

UNLIMITED LAUNCHES SUMMER 2018 COLLECTION

Best of value fashion trends exclusively at Unlimited

Unlimited – the family fashion store from the trusted house of Arvind, this season, launches Summer 2018 collection. With a fashionable take on summer essentials; Unlimited presents the new collection which features cool and classic styles for the entire family. Floral printed fabrications in cotton and linen with tropical colours makes this collection a must have for men, women & children. The collection also includes trendy tops and dresses, two-way tops, statement tees, polo and the exuberant floral printed shirt that capture the latest trends at fabulous prices.

Unlimited has launched the new summer 2018 collection basis the key fashion trends for the season:

- **CRAFTS** - We have captured the ethnicity of the European cross stitch art, the extravagance of carpets, the treasures of Turkey and the grandeur of the South Indian temples in the collections for Summer
- **INDIGO** - The undeniably classy Indigo range has been recreated for the dynamic consumer. The classy style reflects the versatility of design with a variety of silhouettes.
- **CHECKS & STRIPES** - giving the casual yet adventurous look
- **SUMMER LAYERING** the one trend that's basic yet high street that's the art of layering
- **RUFFLE** – Ruffles are never out of fashion, big or small, easy or Spruce up with a lively menswear collection. The collection offers latest trends with key styles like a wide range of assortment in **Cherokee Men's - Linen shirts, Henley's, Chinos and Jogger Pants.**

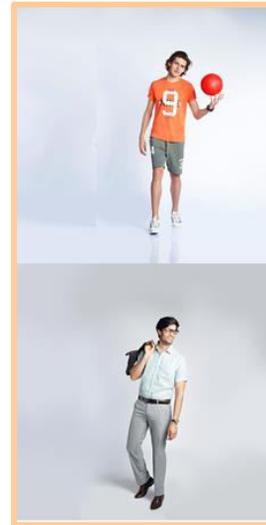


Cool, comfortable and the highlight of the season are the printed shirts and tees come in many colours and patterns for a playful & youthful soul. “Must Have” **Everyday Office Wear Shirts from Excalibur**, are available in Cool Solids, Bright Checks and Subtle Classic Stripers.

Unlimited summer collection launches unique looks this season that are diverse in floral and geometric prints. Floral trend with the Palmfore and English florals, statement and bell sleeves, cold shoulders has been done keeping Indian customer in mind **Karigari: Day wear | Work wear, Anahi: Occasion wear & Bronz Fusion wear (Kitsch Line & Contemporary Line)** form the three major collection lines. There is an art compilation from Europe and Turkey with the grandeur and glory of South Indian Temples. This contrast creates a delicate balance between eastern culture and western values. This allows the consumers to personalize looks making a unique statement for every occasion!

Casual dresses, easy tops, shrugs are some of the essentials in western wear which serves good in every woman’s wardrobe. **Cherokee jeans** offer a wide range of denims in numerous fits and wash variations, which can be paired with a **variety of Checks shirts or casual tops and tees** for the “on the go” look. Elle offers a chic collection for day as well as evening occasions, inspired from the Parisian culture at a very affordable price.

Kids wear in UNLIMITED ranges from Infants/Kids/Teens. The collections offer you a wide range of designs to choose for every occasion, be it fashion, casual or athleisure. The products showcase head to looks and a easy Mix n Match. The ranges speak of fun out doorsy and playful looks. This season, its time to wear Nautical and Boho style inspired trends. Get your kids the best of the latest trends this Summer to see them bounce around in style !





Visit the nearest Unlimited store with your family to be on-trend with the best of value fashion. Breeze through the summer with statement ensemble for every occasion and make a lasting fashion statement. Link to the look book - [here](#)

About Unlimited:

Unlimited – the family fashion store, 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 99 power format stores spread across 45 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.

About Arvind Limited:

Arvind Limited is one of India's largest integrated textile and apparel company with a strong presence in branded garments. It is one of the largest manufacturers and exporters of textile products with a turnover of US\$ 1.7 billion. Arvind has an unmatched portfolio of owned brands such as Flying Machine; as well as licensed product brands such as Arrow, GAP, Gant, Izod, Aeropostale, Nautica, US Polo Assn., to name a few. The portfolio also includes retail brands like Unlimited, The Arvind Store, The Children's Place and Hanes.

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