



ARROW  
USA • 1851

COVERAGE REPORT

## **STAY ON THE SUNNY SIDE OF LIFE WITH THE NEWEST ANTI UV SHIRT BY ARROW SPORTS Treated with HeiQ Sun Block technology, the anti UV shirt will shield you against harmful UV rays**

National, April 2017: Spring is in the air or well summer, sun is shining and it's a hot but a gorgeous day. Safe sun exposure is essential for optimal health but rather than soaking up the sun and attracting positive vibes, we look for cooler places. Seems like an everyday problem, right? What if we showed a safer and healthier way to have a little fun in the sun and yet protect your skin? We urge you to make sunshine your favorite accessory with the newest Anti UV shirt from Arrow Sports. Arrow Sports presents its latest innovation for the bold new professionals of today, the ingenious Anti UV Shirt that helps tackle the sun.

For the bold new professionals, multi-functional fashion is fascinating especially something that imbibes 4 values – Dynamic, Innovative, Creative and Stylish; and with the Anti UV shirt, it only gets better and skin friendly, helping solve one of our bigger concerns of everyday life. This one of a kind Anti UV shirt undergoes a treatment with HeiQ Sun Block technology that reflects the Anti UV rays that could have otherwise caused harm when in contact with the human body. This special Anti UV shirt has a 35 UPF rating blocking 99% of all harmful UV radiation.

Mr. Ramani K, CEO, Heritage Brands Division (Arrow, Izod and Hanes) at Arvind Lifestyle Brands Ltd said, “Arrow has been pioneering fashion innovation trends in the Indian apparel industry. We identify and create products that can bridge distinct fashion innovation gaps that seep into the lifestyle of today's young professionals. We saw one such gap which was a direct influence of Indian weather on Indian skin. Hence, the launch of an Anti UV shirt made of light cotton treated with sun block technology with a smart button-down collar, long sleeves, a chest patch pocket and a curved hem. While it serves a purpose, you can still look absolutely in trend and its wearable with everything from chinos to blue jeans. We have innovated earlier with the smart shirt and 4 in 1 shirt and this would be our latest innovation for SS17”

The Anti UV clothing collection comprises of both formal and sport shirts and t shirts designed in the best of summer prints and colors and are priced at INR 2,399.

## Coverage Highlights

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1. THE ARROW SPORT ANTI UV SHIRT WAS REVIEWED BY 20 DIGITAL INFLUENCERS
2. STYLING TIPS WITH THE ANTI UV SHIRT

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Anti UV Arrow Health and fitness News Shirt t-shirt Wearables

### Summer side-effects no more with Arrow's UV resistant shirts

I'm walking on sunshine!

f 0 t 0 e 1 s 0



10 APRIL 2017 / 17:23IST

by Ali Akbar Merchant

Making umbrellas and sun-screen obsolete, Arrow's new magic shirts allow you to be out and about while keeping out the pesky UV radiation.

Well it may not be magic but it would fit seamlessly into the Harry Potter universe as a bewitched shirt. The shirt is treated with HeliQ sunblock technology that has a UPF rating of 35, which ensures 99% protection from UV radiation, which if not blocked could harm the skin. These shirts, while serving a purpose, (other than clothing you) do not make your style quotient go down one bit. Arrow's Anti UV clothing collection includes both formal and casual attire and are available from ₹ 2,399.

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- NEWS** 14 JULY 2016 / 13:13IST  
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- NEWS** 15 JULY 2016 / 16:50IST  
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**Stuff.tv – April 10, 2017**



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mw\_india Are you loving these @arrowlife\_1851 Anti UV shirts from #ArrowSports as much as we are?

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**MW- Instagram - April 10, 2017**

STAY ON THE SUNNY SIDE OF LIFE WITH THE NEWEST ANTI UV SHIRT BY ARROW SPORTS

Thanks with HeiQ Sun Block technology, the anti UV shirt will shield you against harmful UV rays.

Spring is in the air or well summer, sun is shining and it's a hot but a gorgeous day. Safe sun exposure is essential for optimal health but rather than soaking up the sun and annoying people who look for cooler places, seems like an everyday problem, right? What if we showed a safer and healthier way to have a little fun in the sun and yet protect your skin? We urge you to make sunshine your favorite accessory with the newest Anti UV shirt from Arrow Sports. Arrow Sports presents the latest innovation for the bold new professionals of today, the ingenious Anti UV Shirt that helps tackle the sun.

