



ARVIND AND INVISTA “DECODE” THE FESTIVE COLLECTION

FASHION SHOW SHOWCASES THE MULTIFACETED NATURE OF DENIM

Mumbai, March 18, 2017 – The denim giant and the largest fiber producer, Arvind & Invista, are bringing their latest in innovation, design and sustainability for the Indian market. Arvind and Invista have teamed up to launch the Festive collection for 2017- DECODE. This fresh and ultramodern collection is showcased in form of a spectacular display and a flamboyant runway show hosted at The Lalit, Mumbai choreographed by well-known choreographer Sheetal Sharma.

The festive’17 show DECODE, highlights the multifaceted nature of denim fabrics. It is said that denim remains as one of the most interesting, complex yet evolving fabrics of all time. In this show, Arvind and Invista unravel its mysterious personality and decode the denim language to discover its different aspects and its deep underlying meaning.

The fashion show showcased an innovative line of Flip denims (reversible denims), Azurite (Arvind’s patented technology of premium saturated indigo fabrics), 360 degree MUTANTS™ (multidirectional stretch knit denims) and XL MUTANTS™ (wider width knits for better production efficiencies) to name a few. It showcases a collection of DENIM EXPRESS™ which is a speed to market solution of versatile fabrics that are always in vogue – a much needed requirement of the industry. The collection further extends to popular Arvind categories of BLUE NATIVES™, NEOBUBBLE™, BOOMERANG™ along with the bestsellers across the market.

Other than the fashion show, the highlight was also the display for Khadi denim collection. Arvind recently received much appreciation globally for this phenomenal sustainable fabric. Arvind won the prestigious Global Denim Award for best fabric in October’16 at Amsterdam. The participants for the award included the top mills of the world like Candiani and Prosperity.

Arvind and Invista are now synonymous in the Industry for bringing out innovative technologies for the consumers. All Arvind stretch denims are powered by LYCRA® fiber and also include other Invista specialty products like COOLMAX® Everyday fabric, COOLMAX® ALL SEASON Fabric and CORDURA® fabrics. These products with their strong performance properties provide a set of unique comfort and durability to the garments – a deeply desired feature by the end consumers.

EDITORS NOTES

About Arvind Limited

Arvind Limited is one of India's largest integrated textile and apparel companies with a strong retail presence. Arvind is also the pioneer of denim in India with a turnover of around US\$1.3 billion in FY2015-16. Arvind has an unmatched portfolio of owned, licensed brands and retail formats. The company's own product brands include Megamart (recently rebranded as Unlimited), Flying Machine, Colt, Ruggers, Excalibur among others while its licensed product brands have big global names like GAP, Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn, The Children's Place and Sephora, to name a few. It has a joint venture in India with global majors Tommy Hilfiger and Calvin Klein.

About INVISTA

With leading brands including LYCRA® fiber, COOLMAX®, CORDURA®, STAINMASTER® and ANTRON®, INVISTA is one of the world's largest integrated producers of chemical intermediates, polymers and fibers. The company's advantaged technologies for nylon, spandex and polyester are used to produce clothing, carpet, car parts and countless other everyday products. Headquartered in the United States, INVISTA operates in more than 20 countries and has about 10,000 employees. For more information, visit INVISTA.com, Facebook.com/INVISTAGlobal and Twitter.com/INVISTA.

For further press details, please contact:

Arvind Limited
Nirali Thanawala
9901566655
Nirali.thanawala@arvind.in

Ketchum Sampark PR
Archana Tiwari
9870636163
archana.tiwari@ketchumsampark.com