



Shop till you drop

Indiranagar's CMH road is going gung-ho. Yet another new store was launched in the area to add to its already crowded shopping scene. Witco specialises in luggage accessories and has a strong presence in South India. Run by partners VP Haris and Noordin, their first store based in Chennai is 51 years old. Seema Sameith and Khaiser Jabeen, have worked on most of the Witco chain of stores. "We are targeting the middle income group

through a trendy upmarket design. There is silver antique finish on the merchandise and a fish, the symbol of an aquarian sign denotes movement. This is a 2000 sqft store which looks twice as large due to the placement of mirrors," says Seema. The Witco range includes hand bags, brief cases, wallets, belts and other male accessories. With plans to open branches in Jayanagar and Koramangala soon, Witco certainly holds plenty of promise.