

## Louis Philippe sets foot in Thrissur, Kerala

30 August 2013

*~ The plush new store with a contemporary & international layout now gives the city a taste of fashion retailing like never seen before ~*

**Thrissur:** Louis Philippe, the identity of the stylish and astute Indian gentleman announces the launch of a brand new store at Thrissur, Kerala. The expansive 4,000 square feet store has an elegant, contemporary feel and offers a curated selection of apparel from Louis Philippe, LP Sport and Luxure range. This store marks the brand's entry into the city, the 8th store in Kerala and the 166th store in the country.



Over the years, Louis Philippe has become successfully synonymous with the best in mens fashion and lifestyle across the country by offering customers abundant options in the formal wear space, sports category and luxe range. Louis Philippe is spread over 55 cities across the country and operates through more than 160 exclusive stores. This new store aims to bring to Thrissur, an unmatched luxury shopping experience with the latest collection in store.

The collection is a combination of four different story inspirations from the wilderness of Peru, streets of San Francisco, Scottish Valleys and the Circuit of the Americas to deliver a comprehensively stylish range of clothing.

Speaking about the launch, **Mr. Jacob John, Brand Head, Louis Philippe**, said *"Our footprint in Thrissur marks a new milestone in our successful retail landscape in India and we are happy to extend the Louis Philippe experience here. It makes us proud to bring this luxury shopping culture, probably something that they've not had before, to our customers. We have a notable loyal fan base in Kerala who trust the brand and this has inspired us to build this destination for them. On a happier note, we are tying in the launch of this store with Onam festivities in Kerala"*.



So come be a part of the celebration as Louis Philippe ushers in a new wave of class meets panache in the wonderful city of Thrissur.

### **Store Address:**

Louis Philippe,  
Jaya Palace,

Round South (Swaraj Round)

Thrissur

### **About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognizance of the evolution of the Indian Gentleman and so also his preferences, the brand has constantly innovated and modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

**Website** - <http://www.louisphilippe.com/>

**E-Magazine:** [www.thelabel.in](http://www.thelabel.in).

**Facebook** - <http://www.facebook.com/HouseOfLouisPhilippe?fref=ts>

**Twitter** - @LPLouisPhilippe