SUMMER OF PLAY WITH SPYKAR'S NEWLY LAUNCHED COLLECTION

March 2018: India's leading fashion denim brand launches a fresh zesty line of collection – the Summer of play.
The collection will bring to life a mysterious vibrancy for the millennial to embrace season with a light heartedness.

Spykar, with its denim superiority, and its exclusive range of cool, summer attires only brings out the lively spirit in the young n restless generation of today. It adds light to the light hearted.

The season's collection is inspired from the natural elements, beauty of landscapes and marine life; travel blurring borders and handpicked native flavours around the globe.
This is a glocal collection for the world traveller who is not restricted to any boundary & wandering through land, sky & water.

The collection flaunts four key stories pastels, checks, camou and denim on denim.

Pastels- The fresh, vibrant colours this summer are inspired by wild nature and beaches. Easy volume t-shirts in light and mid weight fabrics provide versatile smart casual fashion. Easy-fit tank tops are one of the key products this season.
Checks are a summer staple and are perfect for colour blocking and adding patterns to your outfit. Types of checks this season include window pane, tartans, micro, gingham and buffalo checks. The summer collection includes bright and deep colours in white bases in lightweight summer fabrics.

Camouflage prints this season lend a dusty and grunge vibe to the otherwise bright summer collection. Military inspired styles with badges, saddle stitch and metal details underline the camouflage print's aesthetic and trans-seasonal nature. Inspired by a traveller's journey to distant lands, the Camou collection features a well worn and authentic look.

Denim this season takes indigo to a whole new level through a gamut of washes and techniques. Denim is in Spykar's DNA and the summer collection celebrates what it means to be a denim brand. Washes like Ice wash, Bleach wash, ombrés add fluidity and summer lightness to the collection. The purist range explores clean and mild washes with a raw touch while our signature distressed and authentic denims scream young and restless.

EDITORS NOTE
Spykar is India's leading casual wear brand with a focus on hi-fashiondenims.Young, stylish and fashion- forward is what we are.Keeping up with the ever-changing dynamics of casual clothing around the globe has always been at the core of the brand. Backed by a 25-year legacy, Spykar certainly defines the rules of the fashion arena.
From what we started as a men's denim brand sold at multi-brand outlets, Spykar has expanded its portfolio to become a one stop shop for casual wear ensemble for both men & women – available pan India across 210 exclusive outlets, 900+ multi-brand outlets, large format stores and, e-commerce. We would like you to be a part of this interesting and a growing journey.
The future looks even brighter and stronger now with Spykar becoming a part of the Lord Bagri promoted Metdist Group, a diversified portfolio of companies.
www.spykar.com