

THE ASTRA TIMES

CORPORATE GIFTING	EYEWEAR		
 <p>BAUME & MERCIER MAISON D'HORLOGERIE GENEVE 1830</p>  <p>MONTBLANC</p>	 <p>MONTBLANC</p>  <p>Justcavalli EYEWEAR</p>  <p>Timberland</p>	 <p>SWAROVSKI</p>  <p>Ermenegildo Zegna</p>  <p>DIESEL</p>	<p>TOM FORD</p>  <p>roberto cavalli eyewear</p>  <p>INVU ULTRA POLARIZED BY THE INVU GROUP</p>

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TOM FORD & ASTRA LIFESTYLE - picture perfect!

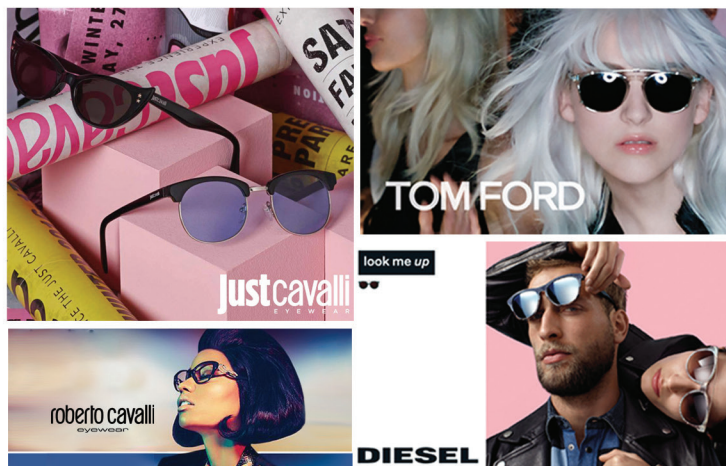
In July 2016 Astra's commitment to delivering international luxury standards were recognised as Tom Ford sealed its partnership with us in India for the eyewear business. Tom Ford is the world's fastest growing luxury brand owing to its disruptive design and loyal following. The brand is visible on every red carpet and is the choice of the well dressed, affluent in India and around the world.

Today we introduce to you the TOM FORD EYEWEAR 2016-17 COLLECTION. New sunglasses and optical frames that are crafted with meticulous attention to design and ultra-premium materials. This season's collection features a sophisticated blend of vintage elements with new, modern influences. The new models have been designed to embody a familiar sensuality.



An exciting new development will be the launch of the exclusive "Tom Ford Lens" from the house of Barberini India. The Indian subcontinent can also look forward to an introduction to the Tom Ford Private Collection - an exclusive collection inspired by the eyewear that Tom Ford wears himself. This and much more to come. Contact an Astra Lifestyle representative for appointments.

Astra Lifestyle in 2016 - New opportunities new horizons



This year, Astra Lifestyle has grown leaps and bounds. For this we would like to thank YOU, our clients, our partners and our supporters.

We are now able to bring to our clients the choicest of international luxury brands. Our enhanced portfolio will now include Tom Ford, Roberto Cavalli, Just Cavalli and Diesel in addition to our existing brands MontBlanc, Swarovski, Ermenegildo Zegna, Timberland and Invu. With this assortment we can offer you the finest international brands at a wide spectrum of price points within the premium and luxury segments.

Additionally, Astra Lifestyle has also launched a corporate gifting division with the world's finest watch and accessories brands. We can help you reward your business partners, colleagues, clients or loved ones with an assortment of creations from MontBlanc and Baume et Mercier. With all these exciting developments to ensure smooth servicing for you, Astra Lifestyle has made many organisational enhancements. You can read more about these in this newsletter.

Roberto Cavalli Passionately Italian



Roberto Cavalli is an Italian brand synonymous with true luxury and decadence. Established by the designer who was a student of fabric design and printing, the young designer, in the early 1970s, patented technology for printing on leather. At age 32, he presented his first namesake collection at the Salon for Prêt-à-Porter in Paris- jeans made of printed denim, intarsia leathers, brocade, and wild prints. He then opened his first boutique in 1972 in Saint-Tropez.

