

Flaunt your inimitable closet with Flying Machine's AW'18 Collection

Be bold, Be You, Own the new cool

India, XX 2018: Unapologetically bold and unmistakably youthful, Flying Machine's AW 18 collection emulates the ideology of the youth whilst injecting a hip exuberance in its latest collection. Crafted for every young fashionista out there, the collection promises to bring alive their individual style statements.

The AW designs hit the right chord by blending in directional trends, cool styling and great prices making it perfect for the youth. Some key highlights include cool new washes, bold line of colorful graphic tees, vibrant and preppy collection for girls, a very urban sensational line of clothing in the new label F2000 and modern chic accessories comprising eyewear, backpacks and belts to complete the trendy look. While the latest collection features a generous spread of monochromatic jeans, shirts and tees the focus is largely on sustainability.

The world is on its way to define a sustainable future rightly so. It is high time that brands begin taking responsibility in initiating the call for the days to come. Do you share a similar belief? For the **Eco-warrior** in you, Flying Machine has coupled its chic yet quirky shirts and tees in a sustainable filter. With this sustainable line of eco-friendly clothing, Flying Machine goes the extra mile in pledging its oath to sustainability. These clothes are created by recycling PET bottles and recycled and organic cotton. This line also involves the use of natural dyes which play a critical role as a water pollutant. This line is a full-blooded **Eco-Warrior**.

Flying Machine breaks the barriers once again through its vast offering committed to appeal to the youth. With prices starting at 699, the AW'18 collection will be available across all Flying Machine stores in India and on nnow.com

About Flying Machine:

Owned by Arvind Lifestyle Brands Ltd., Flying Machine is India's first home bred denim brand. Launched in 1980, the brand was first in its category to introduce authentic details, original graphics and class urban innovation. The brand remains true to the Italian styling to achieve cult status over the next ten years. Ever since its re-launch in 2007, the brand has grown in leaps and bounds across the country. A journey that has been achieved through inventive retail strategy and clutter-breaking marketing communication.

Today, Flying Machine is sold in over 263+ exclusive brand outlets, 700 Large Format Stores like Shopper's Stop and Lifestyle, and 800+ Multi Brand Outlets nationwide.

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