For the bold new professionals, multi-functional fashion is fascinating especially something that imbues 4 values - Dynamic, Innovative, Creative and Stylish; and with the Anti UV shirt, it only gets better and skin friendly helping solve one of our bigger concerns of everyday life. This one of a kind Anti UV shirt undergoes a treatment with HeiQ Sun Block technology that reflects the anti UV rays that could have otherwise caused harm when in contact with the human body. This special Anti UV shirt has a 35 UPF rating blocking 99% of all harmful UV radiation.

The Arrow UV clothing collection comprises of both formal and sport shirts and is also designed in the line of summer prints and colors and is available at all Arrow stores.

Mr. Ramesh K. Chhabra Managing Director (Arrow), India and Henry in Arrow Lifestyle Brands Ltd said, "Arrow has been providing Indian consumers with the Indian apparel solutions. We identify and cater products that can make Indian fashion consumers appreciate ways to the lifestyle choices of young professionals. We are excited to see which was a direct influence of Indian weather on Indian skin. Hence, the launch of our Anti UV shirt made of fabric composed with HeiQ technology with a smart button-down collar, long sleeves, a chest patch pocket and a curved hem. We are excited to see our anti UV shirt in the market and its popularity with consumers like yours. We have covered collar with the smart stain and a chest and the overall look that suits the sun." "The Anti UV clothing collection comprises of both formal and sport shirts and is also designed in the line of summer prints and colors and is available at all Arrow stores."

Stuff.tv – April 10, 2017

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Arrow Sports

What: Anti UV shirts for men

USP: Made of light cotton, the assortment has undergone a treatment with HeiQ Sun Block technology that reflects the anti UV rays, harmful to human body when in contact. The collection has 35 UPF rating that blocks 99 per cent of all harmful UV radiation and is available with a smart button-down collar, long sleeves, a chest patch pocket and a curved hem. The range comprises both formal and sport shirts and t-shirts designed in summer prints and colours.

Price: Rs 2,399

Available: All Arrow stores

About Arrow: Born in 1851, Arrow is a blue blooded American brand - bold, timeless and elegant. For more than 160 years this symbol of quality and trust has ruled the hearts and minds of audiences. It has innovated every important style: introduced the detachable collar, launched the adjustable waist bands in trousers and brought the wrinkle-free, stain-free concepts to clothing. Today, Arrow has a range that suits the corporate corner office decision-maker as well the young professionals.

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Stay On The Sunny Side Of Life With The Newest Anti UV Shirt By Arrow Sports

Trend | by MediaInfoline - April 3, 2017

Spring is in the air or well summer, sun is shining and it's a hot but a gorgeous day. Safe sun exposure is essential for optimal health but rather than soaking up the sun and attracting positive vibes, we look for cooler places. Seems like an everyday problem, right? What if we showed a safer and healthier way to have a little fun in the sun and yet protect your skin? We urge you to make sunshine your favorite accessory with the newest Anti UV shirt from Arrow Sports. Arrow Sports presents its latest innovation for the bold new professionals of today, the ingenious Anti UV Shirt that helps tackle the sun.

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Media Infoline added 2 new photos Yesterday at 6:03pm

