

Planet Fashion celebrates their 15th Anniversary- Showcases the menswear range at a star-studded Fashion Show

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~ Plans to launch 300 new stores over next 3 years ~ **Bangalore:** Madura Fashion & Lifestyle launched Planet Fashion – a specialty menswear showroom in 2001 to provide a unique shopping experience to its customers. Today, Planet Fashion completes 15 successful years of providing a superior retail experience and offering men a one-stop destination for all their apparel needs.

On the occasion, Planet Fashion showcases their latest collection at a fashion show featuring Santosh CS – a Rally Biker and BehramSiganporia – the lead of the music band One Night Stand. The show, which is divided into 4 sections, offers the progressive Indian man a host of wardrobe solutions for all occasions.



The Suit Collective: A stunning and endless gathering of Classic Suits, Tuxedos, three piece suits and Bandhgallas. The Suit Collective is a celebration of the groom, his friends and their wedding trousseaus.

All whites: Every white shirt you ever dreamed of having -from classic plain to textured stripes. An array of collars and cuffs to play with, the best white shirt leads this pristine offering.

Wrinkle Frees: Turn every head in your workplace! Stay comfortable and stylish with easy and low maintenance everyday work wear range. The non-iron shirt from this collection can't be missed and deserves to be hunted down and pinned up!

Party Attire: When you want to party have to make a pit stop at Planet Fashion. Period. The collection features shirts and jackets that get you in the groove much before your spirits end up high.

In line with this theme, Planet Fashion's range includes four new handpicked collections, namely, Suitability – featuring a wide collection of wedding suits, tuxedos, bandhgallas and corporate suits; Linen Lounge – featuring a collection of line shirts, linen trousers and linen jackets; Classic Must-Haves – featuring the 'Best white shirt', the 'Classic blue shirt', the 'Best black shirt', the 'Best black trouser', the 'True navy blazer' and the 'Khaki trouser'; and All-Day Easy – featuring a wrinkle-free and non-iron range of shirts and trousers. All these new collections are available from Planet Fashion's stable of flagship brands Louis Philippe, Van Heusen and Allen Solly.

These new collections compliment Planet Fashion's other existing international brand names for winter wear, inner wear, and denims, namely, Monte Carlo, Jockey and Levi's in select stores.

Crafted on the principles of Formals, Fashion, Fun and Friends, the Planet Fashion brand philosophy aims to accentuate the style score of every man that is associated with the brand.

About Planet Fashion

Over the last 15 years, Planet Fashion has made men look good and fashionable and continues to make them look better with their handpicked collection of Suits, Jackets, Shirts, Trousers, denim and Accessories.

Today, Madura Fashion & Lifestyle has the highest market share in the premium men's wear segment in the country. The apparel-retailing arm of the company, Planet Fashion, houses leading in-house brands such as Louis Philippe, Van Heusen, Peter England, and Allen Solly.

Each of these brands is a complete lifestyle brand and has an exhaustive range of shirts, trousers, knits, winter wear, suits and accessories. They offer the best range across formal, semi-formal and casual occasions and across various price ranges. Louis Philippe caters to the style-conscious contemporary man. Van Heusen formals are the ideal choice for the corporate customer, while Allen Solly is unconventional and associated with Friday Dressing, and offers relaxed wear for the young and ambitious trendsetter. Peter England is value for money, and caters to the mid-price segment.

With 240 stores across 180 towns, Planet Fashion is the largest apparel retail chain of its kind in the country. The winning retail model has been successful not only in premium locations, but also in smaller towns such as Udupi, Bareilly and Dehradun. Planet Fashion is one of the largest chain of stores of its kind in India, with an average store footprint that ranges from 1,500-6,000 sqft depending on its location.

Recently, Planet Fashion decided to overhaul its brand identity to cater to the discerning tastes of today's urbane Indian male. As part of this re-branding exercise, Planet Fashion's new logo features the 'Infinity' symbol in red and white, with a black accent.

Crafted on the principles of Formals, Fashion, Fun and Friends, Planet Fashion's new brand identity is youth-centric and symbolizes infinite fashionable and stylish options for the progressive Indian man.