



Amazon Fashion in association with DRS Lifestyle LLP, launches **RIVER** Season 2 – the second season of the affordable, multi-designer brand created in partnership with some of India's most celebrated designers. Sumit Varma, JJ Valaya, Anshul Suri & Manavita Joshiपुरa – Sumit Varma, JJ Valaya, Anshul Suri and Manavita Joshiपुरa come together in Season 2 of **RIVER** to present a curated line of ready to wear everyday essentials and occasion wear.

Background, 1st December 2021 - Amazon Fashion in association with DBS Lifestyle LLP, today announced the launch of **REVER Season 2** in India. After the successful launch of REVER, an affordable multi-designer brand created in partnership with some of India's most celebrated designers, last year, REVER Season 2 has designers like Sareen Sharma, JJ Valaya, Ashish Soni and Nandita Jockipura curating apparel that mixes their individual aesthetics and styles. REVER Season 2, will enable customers to re-imagine their favourite designer labels only on Amazon Fashion.

The carefully crafted collection caters to both men and women, will allow customers to invest in premium quality apparel, making it a worthwhile mix of the finest trends and leading brands. From casual and elegant women and dresses for women and sportswear, ethnic clothing, dresses, jewelry and accessories for men, the **ROYAL DENIM 2 collection** also focuses on making the occasion wear collection by creating detailed capsules in each designer's collection, besides a range of everyday looks.

ROYAL DENIM 2 addressed a growing response from shoppers across India, with demand from both men and women in the 25-35 age group and across for all the designer's collections. With the launch of **ROYAL DENIM 2** on Amazon Fashion, we continue to work closely with the top **CRS Design** to ensure that customers across India can continue to access affordable designer wear. Through **ROYAL DENIM 2**, we are also in touch to deliver customers and help them be closer to the designer's creative vision. **© 2020 Amazon Shrivastava, Director and Head, Amazon Fashion India**

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