

## Indigo Nation unveiled its exclusive fashion range for Start-up Heroes at NDTV Unicorn Start Up Awards, 2016

**Delhi, 29<sup>th</sup> July, 2016:** Indigo Nation, the apparel brand for the young men from the house of Future Lifestyle Fashions Ltd launched their all new "start-up collection" at The NDTV Unicorn Startup Awards, 2016. The range created exclusively for this occasion showcased 3 looks- Time Off, Skate to Work and After Hours has been inspired from the startup culture and has a hipster touch. The event, co-presented by Indigo Nation awarded and recognized the startup heroes for their notable contribution to the start-up world.

Each range was distinctly different from each other. On one hand Time Off showcased blue denims and on another hand skate to work and after hours depict fashionable workwear formals and flamboyant jazz bar look respectively. This exclusive range from Indigo Nation is flexible and has a comfort quotient which perfectly suits the happening environment of startup. It is for the men who are always subject to change.

Over the last few months, Indigo Nation through its #StartupNation campaign has been building a powerful connect with the Indian youth that is edgy, raw, ambitious, cool, carefree and subject to change- much like what start-ups typify. Earlier this year, the brand sponsored, The RVCE E-Summit, Unplugged 2016 and TechcircleStartUp 2016.

Commenting on the momentous association, **Rachna Aggarwal, CEO, Future Lifestyle Fashion – Brand divisions** said "If there is one word that connects today's youth & strikes a chord with them then it's "change". Be it through "Changeism", "Subject to change" or #StartupNation, Indigo Nation's has always been closely connected and engaged with its target audience - the ever-evolving, dynamic and fast paced youth. Also, what can be a better place to launch the Startup collection than a start-up event itself.

The collection is available at all Indigo Nation stores and at Central.

### **About Indigo Nation:**

Indigo Nation is a brand that's young, edgy and unconventional and is for the Rockstar of Gen Y. He is young, smart and cool. Wears his attitude on his sleeve and knows his fashion well. If there is one word, one mantra that defines youth today, it's change. For Gen Y, morals, dress codes, heroes, hangouts, girlfriends, beliefs, aspirations and definitions are all temporary and short-lived. Indigo Nation has delivered fast fashion to the young Indian dude who forever aspires to be IN. For details log on to [www.indigonation.com](http://www.indigonation.com)

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