



International Menswear Brand Peter England Enters the Grooming segment with the Launch of Its New Deodorant Range

~The brand has Launched 8 refreshing fragrance priced at Rs 199 in more than 10000+ outlets in the country~

National, January 2020: Peter England, leading international menswear brand from Aditya Birla Fashion and Retail Ltd. forays into men's grooming segment. The brand unveils a product bouquet of **8 distinct variants of premium deodorants** that promises to be an integral part of active wear, essential for contemporary Indian men. Powered by a unique property called **Aroma Protect** each of the variant **lasts for over 12 hours** emitting a stronger fragrance, protecting the body from germs and bacteria thus emitting an all-day fresh aroma.

Priced at Rs 199 each the 8 variants comprise of Aqua, Flourish, Legend, Oriental, Sensual, Spicy, Sporty and Woody. Each aroma propels the wearer into an immersive universe which brings the specific olfactive territory to life. The fragrance with its distinct appeal energizes the senses, giving men an edge to take on each day. With an uncompromising style the wearers can look and feel sharp and refreshed, keeping perspiration at bay. Currently available **in over 500+ brand outlets & other stores** the range features breakthrough packaging designed to maximize both product performance and the overall user experience through ergonomic design rendering a sleek and modern look.

With the launch of this new range of premium antiperspirant product Peter England continues to meet the ever changing needs of shoppers by expanding its portfolio to include formats designed for on-the-go lifestyles. Deodorant is one of the most important personal care products which consumers use every day. Peter England which is one of the most trusted and responsible international lifestyle brands expects to create an everyday relevance by helping its discerning audience express their individuality so that they can look, feel and act with self-belief and confidence.

Speaking on the launch, **Mr. Manish Singhai, COO, Peter England** said *"The trust that comes with Peter England and the brand's archetype will enable us to appropriate the grooming space in a compelling manner. To ensure that we are offering our consumers choices for their different lifestyle needs we have developed this latest line of deodorants. We have been an integral part of modern Indian men's lives for decades now and our brand with the latest launch will champion men of all age group; their unique traits that make them smart, energetic and astute to the world around them."*



He further adds *“Currently the deodorant market is projected to grow at a CAGR of over 17%, to reach \$ 2.4 billion by 2024. We intend to capitalize this by making our newest deodorant range available across the length & breadth of the country.”*

All variants of Peter England premium Deodorant capture the subtle blend of rich and distinct aromas with notes of different combinations - Fresh notes with a hint of Natural Green , Aqueous, Carrot, Grapefruit with vibes of Green Mango; Woody notes with Marine accents, Thyme, Bergamot, Mandarin, Lemon, Fougere, Aromatic; Green note with zingy Citrusy pulp.

About Peter England:

Peter England is the most loved and the one of the largest menswear brands in India. It sells more than 10 million garments every year across 850+ exclusive stores, 3000+ Multi-brand outlets and across 500+ towns. The brand also holds a strong e-commerce presence. The newest retail offering from the brand called Men’s Obsession Store is a large format store which houses over 2000+ unique designs at an unmatched value. The vast collection of latest fashion trend meant for every occasion allows the brand to reach an expanded cohort of customers. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting from an attractive price of Rs 999. A quintessential British brand, Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for all special occasions With a strong foothold in formal and causal menswear segments Peter England offers great fashion for young men at an attainable price point. The brand’s formal wear range combines high fashion, impeccable fits along with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, easy care fabric and travel friendly features the line ranges from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range is a highly eclectic line with a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The ‘Elite’ line from the brand brings together premium formal wear with emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, leather belts, wallets and footwear asserts a distinctive and prominent style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand ensures highest comfort and great fit to the wearer.

About Aditya Birla Fashion and Retail Limited:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India’s first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18000+ multi-brand outlets and 5000+ point of sales in department stores across India. 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 fast fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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