

COLORS by Rupa Launches DRY FIT Collection – Wear Your Energy

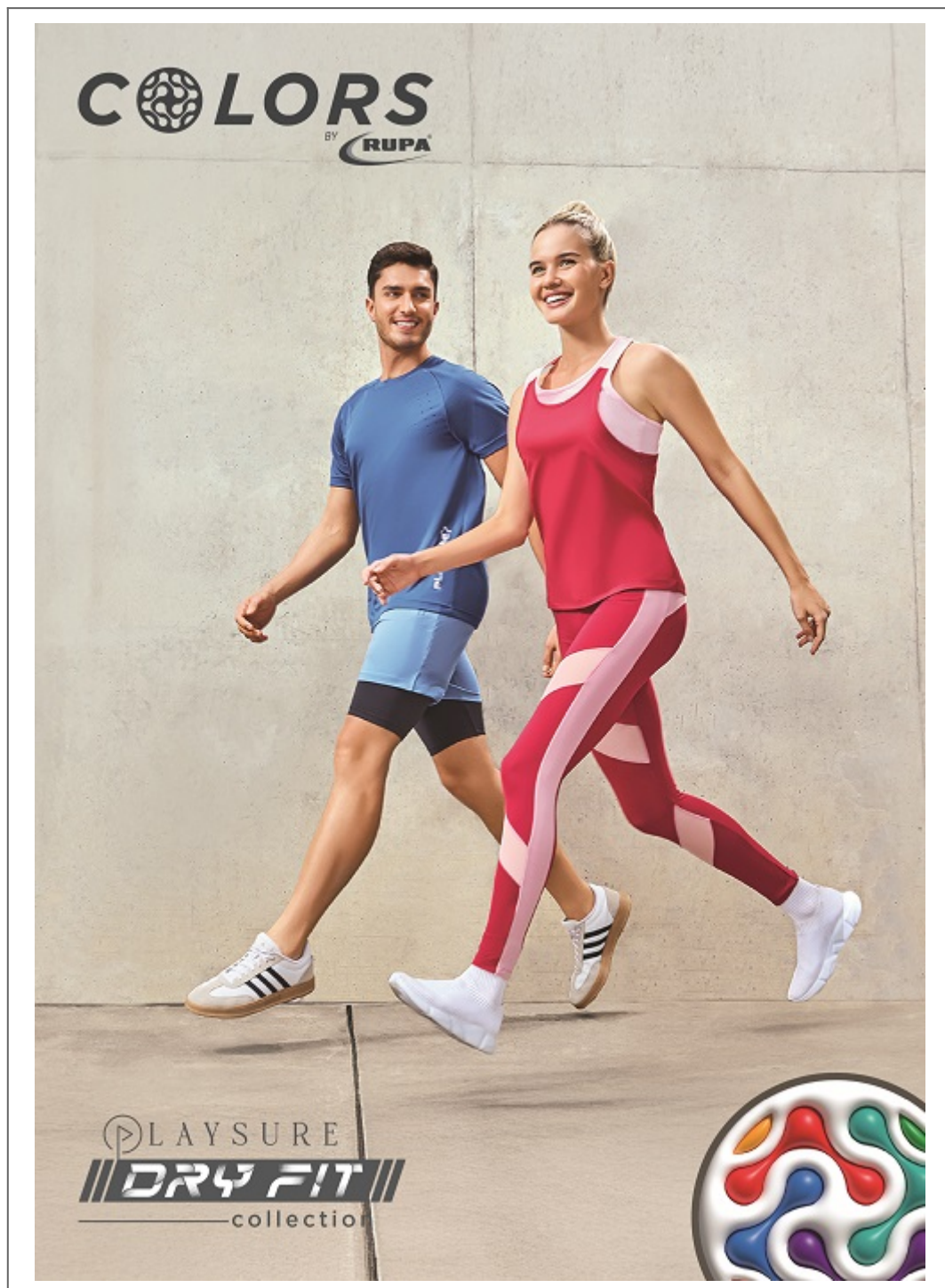
Category: Business

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COLORS by Rupa, a trusted name in quality and innovation under the esteemed **Rupa & Company Limited**, has embarked on a journey

to redefine the boundaries of athleisure wear with the newly launched DRY FIT Collection. This masterpiece within the dynamic '**PLAYSURE**' range is designed to seamlessly blend comfort, performance, and style, transforming everyday moments into an experience.



DRY FIT Collection Brand

The DRY FIT Collection is [engineered](#) for versatility, catering to the active lifestyle of today's individuals. Imagine a

wardrobe that effortlessly transitions from intense workouts to relaxed strolls. Crafted with advanced Polyester fabric, elastane-based materials, and strategically placed mesh panels, it offers exceptional stretchability, breathability, and a feather-light feel. The ergonomically engineered fabrics are designed to provide a flawless fit, effortlessly moving with your body.

The collection offers the perfect blend of comfort and breathability, designed with ergonomics in mind to ensure [superior performance](#). Catering to both [men](#) and women, it features a stylish and vibrant line-up, including women's round neck t-shirts, polo t-shirts, tank tops, leggings, and cycling shorts, as well as men's raglan sleeve round neck t-shirts, polo t-shirts, tank tops, track pants, joggers, and shorts. Beyond functionality, the collection's vivid spectrum of [colors brings](#) vibrancy and individuality, making each piece more than just apparel-it's a bold statement of style. Whether you're breaking a sweat at the gym or soaking in the tranquillity of nature, this collection is a seamless fusion of playfulness and leisure.

Sharing his thoughts on the launch, **Mr. Mukesh Agarwal, Director, Rupa & Company Limited**, says, *"DRY FIT [Collection from Colors by Rupa blends innovative design with vibrant aesthetics to meet the evolving needs of today's dynamic consumers. We are confident that this \[collection will inspire people to embrace\]\(#\) both functionality and leisure with unmatched style."](#)*

Available across leading retail outlets and major online platforms including Amazon, Live Colors, and Rupa Online Store, the DRY FIT Collection invites customers to experience a [world](#) where comfort and performance are perfectly fused. It's an opportunity to move with confidence and style, every moment of the day.

