

The Art of Storytelling for Children with Unlimited

"I can fly
to the moon on
a shopping cart."
– Adi, Age 10

There's a #StoryInEveryChild,
bring it alive with expert storytellers.

**UN
LIMIT**
EP
PRESENTS

Storytelling
Workshop

14th | 15th | 21st | 22nd April

To register, visit:
www.unlimitedfashion.co.in/unlimitedstories

Bangalore, 16 April 2018: Unlimited, from the house of Arvind, is launching a series of interactive storytelling workshops across the brand stores in Bangalore, Hyderabad and Chennai on 21st April. This is an initiative to revive the dying art of storytelling has been an integral part of the Indian culture since the very beginning of our childhood. The 90-minute workshop will include a storytelling session by storytellers. The activity will start from 10.30am and will go on till 6.30pm.

The Unlimited story telling workshops offers sessions where children are actively encouraged to develop their own storytelling skills. Professional storytellers will engage the participating children in an stirring and imaginative learning experience where both the teller and the listener have the opportunity to create some beautiful stories.



Shekhar CS, CEO, Unlimited, Arvind Brands Limited, said, “The mission of this initiative is to inspire children to indulge in their imagination and help them create stories, that comes from who they are, their dreams and their culture. As a brand that offers a lot for children, we feel that it is important for us to enable kids to not only be passive listeners but to actively engage them to be storytellers themselves, drawing into their ambitions and imaginations. Through the wonderful world of stories Unlimited will familiarize the children to creative ideas, make them more confident and relay their version of the world.”

Children participating in the storytelling workshops will get a chance to interact with storytellers who have practiced the art of storytelling thoroughly for a considerable period in their lives. The workshop series is going to be part of a larger series of activities focused on children this summer.

To be a part of this exciting event, register at <http://unlimitedfashion.co.in/unlimitedstories/> and <https://www.facebook.com/events/427326384386819/>

About Unlimited:

Unlimited – the family fashion store, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 99 power format stores spread across 45 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.

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.

For Further information, please get in touch with:

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Unlimited

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