

FOREVER 21



Forever 21 celebrates the launch of its first store in Jaipur with a range of exciting offers!

~Shop your way to an all-expense paid weekend getaway with Forever 21~

Bengaluru, Karnataka, February 15th 2019: Forever 21, the most adored international fast fashion brand from Los Angeles, California, part of the Aditya Birla Fashion and Retail Ltd. Is all set to commemorate the launch of the **first store** in **Jaipur** at the **WTP Mall** on **February 15th 2019** at **5 PM**.

Spread across 6500 sq. ft., the new Forever 21 store provides a hassle free-shopping experience with apparels, footwear and accessories that reflect the latest trends and designs that have taken over the fashion space. Customers can explore their creative side by matching apparel pieces inspired by trends of the SS'19 season to create a chic look that assures to keep them in trend. Splurge on the trends of the season such as tie and dye, varsity stripes, color block clothing and graphic tees. Step up your fashion quotient this summer with the Fashion news makers. With apparels and accessories exclusively designed and produced for fashion-loving & trend-loving Girls and Boys, customers can look forward to kicking the Monday blues to the curb with quirky geometric prints, variegated stripes and many more designs that gives outfits a whole new dimension.

Speaking on the launch, **Mr. Rahul Jhamb, Head, Business Forever 21, India.** Said *"Forever 21 team is super excited to open its Rajasthan's first retail store in Jaipur. Globally, especially in the USA, Forever 21 is the most loved fast fashion brands for Millennials and Generation Z. We are all ready to bring the latest runway and catwalk trends to the fashion conscious girls of Jaipur, at the hallmark 'sweet-prices' of Forever 21. Jaipur has so many reputed education institutes and the youth here is very keen to express themselves creatively through their style. We hope to revolutionize the fashion & trend loving community in Jaipur with our collection and hope that it will excite them the way it has excited the youth globally".*

Apart from the international shopping experience, customers can expect to make the most out of the launch offers.

- On the inauguration day, the first 100 customers stand a chance to win free shopping worth Rs.1500. The following 100 customers stand a chance to win free shopping worth Rs 1000. The brand will be opening their doors to fashion at 5:00pm, come queue up from 4:00pm onwards to secure your golden ticket
- Shop from February 16th onwards and win exclusive Forever 21 branded earphones absolutely free on a shopping on Rs. 2000 and above. Offer valid till stocks last. T&C
- Win an assured, all expenses paid, weekend getaway on a shopping of Rs.6000 and above from 16 Feb onwards. Offer valid till stocks last. T&C

Forever 21 is now also available online through Forever21.in where customers can shop from the convenience of their home. Along with exclusive offers, cash on delivery and many other offers,

Forever 21 offers a truly international user-experience, providing its customers with a much simple and faster, online RTB.

About Forever 21

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then. With stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.in) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

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 remained as Aditya 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 more information please contact

- 1) Aanchel Bhateja
PR Pundit
9986698119
- 2) Divyansha Dongre
PR Pundit
9538495216