



## **KOOVS RELEASES NEW LINE FEATURING DISNEY'S MICKEY MOUSE AND MINNIE MOUSE**

~ 'Disney x KOOVS' - A cool fashion collection launched for Men and Women~

**12<sup>th</sup> April 2017:** KOOVS.COM has created a 'Disney x KOOVS' collection. The new offering features Disney's beloved characters Mickey Mouse and Minnie Mouse to add some magic and fun to everyday fashion.

Disney x KOOVS has around 100 styles and comprises of ready to wear and accessories for men and women. The vibrant collection blends the strong nostalgia of the characters with contemporary styles. An eclectic mix of hand drawn prints, modern graphics and fun artwork accentuate the collection to suit varied fashion sensibilities. A classic black and white palette lead the collection, while pieces in indigo, military and bright summer hues complete the offering for summer 2017.

Selections from the animated adventures, like cool and quirky Mickey Mouse posing with his friends create for a playful style for men. For women, there's global fashionista Minnie Mouse shines through with her spirited self and rocking the dots. For the fashion forward, the Disney x KOOVS shoes and flip flops are the perfect on-trend accessory.

The collection, priced between Rs.495/- to Rs.1695/- comprises of ready to wear pieces such as shirts, vests, t-shirts for men and jeans, shorts, skirts, leotards, dresses, jumpsuits for women. Accessories include footwear and bags.

**Disney x KOOVS will launch exclusively at KOOVS.COM on April 12, 2017.**

### **Press Contacts**

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