

Peter England launches Autumn Winter '15 Collection

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~ Bring in the season of bold playful patterns and vibrant colours with this stunning new collection ~

- This festive season shop for INR.5000 and above and get a Peter England branded duffel bag absolutely free*

This season, revive your persona with Peter England's latest AW'15, a vibrant new collection that imbibes the classic with a revived vitality and an unmatched urbane elegance in the signature Peter England style.

No time for a low-key, half-tone approach as you've got to get ahead of the game. The robust new collection by Peter England is brimming with contagious energy expressed through six distinct looks that exude style.

Make a bold statement with Young Formals

As the name suggests, young formals is a delight for young and uninhibited individuals. This line pulls out all the stops with a bold play on different patterns. The 'mix and match' patterns that dominate the line truly symbolise the confidence and individuality with which youth expresses themselves.

The AW'15 young formals encourages the millennial to step out of the box through bold, bright and spunky colours as the range caters to the needs of young men by offering a wide variety of clothing for daily office wear, which can double up as smart casuals for an evening out after.

Celebrate the season in 15 vibrant colours with Colour Fest

The collection covers a stunning, never before experienced 15 colours in men's casual wardrobe in hues that are rich and vibrant. Crafted in 100% cotton for your comfort, the collection features a wide array of styles, textures and colours that promise to set you apart this season.

Strut your confidence with Elite Sport

A range that exudes confidence and authority, the styles in this collection are meant for the suave and the sophisticated. It epitomises cultivation, maturity and confidence, traits that are associated with the brand and synonymous to its consumers.

Add an interesting twist to your wardrobe with O shirt

This collection of men's over shirts adds an interesting touch to your outfit. To be worn either as a shirt or as a comfortable layer over your clothing, these O-shirts always keep you nice and warm, when you wear them as an additional layer, and comfortably cool at other times when you wear them as a normal shirt. Using different fabrics and materials, the collection adds something to every man's wardrobe - a look that is perfect for every season.

Be travel ready with True Travellers

Incorporating travel-friendly features in sleek formal silhouettes, the collection is centred on the notion of the young business traveller. Sleek and fitted suits with creative detailing helps those on the go. The collection is effortless despite the attention to detail that went into creating this innovative yet well thought out collection. The collection features 10 functional internal and external pockets, high performance fabric with stretch, Motion sensing fabric that stays in sync with every move and engineered shoulders that take weight off yours.

Sport the biker look with Indies

Playing on Indo-western styles, the Indies collection features bold, edgy, denim and denim-inspired kurtas that are trendy and smart. An Indianised play on the biker look, the Indies are breathable and comfortable, making the collection a must have this season. The collection covers a stunning never before experienced range in men's casual wardrobe in hues that are calm and comforting.

Unconventional, trendy and full of life, this season Peter England is all about the colours and patterns of creating an individualistic style statement. The styles are a harmonious blend of the classics with the tantalising twist of 'Young India'. This season, Peter England's collection does not merely showcase diversity; it showcases the unity, passion and the togetherness that is born out of the multifariousness of a generation that promises change.

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About Peter England:

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2,000+ multi-brand outlets across more than 350 cities and towns. It has been voted as India's most trusted apparel brands for seven consecutive years by the Economic Times Brand Equity Survey.

A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began as an honest shirt brand in 1997 in India, is today a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.