

Royal Enfield Unveils ‘Get In – Streets’ Apparel Collection, Blending Heritage with Everyday Utility

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Royal Enfield Launches ‘Get In – Streets’ Apparel Collection, Expanding Lifestyle Footprint

Royal Enfield has officially unveiled its latest apparel line, “*Get In – Streets*,” marking a bold step in expanding its lifestyle and fashion presence beyond motorcycling. Designed as a **natural extension of the brand’s identity**, the collection focuses on creating a **design-led, narrative-driven portfolio** that resonates with both riders and urban lifestyle enthusiasts.

The new range is divided into two **distinct capsules**:

- **Heritage** – Inspired by Royal Enfield’s rich legacy, this capsule reinterprets classic motorcycling aesthetics with modern styling. Expect **layered textures, tonal graphics, and heritage-inspired details** that balance nostalgia with contemporary design.
- **A Page from a Motorcycling Diary** – Built for everyday journeys, this capsule emphasizes **utility-driven comfort** with relaxed silhouettes and **travel-inspired graphics**, perfect for versatile day-to-day wear.

The collection spans **t-shirts, polos, outerwear, shirts, and cargo pants**, crafted from premium materials like **bonded fleece, drum-dyed leather, and cotton twill** for a perfect blend of **comfort and durability**. The grounded color palette includes shades such as **Forest Olive, Transformative Teal, and Rustic Brown**, reflecting Royal Enfield’s rugged yet stylish appeal.

Speaking on the launch, **Yadvinder Singh Guleria**, Chief Commercial Officer at Royal Enfield, said:

“These collections are designed to adapt seamlessly to changing seasons and evolving lifestyles. They remain authentic to our pure motorcycling DNA while being equally functional in everyday life.”

The **Get In – Streets** collection is now available across **Royal Enfield dealerships, the official online store, and select e-commerce platforms**.

Launched in **2012**, Royal Enfield’s **Apparel Division** continues to push boundaries in fusing **fashion with the brand’s motorcycling ethos**, creating apparel that feels just as authentic on the street as it does on the saddle.