

# SHIVAN & NARRESH



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## SHIVAN & NARRESH: A New Identity

New York, NY – April 1, 2011 India's ONLY swim wear brand unveils a new, more iconic logo. The new logo incorporates symbols and makes a distinction of the two identities behind the brand:

SHIVAN Bhatia and NARRESH Kukreja

The new symbols are a promise. They represent the different product categories under the brand. They are warm, simple, and chic. These symbols create an exciting imagery of an adventure, individual freedom and global traveler.

The unique signature style of SHIVAN & NARRESH will remain bold, suave, dreamy and elegant. The line that was introduced at Canne's Mare di Moda and has been awarded with a multitude of prestigious international accolades will continue to offer: flawless lines, undisputed eye to detail and utter sophistication with its 100% handcrafted stitch free beachwear. Shivan & Narresh is made with 100% Italian fabrics along with complementing ready to wear and accessories.

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