SODA MEN : Soda Men is more than just a fashion brand; it’s a way of life that we are promoting to the city dwellers through fashion. The iconic style of life and fashion in the city are the stories that Soda wants to tell, where the confidence, intelligence and ambition are the essential elements of style. SODA LADIES : This brand provides stylishly young & affordable collections to women who are constantly looking for newness and simplicity. It also has a unique touch of style to create a balance between femininity and sophistication, empowering you with the brand individualism & fashionable intelligence.