

## Planet Fashion brings most admired menswear brands to Faridabad

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~ With the launch of new store Planet Fashion now present in 110 towns with 170 stores ~

**Faridabad:** Planet Fashion, a retail initiative of Madura Fashion & Lifestyle Retail Limited, part of the Aditya Birla Group launched its new showroom at Nehru Ground, NIT in Faridabad today. With a promise of providing a comprehensive wardrobe solution for brand conscious men, Planet Fashion retails India's leading brands including Louis Philippe, Van Heusen, Allen Solly, Peter England and Levi's, all under one roof.



The new showroom offers men with an exhaustive collection of shirts, trousers, knits, denims, suits and accessories across a wide price range. With 170 stores across over 110 towns, Planet Fashion is the largest chain of its kind in the country. Planet Fashion has this season introduced Colorband and Livelite, which are compilations of hand-picked merchandise across Louis Philippe, Van Heusen and Allen Solly. Livelite comprises fine linens and half sleeves, ideally suited for the sweltering summer heat, while Colorband brings together vibrant summer casuals, colorful t-shirts, sporty shirts and bottoms, which is the flavor of the season.

Speaking on the launch of the Faridabad store, Mr. G S Rajesh, Brand Head, Planet Fashion said: "Planet Fashion is one of the few chains in India that offers men a one-stop destination for all their apparel needs. Due to its proximity to the national capital, Faridabad is one of the fastest growing markets in this region. With such an assortment of leading brands, I am confident that our new store will create a new landmark for fashion enthusiasts in the city."

In addition to the wide variety of aspirational brands, customers in the store will also experience high-quality customer service. Planet Fashion's well trained store staff will assist customers with their buying decisions. Planet Fashion is the largest chain of stores of its kind in India, which has been successful not only in premium locations, but also in smaller towns such as Udupi, Kashipur and Shillong.

### **Store address:**

#### **Planet Fashion**

A 22 Nehru Ground, NIT

Faridabad 121001

Ph: 0129-4077703

### **About Planet Fashion:**

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 170+ stores across 110 towns, Planet Fashion offers the complete gamut of menswear, accessories and much, 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.

**About Madura Fashion and Lifestyle:**

Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd, is one of India's fastest growing branded apparel companies and a premium lifestyle player in the retail sector, recording a blistering growth rate of over 25 per cent year-on-year.

Established in 1988 by Madura Coats Limited, Madura Fashion & Lifestyle has its origins in the erstwhile Coats Viyella Plc, Europe's largest clothing supplier; it was acquired by Aditya Birla Nuvo, an Aditya Birla Group company in December 1999. This acquisition made Aditya Birla Nuvo the undisputed leader in the readymade menswear industry in India. Madura Fashion & Lifestyle reaches its discerning customers through an exclusive network comprising more than 1,300 stores, covering 1.5 million sq ft of retail space and is present in more than 2,000 premium multi-brand stores and 100 departmental stores.