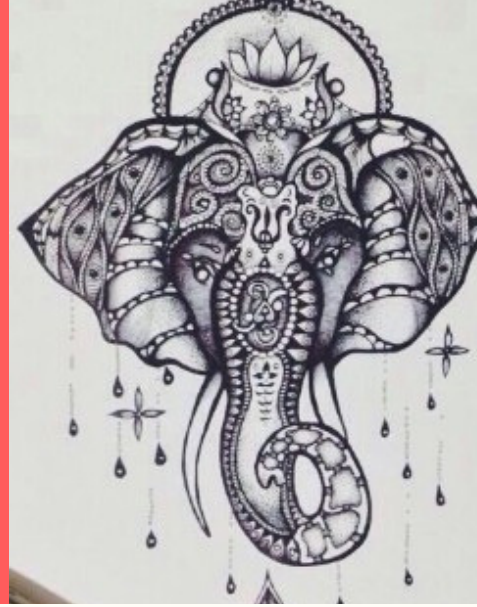




BOLLIED

Fact Sheet



ABOUT

Bollied is a clothing line created in response to a trip that CFO Meena Sinha took to the United States in 2014. Sinha realized American apparel had a "boring sameness" to it and she wanted to do something more! The clothing line is a blend of traditional Indian colors and fabrics with Western styles and comfort.

LAUNCH

The clothing line will launch in Macy's stores and online at macys.com on July 4, 2017. There will also be a pop-up fashion show on June 1 to introduce the line to the public. The event will be in New York, Herald Square and will feature top looks from the collection. Dresses will start at \$300.

