**~Rev up your style with Fiero and Elvis, new offerings from Euro Fashion Inners, a premium inner wear brand from the House of Rupa ~**

**Kolkata, 15th June, 2016**: Euro Fashion Inners announces the launch of its latest collection called Fiero and Elvis. Made from 100% combed cotton and double breathable knit, the collection is projected as the ultimate weapon to woo the ladies with the tagline “Comfort you can’t live without. Looks she can’t resist.”

Euro Fashion Inners is a Premium Inner Wear Brand from the House of Rupa, which is known for its Bold Designs, Ultra Soft Fabric and Trendy Waist Bands. With the launch of the new collection, the brand aims to expand its product portfolio.

“Fiero and Elvis are high end briefs, which will supersede its predecessors in terms of design and functionality. The collection deploys sophisticated Swiss Technology and advanced Japanese Machinery to make it a masterpiece to be reckoned with” says Brand President, Mr Rajnish Agarwal.

“What’s unique about the collection is its unique fit and innovative pattern that matches the international standards without compromising on its quality or comfort. The designs are unique and style unmatched to help you keep much in vogue.

We’ve used 100% combed cotton and nylon elastic to ensure that our consumers have an experience of a life-time by slipping into one!” asserts Mr Agarwal.

Euro Fashion Inners focuses on providing best comfort with a cutting-edge technology and affordable pricing. The brand has been catering to the demands of its consumer with innovative products featuring exceptional design and patterns.

**About Euro Fashion Inners:**

Euro Fashion Inners is a brand of choice for the sexy and fashionable. It is an emerging brand in the premier innerwear segment with an ever growing client base.

*Euro Fashion Inners Online*: <http://eurofashions.in/>

*Euro Fashion Inners Social*: [Euro Fashions](https://www.facebook.com/EuroFashions/?ref=bookmarks) (Facebook); [@Euro\_Fashions](https://twitter.com/Euro_Fashions) (Twitter)

**About Rupa and Company Limited:**

Rupa and Company Limited is one the largest knitwear brands in India engaged in the manufacturing, branding and marketing of innerwear and casual wear for men and women. The Company was established in 1968 as Binod Hosiery, and today it is one of the leading players in Indian Knitwear Industry and holds the ‘Limca Book of Records’ for being the largest inner wear & casual wear manufacturing company in India for 11 consecutive years.

Among the prominent awards won by the Company are Worldwide Achievers Business Leadership Award (2013-14), Time Research Business Leadership Awards for Branch Excellence in Innerwear (2013), and Global awards for Brand Excellence by World Brand Congress during the year 2010. Recently, the Company has been selected as the Best Corporate Brand 2016 by The Economic Times of India.

*Rupa Corporate*: <http://rupa.co.in/>

**Contact info:**

Rimmy Sett Banerjee

Rupa & Company Limited

1, Ho Chi Minh Sarani, Metro Tower, Kolkata - 700071

Tel: +91 33 3057 3100 / 3186 | Email: [srexe.dpc@rupa.co.in](mailto:srexe.dpc@rupa.co.in)