

LimeRoad.com Style Council launches with Neha Dhupia, Miss Malini and Gia Kashyap

By : INVC Team Published On : 27 Sep, 2013 10:20 PM IST



INVC, Delhi, India's first social shopping platform LimeRoad.com, and the leading engagement platform with over 4 Lakh Facebook likes and 26 million page views per month, has launched the **'The LimeRoad.com Style Council'**, the ultimate authority on style.

Style Council brings on board 3 glamorous and intelligent women who will serve out style like never before. The Style Council members include the fiercely chic and ex Miss India **Neha Dhupia**, the most widely read Bollywood blogger **Miss Malini** and finally, the effervescent **Gia Kashyap**, celebrated fashion blogger.

Suchi Mukherjee, Founder & CEO LimeRoad.com said, "LimeRoad.com firmly believes that each woman is special and has a unique sense of style& expression. We have given our users tools to express their sense of style through scrapbooking and creating looks. Today we have over 30,000+ looks which are all absolutely unique and created by our community that is growing by 50% every month. We are looking forward to providing them with style inputs from Limeroad Style Council".

Neha Dhupia said on this association, "I have joined the **'The LimeRoad.com Style Council'** to celebrate the spirit of the modern Indian woman and to be part of a platform where we as women can freely share our own sense of style. Limeroad.com has created a unique feature whereby style-conscious women around the country can sit at home, create looks and earn money. This is a fantastic way to empower women and encourage them to be independent."

Suchi says, "The Limeroad.com Style Council is our effort to create a repository of fashion and style inputs by some of the most glamorous names that will be available to all style-seekers across the country. The Council members will not only share what's hot and what's not, but will also interact with the LimeRoad.com's scrapbooking community and users."

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