

## Look cool without paying a premium with Flying Machine's SS'18 Collection

**India, XX 2018:** This season, Flying Machine's SS'18 Collection is bringing in a fiesta of quirky attires. From Campus Superstar and Street Kings to Midnight's Children: as always, there is a variety of styles to pick from. Take your pick from the finest range of premium clothing available at exceptional prices.



To decode the campus fashionista look, Flying Machine is offering a burst of colors and options to get you pulsing through each day. From extremely light to the deepest blues, show off your "jean-ious" take with a pair of washed skinny jeans and slim fit shirt that gives you a flattering look. Don't be apologetic and continue hoarding the classic must-have flannel shirt in your wardrobe, but make sure to pair it with cuffed jeans for a true Americana look. You can also flaunt an effortless off-duty outfit with a bomber jacket that never goes out of style.

For those "oh so gloomy" days, even on a hot summer morning, go perky and step out in tops adorned with floral embroidery - paired with distressed jeans. Flying Machine also offers the best in denims ranging from fit and flare to laced jeans, getting all those women to strut in style. Gentlemen, revamp your image for a flawless day with a pair of slim-fit trousers from the latest F2000 line by flying Machine that can help you power through the week. For workout junkies (both men and women) a snug pair of treggings will be perfect for their morning run.



**Talking about the Flying Machine's SS18 collection, Alok Dubey , CEO of the "Lifestyle Brands Division" of Arvind Lifestyle Brands Ltd. said, " With the new SS18 collection Our design team have really hit the right chord blending directional trends with effortless cool styling and great prices making it perfect for Indian youth . Some of the key highlights are the cool new washes inspired by denim trends in Japan, a very bold line of colourful graphic tees , the new vibrant and preppy collection for girls , a very urban sensational line of clothing in our new label F2000 and a modern chic accessories line comprising eyewear, backpacks , belts and belts to complete the premium look. All this of course comes at great prices fulfilling FMs promise of making you look cool without having to pay a premium.**

Flying Machine Boys is offering a range of fun outfits for the style icons of tomorrow. Dress your handsome little boy in a classic pair of stone-washed jeans and a polo shirt. Let his love for Batman and Star Wars take over with crew neck t-shirts for his next play date.



Priced at INR 399 to INR 3399, the SS'18 collection is available across all Flying Machine stores in India and on [nnow.com](http://nnow.com)

**Link to the Look-book:** [Flying Machine, Spring Summer 2018](#)

**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.

**About Arvind Lifestyle Brands Limited**

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India's largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to a large number of fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought ARROW to India in the year 1993. Arvind has licensing relationships with many international brands including *GAP, TCP, Gant, Nautica, Aeropostale, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee and Geoffrey Beene*. Arvind also has a portfolio of 12 of its own brands. Arvind has recently launched stores of marquee retailers Gap, The Children's Place and beauty giant Sephora. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.

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