

Splash unveiled its Summer '18 Collection - 'Free and Brave' at a glamorous fashion show

Mumbai, 14th March'18: Splash Fashions, Middle East's largest fast fashion retailer and one of India's leading high street brand for the youth unveiled its Summer '18 collection - **'Free and Brave' at the India Fashion Forum 2018 in a mega fashion show that saw over 50 models sashaying down the runway in all their glory!** Giving the audience an extravagant display of their collection at **India Fashion Forum**, models took to the ramp strutting in the brand's vivid wardrobe consisting of international trends articulated for all occasions.

The Summer' 2018 collection is a pulsating mix of high fashion merchandise. Psychotropical sees lush botanical themes take on a heightened, almost synthetic form, with motifs that have a hallucinogenic quality. The colours are deep and saturated and create an unusual tension that feels new this season. All-over prints and synthetic, glossy materials reflect a longing for paradise. Youth tonic embodies the exuberance of youth while also appealing to the older customers.

References and styles are layered in this trend, playing neatly into the summer transitional drop.

Splash is known in the Middle East as a connoisseur of fast fashion and in trend offerings. With the growing number of fashion-forward customers in India who are always in the lookout for new styles and trends, Splash has launched their new collection which is in perfect sync with their taste and will further help to widen the appeal amongst the Indian customers.

The brand takes its philosophy of a high fashion casual wear and the designs to celebrate a more youthful and party forward collection, to mark the launch of its Summer'18 line up.