

LetterNote Enters Retail Space, Opens Three Exclusive Stores in Delhi-NCR

Written by Australian Business

(PRLEAP.COM) December 25, 2013, New Delhi: [LetterNote](#) , a product design brand based in India, has entered the retail space with three exclusive stores in Delhi-NCR region. The stores are located at convenient locations in the heart of the nation.

The LetterNote Store showcases the complete product range that the brand has to offer. This includes fine stationery, graphic art prints, bags, home/office decor as well as other lifestyle accessories. Founded by Delhi based designer duo Anisha and Gurpreet Singh, LetterNote has an eclectic range of simple, minimalist yet functional products for day to day use. In terms of design and style, LetterNote's products can be categorized into various series. There is the Delhi icon series that pays tribute to the home city of the founders, there is the enigmatic Women of World Series, there are the ones with quirky messages and then there are various simplistic and minimalistic patterns too. It also offers an India themed series that plays with typical Indian icons such as the trucks or the turbans in a witty and colorful manner.

These retail stores help us strengthen our relations with our customers by allowing us to directly interact with them" said the co-founder, Gurpreet Singh. "For LetterNote, it is just another step towards the future and we plan to expand our product base further, open more such exclusive stores across India and venture into the markets outside India as well", he added. It is noteworthy that LetterNote has so far utilized multiple channels for selling its products and expanding its business. Apart from its own branded stores it also sells its products through various other retail outlets and also runs an ecommerce website that allows the customers to browse through the entire product range and order online. It has so far managed to achieve noticeable presence in most of the major cities in India using this strategy and in the near future it intends to expand into certain foreign markets too. "We have deliberately chosen a mix of online and offline channels for LetterNote products considering the opportunities in both the spaces", informed co-founder Anisha.

The Saket store (M-111,1st Floor,DLF Place Mall (Opp. DT Cinemas),Saket,New Delhi-110017) is the third exclusive store of LetterNote to have come up in quick succession. This new store follows its other two stores at Gurgaon (SF-65, First Floor, DLF Galleria, DLF City Phase 4, Gurgaon, Haryana) and Hauz Khas Village (16-A, Hauz Khas Village, New Delhi-110016). Visit <http://www.letternote.com/stores> to know where our stores are located across India.

LetterNote has also tried to reach out to the consumers all over the India by tying up with other branded retail stores in order to sell their merchandise. Select range of LetterNote products is also available at several major lifestyle retail stores all over the country such as Crossword, Landmark, Starmark, Reliance TimeOut, William Penn, Relay etc. LetterNote products can also be purchased online through its website <http://www.letternote.com> .

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For more information you can email at info@LetterNote.com or call at +91.9811349985. Regular product updates and other information can also be accessed through the official [Facebook page](#). You can also follow us on [Twitter](#)

About letternote Letternote is a product design brand based in New Delhi, India that designs and creates an eclectic range of simple, minimalist yet functional products. Letternote product range includes fine stationery, graphic art prints, bags, home/office decor and other lifestyle products.