



PRESS RELEASE

Aditya Birla Fashion and Retail Ltd Brings American Eagle Outfitters to India

The iconic brand is set to enter India with its first Exclusive Brand Outlet at DLF Mall in Noida

The company intends to aggressively expand the reach of the brand in India in the next 3 years

Delhi, June 13, 2018: Aditya Birla Fashion and Retail Ltd (ABFRL) brings American Eagle Outfitters (AEO) to India. A leading global specialty retailer offering high quality, on-trend clothing, accessories and personal care products, American Eagle Outfitters is set to spread its wings and carve a niche in the hearts of the fashion savvy and brand conscious Indian youth. Under this partnership, **ABFRL** intends to aggressively expand the reach of the brand in the next 3 years. It also plans to invest in retailing the AEO merchandise through the brands exclusive India website www.aeo.in

India has the fastest growing youth market in the world with upwardly mobile consumers, who are driving demand for brands having international aesthetics and style. However there seems to be a paucity of choices when it comes to jeans. With the entry of American Eagle, ABFRL aims to fulfill the gap and corner a significant share of the country's premium jeans wear market.

In August 2017, Aditya Birla Fashion and Retail entered into a multi-store retail and e-commerce license agreement with American Eagle Outfitters Inc.

Commenting on the launch **Sathyajit Radhakrishnan, President International Business, Aditya Birla Fashion and Retail Ltd.** said, "American Eagle Outfitters is an iconic jeans brand from the US and we are excited to bring it to the fashion enthusiasts in India. The brand will add great value to our international portfolio and strengthen our position in the youth centric lifestyle space, giving our discerning customers a true taste of high-end fashion."

"India's rapidly developing and vibrant economy, anchored by the world's largest youth population, provides an exciting growth opportunity for our brand to expand our global reach," commented **Andrew McLean, EVP-Global Commercial Operations, American Eagle Outfitters.** He further added "Aditya Birla Fashion & Retail brings deep market experience and extensive retail capabilities, giving us a strong platform to deliver our leading AE jeans collections and casual American style to the growing market."



AMERICAN EAGLE
OUTFITTERS



Guillermo La Rosa, Vice President-International and Business Development, American Eagle Outfitters said “As a leader in the Indian retail market, ABFRL’s partnership gives us the platform to expand into one of the largest retail sectors in the world. With their retail expertise and aggressive growth plan, ABFRL will become one of our largest partners in our quest to become the No 1 global leader of denim brand.”

Catering to the fashionable Indian youth, the 2500 sq.ft. American Eagle Outfitter store in DLF Mall in Noida promises to be a fashion haven for today’s millennials. For the effortlessly chic, fashion savvy young generation, the brand offers superior designs in jeans with an array of washes and fits such as the Super Skinny, Skinny and Slim, and Straight Fit Jeans. Apart from jeans the collection also includes a complete lifestyle assortment of young and quirky clothing options like graphic tees, polo tees with the iconic eagle logo, summer shirts and cargo pants all with accessories to match. The brand also has a range of fashionable casual wear for women.

Being a global fashion giant, catering to the young trend setting devotees, American Eagle Outfitters upholds the jeans heritage which has changed the fashion outlook since 1977. The brand has always believed in celebrating individuality, freedom, and self-expression. Each AE jeans is a blank canvas for self-expression, the foundation for any look. Representing American Youth culture and casual American Style, the brand will target all young people who are looking to express themselves and their individuality through fashion. These youths don’t just follow trends, they create them.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit www.ae.com.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No 1. Fashion and Lifestyle entity. It hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets

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