suffering aide-de-camp; Ewan McGregor as Lumière, the candelabra; Stanley Tucci as Maestro Cadenza, the harpsichord; Audra McDonald as Madame de Garderobe, the wardrobe; Gugu Mbatha-Raw as Plumette, the feather duster; Hattie Morahan as the enchantress; and Nathan Mack as Chip, the teacup; with Ian McKellen as Cogsworth, the mantel clock; and Emma Thompson as the teapot, Mrs. Potts.

Directed by Bill Condon based on the 1991 animated film, "Beauty and the Beast," the screenplay is written by Stephen Chbosky and Evan Spiliotopoulos and produced by Mandeville Films' David Hoberman, p.g.a. and Todd Lieberman, p.g.a. with Jeffrey Silver, Thomas Schumacher and Don Hahn serving as executive producers. Alan Menken, who won two Academy Awards® (Best Original Score and Best Song) for the animated film, provides the score, which includes new recordings of the original songs written by Menken and Howard Ashman, as well as three new songs written by Menken and Tim Rice. "Beauty and the Beast" will be released in U.S. theaters on March 17, 2017.