Media Release

Arvind Limited Opens Arvind Denim Lab at Denim City Amsterdam

Amsterdam, Netherlands & Ahmedabad, India, October 07, 2026: Arvind Limited, one of India's leading textile-to-retail conglomerates and among the world's largest denim manufacturers, has launched Arvind Denim Lab (ADL), a dedicated design, product development and innovation hub located within Denim City Amsterdam one of Europe's leading centres for denim innovation. Denim City Amsterdam brings together a workshop, academy, retail store and laboratory under one roof, serving as a collaborative platform for mills, brands, designers and wash specialists working to shape the future of denim. The new facility represents Arvind Limited's first physical design and product presence in Europe and marks a significant milestone in the company's strategy to deepen engagement with leading fashion brands across the continent.

Punit Lalbhai, Vice Chairman, Arvind Limited, said, "The opening of Arvind Denim Lab in Amsterdam is a significant milestone in bringing our innovation capabilities closer to the global hub of fashion ecosystem. As a state-of-the-art platform for design and product development, the Lab will encourage advancement in denim innovation, and brings together modern manufacturing capabilities with a focus on sustainability. The opening of ADL Amsterdam is part of our strategy to globalise our manufacturing and customer service footprint. We will continue to expand such presence across the continent of Europe and UK with the key focus of tapping the opportunity arising out of recently concluded FTAs in those geographies."

Karan Ojha, CEO-Wovens, Head Marketing COE, Arvind Limited, said, "Amsterdam is at the heart of Europe's denim ecosystem and provides an ideal environment for customer collaboration and product innovation. The new hub enables us to work more closely with brands from the earliest stages of product development, helping translate ideas into commercially successful collections with greater speed and efficiency."

Supported by a dedicated Amsterdam-based team working closely with Arvind's design, technology and product development teams in Ahmedabad, the hub connects European market insights with the company's vertically integrated manufacturing and innovation capabilities.

Located at Bellamyplein 53, 1053 AT Amsterdam, the facility will offer trend-led capsule collection development, co-creation workshops, wash development programmes, and an always-on showroom and sampling studio for European customers.

The Amsterdam location provides strategic access to Netherlands, Germany, Scandinavia, France, Italy and Spain. Through a single innovation hub, Arvind aims to support a wider array of customers with greater speed, flexibility and responsiveness to evolving market needs.

About Arvind Limited

Arvind Limited is a textile-to-retail conglomerate with businesses spanning textiles, apparel, advanced materials, environmental solutions, telecom and omnichannel commerce. The company is an integrated solutions provider with strong fibre-to-fashion capabilities serving a global customer base. Recognised as one of the world's leading fabric suppliers, Arvind is known for its focus on innovation, sustainability and manufacturing excellence.

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