The Roberto Cavalli 2016-2017 eyewear collection is the perfect embodiment of the aesthetic values of the fashion house. Expert workmanship highlights the impeccable quality of the materials used for the new range of eyewear, in which sophisticated nuances alternate with bold color contrasts and a mix of materials blend with precious details. The new sunglasses and eyeglasses communicate the brand's luxury style with sophisticated and contemporary shapes.

Astra brings to India this collection for the woman who loves haute couture, drama and glamour in her life.

The Swarovski Story

Swarovski was founded by Daniel Swarovski in 1895. Initially starting off as a small family-run business in Austria cutting crystals for jewellery. Swarovski crystals are famed for their brilliant shine and beautiful cut.

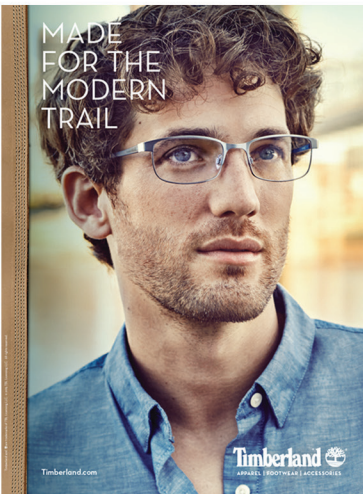
The first Swarovski optical collection was launched in 2011 as the the brand continued pushing the boundaries of innovation in crystal application. Swarovski merged its renowned precision cut crystal with state of the art optics to create an elegant collection of jewelry inspired eyewear that breaks barriers in modern luxury design. The range features pure lines, slender frames and subtle styling in an array of beautiful colours and clear crystal accents.

The finest materials, state of the art manufacturing processes and strict quality controls mean that the final product is always entirely perfected and the wearer is 100% satisfied with their purchase. The frames are designed to be durable, comfortable and long-lasting; so there are no uncertainties that you are making a worthy investment when buying Swarovski frames.



The Swarovski 2016 eyewear collection offers a wide range of sunglasses and optical styles with attractive on trend designs at prices to delight. Bold, jewelry inspired shapes, truly eye-catching, seductive design and romantic crystal paved frames in a variety of attractive colors are the main characteristics of the Swarovski glasses designs. The new line of contemporary and carefully researched accessories enhanced with exclusive workmanship, result in a brilliant, fashionable and distinctive collection.

FUN FACT
Around the 12th century, judges in China used smoke-colored quartz lenses over their eyes to conceal their expressions.



YOUR UNIQUE VISUAL EXPERIENCE
GLARE-FREE VISION, HIGH DEFINITION CONTRAST AND 100% UV-400 PROTECTION

All INVU sunglasses are designed and engineered in Zurich (Switzerland). The sunglasses are equipped with Zeiss Eyewear Group's ultra polarized lens technology.

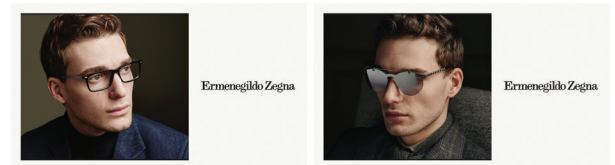
INTELLIGENT, MULTI-LAYER LIGHT MANAGEMENT SYSTEM
ULTRA POLARIZER for glare free vision

CONTRAST ENHANCER for brilliant color perception
UV PROTECTOR for 100% UV-400 protection
BREAK PROTECTOR for maximum safety
SCRATCH PROTECTOR for long lasting enjoyment

INVU.

