

Aditya Birla Fashion, Retail signs deal with 'Simon Carter'

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New Delhi, May 13 (ANI-NewsVoir): India's largest apparel and retail company 'Aditya Birla Fashion and Retail Limited' (formerly known as Pantaloons Fashion and Retail Limited) (ABFRL) has signed an exclusive deal to bring the Simon Carter designer wear brand into the country.

Simon Carter is a London-based designer brand with a quirky English [touch](#) , soon to make its debut in the country in collaboration with ABFRL.

Simon Carter began his career in 1985 with a wholesale business, going on to open his first store in London's famous Regents St.

The visionary man with a penchant for revolutionizing the men's fashion industry and with an acute business sense was recently named the 'Most stylish Man of the Year 2015', while the brand was named the 'Menswear Brand of the Year 2013', among other accolades.

Simon Carter holds the distinction of being the most successful international designer with seven standalone designer brand stores in some of the most posh locales in the UK. His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 40 countries around the world including Liberty, [Bloomingdales](#) USA, Seibu Japan, [Brown Thomas](#) Ireland, and [David Jones](#) Australia.

In the 30th anniversary of its business, Simon Carter will now be available to consumers in India as well, in an exclusive partnership with ABFRL.

"We are delighted to join hands with Simon Carter. 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](#) ," said Business Head Apparel and Retail Business, [Aditya Birla](#) Group, Pranab Barua.

"We plan to launch Simon Carter exclusive stores across the three top metros of Mumbai, Delhi and Bangalore. The brand will offer complete ensemble solutions ranging from formal wear to casual wear that will excite the most discerning Indian consumers," Pranab added.

Carter's products are known for their British wit, which incorporate a light-hearted side to every facet of the brands offerings, ranging from merchandise to store design and store staff; everything [sports](#) a personalized touch.

ABFRL's portfolio of brands spans from luxury to super premium, premium, sub-premium to fast fashion segments. The addition of Simon Carter's new international designer brand will add richness to ABFRL's super premium brand collection giving its discerning customers a true taste of high fashion. (ANI-NewsVoir)