

Ranveer Singh as the Brand Ambassador for Roadster

•Written by amit bachchan•

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Myntra, India's leading fashion and lifestyle e-commerce platform today has signed up Bollywood Heartthrob Ranveer Singh. Ranveer will endorse the most contemporary Jeanswear brand from Myntra.com – Roadster that demonstrates both style and performance. This association further marks the company's focus on establishing itself as the fashion brand for young India.

Roadster –is Myntra's flagship in-house brand built on the philosophy that Life is Now, and not a distant dream of another day. Launched in December of 2012, Roadster has become one of the top selling brands on Myntra.com within a short span of 15 months. Modeled on an outdoorsy lifestyle with a definite edge, it captures a lifestyle that is current, and symbolizes the spirit of freedom and living life to the fullest, well embodied in the brand's new tagline : 'Code for the Road'



Speaking on the association, Vikas Ahuja, Chief Marketing Officer, Myntra said, "Being the preferred fashion destination in the country, we constantly aim to resonate fashion and lifestyle in the hearts and minds of the Youth of the country. Our private brands play a significant role in this, and in creating differentiation, choice and value for our shoppers. Roadster products are

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known for their combination of style and class and unparalleled quality. Signing on Ranveer Singh is a sturdy step towards the evolution of the Roadster brand, which we intend to take to another level. Ranveer's power-packed and unconventional persona makes him the ideal choice for Roadster."

Ranveer Singh said, "I have always been very selective when it comes to brand associations because I believe that who you associate with says a lot about you. Roadster is a brand I took a liking to instantly, the clothes are wonderful and are more than real value for the price point they are pitched. Most importantly however, I subscribe to its philosophy of not being bound to any societal norms and I'm really looking forward to doing some great work with Roadster as we continue ahead on the journey."

With over 650 products to choose from, Roadster offers Denim aficionados a stupendous range of stylish products for both men and women. Roadster products are priced between INR 300 - INR 3,799 and are exclusively available on Myntra.com.