

Peter England launches Peter England Generation – A brand new retail identity

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~ A unique retailing store that targets the life cycle of an entire generation ~

Bangalore: Peter England, India's most loved menswear brand, launches Peter England (PE) Generation. PE Generation is its brand new retail identity, a unique concept store that helps the young professional progress through the first decade of his professional life.

The first Peter England Generation will be opened on 100 ft. road, Indira Nagar, Bangalore on the 20th of December. A first-of-its-kind-retailing concept, this store helps the young professional journey through the four key life stages in the first decade with apparel that is designed to take care of his needs at each of these life stages.



Since its launch in India, Peter England has been the most trusted brand for the young Indian who is entering his work life. Though its efforts in terms of product development and marketing activities have been centred on the early entrant, it has attracted people from across age groups as well. Research conducted over years underlined our belief that it's not just people in their early and mid-20s, but even from younger and older age groups like late 20s and early 30s constituted our loyal consumer base.



An understanding of the aspirations and needs of these four life stages led to the launch of Peter England Generation. A brand that has been the mentor and guide to its consumers for years gets ready to partner with today's young generation in their journey towards a great future, with this store. Designed by internationally renowned retail designers Dalziel & Pow, this store that spreads across 7,500 sq. ft. reflects the journey of today's generation from the first life stage to the fourth in an endearing manner across three floors. It depicts the worlds of each stage with visual identities appealing to each group in their tonality, attitude, colours, props and last but not the least - the

unique product offerings.

The new retail identity showcases four distinct yet homogeneous segments, where the consumer's needs and expectations from apparel changed through each life stage, along with the tipping points triggering the transition from one stage to another.

- **Late university segment** – The first level in the store hosts the merchandise for the young and just after college consumer. These consumers strictly follow what's in trend, versatile, straddle occasions and look to maximise price benefit. It's definite that this consumer segment wants to be unique and tries creating own look. Therefore, the first floor showcases casual and party wear.

- **The early jobber segment** – The second floor welcomes the new professional who is reining in, entering unfamiliar territory who portrays professionalism, still learning the codes to not seem like a novice. In sync with the qualities of the early jobber, the second floor displays the formal wear.
- **The age of marriage segment** – This stage of the consumers' life is well co-ordinated with the setting in the third floor of the store. High on anticipation, preparation for the next life stage, to showcase eligibility, personality enhancement plays a key role to this eligible groom. The third floor has formal wear, party wear and wedding wear to cater to the needs of this consumer.

About Peter England

Peter England is the largest menswear brand in India with eight million garments sold every year. First launched by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price shirt segment in 1997, the company acquired the world rights for the brand in 2000. With offerings in the mid-priced value for money range, Peter England brings formal wear for young men in the early years of their career. The product assortment includes shirts, trousers, suits, blazers and accessories for 'everyday' and 'special' occasions.