

## **Aditya Birla Fashion and Retail's `Planet Fashion' presents New 250 'Stylish Wedding' designs**

*~Get the best look for Sangeet, wedding and reception party from Louis Philippe, Van Heusen, Allen Solly & Peter England~*

**Jammu, Nov 22:** Planet Fashion, from **Aditya Birla Fashion and Retail Ltd.** is celebrating the onset of the grand wedding season in India with its '**The Stylish Wedding Collection**'. The exclusive wedding collection would be showcasing the best of suits from top-notch brands such as **Louis Philippe, Van Heusen, Allen Solly, and Peter England.** Planet Fashion is hosting the **event** at **90 Planet Fashion stores** across **71 cities** for over a period of **30 days** starting from **November 19 to December 20, 2018.** To ensure that its customers are handsomely styled, Planet Fashion outlet at Wave Mall has got suit specialists in the stores to guide customers with products and styles befitting their personality. Quick alteration is provided at the stores free of cost to ensure that the clothes are a perfect fit.

The grandeur of an Indian wedding is renowned. What comes along with an extravagant wedding ceremony is the colossal effort in achieving a look that's a perfect blend of style and tradition. Planet Fashion's vibrant offering ranging from Tuxedos, Bandhgalas, Two Piece Suit Sets and Three Piece Suit Sets has something for everyone and with its 'The Stylish Wedding Collection', the brand becomes the perfect go-to destination this wedding season for stylish wedding ensembles.

Commenting on the occasion, **Richa Pai, Retail Director, Planet Fashion,** "*If you are attending a wedding this year, The Stylish Wedding Collection at Planet Fashion is a must visit for you. We promise you the most stylish suits and blazers from the best brands coupled with expert style advice.*"

With over 250 styles from India's best brands, 'The Stylish Wedding collection' at Planet Fashion sets you ready for all occasions in an Indian Wedding; right from pre-wedding occasions like *Sangeet* to a post wedding reception party. The 30-day ensemble event would be displaying a range of **Tuxedos, Bandhgalas, Two Piece Suit Sets and Three Piece Suit Sets** from the brands Louis Philippe, Allen Solly, Van Heusen and Peter England.

Planet Fashion has lived up to the promise of being a one-stop shopping destination providing complete wardrobe solution for the fashion-savvy customers. With 334 stores across 252 towns, Planet Fashion houses the best of apparel brands under one roof, and is the largest apparel retail chain of its kind. Its winning retail model has been successful not only in premium locations, but also in smaller towns across the country. Planet Fashion has one of the largest chain of stores of its kind in India, with an average store footprint ranging from 1,000-6,700 sq.ft, depending on the store location.

The store offers hand-picked collections ranging from casuals and formals to ceremonial dressing and will be a shopper's paradise for the fashion conscious.

Shopping at Planet Fashion is always exciting. Shop for Rs. 16999 and get an assured gift; 'premium trolley' worth Rs. 9999 at Rs. 99 only.

**Store Address:**

Planet Fashion, Shop No. UG-01, Upper Ground Floor, Channi Rama, Opposite Bhatindi Road, Bye Pass, Jammu - 180005

**Phone:** 9991003914

**About Planet Fashion:**

Planet Fashion is a multi-brand retail store from Aditya Birla Fashion and Retail Ltd. (ABFRL). Launched in 2001, Planet Fashion houses top-notch brands like Louis Philippe, Van Heusen, Allen Solly and Peter England. With an exquisite offering that caters to today's discerning men, Planet Fashion aims to bring fashionable clothing, choice and convenience to everyone at one platform and offers a complete wardrobe solution for all their needs. From suits, shirts, denims to knits and accessories, one can find an ensemble for all wardrobe requirements.

**About Aditya Birla Fashion & Retail Ltd.**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1 Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets.

**For further information, please contact:**

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