

Style Up Leading Family Shopping Destination Launches Its Second Store in West Bengal at Durgapur

A complete new family shopping destination spread over 5600 sq. ft. will house over 4000+ designs

Durgapur, January 29, 2020: STYLE UP, the newest family shopping destination from Aditya Birla Fashion and Retail Ltd. launches its **second** outlet in West Bengal at **Durgapur** with its exclusive **collection** which features a diverse range of menswear, womenswear, kidswear, footwear and accessories. In the womenswear category the outlet will boast of **ready to wear gowns, kurtis and stylish accessories**. The fashion-conscious men folk can select from an **array of kurtas, denims, t-shirts and formal wears along with stylish footwear**. In addition, the store will have an exciting range of **garments for mini fashionistas**. Overall the store will boast of a vast ensemble of **30,000 products in distinct designs and multiple sizes priced at an attractive price point**

Spread across a sprawling **5600 sq. ft.**, the new store on **1st & 2nd Floor of Junction Mall at Durgapur** promises to be a shopping extravaganza for the entire family boasting of great quality stylish products at an unmatched value. With **over 4000 styles** to choose from the vibrant range from the brand will complement the looks and styles of fashion forward shoppers in the city.

Speaking on the occasion, **Mr. Prasoon Mukharji, Vice President, Style Up** said, *“A prodigious response from our existing outlets has motivated us to further our reach & accessibility and continue catering to the fashion-conscious consumers, establishing a positive prospect for value retail chains. The launch of our 2nd store in West Bengal at Durgapur will add up to make a total of 20 Style Up outlets offering ethnic and western apparel and accessories for men, women and children throughout the country. Durgapur is a vital market for us, and we plan to reach to the masses in small cities and address the needs of our patrons by offering the latest fashion and an international shopping experience.”*

The logo for 'STYLE UP' is displayed in a bold, red, sans-serif font. The letters are slightly shadowed, giving them a three-dimensional appearance. The text is set against a bright yellow rectangular background.

About Style Up:

Style Up is the newest family store for lifestyle and fashion from Aditya Birla Fashion and Retail Ltd with a focus on Tier 2 and Tier 3 cities housing an array of smart fashion in the form of menswear, womenswear, kidswear, footwear and stylish accessories.

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.

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