

AÉROPOSTALE

PRESS RELEASE

AÉROPOSTALE FLEXES IT'S COOL QUOTIENT THIS AW 18 SEASON

It's all in the Jeans! 18 Fits, 81 washes & endless (denim) possibilities

India, August 31, 2018:

Aéropostale's fresh, vibrant take on its AW 2018 collection ensures there's something for every fashion forward youngster out there. The range reflects modern sensibilities, new innovations and the best of youth fashion.

Create your coveted look and add versatility to your wardrobe through a vibrant mix of colour palettes like purple, blue, bright mustards, rich greens and luscious teals. Hero products include - the denim flex effect (4 way stretch), all over prints, appliques and embroidery tees for boys and girls and lots more!

The Flex Denim range – is a brand-new innovation, 4-way, 360 degree stretch jeans that fits better, feels better and looks even better! Crafted from premium quality 4-way stretch denim fabric, this denim enables the wearer to stretch and move in any direction to provide the most comfortable fit and an array of motion.

The super Highrise fit inspired by the queen of high rise waist fashion, Marilyn Monroe which, as the name suggests, is all about waist-cinching and butt-lifting fits that almost every customer aspires. For a crisp-air ensemble, throw on flexible jeggings frayed in front for an easy vintage vibe, paired with a bohemian blouse along with matching accessories to tie it all together. For more of an off-duty look, opt for skinny jeggings, a logo statement tee and sneakers to jump right into weekend-warrior mode.

Aéropostale's classic denim rocks the season with embellished denims, on trend embroidered denim, new fits, washes and treatments for guys and girls making Aéropostale the shopping destination for all things denim. The unicorn striped denims and the frayed denims are a major trend for Aéropostale this fall along with the paint splatter and patch designs. The foundation of your Autumn/Winter weather wardrobe starts with Aero's innovative denims. The stretchy fabric in the denims promises to keep you comfortable all day. These 'must-have' bottoms make a great match for casual tanks, tees, camis and more. All this consolidation in a variety of jeans is with the dedication to become the pioneer jeans destination in the country!

Take your pick across 18 fits-5 fits, 81 different washes across both classic and brand-new styles!

Abiding by the philosophy *Flaunt it if you got it* - Aéropostale's all over print, applique and embroidery print tee allows you to stay cool and trendy! Dark hues - navy blue, indigo, deep red, mustard, black find their introduction on circular camo printed graphic and stretch tees for boys and girls.

Priced between Rs.999/- and Rs.3999/- the collection is available across all Aeropostale stores and nnow.com

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About Aéropostale, Inc.

Aéropostale®, Inc. is a primarily mall-based, specialty retailer of casual apparel and accessories, principally targeting 16 to 28-year-old young women and men through its Aéropostale® stores and 4 to 12 year-olds through its P.S. from Aéropostale® stores. The Company provides customers with a focused selection of high quality fashion and fashion basic merchandise at compelling values in an exciting store environment. Aéropostale® maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise. Aéropostale® products can be purchased in Aéropostale® stores and online at www.aeropostale.com. P.S. from Aéropostale® products can be purchased in P.S. from Aéropostale® stores and online at www.ps4u.com and www.aeropostale.com. The Company currently operates 766 Aéropostale® stores in 50 states and Puerto Rico, 61 Aéropostale stores in Canada and 26 P.S. from Aéropostale® stores in 12 states and Puerto Rico. In addition, pursuant to various licensing agreements, our licensees currently operate 239 Aéropostale® and P.S. from Aéropostale® locations in the Middle East, Asia, Europe, and Latin America. Since November 2012, Aéropostale, Inc. has operated GoJane.com, Inc., an online women's fashion footwear and apparel retailer.

About Arvind Lifestyle Brands Limited

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to many fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought Arrow to India in the year 1993. Arvind has licensing relationships with many international brands including Gant, Nautica, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee, and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind is launching stores of marquee retailers Gap and The Children's Place. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.