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Aditya Birla to bring London-based Simon Carter brand to India

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NEW DELHI: Aditya Birla Fashion and Retail Ltd today said it has signed an exclusive deal to bring London-based designer brand Simon Carter to India.

"This deal was part of our strategic intent to grow our international portfolio and this new relationship with Simon Carter will bring London's high fashion to the Indian market ," Aditya Birla Group Business Head, Apparel & Retail Business Pranab Barua said in a statement.

The company plans to launch Simon Carter exclusive stores across the three top metros of Mumbai, Delhi and Bengaluru, he added.

"The brand will offer complete ensemble solutions ranging from formal wear to casual wear," Barua said. Carter said: "We have worked together for a number of years and they are perfectly placed to use their expertise and resources to bring my brand to the Indian customer."

Simon Carter, who began his career in 1985 with a wholesale business, retails his collections in 40 countries around the world, including Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia.

Formerly known as Pantaloons Fashion & Retail Ltd, ABFRL has a portfolio of brands spans from luxury to super premium, premium, sub-premium to fast fashion segments. It has over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.