



Myntra's 'Roadster', launches 'Wanderer Soul Sneakers' – a new range of multipurpose water repellent shoes

Roadster, one of India's leading casual outdoorsy lifestyle brands, has launched, 'Wanderer Soul Sneakers', a new collection of uber-stylish, yet comfortable, water-repellant sneakers. Designed and developed in-house, it is the first of its kind in the casual shoes category, offered for 'daily-use', at a very attractive price point. The new sneakers also offer great comfort for other outdoor needs.

'Wanderer Soul Sneakers' boasts an array of features, most notably the water repellent canvas which makes it wet proof, while also allowing the feet to breathe. The sneakers use N9 technology, an antibacterial agent that fights odor and comes with molded insole socks for extra cushioning and comfort while walking. It is also clad in high abrasion rubber outsole to prevent slipping and is light weight, making it convenient to carry anywhere. In addition, the canvas fabric makes it easy to clean with cloth or sponge, something that comes in very handy during the rains.

The new sneaker range offers 12 styles for men, in black, navy blue and grey, with contrasting lighter shades for soles, at a price range of Rs. 2099-2599.

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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 3000 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.