

## CREYATE's new line of Luxury Menswear now in UB City

The brand's first luxury flagship store in the country was inaugurated by Kulin Lalbhai, Executive Director, Arvind Limited and Tejinder Singh, Chief Operating Officer, Arvind Internet

**Bangalore, 23 March 2018: The burgeoning wardrobe-conscious male in India is ready for custom clothing.** Staying true to their individualistic preferences, **CREYATE** from the house of Arvind Ltd., launched its very first *luxury flagship store* at UB City, today. Inaugurated by **Mr. Kulin Lalbhai, Executive Director, Arvind Limited** and **Mr. Tejinder Singh, Chief Operating Officer, Arvind Internet**, this launch also witnessed the presence of the *crème-de-la-crème* across various sectors of Bangalore's industrial circle.

A one-stop wardrobe solution, CREYATE is India's first omni-channel brand of co-created, luxury menswear. Located on the first floor of UB City, the experience-led store combines a user-intuitive interface for design with the expert guidance of Japanese trained style stewards.



CREYATE's luxury line features fine fabrics sourced globally from the most premium mills such as Scabal (UK), Zegna (Italy), Huddersfield (UK), Albini (Italy), and Cacciopoli (Naples, Italy), among others. With an automated production backend, the products are delivered with a state-of-the-art finish. CREYATE offers customization in both formal and casual wear across its tech powered stores in India and Japan.

Each customer is guided through the journey of designing his garment by means of a 3D customization engine. With over 19 scientific measurements and 40 body observations, each customer receives garments highly personalized in fit and style. The brand also facilitates home visits with a luxury concierge service, who bring the store to the customer's doorstep. In short, CREYATE is the ultimate confluence of fashion, technology, manufacturing and you.

**Mr. Tejinder Singh, Chief Operating Officer, Arvind Internet Limited**, also added, *"Creyate is designed for the discerning male of today, who understands his distinct taste and has a passion for the best-in-class fabrics and ingredients, and he knows that most important aspect of a garment is the FIT. We offer*



*them a platform to customize every aspect of their wardrobe with an assortment of the best fabrics that international mills have to offer. We are an omni-channel, complete wardrobe solution with a portfolio that includes both formal and casual wear. Be it a well-fitted jacket, a luxury suit or a pair of denims, CREYATE is the one-stop destination for all custom needs. Our customization engine and 3D visualization application, heighten a customer’s buying experience by several notches.”*

Empowering in choice, elevated in style, CREYATE has revolutionized the menswear clothing culture in India. Take a peek into the fashion industry’s future, and this brand will stand tall as the one-stop solution to all men’s wardrobes.

**About Arvind Internet Limited (AI) and Creyate**

Arvind Internet 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. Arvind Internet will be a leading consumer lifestyle player in the digital space by engaging in several business models that can scale globally.

Creyate is AI’s first offering. A custom clothing brand, CREYATE aims to provide an unprecedented experience with the help of an intuitive user-interface where customers can personalize 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 customization journeys. The goal is to help modern men dress according to their style preference in custom-made garments that flatter and fit to perfection.

**About Arvind 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\$ 1.5 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.

**For further information, please contact:**

<b>Arvind Internet Limited</b>  Debangini Nath  E: <a href="mailto:Debangini@arvindinternet.com">Debangini@arvindinternet.com</a>	<b>Edelman</b>  Varsha Mukund E: <a href="mailto:Varsha.Mukund@edelman.com">Varsha.Mukund@edelman.com</a>  Srishti Singh E: <a href="mailto:Srishti.S@edelman.com">Srishti.S@edelman.com</a>
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