



Live Authentically with U. S. Polo Assn. Spring-Summer 2018 Collection

India, XX 2018: Every year, the grueling summer has everyone rushing in for a breezy wardrobe. Get set to embrace the heat and refresh your casual gear with the classiest styles from U.S. Polo Assn.'s SS '18 Collection.

Inspired by the history of polo sports, the new collection epitomizes the classic American style - a go-to choice for many. If you've ever been unsure about what to wear on a laid-back dinner date, then settle for the classic polo shirt coupled with a casual pair of Chinos to dial-up the "wow" factor. For all those who've planned to beat the heat with a summer getaway, the printed round neck tee is a refreshing addition to your wardrobe. USPA's varied range of polo shirts and t-shirts, can now add some patterns to complete your outfit matched with printed, trendy shorts that inject a cool flair to your dressing.

Neat, stylish, yet formal, the smart-casual attire is a popular among Indian men. Picture a solid navy slim shirt with a tan pair of chinos for a striking contrast that will nail the much-sorted dress code.

Ladies, brace yourself for the summer with a comforting range of breathable cotton polo shirts or airy shirt dresses for a flattering style; classy shrugs for a night out and more! Pick from collections that pack a punch with floral designs, stripes and boxy silhouettes.

Little boys and girls can also step out in the best of USPA Kid's SS '18 Collection. Dress them up with classy styles and designs, comprising smart polo shirts for a casual play date or opt for pony printed tees or dainty dresses. There's so much more to choose from for your little diva!

Speaking on the occasion of the launch, **Mr. Alok Dubey, CEO, Arvind Lifestyle Brands** said –

"U.S. Polo Assn. has been one of the most successful fashion brands in the country. The latest collection is inspired by the old glory image of U.S. Polo Assn. which is a distinct image the brand possesses. Added to this, we believe that no one offers a range as wide as ours when it comes to all our products and so is the case with our chinos as well. Our new offerings and existing quality is testimony to the success of the brand. We hope you enjoy this collection as you have enjoyed the previous collections from U.S. Polo Assn."

Priced in the range of INR 699 to INR 7499, the spring-summer collection is available across all U. S. Polo Assn. stores in India.



About U. S. Polo Assn.

U.S. Polo Assn. is the authentic and official brand of the United States Polo Association, the governing body for the sport of polo in the United States since 1890. Today, the products are sold through the brand's licensing program in over 135 countries at independent retail stores, department stores and U.S. Polo Assn. brand stores. The U.S. Polo Assn. brand captures the authenticity of the sport, while embracing the genuine spirit known throughout the world as Classic American Style. The U.S. Polo Assn. brand offers clothing for men, women and children, as well as accessories, luggage, watches, shoes, home furnishings and more.

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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