

Media Release

Mumbai, May 2020

THE ITALIAN SUMMER. CELEBRATED IN BOOKS, CINEMA AND THE NEW SS'20 ZODIAC VIVACE COLLECTION.

Derived from the Italian word for “lively”, VIVACE from ZODIAC brings alive the colours of the Italian summer in this SS'20 ZODIAC curated collection.

Comprising distinctive, multicolour stripes in the fresh summer colours of the Italian Riviera. Ranging from the deep reds of Chianti Country, the crisp blues of the Amalfi Coast, the emerald greens of Sicily and the sun-drenched yellows of Capri.

The Vivace Collection is carefully crafted from the Egyptian Giza 86 cotton, woven to a single 60s yarn of an unusually long fibre length. With an exceptionally luxurious Silk Touch hand feel (a result of Zodiac's trademark “Silk Protein Finish”).

The legendary Zodiac attention to detail, makes this a must-have summer acquisition in every gentleman's wardrobe.

Best enjoyed with Zodiac's classic chinos, linen jackets, bright pochettes and a dash of watermelon gelatos

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The Vivace Collection by ZODIAC in Silk Touch Cotton is priced at Rs 2,999/-

SMS your PIN code to 9223011233 to locate a store near you or shop online on www.zodiaconline.com

By sharing your number, you authorize ZCCL to SMS/call you.

About ZODIAC Clothing Co. Ltd.:

We are a vertically integrated, trans-national that controls the entire clothing chain from design, manufacturing, distribution to retail sales. With a manufacturing base in India & sales offices across India, UK, Germany and USA, ZCCL has almost 2500 people in its fold. The company operates a 5000 sq. ft. Italian inspired design studio at its Mumbai Corporate office which is a LEED Gold certified building.

ZCCL* has 3 premium, menswear brands, each clearly positioned to address a specific target consumer. ZODIAC for the classic yet contemporary male's corporate wardrobe, ZOD! Club Wear for the trendy, fashionable male and Z3 for the man who does not need to wear a tie to work. The brand is retailed across India at premium prices through over 115 company-managed stores and 1200 multi – brand retailers.

