

Spykar announces Talwalkars as their official Gym Partner for their newly launched GYM JNS

Spykar becomes the first denim brand to have an official Gym Partner

Spykar's latest launch of GYM JNS has created plenty of buzz and revolutionized the athleisure segment in the country. Spykar has become the first-ever denim brand to have an official gym partner by announcing its association with Talwalkars.

"Talwalkars is a leading homegrown fitness chain in the country. The fourth generation at Talwalkars is sharply focused on a younger audience. The collaboration is a strategic one with Spykar, India's leading denim brand for youth launching denims for workouts. Spykar Gym Jns are athleisure jeans created for the outrageously stylish fitness enthusiast. With a '**4-Way Dynamic Stretch**' and '**Ergonomic construction**' these jeans offers the user unrestricted freedom of movement to #BeExtraa and live life to the fullest says, **Saisangeeta Israni, GM Marketing of Spykar Lifestyle.**

Today's youth lead a fast-paced life and they are always running against time. But the one thing they make time for is working out to pursue a healthier lifestyle and stay fit. The association is win-win for Spykar as well as the gym partner Talwalkars.

Talwalkars has set up a special display for GYM JNS, the first of its kind in outlets across Mumbai, Hyderabad and Ahmadabad. Being present at the spot of action is a new strategy that Spykar has adopted and has worked well.

To make it exciting, Spykar has an exclusive 20% off extended to Talwalkar members. Likewise, Talwalkars is also offering all Spykar customers 1 month of free gym membership and 40% off on annual memberships.