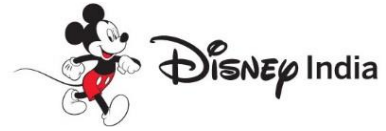


**ONLY**



## **ONLY LAUNCHES COLLECTION FEATURING DISNEY DONALD DUCK!**

**Mumbai, September 14, 2017:** From the vibrant world of Disney, a stand-out character that is loved and adored for his energetic personality is surely Donald Duck! He might be quick tempered and mischievous but he is also funny, smart, and a great friend. To bring alive his distinctive charm and relive his timeless nostalgia, ONLY has launched a collection featuring the world's most popular animated duck.

The unique clothing line comprises of quirky printed shirt dresses, eye-catching crop tops, comfy joggers and laced-up plaid shirts to celebrate the legendary character. From his popular pout to classic sailor suit to famous angry face, the graphics creatively weave the elements related to Donald Duck in the design. That's not all, to maintain the trend quotient as well as to suit every personality, the team has put together an eclectic mix of fun and cute wardrobe options for all those wanting to go on a warm and fuzzy nostalgic ride down childhood memories. The capsule also has a laid-back, athleisure undertone to it so one can pull off looks that simply spell comfort and ease.

The collection will be available across ONLY stores in India from 15<sup>th</sup> September onwards. The collection is priced INR 1299 onwards.



\*\*\*\*\*

### **About ONLY:**

With a mission to denimize the world, ONLY is an authentic jeans brand for women. ONLY aims to transform the everyday life from grey and monotonous to fun, colorful and creatively eventful. The blood in our veins is indigo blue and denim is a constant state-of-mind. In effect, all ONLY collections reflect the denim attitude, look and image. ONLY India currently has 50 stores and 174 shop-in-shops spread across the country.

The logo for the brand ONLY, featuring the word "ONLY" in white, bold, uppercase letters on a black rectangular background.

**About BESTSELLER India:**

BESTSELLER India currently has 192 exclusive brand outlets and is present in over 675 shop-in-shops in external multi-brand stores throughout India. BESTSELLER India markets and sells the four BESTSELLER brands JACK & JONES, VERO MODA, ONLY and SELECTED HOMME.

BESTSELLER India is part of BESTSELLER, a family-owned fashion company founded in Denmark, Europe in 1975. Worldwide, BESTSELLER is present in 46 countries through more than 2,800 chain stores and 12,000 external multi-brand stores. Read more about BESTSELLER at [HYPERLINK "http://www.bestseller.com/"www.bestseller.com.](http://www.bestseller.com/)

**About Disney India's Consumer Products Business:**

Disney is the largest retail character licensor in the world. The Consumer Products licensing business includes: Toys; Fashion & Home; Food, Health & Beauty (FHB); Consumer Electronics; Stationery; Publishing and Marketing. The Consumer Products business plays a critical role in providing Indian consumers a chance to bring a piece of the Disney magic home through a wide range of creative and locally appealing merchandise.

Today, Disney-branded products are available across a million retail touch points in India. Disney-branded products are present in close to 2000 modern retail touch points including hypermarkets with more than 3,500 SKUs across categories. Working with over 150 licensees across categories Disney-branded products are available across all the key retail outlets and online portals with branded pages on Amazon and Flipkart and with strategic presence in portals like Myntra, Jabong, Snapdeal and more.

**For further information, please contact:**

Michelle Sethi | E: [Michelle.Sethi@edelman.com](mailto:Michelle.Sethi@edelman.com) | M: 7045598673  
Cynara Pinto | E: [Cynara.Pinto@edelman.com](mailto:Cynara.Pinto@edelman.com) | M: 7738715363  
Richa Anand | E: [richa.anand@disney.com](mailto:richa.anand@disney.com) | M: 9820379152