ERMENEGILDO ZEGNA EYEWEAR The continual pursuit of excellence

In the 2016-17 eyewear collection, the luxury house presents sunglasses and optical glasses that stand out as essential accessories to complete a casual, timelessly sophisticated look. The new models combine craftsmanship and style in a renewed concept of elegance. Refined materials, original processes and exclusive details define the iconic mood of the collection, a range of models designed for men who have an elegant and informal approach to fashion. The color palette includes bold and sophisticated shades that range from the classics - blue, black and havana - to more original, less classical colors, embellished by sophisticated tones or enriched by innovative shades. The assortment features iconic eyewear styles revisited, with on-trend shapes complemented by pioneering Zeiss lenses and quality materials guaranteeing irresistible appeal and absolute comfort.



Just Cavalli

True Luxury for the millennial generation

Astra is proud to announce its association with Just Cavalli eyewear.

Just Cavalli was launched in the year 2000 with the idea of following the inimitable style of Roberto Cavalli and reinterpreting it for the young generation.

We present the Just Cavalli 2016-2017 eyewear collection. A series of new sunglasses and eyeglasses that reflect the brand's lively, modern spirit. This collection sees many colorful options inspired by nature and wilderness, presented in a fresh & youthful style. The new models feature original designs with vintage details mixed with graphic elements and captivating colors. Creative, fun and cosmopolitan, the collection incorporates different inspirations and trends to create a new, exclusive style ideal for the urban jungle. For further details and to view the collections please contact our zonal managers.



DIESEL EYEWEAR : For the young and restless

In July, 2016 Astra lifestyle begins its association with Diesel- a line of youthful, dynamic accessories, ideal for satisfying the tastes of even the most demanding customers who always stand out for their absolutely authentic and personal look.

The brand DIESEL was created in the year 1978, in the middle of the oil crisis. The name Diesel, then, an alternative fuel- high lights the brand positioning as an alternative brand in the world of fashion and luxury, with an innovative style. Also, the fact that the name is pronounced the same in any part of the world evokes a sense of globalisation. The new Diesel eyewear collection celebrates this bold and nonconformist attitude. Unusual sunglasses and eyeglasses created using innovative techniques stand out thanks to their easy-to-wear style and striking color combinations. The brand designs for the Bold, Curious, Social, Confident and Nonconformist men and women between the age group of 25 and 45. Denim, being the base from which DIESEL began its' journey of creativity in the world of fashion, the craft of denim has been brought to contemporary eyewear by the brand. The collection stays true to Diesel's distinctive themes, such as rock, military and the inevitable denim, restyled yet again in an original way.



Astra Lifestyle - India's authorised partner for Mont Blanc corporate gift business

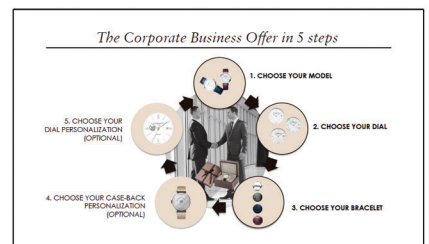
Fine living is a prerogative and exclusive products make an extraordinary life even more exceptional. Throughout its history, Montblanc has upheld the values of excellence, creativity and elegance. Since its founding in 1906, Montblanc has united a pioneering spirit with a passion for perfection. Named for the Mont Blanc massif in the Swiss Alps, Montblanc is continually inspired by the desire to reach exceptional heights of quality and luxury. In the Atelier in Hamburg, the Manufactures of Villeret and Le Locle in Switzerland and the Pelletteria in Florence, Montblanc's talented craftsmen ensure that every product upholds the great traditions started more than a century ago. Bearing witness to memorable moments, these gifts help to build enduring partnerships. Montblanc gifts are a global symbol of dedication and achievement- the perfect choice to show gratitude, reward performance or commemorate personal or corporate jubilees.

Astra can help you identify "Presents of Character" the ultimate gift for any momentous occasion, personal or professional. Please contact us at corporategifts@astralifestyle.com for assistance and allow us to help you create special, unforgettable moments.

