



Color Code for the season – U.S. Polo Assn. enters with a host of hues

India, August ..., 2018: Autumn Winter ushers in the beginning of a beautiful season. U.S. Polo Assn. has always been at the forefront of the fashion in India and Autumn Winter this year, isn't any different. With a vibrant color palette gracing the season's wardrobe and a generous mix of contrasting shades, the Autumn Winter collection is ready to bring back authentic American fashion. U.S. Polo Assn. redefines this season with sporty designs and effervescent hues. The Autumn Winter collection offers all-pervading apparel for the season.

As a brand that has grown out of the equestrian spirit of America, the collection delves into the cultural interpretation of equestrian fashion in all its glory. The dark hues of this collection are sure to bring to life the class of a cavalryman in a modern context. Singular in style and outstanding in form, the **monochromatic apparel** from U.S. Polo Assn. this season, are set to turn your everyday casuals into personal fashion statements. The new collection of authentic American fashion brings to life a host of trousers, pullovers, shirts and polos in quintessential U.S. Polo style.

Another marquee piece of clothing under the premium collection of the brand are the widest range of **chinos**. They range from khakis, to smart casuals and printed chinos. Trousers from U.S. Polo Assn. possess better breathability and excellent hand-feel unlike any other bottoms on offer. The brand has incorporated some immense innovative development in the recent past such as water/dust resistance and quick dry properties. The trousers care for your mobile as much as they do for you, with the safe pocket design for storing your mobile under sudden wet conditions. The auto flexible waist with Neoflex, exponentially adds to comfort and ease for maximum comfort with your movements, through the day. The Autumn Winter collection will also see the introduction of **Monsoon Pants** with water repellent technology!

'U.S. Polo Assn. responsible jeans' is an umbrella where eco - efficiency meets responsible chemistry to develop sustainable denim products keeping environmental impact & industrial efficiency in mind. The aim under this initiative is to work with Indian cotton sector on a concept "from field to store" to promote measurable and continuing improvements for the environment, farming communities and the economies of cotton-producing areas. The aim is to transform cotton production worldwide by developing Better Cotton as a sustainable mainstream commodity.

Priced between INR 699 to INR 7499, the Autumn Winter 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 many 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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