



Typhoo UK's finest tea since 1903 joins hands with India's biggest fashion extravaganza- Lakmé Fashion Week

Mumbai, 12th March 2014: Typhoo Tea collaborates with **Lakmé Fashion Week Summer/Resort 2014** bringing alive a stylish tea lounge that adds steam to this haute affair. UK's finest tea maker since 1903, Typhoo, introduces their very eclectic range of teas to discerning audience who visit the Fashion Week, are part of Mumbai's stylish milieu and for whom the right selection of tea is integral to their evolved lifestyle.

Fulfilling their need to stock, sip and enjoy a rich variety of teas, the Typhoo Tea Lounge offers a tasting opportunity of over a dozen flavors and genres of tea. Besides the expected Earl Grey, Darjeeling and Assam teas, the Typhoo Tea Lounge conjures up exciting fruit and herb based beverages, both hot and cold. Typhoo Pure Green tea, Jasmine, Lemon Grass and Moroccan Mint Green Tea flavours also get served to tea connoisseurs all day for the entire Lakme Fashion Week along with black favoured variants. A special Mad Hatter's Tea party will be held on 13th March 3.30 pm onwards in the Typhoo Tea Lounge where fun cocktails and mocktails are rustled up with its fruit and herb based Fruit Infusions range.

A stylish brand that caters to the young and fashion conscious consumer, Typhoo views the Lakme Fashion week as a perfect platform to showcase their beverages. Renu Kakkar, Typhoo India spokesperson said, *"We are delighted to create Lakmé Fashion Week's Tea Lounge. Typhoo has selected an exciting range to serve at the event to compliment the many moods of all the creative people who will congregate at LFW SR 2014 as well as at Typhoo Tea Lounge. The explosive burst of enticing fresh fruits and exotic herb flavours of Typhoo Fruit Infusions along with the brand's innovative mixology skills learnt from many a fashionista will create a lively ambience reflecting the true Spring of Life ie Cha. I am certain that everybody will enjoy the vibrant hues of orange, red, green, yellow and purple that spring up as Typhoo Tea bags are dipped into the waiting cups in the week before Holi and onset of the Spring season."*

About Typhoo

Typhoo has indulged tea enthusiasts and refined tea drinking experience the world over since its inception in the UK in 1903. With a portfolio of 12 brands and over 400 products, Typhoo is being enjoyed in more than 50 countries including USA, Canada, Europe, Australia, New Zealand & South Africa. Defining the changing tastes and preferences of the urban Indian consumers, Typhoo the third largest brand from UK and the over 100 year iconic British brand

brings this refreshing, rejuvenating experience to India with a variety of high quality specialty teas, and 100% natural fruit infusions. Typhoo is available at leading F&B stores in Delhi, Mumbai, NCR, Bangalore, Chennai, Kolkata, Pune, Coimbatore, Goa, Hyderabad and Chandigarh. Come...Enjoy Typhoo-Spring of Life. For further information log on to www.typhooindia.com

About Lakmé Fashion Week:

Lakmé Fashion Week (LFW) is jointly organized by Lakmé, the No.1 cosmetics and beauty services brand in India and IMG Reliance, the global leader in sports and entertainment event marketing and management. LFW has been conceived and created with a vision to "Redefine the future of fashion and Integrate India into the global fashion world". LFW is organized twice every year. Lakmé Fashion Week Summer/Resort 2014 will be held from March 12 to March 16 Grand Hyatt Hotel, Mumbai. For further information log on to <http://www.Lakmefashionweek.co.in>