

## **Louis Philippe pays tribute to excellence with India's leading stalwarts in the show "In pursuit of excellence" with Vijay Amritraj**

*~ For Excellence is not gained easily. It is something you strive for with a journey that is more meaningful than the end ~*

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**Bangalore:** Louis Philippe 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, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear since its inception.

According to the brand, excellence isn't a destination, it is a constant pursuit. It is a journey that holds a more significant meaning than the end and is one that transforms you in the process. When one thinks of excellence, one thinks of outstanding aspects and spectacular achievements and it is precisely this that Louis Philippe has grown to symbolise. So much so, that today the embroidered crest is prized even more for its focus on exquisite craftsmanship.

Louis Philippe goes further to strengthen its ethos by being the only retail giant to launch its own show - 'In Pursuit of Excellence'. This unique venture by the brand is a first of its kind exclusive programme that will feature some of the finest and most successful talent in the country. The show is hosted by Vijay Amritraj, a name synonymous to excellence not just in the field of sports but philanthropy and goodwill as well.

This star-studded programme will witness India's leading and well established names in cinema, sports, theatre and music among others in exclusive interviews with Mr Amritraj. During the course of the show, they will unravel their passion, resilience and determination towards achieving success.

According to Mr. Jacob John, COO, Louis Philippe: "Louis Philippe as a brand has grown to be synonymous with excellence. With this unique strategy, our aim is to excite the larger audience by bringing alive the brands ideology through freshly crafted content.

"By interacting with some of India's most prominent personalities from various walks of life, we hope to strengthen our audiences' belief - that the brand represents the very best there is! Moreover, having Mr Amritraj host the show is a great honour and the first few episodes have already been very well received by viewers. We believe that our consumer conversations in the future will be driven through unique content and after setting up a successful content

platform - [www.thelabel.in](http://www.thelabel.in) - a show like this is the next step in producing truly world class content that our fans and consumers can engage with and enjoy.”

Adds Mr Amritraj: “I am delighted that the initial four shows to date have been extremely well received. I am also happy to have had the opportunity to explore the achievements of some of the finest individuals in our country and their thoughts and experiences in their pursuit of excellence. We aimed to create an inspirational show along with Louis Philippe for our audience, as our guests in this first season are all truly worthy of emulation.”

‘In Pursuit of Excellence’ is one of Louis Philippe’s unique strategies for branching out to new territories in portraying its brand ideology. Symbolising a lifestyle that is distinctly majestic and opulent, the brand has over half a million loyal customers and is a premium brand that remains true to its followers and brings a rich flavour of heritage and finesse, while staying contemporary.

This unique initiative is also sponsored by Rolex and The Leela Hotels Palaces & Resorts and is produced by Whatbox Entertainment as it represents a model of its kind - the very best there is.

‘In Pursuit of Excellence’ went on air on the 12th of July on CNN IBN and 13th of July on CNBC TV 18. The guest list for the show is truly illustrious and the celebrities who have already appeared on the show are Amitabh Bachchan, Deepak Parekh, A.R. Rahman and S. Ramadorai.

One can also catch the entire, unedited version of the show online at [www.louisphilippe.com](http://www.louisphilippe.com)

### **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 modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men’s fashion brand.