



## **UNLIMITED launches Autumn Winter 2018 Collection**

*Best-of-value fashion for men, women, and children*

UNLIMITED, the family fashion mall from the trusted house of Arvind, has launched the Autumn 2018 Collection, a fashionable take on Autumn/Winter essentials inspired by culture, art, adventure, and a love for denims. The collection includes garments for men, women, and children.

The women's apparel range places emphasis on embroidery, layering, asymmetric hemlines, and detailing, with diverse floral and geometric prints. Designed on themes like *Shibori* (a Japanese form of art), *Phad* paintings, and *Weavometry*, the apparels boast of exquisite detailing on hemlines, tie-ups, and sleeves. The collection includes midi dresses, kurtis, fusion crop tops, trendy tops, off shoulder tops, embellished denims, Indo-Western fusion wear, workwear pants, dresses, and ethnic wear for festivities – all at fabulous prices.

The men's collection offers a taste of authentic American fashion with the '**Americana**' line. The designs lean on indigo to deliver a rugged, casual, and outdoorsy look. Colt's **Urban Rebel** collection, on the other hand, offers a mix of contrasting shades, including urban greys and sporty brights, in its range of printed shirts and tees.

UNLIMITED's Autumn Winter 2018 Collection also includes a delightful Disney collection for kids – both boys and girls. Made from soft, comfortable fabrics in a straight silhouette with an easy fit, the collection is perfect for kids who have an affinity for Disney characters. It comprises of casual jeans in washed-out and worn-out effects, and ripped and repaired looks, which are paired with tonal gritty knitwear.

Visit the nearest UNLIMITED store with your family now to avail the the best-of-value fashion. You may view the look book [here](#).

### **About UNLIMITED:**

UNLIMITED, the family fashion mall from the trusted house of Arvind, is a frontrunner 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 and towns in India. Over the past two years, UNLIMITED has strengthened its brand portfolio by offering both private and international apparel brands. UNLIMITED strives to understand the changing needs and preferences of value-conscious consumers and aims to exceed their expectations and enhance their 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.



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