



PRESS RELEASE

Aditya Birla Fashion and Retail Ltd Brings Fred Perry to India

The brand is all set to step into the Indian fashion corridor with its first Exclusive Brand Outlet at DLF Promenade Mall, Delhi

Delhi, January 2020: Aditya Birla Fashion and Retail Ltd (ABFRL) brings British heritage brand Fred Perry to India. Fred Perry is known for its sport and subculture connections enters India with its first stand alone store in the country at DLF Promenade shopping mall, New Delhi. Fred Perry was the son of a Stockport cotton spinner, who went on to become World Table Tennis Champion at 19, before switching to lawn tennis and winning Wimbledon three times with a killer forehand.

Befitting its iconic shirt and perfectly telling the brand's story, the 1100 sq. ft. New Delhi store has a wall of Fred Perry Shirts in Perspex boxes, displaying both iconic and seasonal color ways. The brand's ubiquitous logo – the Laurel Wreath – stands proudly, illuminated in gold at the back of the shop.

The store will also stock a range of the brand's most iconic products, as well as a select latest collections and collaborations.

Commenting on the launch of Fred Perry in India Amit Pande, Aditya Birla Fashion and Retail Ltd. said, "*Fred Perry the brand has always been synonymous with timeless heritage and iconic sophistication. The brand has long been recognized and embraced by the discerning Indian and we are delighted we are bringing Fred Perry to the country. Building on the brand's continued global expansion, the store in India extends Fred Perry's efforts to strengthen its presence in Asia and continues to deliver retail experiences that embody Fred Perry's world of culture, lifestyle and philosophy to consumers around the globe.*"

India has the fastest growing youth market in the world with a large and rapidly growing segment of upwardly mobile consumers, who are driving demand for brands having international aesthetics and style. However there seems to be a paucity of choices when it comes to athleisure which is casual enough for the day and smart enough to wear all night. Enter Fred Perry, a global brand which has inspired a generation of tennis players, rebels, musicians, film-makers and full-circle back to sports stars. The Fred Perry Shirt had become part of the British subcultural uniform, adopted by many for being casual enough for the day and smart enough to wear all night. The brand has become synonymous with music and subculture ever since.

Fred Perry is located at: Store no. 108, Ground Floor DLF Promenade Mall, No.3 Nelson Mandela Road, Vasant Kunj, Delhi, 110070, India.



About Fred Perry

Founded by triple-Wimbledon champion, Fred Perry in 1952, the British heritage brand Fred Perry is known for its sport and subculture connections. It is one of the largest brands of both sportswear and casualwear worldwide and is the shirt of choice of several distinctive groups since the 60's and 70's.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd.:

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 18000+ multi-brand outlets and 5000+ 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 Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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