



PRESS RELEASE

Style Bazaar Unveils The World's Largest Fashion Wardrobe, Receives Acclaimed Guinness World Record Title

- **Hon'ble Chief Minister Of West Bengal Shri Suvendu Adhikari Graced The Occasion**
- **The 50 Ft × 20 Ft Spectacle Celebrates Style Bazaar's Largest Festive Collection**

Kolkata, September 2026: Fashion is an expression of who we are — and during the festive season, it becomes an even more vibrant celebration of colour, tradition, style and individuality. Building on this spirit, **Style Bazaar** has brought its festive fashion story to life in an extraordinary way with the **World's Largest Fashion Wardrobe**, a spectacular installation measuring **50 feet by 20 feet** at City Centre 1, Salt Lake, Bidhannagar. Adding another remarkable dimension to the celebration, Style Bazaar was bestowed with a coveted **Guinness World Record™** title for this larger-than-life wardrobe, and created a record around an object that is at the very heart of fashion and everyday life.

The occasion was graced by **Shri Suvendu Adhikari, Hon'ble Chief Minister of West Bengal** along with **Shri Manoj Kumar Agarwal, Chief Secretary, Government of West Bengal**.

The concept takes inspiration from something familiar to everyone's wardrobe. Style Bazaar transforms this everyday symbol of fashion into a larger-than-life experience, creating a wardrobe on a scale that is as spectacular as the festive season itself.

The installation showcases the spirit of **Style Bazaar's largest festive collection**, bringing together an expansive celebration of fashion for the season. From traditional-inspired looks to contemporary styles, the collection reflects the many ways people dress up, express themselves and celebrate during the festive period.

Speaking about the initiative, **Mr. Shreyans Surana, Chairman & Managing Director, Style Bazaar** said "We want to present fashion in a manner that is as joyful, inclusive and extraordinary as the festive season itself. Pujo is a time when Kolkata comes alive with colour, celebration and a renewed sense of togetherness, and fashion becomes an integral part of that spirit. A wardrobe is something that connects with everyone — it represents our choices, our celebrations and the way we express ourselves. Our Guinness World Record™ title adds another dimension to this celebration, and we are delighted to bring Style Bazaar's largest festive collection to life on such a remarkable scale. With this initiative, we wanted to take that everyday symbol of fashion and transform it into an experience that brings people together and celebrates the spirit of Pujo."

The **50 ft × 20 ft World's Largest Fashion Wardrobe** takes this celebration beyond the confines of a store, turning fashion into a public spectacle and an experience for everyone to witness and participate in.

At its core, the **World's Largest Fashion Wardrobe** is a celebration of fashion at its most joyful and inclusive - where the scale of the wardrobe reflects the scale of the festive spirit, and Style Bazaar's largest festive collection becomes part of an experience designed to be remembered.



The installation will be open for visitors from **11th to 13th September 2026 at City Centre Salt Lake, Bidhannagar, from 12.00 PM to 8.00 PM** inviting people to witness this extraordinary celebration of fashion and festive spirit.

The event is supported by **WOW Momo as the Food Partner** and **Purple as the Beauty Partner**.

About Style Baazar:

Style Baazar (Baazar Style Retail Limited) is one of Eastern India's fastest-growing value fashion retail chains, committed to making quality, trend-led apparel accessible to every Indian family. The Company began its journey in 2013 with its first store in Berhampore, West Bengal. Today, it operates a strong and expanding network of **300 stores across 10 states**, with an ambition to reach **500 stores**.

Style Baazar caters to men, women and children across diverse consumer segments, while also offering cosmetics, accessories and home utility products.

Listed on the **National Stock Exchange of India Limited (NSE)** and **BSE Limited (BSE)**, Style Baazar offers a comprehensive portfolio spanning men's wear, women's wear, kids' wear, accessories and seasonal collections—delivering a compelling blend of style, comfort and affordability.

Backed by data-driven merchandising and deep consumer insights, the Company focuses on regionally relevant fashion that aligns with evolving consumer trends. With a customer-first approach, a robust supply chain and value-driven pricing, Style Baazar continues to drive sustainable growth while strengthening its position as a trusted fashion destination across **real Bharat**.

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