

Media Release

Arvind Limited launches its first luxury 'The Arvind Store' in Bengaluru

September 22, 2023, Bengaluru: Arvind Limited, an integrated solutions provider in textiles with strong fibre-to-fashion capabilities for a global and domestic customer base, today announced the opening of **its first luxury store under 'The Arvind Store' concept in Bengaluru.** With this store, Karnataka will now have 17 Arvind stores. The store located in Jayanagar exudes an upscale atmosphere, featuring a wide array of premium products. It proudly showcases some of the finest fashion, all conveniently housed in one location.

'The Arvind Store' will offer-

- Luxury Fabrics in Shirting & Suiting from **Primante** having Finest Egyptian Giza Cotton, Superfine European Linens, Rare Australian Merino Wool & Italian 100% Wool collections.
- A wide range of the finest Premium fabrics brining comfort and elegance to make every occasion of life memorable, like Non Iron Shirting fabrics from **Tresca.**
- Impeccable style and comfort from Arvind's Ready Made Apparel Private Label **AD by Arvind** the favourite for formal, casual and ceremonial wear.
- **Custom Tailoring-** We have the latest trends of world fashion in the fine thread of your individual style. Be it a shirt, Trouser or suit, Let the expert tailor craft some stunning sartorial statements for you.
- **ADL** - A unique model that allows customers to customize their denims with their size, fit and choice of buttons, rivet, labels, thread colours & their own initials.

The Arvind Store aims to create an enriching shopping experience through the convergence of Arvind's strongest competencies under one roof.

With the increasing purchasing power and brand affinity of modern Indian buyers, the Indian lifestyle fashion brand industry is on an upswing. Urban consumers in metropolitan cities like Bengaluru are very experimental and increasingly willing to invest in new styles, products and brands.

Speaking on the occasion, Mr. Kulin Lalbhai, Executive Director, Arvind Limited, said *"We are excited to open our first luxury store 'The Arvind Store' in Bengaluru, and looking at opening more such stores. The city has demonstrated robust growth in the retail market, which has inspired us to invest further and explore its potential. The store features a modern and futuristic design, consistent with our other stores, to showcase all of Arvind's products. We have taken great care to ensure that the store meets today's retail standards*



FASHIONING POSSIBILITIES

while creating its unique position in the market. Our customers can expect to find the best of Arvind's Premium Fabrics, Arvind's Ready-To-Wear collection under the brand name AD, customised tailoring making it a one-stop-shop for their fashion, ceremonial occasions and lifestyle needs."

'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.

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 fibre-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/>