

Comet UK now in India - "come and create your style"

Delhi based Anicon Clothing Company is bringing the Comet UK brand in India through an exclusive brand license and technical arrangement with Comet Clothing Company, UK.

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Europe's leading custom sports and fashion wear brand **Comet UK** was launched amidst much fanfare here last night. On this occasion Maninder Singh, (Business Development Manager, Comet UK), Manmeet Singh (Director, Anicon Clothing), Dr. Alka Raghuvanshi (Painter), Abhay Rustum Sopori (Santoor Maestro & Music Composer), Vandana Vadhera, Meeta Pandit, Ravi Gossain (Actor), Dinesh Kkarthick (Cricketer) and many others were present there.

A fashion show was organized wherein models showcased the range of fashion wear - denims, trousers and cargos - that have been introduced in India under the Comet label.

This was perhaps the first time that the young children of officials of British Embassy also participated in the fashion show.

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Comet is the official custom apparel supplier to a number of sports clubs across Europe. The current product portfolio of Comet UK consists sweat shirts, cardigans, jogging trousers, T-shirts, P.E. striped shorts, polo shirts, denim trousers and jackets.

The fabrics developed by Comet using popular acrylic, cotton, polyester and mixed fibres are hardwearing, colourfast and specially designed to withstand the rigours of everyday use.

Through an emphasis on R&D, Comet has patented a number of washing technologies. Under the arrangement, Comet will transfer its washing and other patented chemical treatment technologies to Anicon Clothing Company.

'We want to excel in innovation, creativity and practicality to secure new growing markets like India & UAE', said Mr Maninder Singh, Business Development Manager, Comet UK

Comet range in India will initially be available at multi brand outlets. Arrangements have been formalized with leading retail chains. Eventually, plans are afoot to open Comet flagship Experience shop with the theme '*come and create your style*'

Anicon Clothing is managed by people who have vast experience in the launch, promotion, marketing and manufacturing of fashion wear and a large number of youth brands in India. Mr Manmeet Rattan is the director at Anicon and will be at the helm of operations of Comet in India.

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