

Reliance Relaunches Vimal with a New Look and More Offerings

Vimal to Launch Ready to Wear Apparel for Men

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The iconic textile brand of Reliance Industries Limited, Vimal is being re-launched with a new look, new logo and new offerings. The first Indian textile brand that ruled the hearts of millions is back with contemporary products that will appeal to the consumers in a relevant, modern and contemporary manner.

The new logo displays a new spirit of openness by breaking free from the oblong. The minimalistic letters and styling convey this new open spirit and also are in line with the new fashion thinking of clean and bold lines. This form and style of the logo also makes it more appealing and more relevant to the youth. Further, this innovative logo design is in tune with Vimal's core strategy of 'Premium, innovative products that will delight consumers'. The overall brand colour continues to be red, given Vimal's heritage and given that red is a rich colour of celebration and warmth for Indians.

As one would recall, Vimal had enjoyed the status of being a brand of 'fashion for everyone' through its wide range of fabrics. The new logo of Vimal takes off from this heritage and DNA of the brand, to contemporize its ubiquitous appeal. The core quality of 'fashion for everyone' will now be highlighted in a contemporary and trendy manner.

The new look Vimal has gone a step ahead to bring to life its core quality of 'fashion for everyone' by creating products and product ranges for men. Vimal is already available in a wide range of men's fabrics.

Now, Vimal will be available in a form that many youth would prefer - Ready to Wear Apparel. Vimal will be launched in a range of men's apparel to suit every well-groomed man's wardrobe - shirts, trousers, suits and jackets. These apparel would be designed in keeping with Vimal's strategy of 'Premium, innovative

products that will delight consumers'.

These apparel would be available under three sub-brands which will appeal to different sections of the male

audience, as follows:

1. Vimal Red - As the colour suggests, this sub-brand would have a range of apparel with popular pricing and would appeal to a wide segment of the menswear market - both at the popular level as well the younger age groups. Currently, this range of apparel would have basic formals to suit everyday wearing occasions.

2. Vimal White - A premium and trendy range of apparel, this sub-brand would enjoy premium pricing and would appeal to those who would like to cut a trendy image. A distinctive range of formals with innovations in dressing ensures that the trendiness of the range comes through.

3. Vimal Black - This is the top-end sub-brand that retails only exclusive finely crafted apparel, designed in the Italian fashion, inspired by the thoughts and guidance of Italy's well-known fashion designer and President of the 'Made in Italy' committee, Maurizio Bonas. This line of super-premium apparel appeals to those who wish to convey a statement of luxury and elegance.

These sub-brands would be available in the exclusive Vimal stores and in all the other stores stocking Vimal. However, Vimal Black, would be available only at the exclusive Vimal stores, which will be opened in the coming days.

With these changes, Vimal will also offer a whole new retailing experience through its new exclusive outlets, which are being transformed in line with the new identity of Vimal. These exclusive stores will reflect the bold new spirit of Vimal through their new décor, designs and layout. They will offer top-of-the-line customer shopping experiences and facilities, such as custom tailoring and styling.

Commenting on the occasion of unveiling of the brand, Smt. Nita Ambani congratulated all members of the Vimal team 'for outstanding team work'.

Smt. Nita Ambani, has been involved with all aspects relating to re-launch, store design, branding and customer experience in Vimal re-launch. 'We are all very proud of this moment of reviving the Vimal brand which I am sure will once regain the market leadership it enjoyed and top-of-the-mind recall,' she added.

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