



PRESS RELEASE

ARROW revives timeless style with the Iconic White Shirt

The brand launches a stylish, contemporary new avatar of the classic ARROW white shirt from the 1990s

Mumbai, 13 March 2018: ARROW, the American menswear brand from Arvind Fashions Limited, has launched the iconic white shirt as a part of its Spring/Summer 2018 Collection. Inspired by the classic ARROW white shirt which was launched a decade back, this shirt is another timeless piece from the international brand that has been known as the expert shirt maker since 1851.

Made from premium-quality Giza cotton yarn, befitting such an iconic product, the shirt bears all the hallmarks of ARROW's renowned attention to detail and functionality. It has an unstainable inner collar and cuffs, and is wrinkle-resistant, which makes it ideal for repeated use. The shirt is fully taped at the seams, which prevents the fabric from shrinking and puckering, even after several washes, and the superfine stitching gives the fabric a classy look. Moreover, this is a white shirt that 'stays white' with a whiteness index of 150. The iconic white shirt from Arrow has been intricately perfected since 1851, for the professional who always dresses the part, enabling him to look confident, stylish & his formal best every day for work.

The iconic new white shirt is versatile and can be dressed up in several ways to suit the occasion and the persona of the wearer. It goes particularly well with a pair of slim-fit formal black trousers and a classic navy suit, or with a clean pair of denims and a blazer.

Commenting on the launch, **Mr. Sumit Dhingra, COO Heritage Brands Division, Arvind Fashions Limited**, said, *"With the iconic white shirt, we have drawn inspiration from the past to create a look that's contemporary yet classic. It is the revival of a timeless style that was launched by Arrow a decade ago, but which still is a favorite workwear piece of modern day professionals. As we respond to changing fashion trends, the freshest ideas can sometimes come from looking back at the rich, long history of a brand like ARROW."*

THE ICONIC
WHITE SHIRT

Crafted for Professionals, since 1851.



ARROW
USA • 1851



The iconic white shirt, in slim and regular fit, is available at all ARROW exclusive stores, shop in shops and official online store – arrow.nnnow.com, at MRP of **INR 2199 only**.

About Arrow

Born in 1851, Arrow is a blue blooded American brand – bold, timeless and elegant. For more than 160 years this symbol of quality and trust has ruled the hearts and minds of audiences. It has innovated every important style: introduced the detachable collar, launched the adjustable waist bands in trousers and brought the wrinkle-free, stain-free concepts to clothing. Today, this exceptional brand has a range that suits the corporate corner office decision-maker as well as it does the young professional who, someday, seeks to get there.

About Arvind Limited:

Arvind Limited, one of India's largest integrated textile and Apparel Company with a strong presence in branded garments is one of the largest manufacturers and exporters of textiles products with a turnover of nearly US\$ 1.3 billion in FY 2015-16. Arvind has an unmatched portfolio of owned and licensed brands. The company's own brands include Flying Machine among others, while its licensed product brands include big global names, such as Tommy Hilfiger, Calvin Klein, Arrow, Gant, Nautica, IZOD, US Polo Assn, Hanes, Sephora, The Children's Place and Gap, and Aeropostale to name a few.

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