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QUICK POLL

Mediainfo.com – April 3, 2017

# Blogger Collaboration

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# Riaan George – Urban Eye



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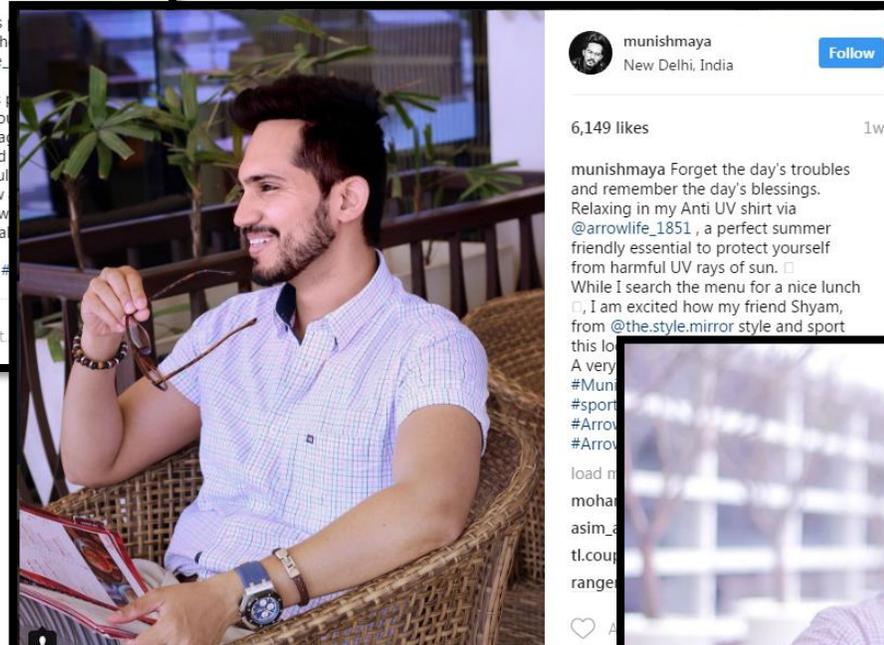


Instagram – April 10, 2017

# Munish Maya



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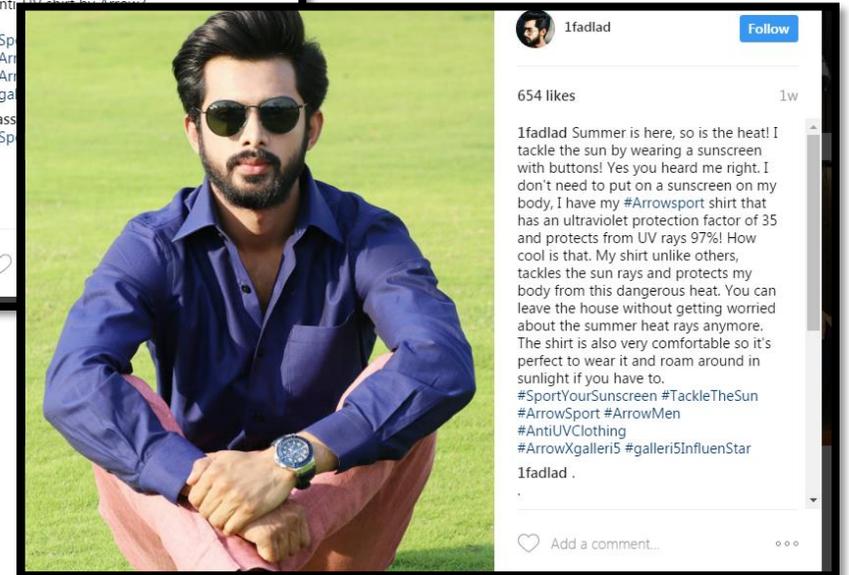
# Zeeshan Bakhsh – 1 Fad Lad



