



**Unlimited launches its first store at XXX in Firozpur**  
*Offers Best-of-value fashion for men, women, and children*

**Firozpur, August 13, 2018:** Today, Unlimited, from the house of Arvind, launched its first store in Firozpur, Punjab. Located at **Mall road**, the launch of the store aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience. With an extensive retail network across the nation, this is the 3<sup>rd</sup> Unlimited store in the state after Chandigarh and Amritsar

Spread across around **9606 sq. ft.**, the store will feature Unlimited's latest collection that is inspired by culture, art, adventure, and a love for denims. The collection will also include trendy tops and dresses, embellished denims, Indo-fusion wear and ethnic wear for festive. The men's collection offers a taste of authentic American fashion with the '**Americana**' line; the collection also features a mix of contrasting shades in its range of printed shirts and t-shirts. For kids, the brand has designed a delightful Disney collection. Overall, this store would prove to be the one-stop destination for all who are looking for a large collection of International and Indian fashion under one roof.

Speaking on the occasion, **Shekar CS, CEO, Unlimited**, said, "We are excited to announce the launch of our first store in Firozpur. With this we are increasing our retail footprint in Punjab and will now reinforce our role in enabling affordable and value fashion, now for the people of Firozpur. The purpose of launching this store is to serve our esteemed customers with exclusive offerings and a remarkable in-store experience in the heart of Firozpur. We are confident that we will receive a great response from the people of Firozpur and we are extremely happy about this journey."

The new store is located at: Unlimited, Mall Road (Opposite HDFC Bank) Firozpur

**About Unlimited:**

Unlimited – the family fashion mall, 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 86 power format stores spread across 46 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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