POWER BRAND GRADO UNVEILS 'SHADES OF BLUE' FABRICS

~Presenting the exclusive 'Color of the Year 2020' range by GRADO~



The brand GRADO is a coming together of synergies from legacy brands Grasim (erstwhile Gwalior Suitings) and OCM, with an intent to offer the entire product basket to the consumers - ranging from synthetics to cottons to worsted, under the same brand umbrella. Now, the brand is ready with a spritely new collection to pay homage to Classic Blue, Color of the Year 2020.

Known for offering a plethora of fabrics in the men's and women's wear segment – this range will definitely leave the customers speechless with its exceptional color palette (hues of blue), designs, texture, touch and feel.

Colors portray a wide range of emotions and this year's color, *Classic Blue* is set to instill calm, confidence, and connection. Reminiscent of the evening sky, this color signifies life and vitality. Color trends are fast-paced and ever-shifting similar to fashion trends. Capturing 2020's global mood, **GRADO** is all set to present their latest range, ***'Shades of Blue'***. These colors are notably dear to the GRADO brand ambassador – Mr. Amitabh Bachchan – who has been seen wearing tones of blue right through the past season of Kaun Banega Crorepati.

This new range is available in cotton, blends of poly-cotton, poly viscose and fine wool blends. With an enormous array of shades in place, the range boasts of classic blue, teal, turquoise, azure, cyan, Prussian blue, steel blues, amongst others. The range can be custom-tailored into any choice of ensemble - suits, shirts, trousers and/or jackets.

To present the best range of colors and designs to the end-customer, the GRADO design team recognizes the latest fashion trends and forecasts the plethora of designs available, by traveling around the globe to sense the pulse of the market. The range of blues encompasses both classic styles and the more modern hues.

Commenting on the range, **Dhruva Singh Chauhan, Whole Time Director – GBTL**, said, "*With 2020 being labelled the year of Classic Blue, we are proud to announce the launch of GRADO latest*

fabric range which will leave the customers spellbound with its color, texture and feel. We strive to present our customers with the trending fashion statements and hence look towards servicing our customers according to their needs."

Mr. Vikram Mahaldar, MD & CEO – OCM, adds, "*Blue is a color of timeless elegance. We've developed a range from pastels which are great for bundis to deeper tones for formal wear. Aquamarines and turquoise are new shades which are seen in contemporary fashion and that have been developed in-house. There truly is something for everyone.*"

Links: Grado fabrics

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