



**Give your wardrobe an Unlimited makeover this Big heart sale!**

*~Offers a wide range of options for the entire family~*

**XXX, June 8, 2018:** As summer draws to a close, Unlimited, from the house of Arvind, announces its Big heart sale starting June 8<sup>th</sup>. This 'End of Season Sale' get set to shop for Rs3000 and get merchandise worth the same amount free. Upgrade your wardrobe by curating ensembles from a variety of options.

Be it office attire you seek or a casual evening out, the massive sale is available across some of the best fashion labels such as Cherokee, Ruggers, Elle Studio, Karigari, Colt and more for both men and women. The store offers a plethora of options to choose for children and on-point looks for you to cater to your everyday fashion needs of staying stylish, whatever the occasion.

Commenting on the sale, Shekar CS CEO, Unlimited, Arvind Lifestyle Brands, said, *"We are excited to bring to our shoppers, the Big heart sale. For us, the sale is all about providing the best shopping experience by making it bigger and better for our customers. This sale is available across all Unlimited stores in the country."*

#### **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 85 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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