

Peter England launches festive campaign featuring Ayushmann Khurrana

Rolls out a nationwide campaign "Beginning of Good things with perfect festive look"

Mumbai, October 19, 2020: Peter England, a leading international menswear brand from the house of Aditya Birla Fashion and Retail Limited, has launched a festive Campaign featuring its brand ambassador Ayushmann Khurrana. The brand has released a video encapsulating the essence of the festival season in its latest campaign. The video showcases Ayushmann getting ready for the festive season in a slice of life set up, with the perfect look from Peter England's festive collection.

Developed and executed in creative partnership with DDB Mudra, the central theme of the campaign is "Beginning of good things with the perfect festive look". The campaign combines the objective of rebooting, festivity, colour and celebration with Peter England's wide range of premium quality and stylish festive collection. Peter England offers high-fashion festive range for today's contemporary men at amazing price points.

Commenting on the campaign, Mr. Manish Singhai, COO, Peter England said, *"We are thrilled to launch our new festive campaign featuring Ayushmann Khurrana. The campaign portrays a gist of festivity where Ayushmann is getting ready for the festive season which is going to begin in the country soon. The storyline metaphorically marks the inception of good things after the recent happenings and directs us all to find a perfect look to celebrate these beginnings. Our collection has been designed around the positivity and goodness that festivals bring in our lives. We are determined to curate and offer fashion that enables our consumers to not just immerse in the festivities but also to stand out."*

Mr. Vishnu Srivatsav, Regional creative head - Advertising and Digital, DDB Mudra, said *"Getting the right look is such a fine margin game. So, to launch Peter England's festive collection, we captured a lighter moment between the couple trying to find the right look for the occasion, with playful banter that reflects today's relationships"*

Peter England's Festive campaign will be amplified through a mega Digital Campaign across platforms including Facebook, YouTube, Google, and other new age digital platforms.

YouTube Link:

<https://youtu.be/-GQjal UGxM>

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ Multi-brand outlets and across 800+ towns. The brand also holds a strong e-commerce presence. 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 at an attractive price point of Rs.999. 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 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. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denims, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures highest comfort and great fit. While the brand continues to expand across India, they introduced a brand new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About ABFRL:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,031 stores, presence across approximately 25,000 multi-brand outlets with 6,500+ 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 fast fashion store brand.

The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio boasts of - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

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