



Who says Socks Don't Make a Fashion Statement?

Metro Shoes introduces one of the world's most sought after collection of designer socks for men by New York designer V.K. Nagrani

Mumbai, October 21, 2008 – The bland world of six-to-a-pack mono coloured black socks are now a thing of the past. Metro Shoes has introduced a brand new range of vibrantly patterned socks for men who care about style from renowned New York designer V.K. Nagrani. Widely regarded as the must-have male fashion accessory, this range of socks is made from the best material, allowing luxury to converge with durability, and features a showcase collection of signature styles from the celebrated designer.

Classic striping mixed with unorthodox colour combinations; stars inside circles; olives and lavenders; deep burgundies and rich copper -- each design uniquely uses vibrant combinations. Bold enough to be worn with casuals and denims but subtle enough to be worn with flannels or a suit. After all, who said elegance cannot be fun?

Available at leading Metro Shoes stores in Mumbai, Pune, Bangalore, Chennai, Coimbatore, Nasik and Ahmedabad, the range is priced at Rs 490 and Rs 590 per pair and is available as a limited collection.

"No matter how extravagant or conservative the design may seem, these meticulous socks offer customers not only a comfortable footwear accessory, but character. Fashion is a statement and no one makes the statement bolder or better than V.K. Nagrani. We are delighted to introduce this limited edition range in our stores offering our customers greater variety and the very latest in men's fashion," said Farah, Executive Director, Metro Shoes

"When designing a collection, it is not a product that we are manufacturing, but rather an experience we are creating," says V.K. Nagrani. "When I started I couldn't find a good pair of socks. At the time, designer denim jeans were becoming really big, and I asked myself, 'What will I wear with them?' So I created some socks that could go with denim. People started getting a kick out of them, so I started making them for suits."

V.K. Nagrani created The Ovadafut Hosiery Company in 1999 with a very simple goal: to create superior products that would exceed one's expectations. To introduce a premium hosiery collection, he chose to work alongside Mrs. S. Desmazieres at his 7th generation, Parisian factory. Together, they selected the finest cottons and combined them with the best material, allowing luxury to converge with durability.

Since then, V.K. Nagrani collaborates with world-class craftsmen, bringing innovative luxury accessories to an elite group of 95 men's specialty boutiques throughout the world. In San Giacomo, he works with Sr. M. Bertolotti and his father; in Tuscany, the husband-wife team of C. Tournaboni stitch his hand dyed, leather goods; in Lima, Ms. Connie Calderon and her sister Ms. Catherine Calderon share 15 years of design experience to create an exquisite collection of men's premium underwear; also in Lima, the Farah Giha brothers of Peru help to further refine men's hosiery that continues to set the industry standard.

V.K. Nagrani has also collaborated with Michael Cohen of Oxxford Clothes to create a small collection of classic patterns including hounds tooth, pinstripes and window panes, each more spectacular than the other.

About Metro Shoes

The first Metro Shoes store opened in Colaba, Mumbai in 1947. Today Metro Shoes is the largest fashion footwear retailer in India, with a countrywide network of 78 prime locations across India, offering a mix of Indian and international designs. In April 2008 Metro Shoes was voted one of the most powerful brands in India by RETAILER magazine. In the last fiscal Metro Shoes' total turnover exceeded Rs. 200 core.