

FOREVER 21



Siddhant Chaturvedi unveils Forever 21's second store in Hyderabad

~The brand launches its second store in the city after celebrating the success of its first store~

March 16th 2019, Hyderabad, Telengana: Forever 21 India launched its **second store** in **Hyderabad** at the **Inorbit Mall**, along with Bollywood's rising star **Siddhant Chaturvedi** (who played MC Sher's character in "Gullyboy"). Following the success of its first store at the Forum Sujana Mall, the new store offers a complete new range of fashionable wardrobe along with the **exclusive Kendall and Kylie collection**.

The Inorbit mall store comes equipped with elegant interiors and a wide collection of the chic merchandise inspired by international trends and designs, making this store truly a shoppers' paradise!

Spring 2019 brings with it an exciting array of fresh concepts. **Pop & Play** introduces an abundance of stripes, color blocking & sporty graphics all in a range of primary colors. **Palm Beach**, gives a FRESH 80's inspired look at what's to come with retro prints and graphics paired back to vintage denim. Falling overboard with **Port Bleu**, highlighting longline silhouettes, elevated prints, and clean denim with pops of bold color to keep things interesting, the season never looked sassier. With **Ground Force**, featuring updated camouflage, utility and cargo styles, athletic silhouettes with graphic prints and typography and **Sunset collection** featuring prints with varied shapes, lines and colors, one, for sure, will not go home empty handed. Don't forget to add a little bit of drama into your wardrobe from the wide range of apparels and accessories designed by the Jenner sisters themselves, exclusively available at select Forever 21 stores and at www.Forever21.in.

Speaking about the launch, **Mr. Rahul Jhamb, Business head-Forever 21** said, *"Since our first store launch at Forum Mall Hyderabad, our experience has been fantastic and the growing patronage of the customers has encouraged us to partner with Inorbit Mall in Hyderabad. While our first store is getting a complete new makeover, with our second store in Hyderabad, we hope to make our merchandise easily accessible to more shoppers and hope to see the collection positively impact and influence the fashion community at Hyderabad."*

To celebrate the brand's second store launch at Inorbit Mall, Forever 21 India has introduced a range of exciting offers:

- **Queue up from 2.00 PM to stand a chance to be amongst the first 100 customers to get free shopping worth Rs. 1500 . The next 100 to get shopping worth Rs.1000 absolutely free**
- **From 17th March onwards, get F21 branded earphones on a shopping of Rs.2500 and above**
- **Get an assured weekend getaway on a shopping of Rs.8000 and above**

Store location: INORBIT Mall, Hyderabad.

About Forever 21

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was re-named as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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