



Cult American Classic brand, Ed Hardy Launches AW '18 Collection

India, xxx 2018: Born out of the streets of the United States, Ed Hardy is specifically curated for rebels and rockstars from LA to India. The lifestyle brand constantly questions the style quotient with its unconventional fashion.

This season too, the cult brand presents some off-beat fashion for those who dare! The offerings for the season are inspired by ideas which are native to the definitive culture of the brand. AW 18 from Ed Hardy stays true its roots with Urban Fashion and Athleisure in the spotlight.

Athleisure – This collection is vibrant with a burst of fluorescent to spruce up any look. **'Ed-Leisure'** is set to light up the streets, quite literally, with bright colors peppered by iconic Ed Hardy embroidery and metallic trims. The collection also finds itself in familiar monochrome colours which are set to be a fiery trend this season. These blazing pieces of apparel are sure to set a brand-new vogue across Athleisure. Ed Hardy indulges in **color blocking** this season and draws inspiration from the famous Star-Spangled banner. Red, white and blue dominate the collection and lend a refreshing new perspective. **Camouflage** is yet another key element in the collection which adds an unconventional, edgy yet fashionable interpretation. Ed Hardy urges you to go full camo, to stand out, ironically! Designed to meet the needs of the super-active, the clothes are made of mesh fabric, embellished with rubber prints in different lengths and cuts. Ed Hardy's drawstring printed shorts, joggers and bombers are sure to paint the streets in fluorescent, black, grey and white. This line of apparel is set to add form and functionality to your everyday wardrobe. The peerless designs of Ed Hardy coupled with the unmatched necessities of the street, are sure to present a truly authentic and exclusive experience to Ed Hardy fans.

An inimitable legend that is redefining street fashion, Ed Hardy is no longer just another fashion brand. With a wide array of offerings, the brand is going through a metamorphosis. The AW 18 collection is one of the phases in this change which will see Ed Hardy transform into a brand that is not just on-trend, but a trendsetter!

With prices starting at 899, the AW'18 collection will be available across all ED Hardy stores in India and on nnow.com (??)

About Ed Hardy:

At its core, Ed Hardy is an alternative lifestyle fashion brand that celebrates the classic American tattoo as an art form. Don Ed Hardy is considered by many to be the Godfather of Tattoo. His work offers timeless appeal. Our mission is to stay true to the essence of Don Ed Hardy's original inspiration for his art and celebrate its history and beauty by creating dynamic apparel and related lifestyle products

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