

Louis Philippe unveils its first exclusive store in Aizawl

10 May 2013

~ looks to expand its eastern market ~

Aizawl: Louis Philippe, the identity of the stylish and astute Indian gentleman launched a brand new store at Zarkawt, Aizawl. The brand new store was inaugurated by chief guest Pu Lal Thanzara, Honourable Parliamentary Secretary (CMO), Government of Mizoram. The range of products on offer is a delight for the experimentative and fashionably discerned populace of the city. Choose from a delectable assortment of men's apparel and accessories ranging from ceremonial and corporate suits, blazers, shoes etc. Engage your fashion senses as Louis Philippe enthalls with its classy and exclusive offerings.



Since its foray into the Indian market in 1989, Louis Philippe has successfully established itself as the premium menswear brand in the country. The brand has been on an aggressive expansion spree and the success story continues with the brand launching its latest flagship store in Aizawl which is definitely a milestone in the city's fashion culture.

Speaking on the new launch, Mr. Jacob John, brand head, Louis Philippe, said: "Louis Philippe is expanding and reaching out to consumers at a fast pace. The growth of the retail sector, supported by experimentative and brand conscious consumers makes Aizawl an exciting market for a brand like Louis Philippe. We aim to strengthen our commitment to our consumers by providing the best what Louis Philippe has to offer while keeping the consumer sentiments in mind."

The latest addition shows the importance of the North Eastern region in the brand's distribution strategy. The brand has also been on an aggressive expansion spree and aims to increase its presence by opening more stores and with focus shifting to non-metro markets. The story continues with the brand launching its latest flagship store in Aizawl which is definitely a milestone in the city's fashion culture.

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 Aizawl.

Store Address:

Louis Philippe,
Rinsanga, IAS Building,
Zarkawt, Aizawl,
Mizoram-796007

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 cognisance 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: www.louisphilippe.com

E-Magazine: www.thelabel.in.

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

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