

Contemporary ethnic wear that will surely grab attention this Ganesh Chaturthi

Mumbai; September 1st, 2021: - Ganesh Chaturthi which marks the beginning of festivals in India is one of the most auspicious and magnificent festivals celebrated all over the country especially in the western part. Like any other festival, Ganesh Chaturthi also means new attire and fashionable ethnic wear. For the men who love to don new looks on each day of this festival, they can now choose from diverse contemporary designs and styles in multitude of colours and fabrics from Louis Philippe, Peter England.

Louis Philippe and Peter England are offering striking ethnic wear to up your fashion game by adding a little spunk to your traditional wear. You can also pick from a wide range of styles and designs to select your well-paired Kurta Pajama set this Ganesh Chaturthi.

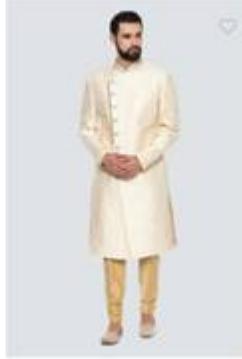
Here is a curated list of right picks of ethnic clothing for your Ganesh Chaturthi look.

Louis Philippe Navy Kurta and Pyjama, INR 15,000- Let your style do the talking in this navy print ethnic set of kurta and Pyjama by Louis Philippe.



Available on: <https://www.louisphilippe.com/>

Louis Philippe Beige Kurta And Pyjama, INR 12500- This beige textured ethnic set of kurta and Pyjama by Louis Philippe is a perfect set for your closet



Available on: <https://www.louisphilippe.com/>

Peter England Yellow Nehru Jacket, INR 1650- Wear your grace and elegance with this yellow textured simplistic design Nehru Jacket from Peter England Elite by Peter England.



Available on: <https://www.peterengland.com/>

Peter England Blue Nehru Jacket, INR 1650- Elegant blue textured simplistic design Nehru Jacket from Peter England Elite by Peter England makes a perfect look for Ganesh Chaturthi



Available on: <https://www.peterengland.com/>

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

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