

It's a grand 'Colour Affaire' this season!

14 May 2014

~ Be a part of Planet Fashion's colour revolution ~



Over the last few seasons, consumer preferences in colour have shifted from regular blues and blacks to bright reds and yellows. This can be seen across lifestyle segments, from wall paint and bikes and cars to electronic gadgets and apparels and accessories.

When it comes to buying apparel, there has been a prominent change in the market as many have moved away from dull formals towards vibrant and sporty looks. Demand for brightly coloured trousers has gone up; plain traditional t-shirts now feature loud badges; traditional woolen sweaters have given way to trendy jackets; and at the workplace too, people are no longer seen in dreary formal wear.

This summer, Planet Fashion presents 'Colour Affaire', a handpicked selection of bright summer colours from the finest brands that resonates with this trend. Today, Madura Fashion & Lifestyle's apparel-retailing arm of the company, Planet Fashion, houses leading in-house brands such as Louis Philippe, Van Heusen, Peter England, and Allen Solly. This season Planet Fashion comes alive with colours with an exhaustive range of shirts, trousers, knits, suits and accessories along with a wide and varied choice for customers who desire stylish merchandise that is different from regular formal wear.

According to Mr. G. S. Rajesh, Brand Head, Planet Fashion, "We offer the best range across formal, semi-formal and casual occasions. This season, Monotone is passé. Be bold, be bright and be seen! – that's the mood of the moment. And that's what we've captured in our collection this season. We invite you to come alive in a flurry of energetic colours with our Spring Summer Collection 2014. It will brighten up your wardrobe as much as it will brighten up your day."

Sporty t-shirts, vibrant shirts, trendy jackets and colourful chinos are the essence of this collection that extends across work, casual and evening wear. We encourage you (and hope to inspire you!) to experiment with colour and be a part of this grand 'colour affaire'.

Starting prices of the garments are as follows:

T-Shirts: From Rs.899 – Rs. 1,899

Shirts: From Rs. 1,699 – Rs.3,499

Trousers: From Rs.1,799 – Rs.2,799

About Planet Fashion

What started as a vision of providing a unique shopping experience to delight its customers, culminated in the inception of Planet Fashion from Madura Fashion & Lifestyle in 2001.

Today, Planet Fashion is a multi-brand store that addresses the fashion needs of the quintessential Indian man. With premium brands that are synonymous with discerning taste and world-class quality, Planet Fashion promises style, elegance and a touch of class to the fashion conscious male. With 200 stores across 120 towns, Planet Fashion offers the complete gamut of menswear, accessories and much more.



Planet Fashion is the largest chain of stores of its kind in the country. Today, it stands as a menswear destination which gives a complete wardrobe solution for all possible occasions, across price points, with the best brands in each category. Planet Fashion stores have an edge due to prime locations, good shopping ambience and excellent customer service – the ideal shopping address for men. In its pursuit of providing complete wardrobe solution to the consumers, Planet Fashion continues to innovate and foray into novel areas.