

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.