

Go off-duty with the Ed Hardy SS'18 Collection

India, XX 2018: Evolve your wardrobe this summer with exciting new styles designed for hip and edgy millennials! The newly launched Ed Hardy SS'18 collection presents a burst of funky outfits that draw inspiration from revered looks such as New Age Rockstar, Denim Dudes, Legends of the Street and many more.

“Denim Dudes” can rev up casual Fridays with a selection of wash jeans that can be sported with a graphic or block printed tees. With unique styles that go beyond customary patterns, it is a classic style statement upgraded by the craftsmanship of using a soft blue tone on a deep indigo base, peppered with iconic Ed Hardy embroidery and metallic trims. On the other hand, the Black Denim collection is designed for rebels, featuring dark colors such as grey, charcoal, black, deep red, and teal. Pair these tees with dark denims to complete the look. The story includes various denim washes, stained treatments, garment damaging and heavy stud work.

Tucked in or unbuttoned - aim for some effortless fashion for the best head-turning street style looks. After all, “Legends of the street” is an ode to those who settle for an off-duty look in the summer. Ed Hardy drawstring printed shorts that'd go well with edgy sneakers will help you ace this fashion.

The Monochrome Athleisure collection gives the call to “mix work and play”. Designed to meet the demands of the super-active, the clothes are made of mesh fabric, embellished with rubber prints in different lengths and cuts.

Denims will never be the same again! Thanks to the ‘Green cast denims’ collection – the latest in fabric dyeing innovation such as calligraphy on the water-proof back pocket and tattooed hems, designed with unique in-seam patchwork. You can “go against the flow” with the Vintage denims – distressed to stay modern, offering the best of both worlds. Pair these with Studded Tees that are handcrafted with over 7000 studs, for you to stand out and shine on.



Velvet is one of the hottest trends to be bright and beautiful this season. Ditch the usual textures and get your hands on the sleeveless women's top made from plush velvet in a rich navy hue. Complete your outfit with an embellished pair of sequined jeans replete with skinny silhouette cotton-stretch blend in a mid-rise waist and distressed knee. Pair them with high-rise jeans or cut the edge with a pair of funky shorts and you've got yourself dressed in a snazzy summer look.

Priced at INR 999 to INR 8499, the SS'18 collection will be available across all Ed Hardy stores in India and on edhardy.nnnow.com

Link to the Look-book: [Ed Hardy, Spring Summer 2018](#)



About Ed Hardy:

At its core, Ed Hardy is an alternative lifestyle fashion brand that celebrates the classic American tattoo as an art form. Don Ed Hardy is considered by many to be the Godfather of Tattoo. His work offers timeless appeal. Our mission is to stay true to the essence of Don Ed Hardy's original inspiration for his art and celebrate its history and beauty by creating dynamic apparel and related lifestyle products

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