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# The Vogue Priest



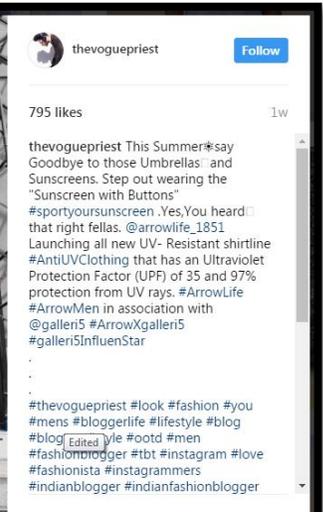
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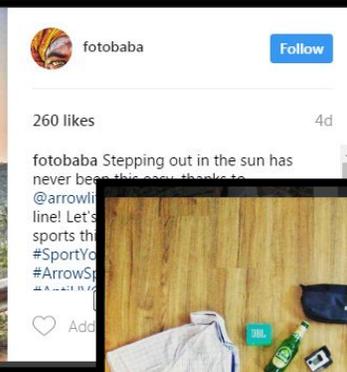
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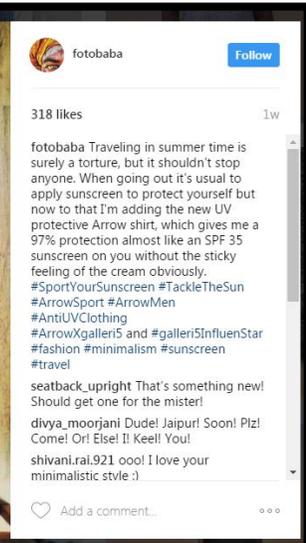
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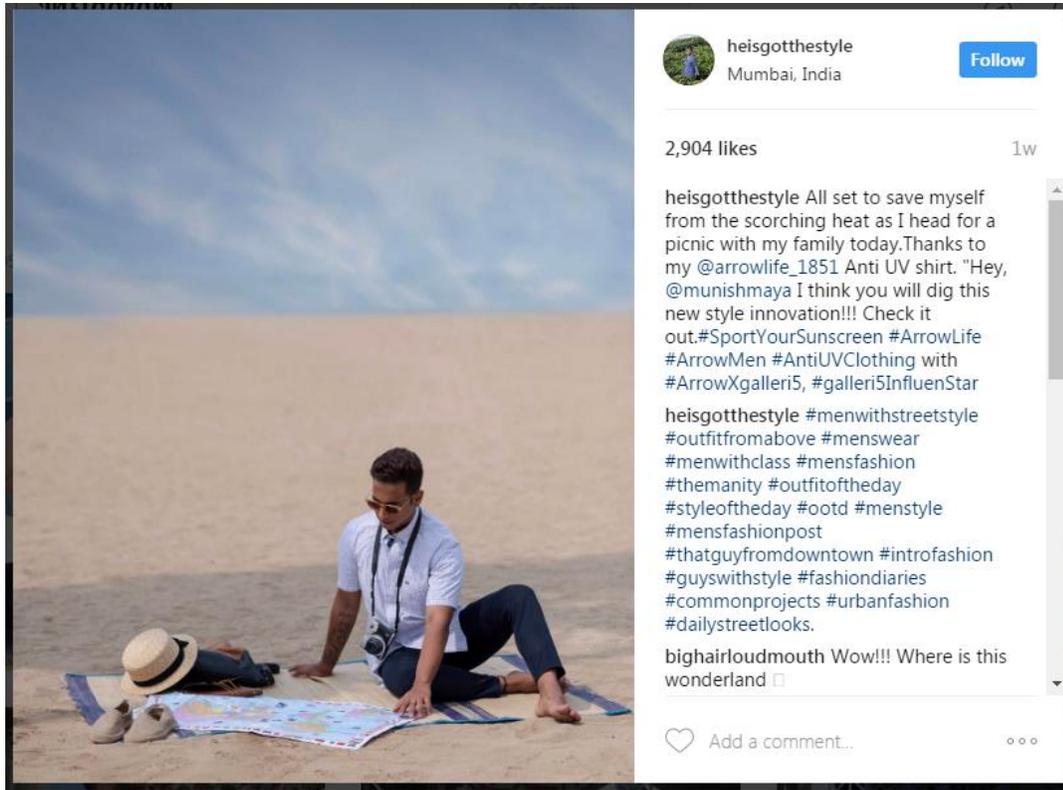
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# He Is Got The Style

