

LUXURY

French luxury brand Triangle enters India



The products include the entry-level bookshelf colour series ranging from ₹62,600 and the coloured floor-standers at ₹1,22,500 to the super premium Magellan series, ranging from ₹8,51,000 to ₹44,00,000.

Aurelie Gonzalo, Head of Exports for the Asia Pacific Region, Triangle, said: "Triangle is a niche brand which is rich with heritage and positioned as a luxury lifestyle product. India is an important market for us and we are extremely pleased to form a strategic alliance with FX Entertainment, a company that understands the market."

Shane Choithramani, MD, FX Entertainment, said: "We are confident that consumers will appreciate the exquisite experience that Triangle offers and the brand will surely take the centre-stage in the high-end audio/video market in the country."

The French luxury speakers brand, Triangle has entered India in alliance with the Delhi-based FX Entertainment, a distributor of audio/video brands. Under the agreement, FX Entertainment has been appointed as the exclusive distributor for Triangle's super premium range of loudspeakers for the Indian territory. Triangle products will be retailed by the distributor through its flagship store in Delhi and dealer network across key metros in India.