Superstar Anushka Sharma, the new face of Softline Leggings



Mumbai, 20 September 2018: Popular Indian premium leggings brand - Softline Leggings, is set to revamp their brand identity, and get on-board a new face - youth icon, Anushka Sharma as brand ambassador.

Softline leggings, from the house of Rupa & Company Limited; one of India's largest knitwear organization, has always pushed the envelope in terms of innovation, variety and comfort. Their range of premium leggings are wardrobe essentials for women seeking ease with a fashionable edge. Their primary customer base is young, fun-loving women, making actor Anushka Sharma

an organic fit to represent the brand. Her youthfulness and passion resonates well with the overall consumer psyche.

With its new mantra, 'Effortless You', the brand aims to reach out to young women, who are comfortable in their own skin and live life on their terms, effortlessly! Softline fulfils their need for comfortable yet stylish clothing, in 100+ colours to suit their every mood.



Speaking about the new brand identity, **Mr. Vikash Agarwal**, President and Brand Director, Rupa & Company Limited, said, "Softline is a premium leggings brand. Its revolutionary fabric and colour variety make it a unique proposition for customers, which no other competition offers. The new philosophy 'Effortless you' resonates with the brand and we are happy to have Anushka Sharma on-board who imbibes this motto. She has an emotional connect with the TG and fits perfectly with our new positioning."

Brand ambassador **Anushka Sharma** said, "I am happy to be associated with Softline Leggings as it connects with young adults who want to be comfortable in whatever they do or wear. The brand is focused towards its clientele and offers various designs that are contemporary and cool."

In everything you do, be Effortlessly You

Softline Leggings, crafted for the youthful woman, is the most preferred brand of premium leggings in India, today. In over 10 years of business, the brand has grown with a PAN-India network and distribution. The portfolio boasts a variety of leggings, crafted from a unique 4D cotton stretch fabric that provide extra stretch and added comfort and are available in the following styles: capri, churidar, ankle length, shimmer, printed, winter etc.

Manufactured in state-of-the-art units, this is a true 'Make in India' brand; continually providing quality products and intends to enhance distribution and further churn the wheels of innovation.

Softline Leggings, by Rupa & Co. Limited (BSE: 533552 | NSE: RUPA), one of the largest knitwear company in India. While Anushka will endorse only Softline leggings, the brand is also available in innerwear and athleisure.

In its journey, the company has evolved to become the frontrunner in India and a leading player in global markets with far-reaching footprints and millions of satisfied customers. Yet, Mr. Vikash Agarwal says, "This is just the beginning."