



FASHION FREEDOM

This Independence Day we want to celebrate your individuality, non-conformity and fierce sense of expression! Helping you define your style statement is Anupam Biswas, AVP - design Ed Hardy, Flying Machine and Prasenjit Adhikari, Head of Design Flying Machine and F2K. Enhance your style, by embracing a few design principles -

CREATING A SIGNATURE STYLE!

Whether it's a stylish leather jacket that you wear frequently, or a dark wash denim cap, wear it like no one else can and make it your signature style! There is a reason why people think of Brad Pitt when they see a bright leather jacket

COMFORTABLE CLASSICS

The classics are comfortable as they are stylish! A plain white tee, with raw denim evokes the effortlessly cool without much effort!

BE BOLD

*Cargos with Cardigans!
Unconventionally Bright Colors! Don't shy away from the norm. Cause hey, if you aren't going to be yourself, who is? We're not saying that you should dress like Lady Gaga. We're just saying that if you ever wanted to, discount the naysayers!*

IF YOU GOT IT, FLAUNT IT

Don't be afraid to wear what you want irrespective of your body shape and size. Tight white Tee, or a baggy jacket, let no one judge what you may flaunt or hide! You dictate your style and who knows you might inspire the hottest fad!

