**Press Release**

**Dollar Launches Missy Leggings**

***- Over 65 Shades To Choose From -***

**Kolkata, 16th September, 2014:** Hosiery major **Dollar Industries Ltd** have launched varied shades of leggings, called **Dollar Missy Leggings**, keeping in mind the colorful festive season.

Dollar Missy Leggings range, which has been catering to women with an extensive range of camisoles and panties, has introduced leggings for the first time. These are one of the most convenient pieces of clothing for women, regardless of whether she prefers the Western styling or Indian. Usually paired with long tops or jackets, these days Indian women also use these conveniently as *Churidars*.

“What sets the Dollar Missy leggings apart is the usage of a super soft special fabric for this range. This special fabric is made of moist absorbent material. Another great plus point of this range is the fact that the fabric remains soft even after repeated washes. With over 65 shades, Dollar Missy Leggings are perfect for casual wear, party wear and formal dresses”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

Dollar Missy Leggings are available in three sizes, medium (85”), large (90”) and extra large (95”). The design is primarily body hugging with extra stretch ability and makes one wearing it look quite fashionable and trendy. The Itch-Free fused logo also makes it a comfort wear. Priced at Rs 367/- Dollar Missy Leggings are available in fashionable and poppy colours like Bubble Gum, Parrot Green, Fuchsia, True Blue, Royal and many more across all leading stores in Kolkata & Bengal

So get set to add more color to your attire with Dollar Missy Leggings, this festive season.

**About Dollar Industries**

Dollar Industries Ltd, is today amongst the top three hosiery brands in India. The company has four manufacturing units in Kolkata, Tirupur (TN), Delhi and Ludhiana. Dollar Industries enjoys a 15% market share in the branded hosiery segment in India. Dollar Industries have recently started business in African market with Nigeria to reserve more export revenue. The company’s existing export markets are in Middle East and South East Asian Countries.

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Missy Leggings are available in free sizes to fit all.

**SUGGEST Write Up**

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Dollar Missy Leggings range, which has been catering to women with an extensive range of camisoles and panties, has revived their leggings collection with introducing some festive shades. Leggings prove itself as one of the most convenient pieces of clothing for women, regardless of whether she prefers the Western styling or Indian. Usually paired with long tops or jackets, these days Indian women also use these conveniently as *Churidars*.

“What sets the Dollar Missy leggings apart is the usage of a super soft special fabric for this range. This special fabric is made of moist absorbent material. Another great plus point of this range is the fact that the fabric remains soft even after repeated washes. With over 65 shades, Dollar Missy Leggings are perfect for casual wear, party wear and formal dresses”, said **Mr Vinod Gupta, Managing Director, Dollar Industries Limited**.

Missy leggings are available in free sizes to fit all. The design is primarily body hugging with extra stretch ability and makes one wearing it look quite fashionable and trendy. The Itch-Free fused logo also makes it a comfort wear. Priced at Rs 367/- Dollar Missy Leggings are available in fashionable and poppy colors. Over 65 shades are there to choose from. Some festive blushes that has been added specially are like Bubble Gum, Parrot Green, Fuchsia, True Blue, Royal and many more, available across all leading stores in Kolkata & Bengal.

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