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Aditya Birla to open 30 American Eagle stores

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Bengaluru: Aditya Birla Fashion & Retail (ABFRL) will open about 30 stores of American Eagle Outfitters, the US fashion brand popular with the youth for its jeans, and will look to build it into one of its top three international brands, a company executive said.

ABFRL, which got the rights to set up the brand's both online and offline presence in India last year, is steadily building its international brands portfolio to compete better in the country's changing landscape of fashion and lifestyle. The segment has been moulded by fast fashion retailers such as Zara and Sweden's H&M.

ABFRL's other international brands, a business set up about two years ago, include Forever 21, Ralph Lauren, Ted Baker, Simon Carter and Hackett London.

"The plan is to open a store a month and be present in the five major cities of Delhi, Mumbai, Bengaluru, Hyderabad and Chennai in

Myntra opens Roadster Go store in B'luru with 30-second checkout tech

Myntra launched a second offline store for its private brand-- Roadster as the e-tailer strengthens its offline presence. Called Roadster Go-- the outlet which opened in Bengaluru Thursday uses functional technology to create a seamless experience for customers, said Ananth Narayanan, CEO, Myntra. A casual clothing brand, Roadster claims a gross merchandise value or GMV of \$100 million making it the strongest among the company's private label portfolio. "Shoppers will be able to pick up products without any assistance, discover their real time online price, as well as do a self-checkout in 30 seconds with technologies like 100% RFID (radio-frequency identification)," Narayanan said. TNN

the next six months," ABFRL's president for international business Sathyajit Radhakrishnan said.

American Eagle competes with jeans brands including Levi's, Wrangler and Pepe. The company is targeting revenue of close to Rs 200 crore annually from the 30 stores, once all become operational.

Forever 21 has been a drag and the company is downsizing operations by closing or resizing stores.

ABFRL was set up three

years ago by merging Madu- ra Fashion, Pantaloons Fashion & Retail and Madu- ra Garments Lifestyle Retail. The retail arm owns brands including Louis Philippe, Van Heusen, Allen Solly and Pantaloons department stores. American Eagle operates stores in the United States, Canada, Mexico, Hong Kong, and China. As of February 3, it operated 933 company-owned stores and 214 licensed ones across Asia, Europe, India, Latin America and Middle East.