



Experience Arrow's heritage at the newly designed store in High Street Phoenix, Mumbai



4th June 2018, Mumbai: Arrow, the American menswear brand from Arvind Fashions Limited, unveiled its newly revamped store at High Street Phoenix in Mumbai, today. Spanning over 1000 square feet, the store houses the complete range from ARROW's latest collections. Recreated with the sole aim of bringing the brand's core value of '*expert craftsmanship*' to life, the beautifully designed store showcases ARROW's glorious heritage in a befitting manner. The customer's in-store journey begins with an elegantly presented timeline of key events and innovations in the brand's history. In living up to the brand's reputation as an expert shirt-maker, the store has a finely curated 'shirt bar', which displays the extensive range of Arrow shirts.

The Arrow store at High Street Phoenix is designed to showcase and highlight the brand's rich heritage, while simultaneously catering to a more modern design aesthetic. Tastefully crafted design components such as accented vertical lines, a soaring façade and fixtures spanning the entire length of the store are integrated as a representation of Arrow's legacy.

Commenting on the store launch, **Mr. Sumit Dhingra, Chief Operating Officer – Heritage Brands Division, Arvind Fashions Limited** said, "*In today's retail environment, customer's purchase decisions are highly influenced by the store ambience and experience. We are delighted to present the new ARROW store design, which celebrates the brand's strong legacy of dressing professionals for the last 167 years. Going forward, we believe it is vital that every ARROW store must reflect the brand ethos.*"



Arrow was recently conferred with the title of 'India's Most Trusted Apparel Brand 2018' by TRA Research.

About ARROW

Born in 1851, Arrow is a blue blooded American brand – timeless, understated 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, this exceptional brand has a range that suits the corporate corner office decision-maker as well as it does the young professional who, someday, seeks to get there.

Facebook: [arrowlife](#)

Instagram: [arrowlife_1851](#)

About Arvind Fashions Limited

Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn., to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

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