



Sachin's True Blue brings an elegant fervor to Autumn Winter 2018

India, xxx 2018: Embrace the spirit of Kashmir as True Blue launches its Autumn Winter 2018 Collection. The AW 2018 collection beautifully captures the true ethos, culture and aesthetics of the state - monasteries, thangka paintings, woodwork, carpets and shawls.

Simple yet unique, the collection is segmented into three categories – Craft Studio, Urban Chic and Jeans; The collections comprise denims, smart casuals and occasion wear. The color palette is designed keeping in mind the individual categories and the philosophy of Kashmir. Shades of bright yet earthy tones of red, orange, yellow, brown, mustard, wines, blues, blacks, whites and indigo are the colors to look out for.

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. After a successful outing in Spring Summer 2018, the Signature collection is back for all you Sachin fans!

For the first time ever, sweaters, cardigans and jackets/blazers are being introduced in the new collection. Key products include: Chest printed T-shirt with designs inspired from Kashmiri handicrafts, bandis made of pashmina shawls, shirts that draw inspiration from Kashmiri carpets, shirts with Thangka painting on the inside yoke, shirts with buttons inspired by Kashmiri woodwork and Kantha inspired printed shirts.

With prices starting at INR 899, is available across all True Blue 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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