



Flying Machine Takes Flight with Orry in a Limited-Edition Collab



Orry in Orry X Flying Machine capsule collection

National, September 30, 2024 – Flying Machine, the youthful jeanswear brand, has teamed up with digital sensation Orry for a dope collaboration that's sure to make a viral splash. The Orry x Flying Machine capsule collection is a total vibe check – it's got Orry's edgy swag mixed with Flying Machine's legendary denim game. This limited-edition capsule is perfect for the young and stylish.

Flying Machine, after a major revamp last year, with a focus on becoming a Gen-Z powerhouse, partnered with Orry to create this limited-edition capsule collection. Designed for individuals with cool and contemporary taste, the collection features a range of unisex pieces with Orry's signature vibe. The capsule collection features a range of unisex pieces, including T-shirts, shirts, vests, caps, bucket hats, jorts, parachute pants, and, of course, jeans.

Commenting on this exciting collaboration, **Shailesh Chaturvedi, MD & CEO of Arvind Fashions** said, *"We are thrilled to team up with Orry, a fashion icon and master of viral content. Both are united in our appreciation of Korean and Japanese fashion aesthetics with damn hot oversized fits and androgynous appeal. Orry's youthful and edgy style perfectly complements Flying Machine's denim expertise. Our customers will adore this limited-edition capsule and will find endless ways to express their individuality through these damn hot pieces."*

From the moodboard to the final designs, Orry has been intricately involved in every aspect of the collection, ensuring that it truly captures his unique aesthetic. With iconic quotes like "L8R H8R" and "Can I live," the Orry x Flying Machine collection is a must-have for anyone looking to express themselves through fashion to make a statement. To further emphasize Orry's integral role, there are campaign videos featuring him, showcasing how he has become the designer himself.

"As a fan of easy yet sexy fashion, the ORRY X FLYING MACHINE capsule collection couldn't be more perfect. The oversized, androgynous vibes and Korean and Japanese aesthetics are a natural extension of my style. I'm super pumped to have created this limited-edition drop with Flying Machine and so excited to share it with all of you! Get ready to elevate your look with Orry x Flying Machine", said Orry.



FLYING MACHINE

The collection will be available for purchase at select Flying Machine stores across India, select Lifestyle and Shoppers Stop outlets as well as on online platforms such as Myntra and NNNOW.

About Flying Machine

Flying Machine is India's first homegrown denim brand and one of the coolest youth apparel brands in the country. Launched in 1980, the brand understands the pulse of modern India, offering trendy denim and casual fashion that's perfect for looking "damn hot" and insta-ready. Flying Machine is the go-to brand for those who embrace spontaneity, fun, and unconventional trends. With its "damn hot" designs and superior quality, Flying Machine empowers young consumers to own their style and stand out from the crowd.

About Arvind Fashions Ltd.

Arvind Fashions Ltd., based in Bengaluru is India's No. 1 casual and denim player in the country's retail industry, a lifestyle powerhouse with a strong portfolio of fashion brands catering to consumers across various sub-categories and price points. With a host of renowned brands, both international and indigenous, like U.S. Polo Assn., ARROW, Tommy Hilfiger, Calvin Klein and Flying Machine. Arvind has a presence across major lifestyle brands.