

Louis Philippe, Premium Menswear Brand, Opens its First store in Kakinada, Andhra Pradesh

Kakinada, February 15, 2020: Louis Philippe India's leading premium, international menswear brand has unveiled a new shopping destination in Kakinada, Andhra Pradesh. Louis Philippe was brought to India by Aditya Birla Group in 1989, and ever since the brand has been known for precision in craftsmanship that translates into clothing which is classic and contemporary. The newly launched store is located at Ayyappa Towers, Main Road, Suryaraopeta, Kakinada, Andhra Pradesh.

Louis Philippe, the brand from the house of Aditya Birla Fashion & Retail Limited, launched its first exclusive store in Kakinada.

Elaborating on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said *"The growth of the retail segment, coupled by increasing consumer demand makes Kakinada an exciting market for the brand. We are exhilarated to launch our first exclusive store in the city which will house a varied ensemble of premium fashion trends for every occasion. We are confident that the foray of Louis Philippe in the city will change the face of shopping in Kakinada as we understand the aspirations of the people here. We aim to exceed their expectations and enhance customer experience at our maiden store in the city by offering excellent quality, superior craftsmanship and an unparalleled retail experience. The store will put up a vast ensemble of premium fashion trends for every occasion."*

Louis Philippe is a leader in the premium menswear segment in India. The brand has constantly innovated itself to suit changing consumer needs and offers a range of **formals, semi-formals, custom-made clothing and accessories**. Addressing the fashion prerequisites of style-conscious men, the new store in Kakinada boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses the season's latest offering that includes collections such as **Permapress, The Finest Wrinkle Free**, the timeless **Gods and Kings Range**, the superior and the exclusive **Luxury Wedding, LP Luxor** and the highly performance driven **Athwork Line**. Indulging to the needs of the discerning gentleman, Louis Philippe store also delivers latest styles from **LP Sports** and **LP Jeans** to lend a sharp style and finesse to men's wardrobe.

Address: Louis Philippe, Ayyappa Towers, Main Road, Suryaraopeta, Kakinada, Andhra Pradesh

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new

innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

About Aditya Birla Fashion & Retail Ltd.:

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 18,000+ multi-brand outlets and 5,000+ 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 largest value 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.

For further information, please contact:

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@adityabirla.com