

Experience 35 different hues for the first time in men's formal wear with Peter England's '35 shades of 2015'

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~ Peter England launches '35 shades of 2015', ushering 'The Year of Possibilities' ~

As a salute to the year of possibilities, Peter England has launched the '35 colours of 2015' collection. The launch of this collection, on the 1st of January, was dedicated to mark the beginning of 2015 across all stores in the country.

Signifying colourful opportunities and possibilities that lie ahead of everyone at the onset of a new year, the collection comprises 100 per cent cotton shirts in 35 different hues, in fine Chambray weave. The collection covers a stunning never before experienced 35 colours in men's formal wardrobe in hues. It is rich and vibrant as well as calm and comforting.

Moreover, what is so unique about this collection is that it can be worn for both formal and semi-formals occasions. For example, one can make an impressive statement by mixing it with Tiny Paisley Navy Tie, a classic Euro Fit Suit from Elite by Peter England and over Black Oxford Shoes for a more formal look or go for a more relaxed look with Tan Loafers and a pair of dark Oxygeans from Peter England as well.

According to Mr. Kedar Apshankar, COO, Peter England, "Staying true to the Peter England core values of substantive and impressive, we proudly launched this collection as a testimony to the year of possibilities — 2015. We are also the first brand to achieve this incredible feat in the men's formal wear segment, which is quite exciting."

According to Mr. Nidhi Raj, Creative Director – Design & VM, Peter England, "These perfectly created 35 hues along with the impeccably crafted formal shirts is the best way to welcome your new year. The best part of this range is that the hues are carefully created so that each shirt can create various looks, depending upon how you style them."

"Through this collection we wish to convey that may this year be full of colour and filled with newer opportunities for each one of us! No matter how you're feeling today, we've got a colour for you to pick," he went on to add.

These shirts are certainly a leap in the men's formal fashion wear, with their smart fits and styling, adding to their vibrant self.

The '35 colours of 2015' collection is available across all stores in the country and the price range starts from Rs.1,399 onwards.

About Peter England

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2,000+ multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brands for seven consecutive years by the Economic Times Brand Equity survey. A brand with quintessential English origins and heritage, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in

2000. What began humbly as an honest shirt brand in 1997 in India today is a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.