

« NEW LAUNCH: FIND OUT WHAT'S NEW IN STORE



VINTAGE FLAIR WITH THE LATEST FISH EYE COLLECTION FROM CHROME HEARTS

With the temperature on the rise and sweat dripping off your back, the least you can do is keep your eyes safe and fashionable with the latest Fish Eye Eyewear collection from Chrome Hearts. Each piece has a unique vintage feel and the classic aviators have been twisted for a sleeker, more chic design. It is a palette of black, white and gold in punchy designs which ooze subtle elegance.

Price ₹40,000 onwards

Where All leading opticians

WONDER OF WHITES BY BLACKBERRYS

Say hello to Blackberrys' Spring/Summer 2011 collection called "Wonder of Whites". Through the ages of fashion, white has always been a classy and timeless option; however, this



collection and gives it a quirky, fashionable avatar. The comfortable, rich fabric translates into a whole range of suits, blazers, khakis and sportswear which makes you feel like you are clad in luxury! If you favour classic cuts and sophistication, you should check this collection out now!

Price ₹1795 onwards

Where All Blackberrys outlets

« STORE REVIEWS: HITPLAY AND GAS



>> Shop for products such as a shower radio (left), a bookmark with LED light (centre), a multi-utility LED light and more (right)

Innovative fun

Add some unique products to your daily life. **Henna Achhpal** tells you why shopping for quirky and out of the world products from **HitPlay** will be fun as well as useful at the same time...



>> Check out this unique biscuit mug at hitplay.in

Have you ever been to any of the international gadget websites and grumbled about why such funky products were not available or shipped to India? All of us have. Though the 'Made in China' variety is always available in the by lanes of Fort, those products are barely in working condition by the time we reach home. However, we need not grumble anymore as now India has its very own online shopping site called HitPlay, a one stop destination for some unique and innovative gadgets.

Not only offering unique gadgets such as a shower radio (₹999) and a jumping alarm clock (₹5,699), the website also showcases other innovative but useful products such as a wedge (₹599) to stack your wine bottles and adding some frozen fun to your drink with alphabetical ice (₹999). Our personal favourite product is the

LED book light (₹399) that acts as a light as well as bookmark for all those bookworms who prefer to read before sleeping. One visit to the website and you will not be able to stop yourself from stacking up your shopping cart. If you're not the patient kind, don't worry, all products from HitPlay are shipped within one business day! If shopping online is not what you prefer, HitPlay has also tied up with offline stores such as Crossword Bookstores, Rhythm House, Tappu Ki Dukkan, Reliance Time Out and Landmark so that you can see the product before you purchase it.

Speaking of this innovative venture, owner Champ says, "We're moving towards the original business plan of selling life simplifying products. We strive for serious quality to ensure that our gadgets don't stop at innovation but last long enough to enhance the lives of our customers."

Where Log on to the site: www.hitplay.in. Also available at Crossword, Rhythm House, Tappu Ki Dukkan, Reliance Time Out and Landmark.

Feel the blues

GAS has reopened in Santa Cruz and has some good denim wear, says **Samreen Samad**

GAS, the Italian denim and clothing brand has reopened in Santa Cruz two years since its first store in Bandra closed show. You will find a collection of T-shirts, polo shirts, sweatshirts and denims for men and jeggings, denim shorts, bleached jeans and party tops for women in their 1600 sq. foot store.

The store has two levels and is designed to look like an open wardrobe. The idea to make it look like this is so that their customers feel like they are shopping within the comfort of their own home. The only problem is it looks like a wardrobe of a teenager who hasn't organised his clothes properly. It's neat but a little confusing as the mens and womens section isn't separate.

But the nice thing about GAS is that you'll find the same collection all over the globe. A tee or a pair of jeans that is available here will also be available in Italy, Germany, Spain and Japan at the same time. This gives you an

opportunity to be at par in fashion with the rest of the world.

Coming to the clothes, the designs are stylish and sensual. The women collection didn't interest us too much but men can really shop for some trendy stuff.

However, the denims for both genders are great. They have a good fit, trendy wash and good style. They also have jeggings for women which are the skinniest I've seen but they have a great stretch. Perfect to emphasise those curves. They also have a small collection of handbags, scarves and mufflers. The denims start from ₹3,000 and t-shirts are ₹1,200 onwards. By the end of this year GAS also plans to open up in New Delhi, Hyderabad, Chandigarh and Ludhiana.

Where 24, Linking Road, Santacruz (W)
Contact 26000008



>> GAS offers great denims