



THE ALL NEW “SUMMER PALACE COLLECTION” BY HOUSE OF PATAUDI NOW AVAILABLE ON MYNTRA

Saif Ali Khan’s brand, House of Pataudi, launches a ‘Palace Inspired’ Collection

Bangalore and Mumbai, June 26, 2019: House of Pataudi, co-owned by Saif Ali Khan, Myntra and Exceed Entertainment launches its latest collection that is inspired by the Pataudi Palace. The Summer Palace Collection brings alive the ornate beauty and grandeur of the Pataudi Palace. The collection is also designed keeping in mind the festive flavour and trends of the season. The collection comprises of everyday Indian wear conceptualized as **Firdaus**, festive with royal charm, **Noor** and **Riwayat** for classic Indian weddings.

Step into the spring season with a riot of colours and subtle floral prints with House of Pataudi’s Firdaus collection. Inspired from the shades of the Palace garden, the colour palette transitions from powder pink and pastels, to sky & walnut shells.

Noor, the festive finery line is inspired by architectural designs and intricate motifs of the Palace. Riwayat showcases the beauty of the old world charm that never fails to impress. Luxurious brocades, jacquards, hues such as royal blue, maroons and opulent golds makes it perfect for Indian weddings. The collection is supported by an outdoor campaign and digital marketing, featuring Saif Ali Khan.

“The palace is an architectural marvel for many but for me, its home and holds a lot of emotional value. It is interesting for me to see a collection inspired by the hues of the palace gardens. The floral patterns and designs used in the collection intertwine with elements of the nature that surrounds Pataudi Palace,” says, Saif Ali Khan.

Amar Nagaram, Head, Myntra Jabong, said, *“House Of Pataudi’s new ‘Summer Palace Collection’ is a reflection of the opulence and grandeur surrounding the Pataudi Palace and is a royal treat for patrons of ethnic wear. Every collection from the brand embodies the rich cultural heritage of the erstwhile Nawabs, offering shoppers a unique opportunity to experience elegance with its designs and styles. Myntra’s design team has worked closely with Saif to create a collection that is truly spectacular.”*

About House of Pataudi:

‘House of Pataudi’ co-owned by Myntra, Exceed Entertainment and Saif Ali Khan exemplifies the latter’s classic and contemporary style and taste.

It is a lifestyle brand for men and women that delivers fine taste and refinement to the discerning and the fashion conscious. Each piece not only exudes style, but also narrates the rich story and history of the Pataudi heritage. The collection is exclusively available on Myntra.



About Exceed Entertainment

Exceed Entertainment is an integrated, multi-platform entertainment and talent management company based out of Mumbai.

It is one of India's leading agencies in the media and entertainment space and managing and representing several A-List Indian film personalities for over a decade now.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.