

Peter England launches yet another 'Men's Obsession' store in Bengaluru

Bengaluru September 16, 2019: Peter England, leading international menswear brand from **Aditya Birla Fashion and Retail Ltd.** has launched a **Men's Obsession Store**, a unique format fashion hub at **Koramangala, Bengaluru**. Addressing the fashion prerequisites of the style-conscious gentry in the city, this chic one stop shopping destination will now boast of **1500+ distinct styles** in fashion wear, footwear and accessories. Earlier this year, the maiden Men's Obsession Store located in Commercial Street was inaugurated by the talented actress Regina Cassandra amidst much fanfare.

Speaking on the occasion, **Manish Singhai, COO, Peter England** said, "Bengaluru is a crucial market for us and we are delighted with the overwhelming response we have received so far. We are excited to launch another unique format store in the city at Koramangala which has a plethora of men's fashionwear to choose from with customisation options and assistance from in-house stylists. As a brand, we work towards creating exciting shopping experiences for our customers. We are positive that our wide range of fashionable menswear at an unmatched value along with an excellent customer service will benefit us to become the IT City's one stop shopping destination for men."

The sprawling **3000 sq. ft.** fashion destination which will offer an unparalleled shopping experience to its patrons will house a plethora of international designs at an unmatched value. Shoppers can now choose from over **26 categories** of formal and casual wear ranging from **Suits and Blazers, Chinos, Denims, T-shirts, Formal Shirts, Footwear and Accessories**, creating a fashion extravaganza for the style conscious men in the city - **Tee-shirts starting from Rs 499, Formal shirts starting from Rs 899, Casual shirts starting from Rs 999, Chinos from Rs 999 and Denim starting from Rs 1099**. The vast collection of irresistible styles for all occasions at an accessible price point will allow Peter England to reach an expanded cohort of customers.

The extensive interiors of the concept store reflect the brand's British heritage and bring to life images and elements from London city life bringing textural experience to a retail environment

Peter England which is the largest selling international menswear brand in the country has constantly innovated itself to suit changing consumer needs. Addressing the fashion prerequisites of the city's stylish gentry, the brand new store in Koramangala will showcase the season's latest offerings with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, the assortment will range from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range which is a highly eclectic line will have a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The assorted collection of ties, pocket

squares, leather belts, wallets and footwear will assert a distinctive and prominent style statement. The finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand will ensure highest comfort and great fit to the wearer.

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 800+ exclusive stores, 2000+ Multi-brand outlets and across 400+ towns. The brand also holds a strong e-commerce presence. The newest retail offering from the brand called Men's Obsession Store is a large format store which houses over 2000+ unique designs at an unmatched value. The vast collection of latest fashion trend meant for every occasion allows the brand to reach an expanded cohort of customers. 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 from an attractive price of Rs 999. A quintessential British brand, 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 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 all special occasions. With a strong foothold in formal and casual menswear segments Peter England offers great fashion for young men at an attainable price point. The brand's formal wear range combines high fashion, impeccable fits along with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, easy care fabric and travel friendly features the line ranges from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range is a highly eclectic line with a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The 'Elite' line from the brand brings together premium formal wear with emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, leather belts, wallets and footwear asserts a distinctive and prominent style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand ensures highest comfort and great fit to the wearer.

About Aditya Birla Fashion and Retail Limited:

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