



Myntra's Roadster launches new range of Augmented Reality T-Shirts

Bengaluru, March 19, 2019: Roadster, one of India's leading casual outdoorsy lifestyle brands, announces the launch of Augmented Reality Tees (AR Tees) or the talking tees. With this launch, Roadster marries fashion, design and technology, offering shoppers a set of t-shirts that brings their roadster visual to life. This new range has been developed inhouse by Myntra's own Innovation Labs and is set to take the level of Innovation in fashion to the next level.

Although talking tees appear as normal graphic tees, it has in it, a readable AR code that the Myntra app can read and bring the graphic to life. Viewers get a taste of the concept through sounds and visuals of being on the road, with each graphic design bringing to life, the brand's philosophy of hitting the road and creating experiences through a simple shake of the phone, or by aiming the device at the AR reader on the shirt.

As a leading innovator in the process of applying technology to fashion design, Myntra is not only disrupting the way brands are built, but is also changing the course for its private brands in the process. This new innovation is set to change the way people look at the every-day staple t-shirt that has come a long way, from the solids to the popular graphic tees

From an experienced wanderer, to a soulful camper, the limited edition collectible is for everyone who loves their tech-grease, for those who love to stay in trend and certainly for all those who like to hit the road. The tees are 100% cotton, with 6 different AR stories to collect with each design and priced at Rs. 999/-. The AR experience is only available on Android.

About Roadster:

Roadster is the country's leading online fashion brand modelled on an outdoor lifestyle with a definite edge of living life to the fullest, as embodied in the brand's tagline: 'GTFO'. The Roadster collection and its premium line RDSTR offers a combination of comfort, style and toughness, tailor-made for adventure lovers. The brand provides denim aficionados a stupendous range of stylish products spread over apparel, footwear and accessories, tailor-made for both men and women, priced between INR 300 - INR 2,199. Launched in December of 2012, Roadster has been previously endorsed by Bollywood actors Kunal Kapoor and Ranveer Singh and is available on Myntra, Jabong & Flipkart.

About Myntra and Jabong:

Myntra and Jabong are India's leading platforms for fashion brands and pioneer in m-commerce play. An integral part of the Flipkart group, Myntra and Jabong bring together technology and fashion to create the best experience in the fashion and lifestyle space in India. The company has partnered with over 2000 leading fashion and lifestyle brands in the country such as Nike, adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100% authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra and Jabong are today the preferred shopping destination in the country.

The
Roadster[™]
Life co.

