



## Ashapura Apparels launches new collection

India Infoline News Service | Mumbai | July 06, 2010 18:06 IST

Valentine, a renowned brand from the house of Ashapura Apparels unveils its latest range of lounge wear and sportswear.

Company registers a growth of 100% over the last ten years. Drawing on the success of previous offerings, Ashapura Apparels have unveiled their latest range of lounge wear and sportswear for Men, Women, boys and girls under their brand name Valentine.

With focus on style and comfort, the collection is an array of lightweight and cool fabrics that look chic and comfortable for all weather conditions. Natural fabrics have been used which are thinner, with a softer feeling on the skin and will make you feel cool, airy, and very graceful. The collection includes a vibrant range of joggers, pajamas, Bermudas, Capri's and t-shirts. Price range for men varies from Rs.799 – 999/- , for women, price varies from Rs.699 to 999/-, for boys, price ranges from Rs.499 to 599/- and for girls, price ranges from Rs.599/- to 649/-

Speaking on the occasion, Harshad Thakkar, Managing Director of Ashapura Apparels Pvt.Ltd. mentioned “The company has registered a growth rate of 100 percent in the last ten years of its operations and this has been possible only due to the strong and continuous support of our distributors, our efficient work force and positive response from our customers. We are growing from strength to strength, launching our new collection every season. This time we have used pure viscous Lycra as the fabric and the collection signifies noticeable quality over mass-produced garments due to the care, attention to detail, and pride that goes into each individual garment.”

With fresh vibrant colours throughout, this collection from Valentine, is not only celebrating the new season, but also reflecting the new trends and looks. This idea is also carried through to new shapes and patterns in the collection.

The new collection will be available across major cities in India including Linkers, Vogue and Lekhraj in Jaipur, Genises, Pehnavar and Giani Choice Centre in Chandigarh, A-1 Collection, Infinity and Roopam in Mumbai, Ritu Wear, Chinmun, Bindals, Shyam Garments in Delhi, Kiddies International and Kids & Mom in Ghaziabad, Seasons in Noida and My-My, Muni Krupa Store and Kenzar in Ahmedabad.

a