



Italian denim marquee, FREESOUL enters India with Myntra to indulge fashion-forward men in the country

A Denim-first brand, FREESOUL offers premium collections in Denim, Athleisure, Sportswear, Tailored Garments for refined yet relaxed looks, on Myntra

FREESOUL to introduce 'Limitless' layering concept crafted in India, using Italian luxury materials

National, April 26, 2022: Myntra announces the launch of FREESOUL, a contemporary fashion brand hailing from the historic Vicenza region of Northern Italy, known for exquisitely crafted apparel with a timeless and trendy flair. Particularly revered by high-end denim connoisseurs globally, FREESOUL's style comes to life through its limitless collection of looks that are both modern and classy, with an attention to detail that appears both sophisticated and expressive at the same time.

Founded in 1994, FREESOUL is a high-fashion brand with a category line-up that includes Denim, Athleisure, Sportswear, and Tailored garments, all influenced by the company's multicultural background in art, innovation, travel, and design. The brand's vision is to create a thoroughly contemporary modern look that extends beyond its legacy in denim into a full selection of signature garments, in which each piece is not only part of a limitless collection of curated looks, but also becomes an endearing object of desire on its own. FREESOUL defines its consumer as a modern, active, and ambitious male who leads a metropolitan lifestyle filled with an array of occasions that require different looks. He is defined more by his mindset than his age and has an elevated stylistic sensibility that seeks a juxtaposition of refined utility with a relaxed attitude, which is the DNA of the FREESOUL brand.

FREESOUL'S UNPARALLELED ASSOCIATION WITH MYNTRA

FREESOUL's unparalleled association with Myntra will enable the brand to reach and engage with its diverse target audience in India and amplify its presence in the country towards fashion-conscious men, with affinity towards premium fashion brands, that look to Myntra for their fashion needs. As the preferred destination to access international brands in India, Myntra is all set to enable a dedicated FREESOUL brand store on the Myntra-Mall, the in-app experience for brands to showcase their best and assist consumers in brand and product discovery. FREESOUL is also slated to be featured on Myntra Studio and M-Live, Myntra's much adored social commerce avenues that resonate with trend-first audiences in India, including fashion conscious millennials.

BEYOND DENIM

Shoppers will now have access to FREESOUL's range of styles for men which go beyond denim and include trousers, jackets, shirts, crew necks, hoodies, joggers and shorts, all of which will be available on Myntra at affordable price points.



Speaking on the launch, Sharon Pais, Chief Business Officer, Myntra, said: “The launch of FREESOUL will enable fashion-conscious men across the country to access a rather niche line of finely crafted denims and more from Italy on our platform. Our first-of-its-kind association with FREESOUL immensely strengthens Myntra’s denim portfolio, which houses one of the largest collections of international brands in the segment, bolstering our position as the go-to destination for choicest brands from across the world.”

Touching upon the partnership, James Carnes, Chief Marketing Officer, FREESOUL, stated: “ We are excited to bring the FREESOUL brand to India and share our uniquely modern and timeless style with one of the most dynamic young audiences globally. We believe our ‘limitless’ approach to collections will enable shoppers to elevate their image and express their identity as they navigate their busy lives. Our partnership with Myntra provides direct and seamless access to one of the most digital savvy markets, and the platform will enable us to effectively interact and engage with trend-first audiences, and continuously enhance our offerings to accommodate their evolving styles.”

ABOUT FREESOUL

FREESOUL is an International Fashion Brand founded in 1994 in Italy. Since its founding, the brand has built a reputation for exceptionally crafted, innovative denim and superior knitted luxurious garments. FREESOUL has its corporate office in Italy that focus on design, innovation, and development, and its own facilities in India that focus on crafted manufacturing at scale. As a premium positioned brand it has primarily cultivated an exclusive clientele in Europe until its direct consumer facing launch in India in 2022, where it has expanded to a full fashion collection catering to a contemporary male.

ABOUT MYNTRA

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart Group, Myntra brings together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 5000+ leading fashion and lifestyle brands in the country such as H&M, Levis, U.S. Polo Assn., Tommy Hilfiger, Louis Philippe, Jack & Jones, MANGO, Forever 21, Urbanic, Marks & Spencer, W, Biba, Nike, Puma, Crocs, M.A.C, and Fossil and many more, to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 27,000 pin codes across the country.