BAUME & MERCIER : Life is about moments

Baume & Mercier, watchmakers since 1830, has always expressed watchmaking excellence in all its creations and through a simple, consistent motto devised by its founders: "Accept only perfection, only manufacture watches of the highest quality". This iconic Swiss brand pursues its engagement in the realm of Celebration by revealing its "Life is about moments" signature. For Baume & Mercier, time is far more than a succession of seconds, minutes and hours: time is marked by rare moments with which the brand associates, like a living witness. Life is made of these special, solemn, exceptional moments filled with emotion, that we enjoy celebrating and that we remember forever.

Baume & Mercier envisions watches as "gifts that contain feelings". In 1869, Louis-Victor Baume, co-founder of the Maison Baume in 1830, thus gave a richly decorated gold pocket watch to his daughter, Méline, for her first communion, with the following words engraved on it: "To our beloved child". The symbolism of the gift transcends its material reality. This is how the bond that unites a person to those he loves is sealed, through the promise of an eternal union, the birth of a child, a wedding anniversary, the achievement of a degree or a promotion. Baume & Mercier invites us to remember all these celebrations and to carry them within ourselves, in the same way one wears a cherished object; and to turn these emotions into images, both intimate and universal, one could dream of no better masterpiece than a watch exemplifying watchmaking tradition that goes back over 180 years, by upholding the values of fine workmanship. Let us make your special moments even more memorable.



ASTRA 2.0 : Change is the heartbeat of growth

The past year has seen a lot of changes for Astra; and this change has shown glorious results. The only thing that remains unchanged is our passion to deliver international luxury standards and work with retailers of the finest repute in the country. Our commitment to the business and your support has been recognised by the world and today we are proud to present an array of the finest luxury and premium brands. Additionally, we have now forayed into the Corporate Gifting business with Montblanc accessories and Baume et Mercier watches. To ensure that this growth remains seamless Astra has invested heavily into the organisation. We now operate from a 3000 square feet office in a heritage building in the finest part of Kolkata. Our logistics operations have been scaled up and outsourced to one of the largest operatives in the country. We have enhanced our service centre to adapt to the increased number of brands. Another investment has been in man power as our on-ground and back end teams have also swelled to service the market efficiently. Change is always tumultuous and we apologise for any inconveniences caused to you. However, Astra remains at your service, new, improved and unrelentlessly passionate.

OMEGA & MARCOLIN GROUP : Joining forces



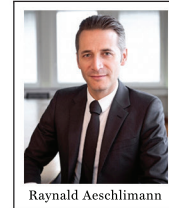
OMEGA, the iconic Swiss watchmaker, and MARCOLIN GROUP, among the worldwide leading eyewear company, have agreed to an exclusive collaboration to create OMEGA branded sunglasses. The first summer collection will be available exclusively in OMEGA boutiques around the world from August 2016 with inspiration for the sunglasses taken from OMEGA's strong heritage and timepiece design.

OMEGA and MARCOLIN GROUP have worked closely together to co-design the eyewear collection and their shared commitment to quality, luxury and precision has ensured that the highest standard of product has been reached.

Similarly, both groups are known for their principles regarding innovation and progressive thinking. With that in mind, there has been a determined attempt to offer customers new products with original touches.

Commenting on the launch, Raynald Aeschlimann, President & CEO of OMEGA, said: "This is an exciting step for OMEGA because it leads our brand into new areas of creativity. With our long history, there is real brand substance and authenticity to work with and we have ensured that it is truly represented in every pair of sunglasses. It's also been beneficial to share this project with MARCOLIN GROUP, as their renowned expertise and background with high-level brands has allowed us to produce some fantastic products. For customers, this is a chance to find new ways to express personal style and a passion for our brand".

Maurizio Marcolin, Style and Licensing Officer MARCOLIN GROUP, affirmed: "We are very pleased to have reached this agreement with OMEGA and proud to be selected as a partner in the debut of the company's eyewear category. It is a confirmation of our unique ability to interpret the brand's DNA and convey it in the design of each eyewear style".



Raynald Aeschlimann



Maurizio Marcolin

Team Astra Lifestyle @ In-Optics Kolkata 2016



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