

Madura Fashion & Lifestyle's leading fast fashion brand, PEOPLE, achieves a significant milestone

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~ PEOPLE, India's first and only fast-fashion youth brand celebrates the launch of its 100th store ~



PEOPLE, a Madura Fashion & Lifestyle brand, opened its 100th store in the country in Bangalore, marking a significant milestone in the brands' short journey. PEOPLE, a brand that was launched in 2009, has managed to strike a chord with customers in tier 1 and tier 2 cities alike within the short span of only six years.

Speaking about the brands journey so far, R Sathyajit, COO, International Brands & New Businesses, Madura F&L said: "The success of PEOPLE reflects the confidence our consumers and business partners have shown in us. We have also been successful in bringing emerging fashion and fast fashion trends to cities in which we can see western wear is growing steadily."



Fuelled by increasing demand for fast-fashion and a successful business model, the expansion plans of the brand involve spreading across all regions and covering all town classes, right from the metros

to the tier 2 and tier 3 towns. Moreover, apart from its aggressive growth plans, the brand aims to foray into several new categories such as non-apparel and formal wear in the near future.



“One of the youngest home-grown brands from the house of the Aditya Birla Group, PEOPLE is India’s only fast fashion brand for the youth,” said Abhay Bahugune, Brand Head, PEOPLE. “The brand offers the latest international trends in the value based category and has shown tremendous acceptance amongst the youth in the country.”

PEOPLE has a retail network spanning across over 45 cities in 11 states. With a strong loyal consumer base, the brand saw over 78 per cent of its retail sales contributed by its loyalty members, and a strong 35 per cent contribution by repeat customers last year.

PEOPLE’s merchandise is priced between Rs.199 and Rs.1,499 and the brand is taking the concept of fast fashion to the farthest ends of the country.

About PEOPLE

PEOPLE, India's first fast-fashion youth brand, is a one-stop destination for the latest international trends. It was born of a fashion idea where international styles meet and complement a modern global outlook. The product line is characterised by an attitude that is as at home on the street or on campus as it would be on a ramp. PEOPLE offers the latest trends for men, women and kids through its range of casual shirts, tees, tops, kurtas and fusion tops, jeans and winter wear. Accessories complementing the clothes such as bags and scarves are also offered by the brand. PEOPLE is changing the way India accesses fast-fashion by making style and great clothes available to everyone.

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