



## Cottonking's Royale range unveiled

**C**otton King, the leading chain of cotton ready-mades for men in the state is now entering the super premium cotton-wear segment with the launch of Cottonking Royale and is all set to hold on to its leading position in offering innovative options to the connoisseurs of cotton-wear.

"We are introducing the Cottonking Royale premium shirts, which are a perfect combo of two natural fibres, cotton and linen. We are combining the qualities of these two fibres to offer a never before unique experience to the customer", said Pradip Marathe, director, Cotton King. "There is no better timing than the ongoing summer season when temperature is touching new high everyday to introduce this range as the linen fabric is known for its UV Ray protection capability", he added.

Priced at Rs 895 the Cottonking Royale range of premium shirts will be introduced in all 27 outlets of Cotton King in the state from April 23 and would initially be available in 10 different patterns.

