

Spykar

stays ahead with its trendy high fashion

Spykar has always stayed ahead of the race with its innovations and trendy offerings aimed at the youth. The brand continues to strive ahead as it looks to be more appealing to the youth by reflecting their philosophies of life

- Spykar's latest collection is inspired by soft yet colourful palette and breezy fabrics ; the playful prints and motifs that resonate with the bright and sunny summer season
- The brand has recently launched athleisure denims called Gym Jns. With a '4-Way Dynamic Stretch' and 'Ergonomic construction' these jeans offer the user unrestricted freedom of movement, making them an ideal clothing for Gym and for outside too!
- It is present across 900+ MBOs, 240 EBOs, 5 large format chains. Overall it has touch points across 350 towns in the country.
- The brand expects its online channel to contribute around 10 per cent to its overall business this year



India's leading jeanswear brand for the youth, Spykar is synonymous with the 'Young & Restless' generation of today. The brand Spring/Summer 19 collection is revolves around the theme of "Wear Your Vibe." Oozing class, style and contemporary fashion, the collection is designed keeping

in mind the mind-set of the youth of being energetic, fearless and stylish.

Wearing your vibe

The 'Wear Your Vibe' collection is all about being young and restless this season. The soft yet colourful palette and breezy

fabrics have been carefully curated to help the wearer get going around the clock. The playful prints and motifs are all inspired by elements that resonate with the bright and sunny summer season.

The collection has three diverse product lines: The Purist for minimalist consumer; YNR for the stylish consumer; and the ACTIF

range for expressive fashion lover. The collection is based on four diverse themes: Street Trooper, Easy Breezy, Sporti-fi and Edgy.

Launching an athleisure range

Spykar has launched a new range of athleisure denims GYMJNS. A perfect denim for before and after gyming activities and outside too, Spykar GymJns are designed for the outrageously stylish fitness enthusiast. It has a '4-Way Dynamic Stretch' and 'Ergonomic construction' these jeans offer the user unrestricted freedom of movement.

These stylishly denims with a sporty look include styles with zippered pockets, drawcords, typography side seams, elasticated waistbands, reflective tape details, sporty fits amongst other smart detailing. The range is now available pan-India across 240 stores and also online.

Satisfying diverse consumers needs

Inspired by para-military troops, the street trooper range of the brand's Wear Your Vibe collection uses badges, camouflage prints and earthy colours. The Easy Breezy range, on the other hand, is a beach, sun and surf inspired collection. "This range



Sanjay Vakharia
CEO, Spykar

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"We need both online and offline channels to serve at their full potential to meet our customer's needs."



offers vacation ready clothes dominated by prints, graphics and use of pastel colors," notes Sanjay Vakharia, CEO, Spykar. The third range in this collection, Edgy Style is inspired by minimalism concept. "It focuses on materials used, fit and finish of the product. The Sporti-fi collection, on the other hand, is inspired by street sports and uses sporty silhouettes, colour blocking and placement typo graphics."

All about lighter fabrics, innovative technologies

The 'Wear Your Vibe' collection also uses lighter fabrics such as cotton or cotton blends in pastel or neutral shades in its Wear. "We offer a huge range of linen shirts, which is a great fabric for summer. Our print and design techniques cover latest trends in terms of placement typo graphic, botanical prints, minimalistic all over prints etc," Vakharia explains.

Innovation at Spykar involves creating trendy and hi-fashion products using updated and efficient technologies which provide great look, feel and finish to the end product while reducing waste, are eco-friendly and sustainable. Vakharia explains, "Some of the innovations we use include: less water washes, laser technologies for dry processing and recycled yarns." The brand has also created an entire line of jeans and joggers using bi-stretch (four-way stretch) denim fabric. This collection, named GYMJNS, is for both men and women and provides extra flexibility and freedom of movement.

Unfazed by challenges

The brand is ready to take on the challenges in its strides, as Vakharia says, "Yes, there are challenges at different fronts but that's the beauty of this business. Complex and intricate designs make the product difficult but it gives us immense pleasure to produce such awesomely complicated fashion products. We serve a tough, demanding customer - the youth, who is also the biggest consumer of the brand

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and the denim category." He says, "We have managed to satisfy them with great products and fits for the last 25 years. We now plan to make the brand more appealing by reflecting their philosophies of life."

However, it is easier said than done he feels as "Today's youth are an experimental lot and it is challenging to keep them hooked onto a brand. Denim as a category is a poster boy of cool fashion. Another challenge is the co-existing of offline and online formats. We need both these channels to serve at their full potential to meet our customer's needs," he opines.

Retail expansion across all channels

Present across India, Spykar currently has 240 EBOs in 140 cities. The brand is also present in over 900 MBOs in 350 towns and five large format stores such as Pantaloon, Globus, Central, Lifetsyle, Shoppers Stop in 100 cities. "We plan to reach 500 towns in the next two to three years," says Vakharia. The brand, which is present across all key portals like Myntra, Jabong, Amazon, Flipkart as well as its own website - spykar.com, expects online channels to contribute around 10 per cent to its overall business this year.