**PRESS RELEASE**

Euro Fashion Inners from the House of Rupa presents ‘Printed Micra Brief’ to the world of men’s fashion.

Mercerized comes with its own unique story. Way back in 1844, John Mercer came up with a treatment of cotton yarns and fabric that increased their lustre and affinity for dyes. The process caused a permanent swelling of the fibre which increased the surface area, resulting in higher lustre. That is how mercerized cotton was born.

Almost 180 years later, Euro revives the legacy of John Mercer through the Printed Micra Brief, the most intimate of intimate apparels for Men. The brief is ultra-soft, it hugs your waist and has tender, durable, waist bands that accentuate your lower abs on whom you worked so hard at the gym. What’s more, the super combed cotton mercerized fabric used to stitch the double layered contoured pouch gives the Brief a certain zing and panache your partner always craved for. The prints are abstract, geometric, naughty and hottie, allowing your imagination to run wild.

The festivities are round the corner. The streets are abuzz. Celebrations are in the air.

Time to rejuvenate your wardrobe.

Time to get rid of those smelly, sagging, undies.

Time to bring home the Printed Micra Brief from Euro Fashions.

Rupa & Co Ltd is a leading knitwear brand in India, covering the entire range of knitted garments from inner wear to casual wear. Rupa has evolved to become the frontrunner in India and a leading player in the global markets with far reaching footprints and millions of satisfied customers for over five decades.