

Kriti Sanon celebrates her first KISS with USPL

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INVC NEWS New Delhi, **Kriti Sanon**, the talented film actor recently made a foray into the world of fashion by collaborating with Sachin Tendulkar-backed celebrity fashion company Universal Sportsbiz Pvt. Ltd. (USPL) and launched **Ms.Taken, a signature western wear line**. The collection sports casual and semi-formal garments with categories including Tops, Tunics, Dresses, Trousers, Jackets, Denims and so on. Ms.Taken epitomizes the young, confident and independent Indian woman who expresses her individuality and walks her own path. The actress announced its new property **KISS - KEEP IT STYLISH SALE** today at a glitzy event at **The Great India Place Mall in Noida**. The launch was marked by bursting of the disco ball piñata by Kriti. Through this property, the fashion line will be available at irresistible prices once every season.

The brand is all set to kick-start its remarkable 3 day flash sale from 16th till 18th December 2016 across online and in-store. Ms. Taken is giving its customers an opportunity to shop for great deals across all products and take advantage of unbeatable offers to ensure they get their hands on the best deals this weekend!

Speaking on the occasion Kriti Sanon said, "An Indian woman's demeanour is often misconstrued when she expresses herself. Ms.Taken asserts the young woman's aspirations and confidence. Our aim is to provide affordable western wear attuned to our Indian sensibilities. I am delighted to collaborate with Anjana and her team to bring to life our vision of launching a stylish range of clothing in India and it just gets better with KISS. " **Anjana Reddy, Founder and CEO of Universal Sportsbiz** said, "Ms.Taken collection embodies the progressive, carefree and graceful young Indian woman with its cuts, styles, silhouettes, fits and colours. Ms.Taken will help recreate a woman's wardrobe for everyday as well as special occasions. Kriti's style quotient is exemplified through this collection. As the name suggest, through this stylish sale, we want to make our line even more affordable to our consumers. We want to start a tradition of delivering unbeatable deals on the wide range of products. We want customers to take advantage of our offers ensuring that they receive the best possible experience during the holiday season."

Gopal Asthana, Customer Care Associate & Head - Buying & Merchandising, Shoppers Stop Ltd. commented, "The premium, progressive and care-free positioning of Ms. Taken fits seamlessly into our diverse portfolio of fun and chic women's wear brands. We are positive that Ms. Taken is well-poised to become one of the most fashionable brands in the country".

Abhijeet Dabas, Vice President - Myntra Fashion Brands said, "Myntra is the preferred online shopping destination for fashion. Women's western wear is fast growing category and Ms. Taken's exciting range for the modern Indian women will be a great addition to our offering. We are very excited to bring Keep It Stylish Sale by Ms. Taken from 16-18th December on Myntra to our customers and are positive of great response from them."

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