

ZODIAC Presents
The Vivace Collection: “Silk Touch” Cotton Shirts
In The Colors Of An Italian Summer”

About The Vivace Collection

VIVACE is Italian for lively and described the essence and colour of a nation steeped in style, fashion & art.

In this collection, ZODIAC brings shirts crafted from luxurious Egyptian Giza 86 cotton, woven in to a single 60's fabric with a “Silk Touch”, a result of the Zodiac trademark “Silk Protein Finish” in range of colors inspired by the Amalfi Coast on Italian Riviera. **Fiery Orange**, from Sicilian mandarins, **Mediterranean Blue** from the Italian sea, **Sparkling Red**, from the pasta sauce in this region. **Lively Greens** from the olive groves in Tuscany & **Sunny Yellow** taken from the regions Limoncello drink.



Commenting on launch **Mr. Salman Noorani (Vice Chairman & M.D. ZCCL*)** said, “Every Summer ZODIAC customers look forward to our VIVACE Collection. They feel it adds some Italian panache and flair to their summer wardrobe. Our USP is the “Silk Touch” 100% cotton which gives an extremely luxurious hand feel to the shirts.

How To Preview ZODIAC's 2023 Vivace Collection

- **Online:** <https://www.zodiaconline.com/zodiac-vivace-collection>
- **In-store: Store Locator:** <https://www.zodiaconline.com/storelocator>

About ZCCL*

Zodiac Clothing Company Limited (ZCCL) is 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. The brand is retailed across India at premium prices through over 100 company-managed stores and over 1000 multi – brand retailers.

