

## Peter England Unveils Large 3050 sq ft Store in Haldwani

*~The 2<sup>nd</sup> store from the brand will house over 1500 unique designs~*

**Haldwani, July 28, 2018:** Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd. launched its second and largest store in Haldwani. Located at the Nainital road, the brand new store will house over 1500 unique designs ranging from smart casuals to chic formals.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Uttarakhand is an important market for us and we are delighted with the overwhelming response we have received so far. With the launch of our large store in Haldwani, we are confident to cater to the fashion needs of our consumers. This store is a large format store with over 1500 styles giving our customers a large variety to choose from. Peter England has received a phenomenal response from its loyal customers over the last two decades which has encouraged the brand to explore cities beyond metros."*

Since its launch in the Indian market in 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new store in Haldwani, Western UP. Consumers can find a complete range of merchandise in more than 600+ Peter England stores across 750+ cities in India.

**Spread across 3050 sq.ft.** spread over ground floor and mezzanine floor promises to be a shopping destination for 'Young Indians'. The wide array of store offerings include smart casuals, formal shirts, denim, t-shirts, suits and accessories starting **Rs. 999**. The collection highlight will be the *Watercolor Collection* that comprises playful colours and great comfort.

This sprawling new store is a one of its kind in the region, offering a premium shopping experience to the youth of Haldwani.



**Store Address:** The Icon, Brij Vihar Colony, Opp. Session Court, Nainital Road, Haldwani. 263139.

The price of the collection starts from **Rs.999 onwards**

**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 600+ exclusive stores, 2000+ Multi-brand outlets across 750 + towns. It has been voted as **India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey**. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then 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 special occasions. Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's '**Elite**' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.

**About Aditya Birla Fashion and Retail Limited:**

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 in over 700+ cities and towns.

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