



RING IN THE CHRISTMAS CHEER WITH FASHION COLLECTION FROM DISNEY

- Disney launches special festive collection for adults -

Mumbai, December 19, 2013: With the festive season spreading much happiness, cheer and joy, Disney Consumer Products India, brings an assortment of fashion products for all adult fans in India. Targeted towards youth (18 to 25 years), the range is inspired by Mickey and Minnie.

The collection includes T-shirts, tops and dresses by Cottonworld, Myntra, Zovi and Lifestyle. Accessories include cotton bags from Be for bags available at Beforbag.co.in, Flipkart.com, Jabong.com and women's scarves range in an array of fun hues available at the Shopper's Stop. The collection is perfect for mixing and matching, making it ideal attire and effortless style statement for this festive season.

The range is available at a starting price of INR 499.

So celebrate this holiday season with Disney and have a merrier Christmas!

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Note to Editors:

About Disney Consumer Products: Disney is the largest retail character licensor in the world with US\$37 billion in character merchandising retail sales globally in 2012. Disney's Consumer business include: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Retail Sales and Marketing the Consumer 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 products are available across over 100,000 retail touch points in India. Disney Consumer Products (India) continues to focus on broadening its distribution by expanding product reach beyond large cities through existing licensees and retail relationships. Working with over 140 licensees across categories, Disney's retail presence, such as the unique "store-in-store" concepts in prominent retail outlets such as Lifestyle and Hamleys in Mumbai, Sapphire in Bangalore, Landmark Stores, deliver a broad range of products and continue to reach more and more consumers across the country.

In an endeavor to provide consumers with the best choice, the greatest convenience and flexibility, Disney and Net Distribution Services launched www.shopatdisney.in, extending Disney's reach beyond large cities and making Disney merchandise collection available online and just a few clicks away. Disney Consumer Products has also leveraged the growing e-commerce market in India, by making Disney branded products available across all the key online portals such as Flipkart, Snapdeal, First Cry etc.