

## **Madura F&L's Planet Fashion unveils a new brand identity**

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*~ Plans to launch 300 new stores over next 3 years ~*

**Mumbai:** To cater to the discerning fashion tastes and preferences of Indian men, Madura F&L today announced the refreshed look of Planet Fashion. Launched amidst style and glamour, the new look was unveiled by India's youth icon and Bollywood actor, Tiger Shroff at Taj Land's End, Mumbai.

Crafted on the principles of Formals, Fashion, Fun and Friends, Planet Fashion's new brand identity is suave, fun and youth-centric and symbolises infinite and endless possibilities of style and fashion in the life of the progressive Indian man. The new logo, the 'infinity' symbol, featuring in red and white with a black accent, epitomises warmth in approach, purity of promise and masculinity.

Planet Fashion in its new look offers a product range comprising four handpicked collections - Suitability, Linen Lounge, Classic Must Haves and All-Day Easy. Each collection has been designed to create easy wardrobe solutions for every occasion.

Suitability – A wide collection of wedding suits, tuxedos, Bandhgallas and corporate suits

Linen Lounge – A superb collection of linen shirts, trousers and jackets

Classic Must Haves – The best white shirt, the classic blue shirt, the best black shirt, the best black trouser, the true navy blazer and the khaki trouser

All-Day Easy – This innovative range comprises wrinkle-free and non-iron range of shirts and trousers.

The product range is available in flagship brands - Louis Philippe, Van Huesen and Allen Solly.

Commenting on the launch of the new brand identity, Rahul Jhamb, Brand Head, Planet Fashion said: "We at Planet Fashion have always believed that 'Men deserve more' and that philosophy is reflective in our new brand identity. The new look embarks Planet Fashion on a new journey that will add an accent, a new dimension to the infinite and endless possibilities of style and fashion in the life of an Indian man. The ethos of the new logo will also reflect in our new store design, which aims at creating an endless style experience".

He adds that this style experience will be further accentuated by the appointment of in house fashion advisors, which will reinforce the possibility of creating endless style options.

Commenting on the new brand identity, Tiger Shroff said: "I'm very excited to be a part of Planet Fashion's new journey. The new Planet Fashion brand identity, the infinity symbol, has an instant connect because of its colour red. Also the new collection is a great combination of classic and trendy fashion which will be lapped up by the youth because the collection can be styled depending on personal choice.

### **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 225 stores across 176 towns, Planet Fashion is the largest apparel retail chain of its kind in the country. Today, it stands as a menswear destination which provides complete wardrobe solutions for all possible occasions, across price points, with the handpicked merchandise across categories from best of brands like Louis Phillipe, Van Heusen, Allen Solly, Levi's, Peter England, Monte Carlo and Jockey. Planet Fashion stores have an edge due to prime high-street locations, international shopping experience and excellent customer service – the ideal shopping address for men. In its pursuit of providing a complete wardrobe solution to consumers, Planet Fashion continues to innovate and foray into novel areas.