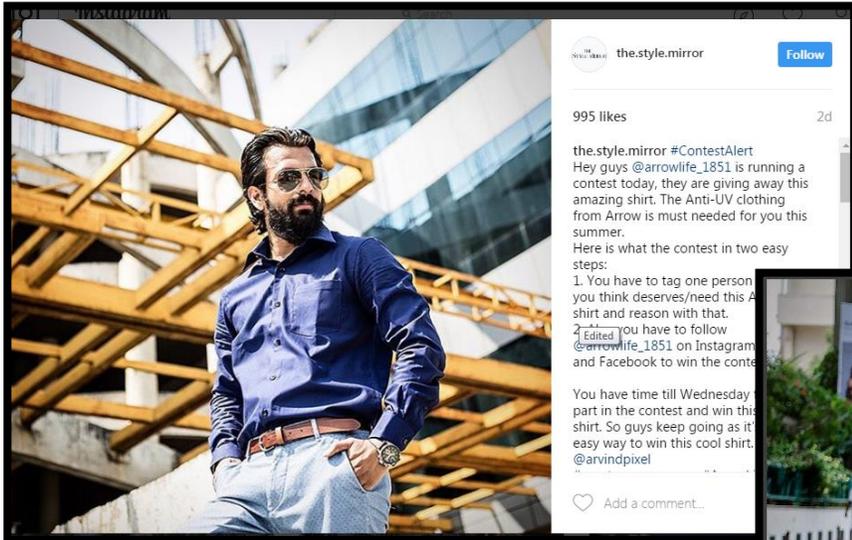


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# The Style Mirror



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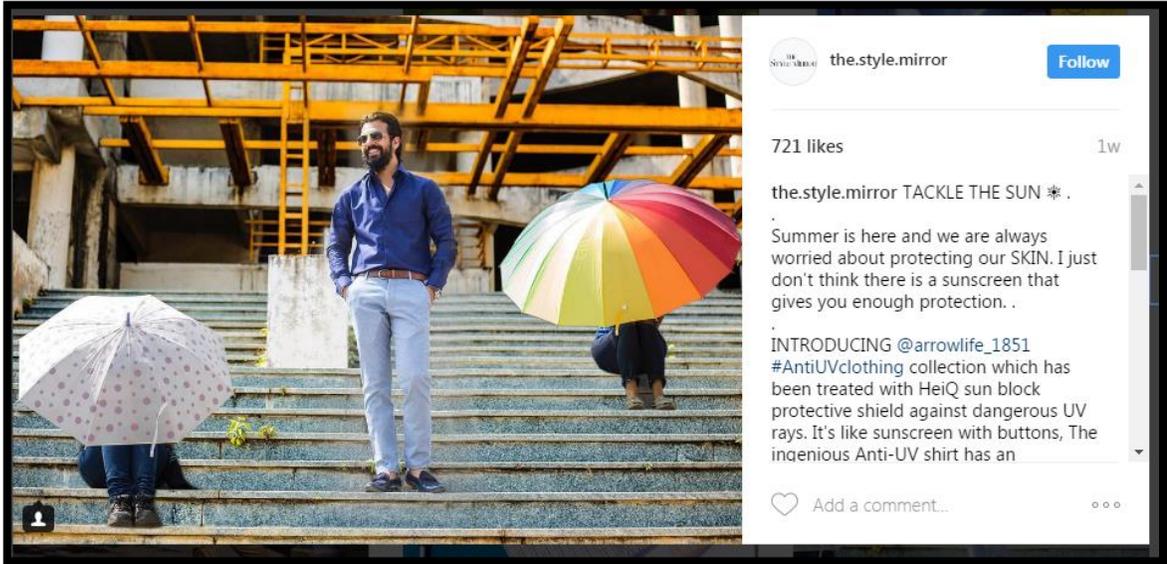


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# The Style Mirror



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# The Formal Edit



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theformaledit -GIVEAWAY ALERT-  
Do you keep forgetting your sunscreen?  
Now you can win a free box of this  
AntiUV shirt and keep yourself cool from  
the terrible heat. ✨  
All you gotta do is-  
1. Follow @theformaledit and make sure  
you like this picture.  
2. Follow Arrow (Facebook - @arrowlife;  
Twitter - @arrowlife1851; Instagram -  
@arrowlife\_1851)  
3. Tag one person (you can tag yourself  
too) who would love to have a shirt  
which is like "Sunscreen with Buttons"  
and the reason.  
Thats all you gotta do. Wishing you all  
good luck. 📧 #TheFormalEdit  
#SportYourSunscreen #TackleTheSun  
#ArrowSport #ArrowMen

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# The Fashion Push



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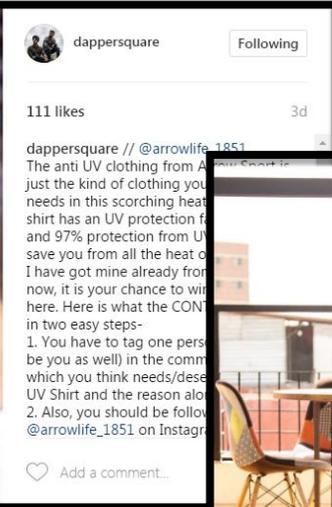


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# Sassy Shif Says



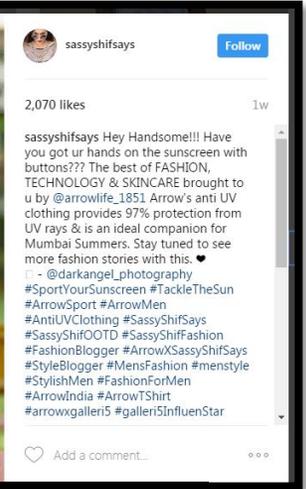
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