



From the house of

GBTL

OCM

## Power Brand Grado, Unveils Its Most-Awaited Festive And Winter Collection 2020



New-age Power brand **GRADO**, unveils its most-awaited *Festive and Winter collection 2020*. A coming together of synergies from legacy brands GBTL (formerly Grasim Bhiwani Textiles Limited) and OCM, GRADO offers festive and winter essentials that are the perfect package of style and comfort.

From the plethora of fabrics in the menswear segment presented by the brand, each fabric features a sophisticated design and a fantastic colour palette to choose from. Due to the sheer variety in the range, there is something for all age groups, across various price points.

A lot of research was put in to develop this Festive and Winter Collection – analysing international and local trends and tuning in to the region-specific colours across the country. This time around, GRADO's fabrics will be available in pop colours of orange/yellow/purple whilst also keeping further nuances and tones for the staple shades like blue/brown/black/navy/grey. Given the variety of design and palette the collection entails, these fabrics are perfect to be tailored into the Indian

ensembles such as bandhgala, bundi, nehru jacket, sherwani, kurta-pajama and Western wear too, such as, suits - 3 piece and 2 piece, tuxedos, waistcoats, trousers, shirts, overcoats etc.

GRADO's Festive and Winter Collection will be available under several ranges for classic and contemporary styles. Some of the best-selling ranges include :

- *Neo Tech Antiviral fabrics : Pioneering in launching innovative fabrics which effectively kill 99.997% of the coronavirus within seconds to minutes. GRADO was the first brand to launch this product as early as April this year and it has instantly won over people's hearts and is having an overwhelming response from brands and consumers alike.*
- *GRADO by GBTL's STREEZA Collection : A range with 4-way stretch comfort and that enables freedom of movement. Especially for the upcoming season Woolwin Streeza is launched which enables the same kind of effortless comfort in wool blends.*
- *GRADO by OCM pure wool tweeds & flannels which are made with extra care and available in various plains, checks and tartans.*

Production of these exquisite fabrics have been underway in both Bhiwani & Amritsar with strict Government compliance being abided by.

The fabrics have been well received by the market and with an established, strong distribution chain, GRADO fabrics are available at major retailers across the country.

A fine addition just in time for the festive season are a range of premium combo boxes of shirt and trousering material and/or jacketing material for high quality gifts.

Commenting on the collection, **Dhruva Singh Chauhan, Whole Time Director - GBTL** says, *"Beginning the festivities with joy and positivity, we at GRADO are ready with our Festive and Winter Collection for the upcoming season in pop colours that will add vitality your look. As the world gives a tough fight to the pandemic, we're happy to present a range of anti-viral products with a hint of festive colours, to make the wearer feel stylish, safe and secure. We envision to keep innovating and adapting to our customer's requirements and continue to manufacture the top quality fabrics."*

**Vikram Mahaldar, MD & CEO, OCM Pvt.Ltd.**, said, *"We have always envisioned to provide our consumers with a wide range of fabrics to choose from, and our Festive and Winter Collection 2020 does just that. The wool rich suiting, pure wool tweeds and flannels range have been appreciated immensely by the trade and end customer alike. With a refreshing set of designs this time, we have over 800 designs and 5000SKUs and marquee products like flannels have over 100 colour variants – so there's an unlimited choice for the customer to look their best this season."*

#### **Links: Grado fabrics**

- Twitter: <https://twitter.com/GradoFabrics>
- Facebook: <https://www.facebook.com/GradoFabrics/>
- Instagram: <https://www.instagram.com/gradofabrics/>