

Louis Philippe, Premium Menswear Brand, Opens New Store in Bhubaneswar

Bhubaneswar, February 15, 2020: Louis Philippe India's leading premium, international super brand for menswear clothing, has launched a magnificent new shopping destination in Bhubaneswar, Orissa. Louis Philippe was brought to India by Aditya Birla Group in 1989. Ever since the brand forayed into Indian market, it has revolutionized the classic & contemporary clothing fashion owing to their precision in craftsmanship. The newly launched Louis Philippe store is located at Ground Floor, Utkal Galleria Mall, Kalpana Road, Bhubaneswar and spread across more 1200 sq. ft. The brand now has 7 stores in the state of Orissa.

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said *"We are excited to expand our footprint in the state of Odisha by launching the third outlet in Bhubaneswar. Augmenting consumer demand in the city and the progress of the retail sector makes this launch a significant achievement for us and underlines the importance of the city for Louis Philippe. We aim to exceed customer expectations and enhance their experience at our store by offering excellent quality, superior craftsmanship and an unparalleled retail experience. The store will put up a vast ensemble of premium fashion trends for every occasion."*

Louis Philippe is a leader in the premium menswear segment in India. The brand has constantly innovated itself to suit changing consumer needs and offers a range of **formals, semi-formals, custom-made clothing** and **accessories**. Addressing the fashion prerequisites of style-conscious men, the new store in Kakinada boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses the season's latest offering that includes collections such as **Permapress, The Finest Wrinkle Free**, the timeless **Gods and Kings Range**, the superior and the exclusive **Luxury Wedding, LP Luxor** and the highly performance driven **Athwork Line**. Indulging to the needs of the discerning gentleman, Louis Philippe store also delivers latest styles from **LP Sports** and **LP Jeans** to lend a sharp style and finesse to men's wardrobe.

Address: Louis Philippe, Ground Floor, Utkal Galleria Mall, Kalpana Road, Bhubaneswar, Orissa-753002

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's



finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

About Aditya Birla Fashion & 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 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