

COLORS by Rupa Launches DRY FIT Collection – Wear Your Energy

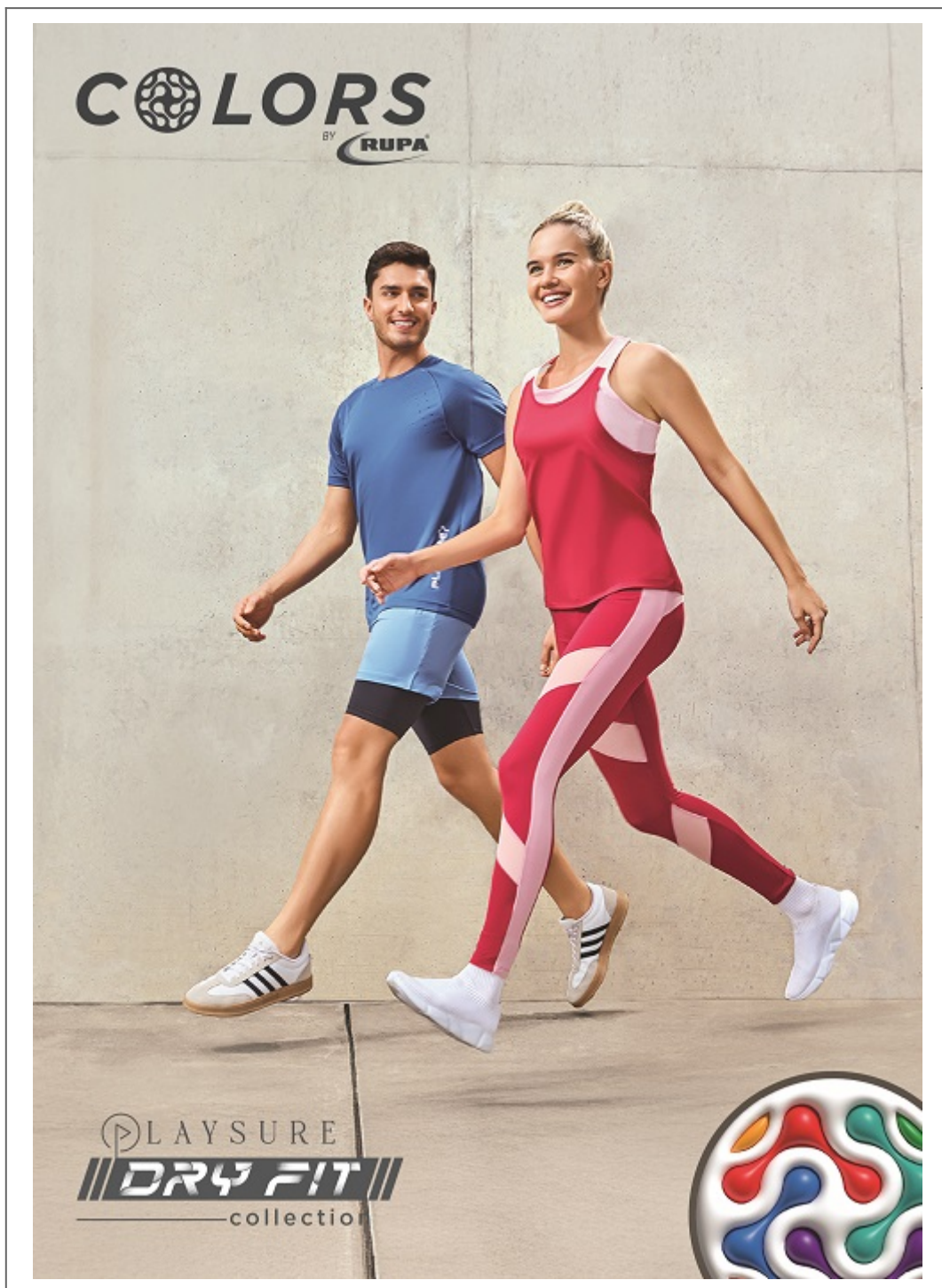
Category: Business

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COLORS by Rupa, a trusted name in quality and innovation under the esteemed **Rupa & Company Limited**, has embarked on a journey

to redefine the boundaries of athleisure wear with the newly launched DRY FIT Collection. This masterpiece within the dynamic 'PLAYSURE' range is designed to seamlessly blend comfort, performance, and style, transforming everyday moments into an experience.



DRY FIT Collection Brand

The DRY FIT Collection is engineered for versatility, catering to the active lifestyle of today's individuals. Imagine a

wardrobe that effortlessly transitions from intense workouts to relaxed strolls. Crafted with advanced Polyester fabric, elastane-based materials, and strategically placed mesh panels, it offers exceptional stretchability, breathability, and a feather-light feel. The ergonomically engineered fabrics are designed to provide a flawless fit, effortlessly moving with your body.

The collection offers the perfect blend of comfort and breathability, designed with ergonomics in mind to ensure superior performance. Catering to both men and women, it features a stylish and vibrant line-up, including women's round neck t-shirts, polo t-shirts, tank tops, leggings, and cycling shorts, as well as men's raglan sleeve round neck t-shirts, polo t-shirts, tank tops, track pants, joggers, and shorts. Beyond functionality, the collection's vivid spectrum of colors brings vibrancy and individuality, making each piece more than just apparel-it's a bold statement of style. Whether you're breaking a sweat at the gym or soaking in the tranquillity of nature, this collection is a seamless fusion of playfulness and leisure.

Sharing his thoughts on the launch, **Mr. Mukesh Agarwal, Director, Rupa & Company Limited**, says, *"DRY FIT Collection from Colors by Rupa blends innovative design with vibrant aesthetics to meet the evolving needs of today's dynamic consumers. We are confident that this collection will inspire people to embrace both functionality and leisure with unmatched style."*

Available across leading retail outlets and major online platforms including Amazon, Live Colors, and Rupa Online Store, the DRY FIT Collection invites customers to experience a world where comfort and performance are perfectly fused. It's an opportunity to move with confidence and style, every moment of the day.

