

## Louis Philippe Unveils Its Second Exclusive Store In Indore

11 October 2014

**Indore** : Louis Philippe, the identity of the stylish and astute Indian gentleman, launched its second store in Indore. Since its foray into the Indian market in 1989, Louis Philippe has successfully established itself as the premium menswear brand in the country.

The brand has been on an aggressive expansion spree and the success story continues with the brand launching its flagship store in Indore, which is a milestone in the city's fashion culture. Spread over 2,800 sq ft, the newest store houses the entire range from the 'House of Louis Philippe'. The collection allows you to choose from a delectable assortment of men's apparel and accessories ranging from ceremonial and corporate suits, blazers, shoes etc.

Louis Philippe has also been quite aggressive in creating a strong presence all over the country. Apart from this being the second store in the city, fifth in Madhya Pradesh and 10th in Madhya Pradesh and Chhattisgarh, the brand has successfully expanded its exclusive store presence to cover Bhopal, Indore, Gwalior, Raipur, Bilaspur and Bhilai.

Speaking on the new launch, Mr. Jacob John, COO, Louis Philippe, said: "The growth of the retail sector, supported by consumers makes Indore an exciting market for a brand like Louis Philippe. As a premium men's wear brand, we strive to provide our customers with superior merchandise and an overall international shopping experience. We aim to strengthen our commitment to our consumers by providing them with the best of what Louis Philippe has to offer. We look forward to engaging our consumers fashion sense with the brand's classy and exclusive offerings."

The Louis Philippe mainline collection comprises formal/ semi-formal shirts, suits, trousers, T-shirts, footwear, accessories, etc and is available at a price range of Rs899 and upwards.

So come be a part of the celebration as Louis Philippe ushers in a new wave of class meets panache in the wonderful city of Indore.

Store Address: Louis Philippe, The Orchid 581/1, Opposite Indraprastha Tower, MG Road Indore, MP - 452001 Phone Number: 0731 4088119

### **About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of

the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.

#### **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. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashion wear and accessories within the country.

Established in 1988 by Madura Coats Limited, Madura Fashion & Lifestyle has its origins in the erstwhile Coats Viyella Plc, Europe's largest clothing supplier. In December 1999, Aditya Birla Nuvo, an Aditya Birla Group company, acquired Madura Fashion & Lifestyle to become the undisputed leader in the readymade menswear industry in India. In 2000, the company became a wholly-owned subsidiary of Aditya Birla Nuvo.