



MS-ACADEMY
Macro Man
State League

Macroman

The Star Innerwear

Macroman is one of the flagship brands from Rupa & Co. developed to cater to the urban segment of India which has a taste for fashion and international quality

Macroman M – series is an iconic premium fashion wear brand which deals in outerwear, innerwear, thermals, sports and leisure wear. It is endorsed by one of the most popular actor of Bollywood – Mr. Hrithik Roshan. The company is now leading in both domestic and international markets for the style and comfort it provides. The products are created using the finest imported yarns. Latest technology is used to maintain a quality bleaching and dyeing standard. The company is also one of the proud initiative takers to reduce carbon footprints and to produce environment friendly clothes. Macroman is one of the flagship brands from Rupa & Co. developed to cater to the urban segment of India that has a flair for fashion and international quality. Since the brand's inception, Macroman has grown in size and volume as it gained popularity. The growth has brought many changes to the brand's personality and its appearance but during the process of growing up what has remained unchanged is its commitment to its patrons. And the values that turn a product into a brand. The quality standards are never compromised, no matter whatever it takes. Styled in Italy they come in sync with international trends and make a fashion statement while staying high on fashion quotient. The brand vision is to see the future of fashion, and the mission is to deliver it today. To that end they use the best materials and technology for comfort and durability in innerwear products. Trend spotting all over the world and translating them into an extensive range are their USP, the company believes in pushing the boundaries in design and material innovation. Initially just an innerwear brand, Macroman M Series has now grown up to be a formidable player with

its large range of finest innerwear, leisurewear, sportswear and casual wear. The product range is a result of consistent enhancement in the brand's product portfolio. Over the past few years as a brand Macroman M Series has spread its wings in casual menswear category and is currently producing a vivid range of summer and winter wear. Macroman M Series Innerwear –comprises the widest range of highly styled briefs and vests segmented into different collections targeting the diverse needs. Conceptualized by some of the best designers, Macroman M Series International Collection briefs and vests are crafted from the best of fabrics. Available in a variety of colours and patterns, with interesting colour accents and a range of exciting cuts, this collection is a bold mix of fashion and comfort. Macroman M Series International Collection also boasts of a luxurious line developed by the world's best blends like Supima Cotton, MicroModal & Bamboo fiber cotton. Macroman M-series is fashion for the Gen Y male. It is born from a deep desire for more comfort, more freedom. And is a product of top notch fabric, styled by cutting edge designers. Hrithik reflects the hot male quotient of Macroman M-series as the brand ambassador. The company has also launched Macrowoman which is meant for the fashion for gen – y women. It is born from a deep desire for more comfort, more freedom. And is a product of top notch fabric, styled by cutting edge designers. The collection of lingerie, leisurewear & sportswear are prepared to be confident, daring & naughty at the same time.



CERTITUDES

- The products are made from the finest yarns sourced from across the globe.
- Imported technology is used for dyeing and bleaching to maintain competitive quality standards.
- The company also invests in considerable research to produce environment-friendly clothes and minimize carbon footprints.

BEACON OF TOMORROW

- The constant focus is on producing and promoting eco-friendly products and processes for a greener world.
- Rupa sources natural and bio-degradable fibres grown in sustainable methods.
- The manufacturing units have water saving and recycling and use revolutionary technologies.