

Nushrat Bharucha brings the best of youth fashion to Surat with the launch of Aéropostale

This new store has everything Gen Z desires in their closet

<insert images from launch here>

Surat, April 21, 2018: The American youth fashion brand Aéropostale, which is one of the fastest-growing brands from Arvind Lifestyle Brands Ltd, has made its way to India's Diamond City – Surat. Inaugurated by actress **Nushrat Bharucha** at VR Mall, this first store aims to bring the latest fashion to Surat's youngsters. The store houses the best of summer trends and offers a range of casual apparel, primarily targeting young guys and girls. She was in her fashionable best, dressed in *seriously stretchy denim* paired with her favourite Aéropostale *logo tee*.

The new 950 sq. ft Aeropostale store located on the ground floor in VR Mall showcases the latest fashion trends, designed in New York. Made for the free-spirited, wild at heart and endlessly energetic youth of today, the brand provides an everyday extension of their personal style. Customers worldwide have held this international brand in high regard for its on-trend clothing and style, making it the ideal shopping destination for its young buyers.

There aren't many youth brands in the Indian market today, that cater to the youth's fashion needs in a holistic manner the way Aeropostale does. Known for its graphic logo tees, hoodies and sweatshirts, the Spring-Summer '18 collection takes inspiration from Aéropostale's classic preppy heritage, along with modern cool kid vibes. The brand offers a wide range of products at accessible price points, starting at Rs. 799. The collection includes a wide range of denims in multiple washes and fits, 4-way stretch, with embroidery and hem detailing. Girls needn't look further for summery dresses, rompers and tops. The store offers an extraordinary range of those, along with classic logo tees and polos for guys. That's not all! The store also has a range of printed shirts, shorts and shirts in summer hues.

Speaking on the launch occasion, **Mr. Sumit Dhingra, Chief Operating Officer – Heritage Brands Division, Arvind Fashions Limited** said, *"We are happy to announce the launch of our very first store in Surat today. This strategic move to launch a third store in Gujarat stems from the phenomenal response we have received from the market, thus far. Our collection of casual wear and accessories for young guys and girls designed in New York is sure to satisfy the fashion needs of the free-spirited and energetic youth in the city."*

"The collection from Aéropostale is absolutely spectacular! Aéropostale is a popular American youth fashion brand and I'm so excited to see it grow with this latest launch in Surat. The young fashionistas in this city no longer need to travel to Mumbai for their fashion fix! This store has all the latest trendy products under one roof. Seeing this big crowd of young people celebrate this launch with me is proof of how this store is going to be packed with the cool young shoppers going forward!" said **Nushrat Bharucha**, clearly awed by the excited young crowd cheering her on at the store launch.

Nushrat's favourite picks at the store include the *stretchy denims (add details), cold shoulder tops . . .*
<Swati/Karan to add inputs here from merchandising team>

Aéropostale never disappoints when it comes to redefining fashion with stunning designs at the right

prices. The New York-based youth retailer is spread over 1,000 locations across the U.S, Canada and through licensing partnerships in the Middle East, Asia, Europe, Mexico and South America.

About Aéropostale, Inc.

Aéropostale®, Inc. is a primarily mall-based, specialty retailer of casual apparel and accessories, principally targeting 16 to 28 year-old young women and men through its Aéropostale® stores and 4 to 12 year-olds through its P.S. from Aéropostale® stores. The Company provides customers with a focused selection of high quality fashion and fashion basic merchandise at compelling values in an exciting store environment. Aéropostale® maintains control over its proprietary brands by designing, sourcing, marketing and selling all of its own merchandise. Aéropostale® products can be purchased in Aéropostale® stores and online at www.aeropostale.com. P.S. from Aéropostale® products can be purchased in P.S. from Aéropostale® stores and online at www.ps4u.com and www.aeropostale.com. The Company currently operates 766 Aéropostale® stores in 50 states and Puerto Rico, 61 Aéropostale stores in Canada and 26 P.S. from Aéropostale® stores in 12 states and Puerto Rico. In addition, pursuant to various licensing agreements, our licensees currently operate 239 Aéropostale® and P.S. from Aéropostale® locations in the Middle East, Asia, Europe, and Latin America. Since November 2012, Aéropostale, Inc. has operated GoJane.com, Inc., an online women's fashion footwear and apparel retailer.

About Arvind Lifestyle Brands Limited

Arvind Lifestyle Brands Limited is a subsidiary of Arvind Ltd which is India’s largest integrated textile player and is one of the oldest and most respected groups in the Textile Business in India. Arvind is also one of the largest producers of denim fabrics and is supplier to many fashion brands in the world. Arvind has been a pioneer in bringing international brands to India and first brought Arrow to India in the year 1993. Arvind has licensing relationships with many international brands including Gant, Nautica, Arrow, Izod, US Polo Association, Elle, Ed Hardy, Hanes, Cherokee, and Geoffrey Beene. Arvind also has a portfolio of 12 of its own brands. Arvind is launching stores of marquee retailers Gap and The Children’s Place. Arvind has a JV with PVH Corp. for the Tommy Hilfiger and Calvin Klein businesses in India. It also runs the value retail chain, Megamart.

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