



THE ARVIND STORE PRESENTS “ARVIND”, READY-TO-WEAR MENS FASHION WITH MODERNITY AND ELEGANCE

Contemporary garments crafted with a veritable work of architecture, offering distinct character

April 21st, National: A revolution from the word go, Arvind as a textile to retail conglomerate has always been a frontrunner with innovation, pushing boundaries of what’s possible and weaving ingenuity in every fabric. After years of cultivating the finest fabrics and denims, The Arvind Store, announces the launch of its own Ready To Wear, fondly called “*Arvind*”, made with 9 decades of craftsmanship, innovation and heritage. *Arvind* creates a sharp contemporary marriage between technological progressive innovations and design on one hand and retrovation on the other.

Starting this summer, The Arvind Stores will debut Ready To Wear fashion garments with designs that evoke the sense of contemporary India. With categories mainly focussing on work (mainstream with a distinct edge), leisure (vibrant and experimental) and ceremonial (regal Indian crafts), the launch will also showcase athletic leisure as a trend along with a technologically enabled bi stretch super light formal outer wear not just in the formal category of suits and blazers but also in the ceremonial line of achkan, bandhgalas and bundis. What’s more exciting? Rush hour series (10 pocket travel friendly suit), Ultra-Light Blazers and 4D suit (enabling a 4 way movement using motion canvas technology) are the 3 wardrobe essentials to steal from *Arvind*.

“Creatively, we were always ready and now we are thrilled to grow our product offering to include ready to wear. *Arvind* Ready To Wear as a brand reflects the persona of a design and aesthetic loving discerning, classy and an intelligent man. We have seen tremendous growth and loyalty with our fabrics and bespoke services in the last so many years and we’re looking forward to offering our customers such immediacy.” **comments Mr. Kulin Lalbhai, Executive Director, Arvind Limited**

With blazers, bundis, kurtas, polos, shirts, shorts, suits and bandhgalas the pricing has been crafted starting INR 1299 and upwards. Ready To Wear Arvind will be available at all The Arvind Stores starting xxx.

Notes:

The Arvind Store: The Arvind Store aims to create an enriching shopping experience through the convergence of Arvind’s strongest competencies under one roof. The store not only has the entire range of Arvind’s Shirting & Suiting fabrics but also offers super-premium products for the discerning customer. The suiting collection in The Arvind Store consists of new-age fabrics that are perfectly suited for the Indian market. To complete the set of offerings The Arvind Store houses the best brands from the house of Arvind and now launches its Ready To Wear called “*Arvind*”.

Arvind Limited: Arvind Limited, one of India's largest integrated textile and Apparel Company with a strong presence in branded garments is one of the largest manufacturers and exporters of textiles products with a turnover of nearly US\$ 1.3 billion in FY 2015-16. Arvind has an unmatched portfolio of owned and licensed brands. The company's own brands include Flying Machine among others, while its licensed product brands include big global names, such as Tommy Hilfiger, Calvin Klein, Arrow, Gant, Nautica, IZOD, US Polo Assn, Hanes, Sephora, The Children's Place and Gap, and Aeropostale to name a few.