

29<sup>th</sup> August 2023

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| To<br>Listing Department<br>The National Stock Exchange of India Limited<br>Exchange Plaza,<br>Bandra-Kurla Complex, Bandra (East),<br>Mumbai 400051<br>Symbol: TRENT | To<br>Corporate Relations Department<br>BSE Limited<br>Phiroze Jeejeebhoy Towers,<br>Dalal Street,<br>Mumbai 400 001<br>Scrip Code: 500251 |
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**Sub: Press Release on Westside unveils its denim collection**

Dear Sir / Madam,

Pursuant to Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations 2015, we enclose herewith a press release on 'Westside unveils its denim collection with: "Live Your Dance, Live Your Denim" campaign' which will be disseminated to media.

The press release would also be placed on the website of the Company at [www.trentlimited.com](http://www.trentlimited.com)

This is for your information and records.

Thanking you,

For Trent Limited

Krupa Anandpara  
Company Secretary

Encl.: as above

## Westside unveils its denim collection with: "Live Your Dance, Live Your Denim" campaign

In a thrilling move that celebrates the fusion of fashion and self-expression, Westside has unveiled its latest denim collection through the captivating campaign, "Live Your Dance, Live Your Denim." This collection underscores the idea that fashion has the ability to let individuals showcase their authentic selves and celebrate their unique identities by expressing their clothing choices.

The campaign video acts as a vibrant celebration, highlighting fashion's remarkable capacity. It allows individuals to embody their authentic identities, revel in their unique personas, all while incorporating denim as a vital component of an effortlessly stylish personal rhythm.

Speaking on the collection, **Mr. Umashan Naidoo, Head of Customer & Beauty at Westside** said, "The denim revival was the perfect opportunity to celebrate dance. 'Live your dance, Live your denim' is a movement piece that allows you to wear fashion to your own beat. Denim is more than just a fabric; it transforms into a statement, a rebellion, an embodiment of eternal youth. It isn't just a clothing; it's a canvas for artists, a symbol of love, and the armor of a freedom fighter. Living in your denim embraces all of the above. With 'Live Your Dance, Love Your Denim,' we invite you to wrap yourself in the timeless embrace of denim and dance to your own beat. Let your spirit sway and groove, and let your denim be an extension of your unique story."

The collection is youthful and versatile range of attire that seamlessly blends the playful and the chic. This collection features an array of denim skirts, shorts, tops, and jeans that can be effortlessly styled with shirts and T-shirts. It stands as a manifesto—a celebration of artistry, unity, and the boundless possibilities of self-expression through fashion.

The campaign video showcases individuals from diverse backgrounds coming together to dance, laugh, and express themselves freely while adorned in the denim collection. Unveiling a wide range of styles within men's and women's denim collection. With options ranging from slim-fits to relaxed and baggy designs, men can enjoy a versatile selection, while women can indulge in form-fitted, curve-friendly, and resurgent retro choices including wide leg, high waist, and baggy jeans. Embracing the essence of our denim campaign by choosing styles that resonate with your individuality, prioritizing a comfortable fit, and exuding confidence in every wear.

Link to the video: <https://www.instagram.com/reel/CwcDqumI1li/?igshid=NjFhOGMzYTE3ZQ==>

### **About Trent:**

Trent Limited is part of the Tata Group and operates a portfolio of retail concepts. The primary customer propositions of Trent include Westside, one of India's leading chains of fashion retail stores, Zudio, a one stop destination for great fashion at great value and Trent Hypermarket, which operates in the competitive food, grocery and daily needs segment under the Star banner. Trent's new fashion concepts include Samoh, a differentiated & elevated occasion wear offering and Misbu that offers a curated & compelling range of beauty, personal care and fashion accessories.

Westside stores have a footprint of predominantly between 18,000-34,000 sq. ft. across 90 cities. Westside stocks a broad range of products ranging from apparel, footwear, accessories to cosmetics

and perfumes to home accessories and gifts amongst others. Each Westside store presents international shopping ambience, superior merchandise at affordable prices and excellent service. Zudio, the value fashion format destination, operates with stores having a footprint of around 7,000-10,000 sq. ft. Zudio stores offer several product categories to meet the varied shopping needs of customers. These include apparel across men, women and kids and footwear.

**For media queries, please contact:**

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