

PRESS RELEASE

The Arvind Store launches Exclusive Designer Collection

'The Arvind Stores' Introduces 15 looks inspired by Earthy Indian Structures designed by Kunal Anil Tanna

May 4, 2016: The Arvind Store (TAS) a unique concept in fabrics and apparel retail of Arvind Group today announced its collaboration with Designer Kunal Anil Tanna to launch its contemporary summer collection 2016 that brings together Arvind's signature luxurious fabrics with Kunal Anil Tanna's intricate aesthetics. The collection is launched at all Flagship stores.

During the occasion of announcing the collaboration, **Mr. Bhaskar Kelkar, CEO, The Arvind Store & Ready-to-Wear, Arvind Ltd said**, "We were looking to enhance the experience of our customers by adding value to our existing offers and Kunal Anil Tanna was found to be a perfect match. With our new season fabric and his texturing forte, we are ready to launch our summer collection".

On one hand, Kunal Anil Tanna maintains a design philosophy of being classic, minimalistic yet very chic and sharp. His collections comprise of stylishly constructed silhouettes with meticulous texturing and detail. While, on the other hand, Arvind's rich linens and jacquards in ivories, beiges and blues are available to be converted into an almost three dimensional texture which is deployed across precise, casual tailoring, all with a covetable twist.

This summer collection of TAS comprising of 15 looks is inspired by Earthy Indian structures and lot of fabric play is done to enhance the look. Minimalistic geography is the highlight of the collection.

"The color palate of the collection starts with ivory and moves towards blue at the end, while design of the garments is kept keeping contemporary and sophistication in mind. The entire collection treads a line between progressive style and eclectic detailing, ideal to appeal a contemporary individual who needs a wardrobe that serves well for multiple purposes and occasions", **said designer Kunal Anil Tanna**.

This collaborative effort welcomes a union of trend-hitting, unconventional designs that bring a fresh, contemporary edge to Arvind's classic offerings. It is deriving inspiration from the scenic stepwells in Gujarat that signify history with an extremely Modern and Urban edge - flanked by its telescoping views, towering pavilions and descending landscapes, these architectural marvels paint the collection with structured, crisp silhouettes.

About Kunal Anil Tanna:

A Graduate from NIFT Mumbai, Kunal Anil Tanna has bagged the Best Designer Award for Graduation Collection, 2005. After working for around 4 years with a leading Celebrity Designer and had the opportunity to design for several Bollywood hits. On launching his own signature label Kunal Anil Tanna, he designed looks for Arjun Kapoor in Two States, Shahid Kapoor in Shandaar and so on. Kunal's Forte is in Constructed Silhouette, Texturing and Colour Mixing. He has also done number of trunk shows in Mumbai, Hyderabad and New Delhi.

PRESS RELEASE**The Arvind Stores**

After decades of ruling the national and international fabric markets, Arvind also has in offer 'The Arvind Store', a unique concept in fabrics and apparel retail. The Arvind Store brings together, under one roof, the best that Arvind has to offer. It is a convergence of three of Arvind's strongest capabilities, the best of fabrics from Arvind's textiles division, leading apparel brands from Arvind Brands and bespoke styling solutions based on the latest garment styles from Arvind Studios. In a world where bespoke tailoring meets cutting edge fashion, The Arvind Store will create a shopping experience to rival the best in the Indian Marketplace. There are in all 170+ 'The Arvind Stores' across the country.

- Over a 1000 different fabric styles across shirting, suiting and denim
- Leading apparel brands such as Arrow, US Polo & Flying Machine
- Arvind Denim Labs (ADL), a bespoke denim concept offering customized washed denim - a first of its kind in India and perhaps the world
- Arvind Studio – A styling and tailoring solution to rival the best brands in the world

Presence

- Key Markets:
AP, TL, Guj, Mah, Kar, TN, Raj, Ker, WB, UP, UK, Ori, BH, AS, Pon, Pu, Har
- Store Type:
 - Flagship Stores – More than 3500 sq. ft.
 - Experience Stores – 1000 to 3500 sq. ft.
 - Exclusive Stores – 350 to 1000 sq. ft.

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