

Peter England in Collaboration with HeiQ, Switzerland Launches Innovative Antiviral* Collection

The range will include work wear, lounge wear and face masks

Mumbai; July 20, 2020: Peter England, a leading international menswear brand from the house of Aditya Birla Fashion and Retail Ltd, is set to offer a fashionable and stylish collection with virus and bacteria resistant properties. The brand has collaborated with Switzerland based HeiQ, a global leader in textile innovation, to bring the unique HeiQ Viroblock® fabric technology to India. Under this collection, Peter England will be launching work wear, lounge wear and face masks to meet complete lifestyle demands of the new-age consumer.

The HeiQ Viroblock® fabric is specially infused with virus resistant properties to ensure safety by inhibiting the persistence and growth of viruses and bacteria on its surface. For masks, the fabric retains these properties up to 30 gentle washes*. For apparel, the fabric retains these properties up to 20 gentle washes*.

Elaborating on the launch, Manish Singhai, COO, Peter England said, *“Safety and protection have never been more important than today, given the current situation which the entire world is facing. Peter England has a rich and strong legacy of introducing innovative products catering to spoken and unspoken needs of today’s consumers. We’re happy to announce our partnership with HeiQ, one of the world’s leading textile innovator from Switzerland, to launch our range of apparel and masks enriched with virus and bacteria resistant properties. We will be launching work wear, face masks and lounge wear in phases to address the country’s need for protection and safety. We believe that this new technology is a breakthrough in the lifestyle category and will bring us closer to the hearts of the consumers.”*

In addition to the antiviral technology, Peter England has independently enhanced their mask offering with droplet resistant finish & Smart Strap™. The droplet repellent finish makes the fabric hydrophobic. This repels contagious droplets on the masks’ outer surface, making it a perfect shield for the consumer. The Smart Strap™ used in the mask have a soft-finish and three-way adjustment to provide comfort, fit and a choice to carry the mask around the neck, when not in use. Face contour design with chin mask and nose-clip make the mask sit over the consumer’s face comfortably. All these power-packed features come in varied styles and patterns, making this a comprehensive offering for protection, comfort and style in one go.

Co-founder and CEO of HeiQ Group, Carlo Centonze stated, *“The team at Peter England undertook a through yet rapid learning about HeiQ Viroblock technology in order to quickly adapt*

it into their offerings, both in fashion masks and apparels. We worked closely with the teams to ensure that products that they have launched are fully validated in their performance to ensure that our stakeholders in India have the opportunity to add these fashionable article for their day to day protection from the current pandemic.”

Peter England’s new collection is currently available at www.peterengland.com and will shortly be available across the country through the brand’s retail network of outlets and multi-brand counters.

*Disclaimer: The fabric used in these products is treated with HeiQ Viroblock Swiss Technology that is tested to provide resistance against common viruses and bacteria, based on AATCC 100 and ISO18184 global testing methods, up to 30 gentle washes in masks & up to 20 gentle washes in apparel. Resistance to COVID-19 is yet to be assessed.

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. 8,743 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 3,041 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 International Brands portfolio boasts of - **The Collective**, India's largest multi-brand retailer of international brands and select mono-brands such as **Simon Carter, Hackett London, Ted Baker, Ralph Lauren, American Eagle** and **Fred Perry**. Our portfolio of regional brands

includes **'Van Heusen Innerwear' & 'Style Up'**. Additionally, we closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

About HeiQ:

Founded in 2005 as a spin-off from the Swiss Federal Institute of Technology Zurich (ETH), HeiQ is a leader in textile innovation creating some of the most effective, durable and high-performance textile technologies on the market today. HeiQ's purpose is to improve the lives of billions of people by perfecting an everyday product: Textiles. Combining three areas of expertise – scientific research, specialty materials manufacturing and consumer ingredient branding – HeiQ is the ideal innovation partner to create differentiating and sustainable textile products and capture the added value at the point of sale. With a total capacity of 35'000 tons per year HeiQ manufactures in the USA, Switzerland and Australia serving its chemical specialties in over 60 countries worldwide.

HeiQ, Viroblock and HeiQ Viroblock are trademark(s) or registered trademark(s) of HeiQ Materials AG. The use of these trademark(s) is subject to approval from HeiQ.

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