



U.S. POLO ASSN PRESENTS JUNIOR'S FASHION WEEK AT THE WESTIN, CHENNAI

Focused on bringing an edutainment platform for children aged four to fourteen years, JFW is hosting a fashion show at Chennai on 8th& 9th July, 2017.

CHENNAI, TAMILNADU, INDIA, July 4, 2017 /EINPresswire.com/ -- U.S. Polo Assn Junior's presents Junior's Fashion Week, making its debutante journey in Chennai. Focused on bringing an edutainment platform for children aged four to fourteen years, [JFW](#) is hosting a fashion show at The Westin Chennai, Velachery on 8th& 9th July, 2017.

With the warming response, Junior's Fashion Week has got from Chennai, it makes way for a grandeur show in the finale. Parents and kids alike are excited for the event and look forward to a great learning experience.

U.S. POLO ASSN captures the authenticity of polo and stays true to a classic American style updated to complement today's on-the-go lifestyle. The kidswear collection showcases life lessons from the game of polo signifying and instilling values of team work, sharing and love for horses and is at par with the main collection following similar themes and is neat and balanced in terms of design, more in the classic and contemporary zone.

"The Indian kidswear market presents a huge opportunity and kidswear today is what menswear was 15 years ago. And hence, we have partnered with the Juniors Fashion Week in India. The creative and youthful nature of this show is a good platform to showcase our kids collection. Rooted in the brand's American origin and polo connection, our collection stays true to classic American styling showcasing a vibrant play with reds, blues and whites highlighted with stars, stripes and dot prints. It's always a pleasure to see kids wearing our classic and preppy collection and we look forward to a great response from the show. The overwhelming reaction from parents and kids has given us a strong sense of responsibility to prove ourselves and provide a great clothing line for our junior models", commented Mr. Alok Dubey, CEO Lifestyle Brands at Arvind Lifestyle Brands Ltd.

U.S. POLO ASSN has a licensing relationship with Arvind Lifestyle Brands Ltd. and all the India retail operations of U. S. Polo Assn. are taken care by Arvind Brands.

Junior's Fashion Week and U. S. Polo Assn. association is a consonance of creativity and workmanship. Such concerted alliances are meant to increase brand awareness and open doors to new audience. The children fashion and lifestyle fraternity stands to gain a pristine platform through Junior's Fashion Week which is resonant with the emerging trends of the industry.

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