

Peter England launches its first exclusive store in Irinjalakuda, Kerala

11 April, 2015

Peter England, the largest menswear brand in India launched its first store at Irinjalakuda, Kerala. Since its foray into the Indian market in 1997, Peter England has successfully established itself as one of the most successful menswear brand in the country. The brand has in its agenda a promising expansion spree and the success story continues with the launch of its exclusive store in Irinjalakuda which is a milestone in the city's fashion culture.

Spread over an expanse of 1,001 sq. ft., the newest store in the city houses an entire range from the Peter England collection and is a first of its kind in the city with a dearth of other such branded stores available apart from it. The collection allows you to choose from a delectable assortment of men's apparel and accessories ranging from ceremonial suits to formal wear, casual shirts, t-shirts, denims, etc. The styles are a harmonious blend of the classics with the tantalising twist of 'the contemporary'. The collection at the store does not merely showcase diversity; it showcases unity, passion and togetherness that is born out of the multifariousness of times that promises change.

Speaking about the newly launched store, Mr. Kedar Apsankar, COO, Peter England, said, "The growth of the retail sector, supported by the consumers makes Kerala an exciting market for a brand like Peter England. As one of the leading men's apparel brands in the country, 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 Peter England has to offer. Unconventional, trendy and full of life — we look forward to engaging our consumers fashion sense with an individualistic style statement and exclusive offerings that is synonymous with the brand."

Gracing the occasion on the day of the launch were several dignitaries like Adv. Thomas Unniyadan, MLA, Irinjalakuda; Smt. Marykutty Joy, Chairperson, Irinjalakuda Municipality; Mr. Jackson, M. P., Chairman, ITC Bank; Mr. T. V. Charley, Vice Chairman, Municipality and Mr. M. P. John, President, Merchant Association.

Peter England has been successfully creating a strong presence all over the country. Apart from this being their first store in the city and their 22nd store in Kerala, the brand has entrenched their exclusive store presence in Tripunithra, Kothamangalam, Manjeri and Mallapuram.

The Peter England collection at the store comprises formal/semi-formal shirts, suits, trousers, T-shirts, denims, ceremonial outfits, footwear, accessories, etc and is available at a price range of Rs.699 and upwards.

Store Address: Peter England showroom, Lappakaran Arcade, Main Road, Irinjalakuda, Thrissur

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 towns. It has been voted as India's most trusted apparel brands for seven consecutive years by the *Economic Times Brand Equity* survey. A brand with quintessential English origins and heritage, 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 humbly as an honest shirt brand in 1997 in India today is 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.