

FOREVER 21



Forever 21 unveils its all-new flagship store at DLF Avenue, Saket in South Delhi

New Delhi, 23rd January, 2021: Forever 21, India's most loved, international fast fashion brand from Los Angeles, California, licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries, unveils its new flagship store at the new location at DLF Avenue (erstwhile DLF Place, Saket) in South Delhi, on 24th January 2021 (Sunday). This all-new Forever 21 store houses the edgiest and up-to-date trends, to make you feel fashionable and trendy this season.

Spread across Ground and First Floor, at DLF Avenue Mall, the new Forever 21 store offers an exciting shopping experience with the latest collection across clothing, footwear and accessories for both men and women. Forever 21's Spring/Resort 2021 collections at the store include Pretty Cool, Sunshine Shack, Sweethearts Ball and Powder Puff Plus items, alongside flagship products such as Leafy ditsy, Variegated stripes, Micro dots, crisp maritime plaids, Romantic roses and Lovely lace apparel. The store also features a series of collections styled for Men.

In terms of experimental fashion, the store presents trending styles such as Graphic fleece, Cargo, Flounced peplum, modern peasant top, fitted dresses, Berets, Super crop, corsets, cropped jacket, flares etc. The store is also launching an exclusive POP collection "Forever Legends", which pays tribute to and celebrates the iconic styles of Elvis Presley and Marilyn Monroe.

Speaking on the launch, Mr. Rahul Jhamb, Business Head (India), Forever 21 said, "With great excitement and renewed hope for 2021, we are happy to unveil our all-new flagship Forever 21 store at Delhi's latest landmark for shopping, dining and culture, DLF Avenue, Saket. We are eager to bring back the newest runway and catwalk trends, from Los Angeles to the fashionable Millennials/Gen Z minded Indians at the hallmark 'sweet-prices' of Forever 21. We wish to keep up with the fashion setting for our customer's requirements in Delhi, including the current global requirement of comfort clothing. We are glad to open Forever 21 at the most fashionably curated address, DLF Avenue in the heart of South Delhi. In this renewed journey, we look forward to connecting with our valued customers with whom we shared a special relationship with the brand."

The store will open on 24th of January (Sunday) and the First 100 shoppers will get Rs. 500 off on shopping of any bill value.

Shoppers can avail up to Rs 500 off on shopping of Rs.2999 & above and up to Rs. 1000 off on shopping of Rs.4999 & above at the store.

The store is also hosting an exclusive SALE of UPTO 70% off on select styles from 24th -31st of Jan, 2021.

About Forever 21:

Forever 21, Inc., headquartered in Los Angeles, California, is a fashion retailer of women's, men's and kids clothing and accessories and is known for offering the hottest, most current fashion trends at a great value to consumers. This model operates by keeping the store exciting with new merchandise brought in daily. Founded in 1984, Forever 21 operates more than 550 stores in 27 countries around the world.

For more information, visit www.forever21.in

Follow Forever 21 on Instagram- @forever21_in or Facebook- @Forever21IN

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The 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 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 includes - **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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