

## Peter England unveils new premium brand in India

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*~ Peter England Elite showcases its premium collection ~*

Peter England, the largest selling shirt brand in the country, today announced its foray in the premium segment. Peter England Elite, the premium brand seeks to capture a new audience.

Peter England, in a strategic move to increase its market share, launched 'Peter England Elite' targeted at young and successful professionals who have achieved success early in life.

Peter England Elite offers a premium and internationally styled collection with its exciting range of shirts and trousers designed with the finest quality of fabrics, contemporary cuts with superb fits and soft and bold colours that brings in freshness.

Speaking on the launch of the new brand, Mr. Vikram Rao, Director, Aditya Birla Management Corporation and Business Head, Textiles and Apparel Business, Aditya Birla Nuvo said, "Peter England has a proven track record for creating new success stories. With the launch of Peter England Elite, we believe this strategic move will take the brand to a new high. As part of our strategy, we will offer premium quality, internationally styled garments that meets with the growing consumer's demands."

The exclusive collection of Peter England Elite is targeted at the mid and premium audience who are young office-goers and dynamic entrepreneurs who are high on ambition, attitude and spirit. The Peter England Elite consumer has an assured sense of self confidence and works with ease and success despite the fact that he is unassuming and unpretentious. He believes in himself and is proud to be who he is.

The garment's style and design is contemporary, drawing inspiration from European designs while blending them with the Indian sensibilities. The shirts are made from 100 per cent high-end cotton while trousers are offered in poly viscose, poly wool modal and 100 per cent wool.

Mr. Alopek Malik, President, Peter England Fashions & Retail Ltd. says, "Soaring ambitions of young professionals today create a desire to look and feel good. This innate requirement is symbolic of what Peter England Elite stands for and what the brand promises to offer. Peter England Elite is a toast to the young consumer's progression in life".

The newly launched Peter England Elite is re-engineered to make the wardrobe more appealing and exciting to the younger audience who prefer the slimmer silhouette look as well as a nice snug fit. Contemporary cuts and fits for the

shirts and trousers have been refined to give the consumers not only comfort but style to complement his personality.

The brand has introduced various innovations such as

- Detachable collar bones in shirts
- Double fused skin and patch on collar for a clean roll with high-end interlining in shirts, lined waist bands and piped in-seams for trousers
- The main label on the shirt is double-folded to avoid harsh edges  
Buttons are shanked for ease of buttoning
- Packing of shirts is simpler with the exclusion of pins

The premium wear shirt range starts from Rs. 995 to Rs. 1195, while trousers start from Rs. 1096 to Rs.1395. Peter England Elite will be available at Peter England flagship stores as well as select multi-brand outlets and franchisee stores across the country. Peter England Elite is being launched in two metros — Delhi and Mumbai and mini metros — Bangalore, Pune and Nagpur. The brand plans to cover its distribution network throughout the country very shortly