

Louis Philippe unveils its flagship store in Chandigarh

25 April 2013

~ Fashion for every occasion ~

Chandigarh: Louis Philippe, the identity of the stylish and astute Indian gentleman, launched a brand new store in Elante Mall, Chandigarh. Located in a prime area of the city, the new Louis Philippe store in Chandigarh is spaciouly spread over 2,800 sq ft. 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 enthralls 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 Chandigarh which is definitely a milestone in the city's fashion culture.

Mr. Jacob John, brand head, Louis Philippe, who inaugurated the new store, 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 Chandigarh an exciting market for a brand like Louis Philippe. We aim to strengthen our commitment to our consumers by providing the best of what Louis Philippe has to offer while keeping the consumer sentiments in mind."

To celebrate the launch, Louis Philippe hosted an exclusive Red Carpet event at the store for the members of Louis Philippe relationship programme, 'The Upper Crest'. Members were pampered over wine and cheese while the Louis Philippe team discussed the latest trends in fashion.

Store Address:

Louis Philippe,
Shop# 138,
Plot No.178 - 178A, Industrial & Business Park, Phase - I,
Chandigarh – 160002

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

E-Magazine: www.thelabel.in.

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

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