

Louis Philippe, Premium Menswear Brand opens its first store in Bhilai, Chattisgarh

Bhilai, May 30, 2019: Louis Philippe India's leading premium, international menswear brand has unveiled a new shopping destination in Bhilai, Chattisgarh. 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 **Surya Mall, Junwani Road** and is spread over **754 sq. ft.** Louis Philippe now has **6 stores** in the state of Chhattisgarh.

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said *"The growth of the retail sector, supported by increasing consumer demand makes Bhilai an exciting market for the brand. We are excited to launch our 1st store in Bhilai, 6th in Chhattisgarh which will house a vast ensemble of premium fashion trends for every occasion. The launch is a significant achievement for us and underlines the importance of the city for Louis Philippe. It has been our endeavour to enhance customer experience at our stores by delighting our patrons with superior craftsmanship, great quality and an unmatched retail experience."*

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, casual, wedding apparels and accessories**. Addressing the fashion prerequisites of the style-conscious men, the new store in Bhilai boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses season's latest offering that includes **Permapress Voyage, The Finest Wrinkle Free Collection**, the timeless **Gods and Kings Range**, the superior and the exclusive **Luxury Wedding** and the highly performance driven **Athwork Line**. The store also features the latest styles from **LP Sports and LP Jeans** which lend a casual touch and a sartorial edge to a discerning gentleman's wardrobe.

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.:

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.

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