

Media Release

Arvind Limited Unveils Its First Campaign with His Highness Dr. Lakshyaraj Singh Mewar as Brand Ambassador for Primanté Luxury Fabrics

Ahmedabad, September 02, 2024 — Arvind Limited, a leading integrated solutions provider in textiles with robust fiber-to-fashion capabilities, is thrilled to announce its first campaign featuring His Highness Dr. Lakshyaraj Singh Mewar of Udaipur as the brand ambassador for Primanté, the company's premium suiting and shirting brand. The campaign, titled "Own Your Legacy, Own The Moment" celebrates the timeless elegance and sophistication that Primanté fabrics bring to the modern wardrobe.

The Primanté Collection is a testament to Arvind Limited's commitment to quality, innovation, and craftsmanship. By collaborating with Dr. Lakshyaraj Singh Mewar, a symbol of heritage and tradition, Arvind Limited aims to weave a narrative that connects the grandeur of India's royal past with the contemporary elegance of today's fashion.

Arvind Limited, with its vast experience in textiles and an unwavering focus on quality and sustainability, continues to push the boundaries of innovation in fashion. The Primanté brand, with its luxurious fabric offerings, is set to redefine the standards of premium fashion in India and globally.

For more information about the campaign or to explore the new Primanté collection, please visit nearest Arvind Stores & multi-branded outlets.

About The Arvind Store:

'The Arvind Store' is a complete lifestyle fashion destination that focuses on bringing the best of both worlds, that of fabric and ready-made to its customers. It aims to revolutionize the whole shopping experience of customers by creating an enriching shopping experience through the convergence of Arvind's strongest competencies under one roof. The stores house retail brands such as "AD" (Arvind Premium Ready-Made Collection), Fabric Brands like Primante & Tresca. It will also offer Custom Tailoring solutions to the customers. Select stores offer ADL (Arvind Denim Lab) - a unique model that allows customers to customise their denim with their size, fit and choice of buttons, rivets, labels, thread colours & initials. The Arvind Store concept is rapidly increasing across India, with multiple stores launching every month.

About Arvind Limited:

Arvind is a textile-to-retail conglomerate with a focus on textiles, apparels, advanced materials, environmental solutions, telecom and Omni-channel commerce. Arvind Limited is an integrated solutions provider in textiles with strong fiber-to-fashion capabilities for a global customer base. It is also a design powerhouse implementing innovative concepts and generating intellectual property. It ranks amongst the top suppliers of fabric worldwide. For more information, please visit <https://www.arvind.com/>