

## **Unlimited – Family fashion store, from the house of Arvind lifestyle brands. launches its new campaign – Fashion is Unlimited**

**Mumbai, September 28, 2018:** Capitalizing on the onset of the festive season, Unlimited, the family fashion store from Arvind Lifestyle Brands Limited, today launched its new campaign – Fashion is Unlimited – through its first ever television commercial. The central thought of the campaign is that Fashion is different for different consumers but also a very vivid expression of individuality for every consumer

The television commercial for the campaign is based on a very human insight, that the process of dressing up is as important as the result. The TVC takes the viewer through real moments of life like getting ready together as a family for festivals, getting ready for work and getting ready to spend time with friends. Each moment in the TVC captures people across age groups, wearing the extensive range that Unlimited houses. The film translates the campaign thought through messages like *fashion is ageless, fashion is looking special on festive days, fashion is looking great, effortless and fashion is for all.*

Commenting on the launch of the campaign, **Suresh J- MD and CEO, Arvind Lifestyle Brands Limited** said, *“Unlimited is a one-stop destination designed to cater to the fashion requirements for the whole family. We aim to cater to the evolving fashion needs of Indians, shopping for value fashion; and through this campaign, we want to drive home the message that Unlimited is the place where everyone can find their style. The film, with its basis on the insight of how the process of dressing up comprises a set of very meaningful moments for the Indian consumer, beautifully highlights the truly ‘Unlimited’ range of fashion choices. The brand is equipped to delight its audience with its offerings, ranging from formal wear, festive wear, traditional outfits, casual work-wear, to kids wear. The TVC reflects our offerings in terms of apparel, offers and fashion to showcase #FashionIsUnlimited.”*

Highlighting the creative idea, **Amit Akali, Founder and Creative Head, What’s your problem brand solutions** who partnered with Unlimited in the conceptualization and launch of this campaign said “We were very excited by the stance ‘Fashion is unlimited’ as it comes from a basic consumer behavior - each person has their own definition of fashion, none of which is wrong or right. For someone fashion may be casual, for another it’s haute couture. Similarly, for someone it’s Indian, for another western, it’s formal, informal, etc. It’s different things for different people. And Unlimited aims to full fill all these definitions of fashion for all target audiences. We also wanted to create a unique look that differentiates our brand from others. While we’ve captured insightful, slice of life moments, we were very clear it’s a fashion film and needed to look aspirational and cool. The camera work, music, etc was all used to enhance the same.”

Directed by **Harshik Suraiya, Vanilla Films**, the film beautifully captures the characters' emotions. The right casting, locations and acting put together, brings alive the emotion and fashion quotient of each film and strikes a chord with the audience.

**Watch the video here:**

Link 1 - [#Fashionisunlimited](#)

The TVC launch coincides with a special Dussehra offer for shoppers, to make their festive season an exciting one. Customers can now *shop for Rs.3,000 to get a Ruggers duffle bag worth Rs.499 free and for Rs.4,000 to get a Colt/Sugr Gym bag worth Rs.699 + a face towel worth Rs.69. \*Applicable on All Private brands + non-apps & participating partner brands.*

**About Unlimited:**

Unlimited – the family fashion mall, from the trusted house of Arvind, is a front-runner in the value apparel retailing concept. It is known for affordable and quality fashion for the entire family. As one of the major players in this segment Unlimited has a network of over close to 91 power format stores spread across 46 cities/towns in India. Over the last two years, Unlimited has forged ahead and further strengthened its brand portfolio by offering both private and international apparel brands. Unlimited strives to understand the changing needs and preferences of the value conscious consumers and wishes to exceed expectations and enhance lifestyles by offering an unprecedented mix of value, variety, quality and style.

**For Further information, please get in touch with:**

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**Unlimited**

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