



Roadster named the official fashion partner for Fast & Furious 8

Bengaluru April 12, 2017- Roadster, Myntra's top selling outdoor lifestyle brand, has been appointed the official fashion partner in India for NBCUniversal's immensely popular Fast & Furious 8 movie franchise. The royalty based agreement brings the Vin Diesel, Dwayne (The Rock) Johnson, Jason Statham starrer's distinctive brand of high octane adventure to Roadster apparel, in conjunction with the release of the 8th edition of the franchise from April 12, 2017.

The partnership will see Roadster apparel drenched in the adrenalin driven spirit of the Fast & Furious 8 movie. The expansive 'Fast & Furious 8 collection by Roadster' offers an exciting and innovative range of graphic tees, tops, shirts and denims. With over 120 designs on offer, the collection offers an array of options for men and women.

The graphic tees feature exclusive graphics provided by NBCUniversal, creating a distinctive and spectacular range that will be treasured by fans of the franchise. Graphics include dramatic visuals of muscle cars as well as iconic quotes from the series. The Fast & Furious Roadster denims feature distinctive accordion panels on the knees, which allow for enhanced stretch and enable greater riding comfort.

Roadster will leverage the upcoming Fast & Furious movie to engage with audiences and offer customers unique promotional offers. 60 customers will get a chance to win free tickets to the most eagerly anticipated action flick of 2017.

Speaking on the association, **Manohar Kamath, Head Myntra Fashion Brands** said, "We are delighted to bring the Fast & Furious brand of speed and action to the world of fashion. The agreement between NBCUniversal's Fast & Furious franchise and Roadster brings together two brands that are synonymous with passion for the road. Roadster has always had an aptitude for speed and a fearless attitude. This ties in perfectly with the Fast & Furious franchise. We are confident that the exclusive collection will be a success and we look forward to extend the range to accessories and footwear in the future."

Adds **Bhavik Vora, Founder & CEO, Black White Orange Brands Pvt. Ltd**, the licensing agency that represents NBCUniversal in India & South Asia, "Fast and Furious is not just a movie, but it's also a culture, that represents passion for living on the edge. We've found a perfect partner in Roadster to give form to this thought. Their aesthetically appealing and aspirational range will ensure that fans in India can literally flaunt this brand on their sleeve."

The Fast & Furious 8 collection by Roadster will be available exclusively on Myntra and at the all-new Roadster brand store in Bengaluru. The collection is priced from Rs.799 onwards.

About Myntra:

Myntra is India's leading platform for fashion brands and pioneer in m-commerce play. Myntra 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 is today the preferred shopping destination in India.

About Black White Orange Brands Pvt Ltd:

Black White Orange provides Licensing & Merchandising solutions and helps brands, celebrities, media and retailers find ways to strengthen their relationship with the most important stakeholder – the consumer. They offer services in retail, distribution, syndication, brand consulting & creative solutions, both within India & overseas. Black White Orange has already signed lucrative brands like the NBCUniversal portfolio, Assassins Creed, Baahubali, HBO's Game of Thrones, Paramount Pictures, Sesame Street, Brand YouWeCan, PSG Football Club, the emoji Company, a roster of over 30 international music artists, British Motor Heritage & U.S.-based design house bCreative. More on www.blackwhiteorange.in / www.facebook.com/blackwhiteorange

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