**PRESS RELEASE:**

***Today’s Youth ‘Dares to Bare’ – Going Minimalistic is the New Rage*!**

Rupa Frontline Colors launches the Alaska Vest, the Front Open Mini Trunk which is inspired from nature, and the Mini Brief in Solid Color, for today’s young men with raging hormones and raring to go places!

White in colour, the Alaska Vest is made of 50% bamboo and 50% cotton fibers. The shape of the vest is modern with a high coverage on the back of the neck, broad shoulder straps, and a sporty cut. It is our best in-Vest-ment inspired from nature.

For Men, the most preferred intimate apparel all over the world has been the Trunk. We have introduced the Frontline Colors Front Open Mini Trunk in ten of the choicest colours from the most exotic places in the world like India, Ukraine, Maldives, Bulgaria, Norway, Sri Lanka, United States, Iceland, and Denmark. The trunks are blended into Pure, Natural, Cotton garments and inspire you to do something you always cherished deep inside. Front Open Mini Trunk is already a runaway hit with an overwhelming response from customers.

For guys who wish to go minimalistic in their bottom coverage and dare to flaunt, worry not. Frontline Colors presents the Mini Brief in ten solid colors and motivates you to Live Colors. Pick up the spicy Red or the moody Wine, the sprightly Mouse or the chocolatey Brown, the fresh Olive Green or the three daring blues – Air force, Navy or Royal.

***Mr. Mukesh Agarwal, Director Rupa and Company Limited*** says, “At Rupa, we’ve searched the globe looking for all the best styles available in Men’s Underwear, to make sure you can easily find the right pair that will give you the best of both the worlds – the Trunk as well as the Brief.”

***Mr. K.B. Agarwala, Managing Director, Rupa and Company Limited*** says, “We are always eager to launch new and interesting product ranges for our customers. COLORS from Rupa Frontline showcases our innovative thinking, our design capabilities, and our enthusiasm to put our Customers First in all that we do. Customer Service is our motto. We are confident our customers will appreciate COLORS from Rupa Frontline and encourage us to introduce newer and better products for them in future.”

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