

## Arvind Limited launches Arvind branded Ready to Wear collection for Men

Arvind's apparel brand delivers fashion solutions to the style conscious men of today

**National, 4<sup>th</sup> April 2018:** Arvind Limited, the 1.7-billion-dollar textile to retail conglomerate, today announced the launch of its private label '**Arvind – Ready to Wear**'. As a result of the brand's drive to constantly innovate and transform the fashion landscape, the ready to wear collection is crafted to address the need of the customer, who is looking to balance aesthetics and functionality.

Arvind Ready to wear is an amalgamation of elevated essentials with global aesthetics and contemporary innovation. The collection offers a wide array of work-wear, leisure and ceremonial wear. While Arvind's work wear is versatile to transcend from office to casual evenings, the leisure wear is designed for comfort amped with style. Knowing the Indian male, ceremonial wear offers deeper palettes with embellished jacquard for those sophisticated evenings.

As a brand, 'Arvind – Ready to Wear' provides advanced stretchables in the work wear category that extend to the leisure line as well. The brand makes available the best of ready to wear for men, through revolutionary four-dimensional tailoring in finely crafted blazers along with lightweight, wrinkle free and dressed up options in work wear across categories. The versatile collection for men features linen blazers and bundis that are sewn to perfection, contemporary and elevated chinos, trendy fabric prints and a range of textured, soft and linen-blend summer plaids, attributing to its multifaceted heritage. The Spring Summer 2018 line features casual after-hour shirts, linens, textured 5-pocket chinos and more.

Arvind is the pioneer of branded apparels in the country and has been driving constant innovation in this space for over 25 years now. Today, it offers more than 15 global brands and retail formats across various apparel and fashion categories in the country. A touch of Indian sensibilities to all these brands arising from deep understanding of Indian customers has been a hallmark of Arvind's innovation through these years.

Speaking at the launch, **Mr. J Suresh, Managing Director and Chief Executive Officer, Arvind Lifestyle Brands Limited** said, *"The Indian consumer is constantly evolving, and fashion needs are at the core of this evolution. The strong growth trends in the men's ready to wear category coupled with the customers' need for comfortable, fashionable apparel that delivers value and performance has opened up a significant opportunity that we are addressing with Arvind – Ready to Wear. Our integrated value chain capabilities from design to delivery and understanding of the Indian customer is a unique combination to deliver unmatched value to the discerning Indian male."*

Arvind Ready to Wear will be available across 127 cities across the country in the first phase. The entire range of products will be available at 'The Arvind Store' outlets across the country and online at [www.nnnow.com](http://www.nnnow.com) and [www.amazon.in](http://www.amazon.in)

**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\$ 1.7 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.

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