



Unlimited launches its 17th Bengaluru store at Vidyapeet, Banashankari

~Offers a wide range of collections for the entire family~

Bengaluru, September 24th, 2018: Unlimited, from the house of Arvind, launched its 17th store in Bengaluru. It is the 27th in Karnataka and 8991st in the country. Located at Banashankari, the store aims at providing high-quality, aspirational fashion wear at affordable prices for the entire family with an enhanced shopping experience.

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Spread across around 8565 sq. ft., the store will feature Unlimited's latest collection that includes an orange ethnic range for women specially designed and curated for this festive season. Inspirations from Indian royalty, oriental motifs and nature also feature in designs that make the rest of the ethnic range. The women's collection will also include a wide variety of dresses, floral tops, stylish shrugs and jackets is inspired by culture, art, adventure, and a love for denim s. The men's collection includes a wide selection of festive evening formals, road trip inspired denim wear and a wide outdoor range. The collection will also include trendy tops and dresses, embellished denims, Indo-fusion wear and ethnic wear for festive. The men's collection offers a taste of authentic American fashion with the 'Americana' line; the collection also features a mix of contrasting shades in its range of printed shirts and t-shirts. This season will also see Unlimited launch 'Boomerang' fabric that will be used in Cherokee jeans wear for men and women. 'Boomerang' fabric exclusively created by Arvind Mills makes the denim return to its original form even after extreme and constant usage. For kids, the brand has designed a delightful Disney collection. Overall, with more than 20000 options below Rs 499, this store would prove to be the one-stop destination for all who are looking for a large collection of affordable International and Indian fashion under one roof.

Speaking on the occasion, **Shekar CS, CEO, Unlimited**, said, *"We are happy to announce the launch of our 17th store in Bengaluru. The brand continues to reinforce its role in offering up-to-date and affordable fashion for every member of the family. The purpose of launching this store is to serve our esteemed customers with exclusive offerings and a remarkable in-store experience. We are confident that we will receive continued support from the people of Bengaluru and we are extremely happy about this journey."*

The new store is located at: Opp Bank of Baroda, 2nd Block, Srinivasa Nagar Main Road, Ph: 080-43760944

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 88 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.

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.

For Further information, please get in touch with:

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