



## **Style Up Leading Family Shopping Destination Launches Its First Store in Supaul** **On the Occasion of Chhat Festival the Brand will Unveil Its Latest Festive Collection and 4000+ Shopping Options**

**Supaul, October 2019:** STYLE UP, the newest family shopping destination from Aditya Birla Fashion and Retail Ltd. launches its **first** outlet in **Supaul, Bihar** with Its exclusive **Festive Collection** which features a diverse range of menswear, womenswear and kidswear. In the womenswear category the outlet will boast of **ready to wear gowns, embellished kurtis, stylish accessories.** The fashion conscious men folk can select from an **array of designer kurtas, sherwanis and traditional footwear.** Not only this, the maiden store will have an exciting range of **festive garments for mini fashionistas.** . Overall the store will boast of a vast ensemble of **50,000 products in in distinct designs and multiple sizes priced at an attractive price point**

Spread across a sprawling **6500 sq ft.**, the new store at **Thakur Complex, Supaul** 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 displays the rich celebratory spirit and 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, “With the launch of our 9<sup>th</sup> store in the state of Bihar, Style Up aims to cater to the fashion needs of families through a varied range of clothing for all occasions. This is an important market for us and after getting a phenomenal response from our existing outlets, we are proud to launch our first family fashion store in Supaul. We intend to cater to the consumers who are increasingly becoming fashion conscious and thus creating an advantageous opportunity for value retail chains. We intend to address the needs of our patrons by offering the latest fashion and an international shopping experience.



He further adds “Our **Festive collection** is infused with latest styles, bold, vivid colours, and has something for everyone as we would like our customers to look their festive-best this Chatt”

**Store Address: Thakur Complex, Station Road, Supal**

**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 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 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 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:**

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