Spykar Lifestyles announced as the official Licensee for Fashion Apparel for 83

On the back of Kabir Khan's "83" that releases on 4th june 2021, Spykar and Swag Fashions have joined hands to create the **83 Fashion line.** The Broad idea is to build the Brand 83, as a lifestyle brand by launching categories in fashion and beyond. In a country, where billion people are crazy for cricket, the Brand 83 will fill the void for a cricket-based lifestyle Brand.

The Brand 83 roots the cricketing emotion of India and & signifies India's World Cup glory that transformed Cricket from a **sport** into a **religion**. It's is an expression of India's cricketing passion. The Brand resonates confidence and reflects following values i.e. Team Spirit, Triumph, Euphoria, Self-Belief & Determination. The Brand 83 has two aesthetic tones: One that reflects heritage with subtle expression & the other is contemporary & sports-lifestyle, which is colorful & relevant to the Millennial.

"The Film 83, paves the right platform for launching the fashion & lifestyle Brand 83, as this incredible story being retold via Cinema, strongly establishes the emotional connect with our TG about our glorious Cricketing Victory in 1983, a moment which marked the beginning of the new cricketing era. This event laid down the foundation for the Indian Cricket transforming it from a mere sport into a religion, which the country swears by. Since brands are built on heritage and based on a formidable story, the Brand 83 truly depicts the Cricketing spirit of India and intersects the influence of fashion & culture, thereby offering the cricket frenzy people of India their own homegrown Cricketing brand 83," said **Vishal Sinha, Chief Operating Officer, Swag Fashions Hub Pvt Ltd., Mumbai.**

Spykar, with an edge & experience in creating fashion products, would bring-in trendy 83 fashion wear which are currently available on Myntra.

"It's a moment of pride for Spykar to associate with 83. Spykar being the best in the apparels brands & 83 being an exciting entertainment brand, we are keen to explore the synergies with limited edition merchandise branded "83 by Spykar". We will showcase a fashionable & sporty range of trendy t-shirts, smart shirts , polo t-shirts & other exciting products," said **Sanjay Vakharia, CEO, Spykar**.

About Spykar Lifestyles:

Spykar is India's leading Jeanswear brand for the youth. Spykar is synonymous with the 'Young & Restless' generation of today. Keeping up with the ever-changing dynamics of the global fashion industry, the collection exudes an individualistic and contemporary style.Established in 1992, Spykar has come a long way and has certainly defined the rules of the fashion arena. From what started as solely 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 and women – available pan India across 240 exclusive outlets, 900+ multi-brand outlets, all key large format stores and e-commerce portals.Since 2014, Spykar is a part of the Lord Bagri promoted Metdist Group, a diversified portfolio of companies. Headquartered in UK, the Metdist group is a global conglomerate with interests in metal and diverse industries like fashion, hospitality & technology.