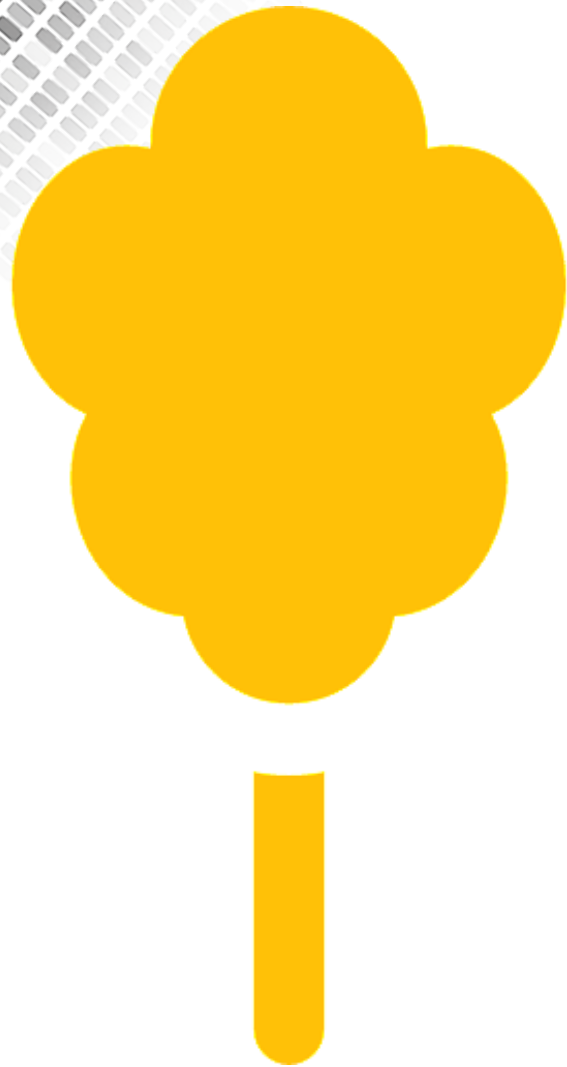

Redefining Fashion



CUPDEY



Introduction



CUPDEY is a next generation Indian clothing brand which cherishes the confluence of technology and apparel. We intend to redefine clothing and add that necessary Swag to your personality.

Now you don't have to worry about that upcoming party, the trip to Goa or that extra flab on your belly. We put our customers at the heart of everything we do; this helps us understand their expectations and ensure they look ravishing and feel amazing, whatever be the occasion.

By quickly picking up the latest fashion trends and translating them in a wearable form for our customers, we can help them find a look that fits their personal style. So whether you're looking for the latest fashion, or simply that perfect party dress, we've got it covered.

We're passionate about what we do and most importantly, we enjoy what we do. Extending this passion and positivity with our customers is important to us. By knitting our brand through everything we do, from our people and vendors, to social media and marketing, we make sure our customers not only look good but feel great too.

Without Sunlight



In Sunlight



SunTee

SunTee's is a range of colour changing T-shirts from CUPDEY **which changes colours on exposure to sunlight**. It is a reversible effect, as the design will go back to its original state once the T-shirt is withdrawn from sunlight into the shade. The experience of your T-shirt design being transformed into a new design in a matter of two - three seconds is just amazing.



Inspire Tee

Do you need an Inspiration to go and Hit gym. What if your apparel can help you out there?

Introducing 'Inspire Tees'. Inspire is the range of T-shirts from CUPDEY **which reveal colourful designs when you sweat in gym.** It incentivizes your hard work and motivates you to lose even more calories so that your entire design becomes visible. This range is particularly focused on sportswear.

GET INSPIRATION FROM PERSPIRATION.

Paintee



Partee

Partee is the special range of Electroluminescent (EL) panel T-shirts from CUPDEY which have a built-in sound sensitive spectrum analyzer which syncs the sounds/music in the surroundings to the panel on T-shirt. Thus, your **T-shirt will dance to the beats of the music, DJ is playing in the house!!**

A small battery pack (inverter) sits in a custom pocket at the bottom of the T-shirt and the lead wire is sophisticatedly tucked in a fabric tube so wire shouldn't bother your dance moves. The panel and inverter can easily be detached for the washing purposes.

An excellent item/gift for Music festivals, Personal parties, Clubs, Sports areas, Discos, Promotional campaigns and so on!



CUPDEY

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