

True Blue launches three new collections for Spring-Summer 2018; designs inspired by cricket legend Sachin Tendulkar and the city of Kashi

India, xxx 2018: Embodying the spirit of the global Indian, True Blue gears up to launch its Spring Summer 2018 line with three new collections, comprising: the Kashi Collection, True Blue's Signature Collection and the exclusive Savile Row collection by designer Paul Jheeta; all three of which are inspired by the legendary cricketer Sachin Tendulkar.

Differentiated in its colors and patterns, the Kashi collection draws inspiration from the ethnicity and joyfulness of the city, with elements like Bhadohi carpets, wooden carvings, bright summer cityscapes and wall paintings. Revolving around the natural inheritance of Kashi, innate hues grace True Blue fabric which comes from the architectural style, vintage photographs, natural color tones and khadi inspired fabrics. Mimicking the festive tone defined by the luminous nights of Kashi, the collection also celebrates the radiance of the city that is driven by exquisite crafts such as brocades, zardozi, meenkari and more. Signified by monochromes with an accent of maroon, the collection also draws a leaf out of the ancient architecture, stone carving crafts and age-old Sanskrit slokas. Furthermore, the collection offers a refreshing twist through an assorted range of true indigo that is inspired by Lord Shiva, coupled with the metal repousse work of Kashi.

For all the loyal 'Tendulkar fans' out there, the *Signature Collection* boasts of crew neck graphic tees and a set of polo shirts that hold the legend's iconic signature on all the sleeves and incorporates the famous Number 10 sported by the Master Blaster on the field. The collection is an ode to the stalwart of Indian cricket.

In addition, the graphics used in this collection are inspired by the cricketer's milestone achievements on the field. The *Savile Row Collection* is an exclusive range of outfits in collaboration with London based Indian designer - Paul Jheeta, who has been Tendulkar's suit craftsman for years.

On the launch of the latest collection, Mr. Alok Dubey, CEO, Arvind Lifestyle Brands said – "We strongly believe that every single product story from our brand is deeply rooted in Indian heritage and traditional designs. True Blue has three distinct offerings this season – Kashi Collection, Signature Collection and Saville Row by London-based Indian designer Paul Jheeta. We take great pride in our collection as we do in our country and we are sure of its success. There are modern brands and traditional brands in the market. Between these two, lies a gap which we have captured through our brand. True Blue is excelling in terms of expanding the business, the brand is growing at a stellar rate, in terms of retail sales and expansion. True Blue is on-track to become a big player from the house of Arvind, with the true essence of India in its DNA. Our aim is to reach out to every fan of Sachin and every true blue Indian."

Further, cricketing legend Sachin Tendulkar, who is closely associated with the brand, said - "This venture came into being post my association with the house of Arvind, which is such a renowned name in the field of fashion. A lot of effort and thought has gone into the creation of

the brand and every collection. This year's offerings also has a special line from, Paul Jheeta, of Savile Row fame, and I am sure that every True Blue Indian would love the collection of apparel being offered."

With an exquisite boutique at Savile Row in Central London, Jheeta is primarily known for his traditional bespoke tailoring for men, with an impressive India clientele that includes Amitabh Bachchan, Barry Gibb, Monty Panesar, Abhishek Bachchan, Dino Morea, Atul Kasbekar, among others.

A unique collaboration between cricket legend Sachin Tendulkar and Arvind Fashion Brands Limited, True Blue's new Spring-Summer collection is priced in the range of INR xxx to INR xxx and is available across all xxx stores in India.

About True Blue

True Blue is a global clothing brand that draws inspiration from India and its heritage, reinterpreting it in a modern context and proudly takes it to the world. The brand represents a fast emerging, young India that understands the importance of being global, yet embraces its Indian-ness.

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 a large number of 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 *GAP, TCP, Gant, Nautica, Aeropostale, 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 has recently launched stores of marquee retailers Gap, The Children's Place and beauty giant Sephora. 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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