

Peter England dresses up the Chennai Super Kings as their formal wear sponsors

29 April 2008

As the formal wear sponsor, Peter England today showcased a special collection by its premium brand Peter England Elite, for the IPL's Chennai Super Kings at the ITC Park Sheraton.

Commenting on the partnership, Mr. Alope Malik, President, Peter England Fashions & Retail Limited, said, "The premium and internationally styled collection Peter England Elite is a step forward to keep pace with our growing customer base who are constantly looking at re-inventing their wardrobe. This special collection created by Peter England Elite for the Chennai Super Kings is not just a toast to them but also to the young consumer's progression in life."

Talking on the occasion, Mr. Kedar Apshankar, COO, Peter England, said, "Peter England Elite is engineered to make the wardrobe more appealing and exciting to the younger audience, who prefer slimmer silhouettes and a nice snug fit. On our eleventh anniversary, we are pleased to have partnered with the formidable 11 of the Chennai Super Kings, who are raring to go not just on the field but off it as well!"

The unique fashion show saw cricketing stars like Mahendra Singh Dhoni, Mathew Hayden, Murlidharan, Michael Hussey, Stephen Fleming, Jacob Oram, Parthiv Patel, Suresh Raina and L Balaji, amongst others, take to the ramp with much ease and panache.

Quizzing the Chennai Super Kings was none other than the Chennai heart throb, Madhavan, who didn't let the ramp scorchers go easy and fired a rapid round of 11 questions to each one of them.

The Peter England Elite Formal Collection comprises an exciting range of shirts and trousers designed with the finest quality of fabrics, contemporary cuts with superb fits and soft and bold colours that bring in freshness. The Peter England Elite crafted special range for the Chennai Super Kings will be available at Peter England Flagship stores shortly.

Peter England's Elite exclusive collection for IPL's Chennai Super Kings

Peter England Elite formal collection

The Peter England Elite formal collection is premium and classy. Styled from some of the finest fabrics such as Terele Rayon, these garments are light weight, soft and comfortable. The shirts made from 100 per cent cotton and are self structured. Make a statement with Peter England Elite formal wear.

Peter England Elite Summer Collection

The Peter England Elite informal collection has been designed keeping

summer in mind, light and pastel colours rule this collection. Style yourself in brown informal blazers with cotton trousers in shades of light grey stone with light blue shirt, giving you a breezy look. Informal, yet impeccable in style.

Peter England Elite evening collection

Peter England Elite evening collection has been designed keeping in mind the spirited you! Stand out in the crowd with the newly designed evening collection, which has a unique mix of colours in rich shades of navy, burgundy, purple and cherry red. A must wear for your evenings out.

The Peter England Elite Collection is available in select exclusive stores across the country.