



Media Release

## Arvind Ltd forays into E-commerce with custom clothing brand 'Creyate'

### Plans to become the first Indian E-commerce venture to tap global markets for online custom clothing

**August 19, 2014:** Arvind Internet Ltd (AIL), a start-up by the Arvind group, is ready to revolutionise fashion & retail across India this year with its online custom clothing brand – Creyate. Kulin Lalbhai, Executive Director of Arvind Ltd, is driving the E-commerce initiative at the company, which will be a major growth driver for Arvind moving forward.

Elaborating on AIL's vision, **Kulin Lalbhai, Executive Director at Arvind Ltd** said, "Arvind Internet Ltd will be the vehicle that will enable Arvind's Ecommerce vision. As pioneers in bringing global fashion to India, Arvind now intends to extend innovative and best in class brand experiences to the online world. We are all set to be a leading consumer lifestyle player in the digital space by engaging in several business models that can scale globally. Arvind sees eCommerce as a key growth driver for the group and we aim to be a 1000Cr plus business in 3 years."

As its first launch, AIL brings a revolution to the apparel retail with Creyate. "In an attempt to break away from norms, labels and quick-fixes, Creyate strives to bring to you a fashion identity that is uniquely you, created by you. You can create garments on a 3D visualisation engine, which would then be made for you - it's like having a very own factory at your fingertips. With more than 100,000 unique products to create, this is the next generation of fashion retail," added Kulin.

Creyate intends to offer an alternative to ready-wear as well as traditional custom clothing and targets to be a Rs 100 crore plus brand by next year.

In addition to Arvind's own premium range of fabrics, Creyate has a curated collection of fabrics from choicest of Italian mills. Arvind group, known for its penchant for quality, has invested in an automated manufacturing setup for this business to make best-in-class customised garments as per customers' choice and measurements.

Creyate Stores have already started creating lot of buzz due to their innovative layout and design. A Creyate store is more like a design studio, with iMacs installed in the centre for designing garments, and swatch books available for touch & feel of fabrics. The show stopper garments that are on display, serve as concept validation in terms of final product, and can also be an excellent start point to the customisation journey - one can walk over to the garment and scan the QR code and the same garment will appear on screen, ready to be worked upon as per the individual's choice.

**Tejinder Singh, Chief Operating Officer at AIL**, explained the experience led multi-channel concept further, "Creyate can be experienced in our digitised retail stores or alternatively, one can visit our

website [www.creyate.com](http://www.creyate.com) to design garments online and then schedule a home visit by our 'Style Stewards'. Style Stewards not only take a customer's measurements, they also give them style advice and complete wardrobe solutions. And once measured, customers can 'Creyate' their own garments from anywhere and they will be delivered as per their exact fit at their door step."

Creyate has plans of launching stores in 15 cities within the next year. It already has stores in Bengaluru, Ahmedabad and Delhi and offers home visits in major cities. Riding on Arvind group's supply chain prowess and manufacturing might, AIL is planning to take Creyate to global consumers next year starting with the US market, where online custom clothing is a large thriving market.

### **About Arvind Internet Limited (AIL) and Creyate ([www.creyate.com](http://www.creyate.com)):**

Arvind Internet Limited (AIL) is the online arm of the Arvind Limited and is being led by Kulin Lalbhai, Executive Director of Arvind Ltd. Kulin has significant experience in omni channel space and retail domain. AIL will be a leading consumer lifestyle player in the digital space by engaging in several business models that can scale globally.

Creyate is AIL's first offering. A custom clothing website, Creyate aims to provide an unprecedented experience with the help of an intuitive user-interface where customers can personalise almost everything about their garment-fabrics, styles, components, accents, monograms, and so much more. It also offers a curated set of collections for customers to have as a starting point to their customisation journeys. The goal is to help men and women dress according to their shape in custom-made garments that flatter and fit to perfection. It is the ultimate confluence of Fashion, Technology, Manufacturing and you.

### **About Arvind Limited ([www.arvind.com](http://www.arvind.com)):**

Arvind Limited is one of India's largest integrated textile and apparels company with a strong retail presence and a pioneer of denim in India, having achieved a turnover in excess of US\$ 1 billion in FY2013-14. Arvind has an unmatched portfolio of owned and licensed brands and retail formats. Company's own product brands include Flying Machine, Colt, Ruggers, Excalibur amongst others while its licensed product brands have big global names like Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn. to name a few. It has a joint venture in India with global major Tommy Hilfiger. Company also has retail brands like Megamart, The Arvind Store, Club America, Next and Debenhams.

### **For further information, please contact:**

Rahul T  
Arvind Internet Ltd.  
Mobile: +91 9902700611  
Email: [rahul@arvindinternet.co](mailto:rahul@arvindinternet.co)

OR

Narayan Bhatt / Manoj Kumar  
Adfactors PR  
Mobile: +91 9979915777 / +91 9742272213  
Email: [narayan.bhatt@adfactorspr.com](mailto:narayan.bhatt@adfactorspr.com) / [manoj@adfactorspr.com](mailto:manoj@adfactorspr.com)