

Planet Fashion Grande' on an expansion spree

16 July, 2013

~ A premium retail destination for men & women from Madura Fashion & Lifestyle ~



Bangalore: Planet Fashion Grande is a unit of Planet Fashion a retail initiative of Madura Fashion & Lifestyle. Since its launch in 2011 in Bangalore, Planet Fashion Grande has proven to be a successful business model and has now opened its third store in the country. A part of the Aditya Birla Group, Madura F&L has been a pioneer in men's fashion in India, with brands like Louis Philippe, Van Heusen, Allen Solly and Peter England, each of which is a market leader in its segments.

To drive its growth objective, Madura Fashion & Lifestyle recently launched a new format christened 'Planet Fashion Grande', which caters to the requirement of men and women. The third Planet Fashion Grande in Jayanagar, Bangalore is located on the prime 11th Main High street in 4th Block and was inaugurated on July 4.

The 9,000 sq ft store stands out as a landmark in Jayanagar. Spread across four floors, Planet Fashion Grande has created four distinct segments. The ground floor welcomes you with formal menswear, accessories, sunglasses and international fragrances. This section houses the best of Louis Philippe, Van Heusen and Peter England. An entire floor is earmarked for casual wear with vibrant and sporty collections from brands such as Allen Solly, LP Sport and Levi's.

The women's-wear section is one of its kind in Jayanagar, where an entire floor is exclusively dedicated to ladies wear; offering ethnic wear, western and western formals. The section houses brands such as Seven East, Global Desi and W, with a range of kurtis, churidars, salwar kameez, mix n' match, ready to stitch materials and drapes. In addition to this, brands such as AND, Allen Solly and Van Heusen incorporate trendy dresses, skirts, tops, denims and suits for women looking for western attire; besides this, on display is a wide collection of handbags and footwear to coordinate.

Planet Fashion Grande has also created an exclusive Ceremonial section meant for special occasions including weddings. This section has a large collection of suits and blazers for business, casual and for weddings, along with designer sherwanis. For customers particular about exclusive tailoring, there is a section dedicated to suiting and shirting, with an array of national and international brands like Raymonds, Reid & Taylor, Linen Club, Huddersfield, Milano, Vitale Barberis, Suktas, Cotonificio etc.

While most customers prefer to shop at a multi brand atmosphere, they find themselves puzzled by the plethora of brands and choices that most multi-brand stores offer. This insight has been the basis of merchandise planning architecture at the Grande. Says G S Rajesh, Brand Head, Planet Fashion: "In our store, we only offer the best of merchandise across leading handpicked brands. That is what differentiates us from other retail formats. Customers therefore find it very convenient shopping with us".

The shopping experience at Planet Fashion Grande is enhanced by staff who have been handpicked and trained to assist customers in buying, specifically for this store. The store boasts of a style consultancy service in tailoring, where an expert will personally attend to customers to advise them on what is appropriate for them.

Planet Fashion Grande Jayanagar is the third store in its series. The concept was piloted at Indiranagar and Karol Bag, Delhi. Mr. Shoaib Farooqi, COO – Planet Fashion, International Business & Trade Sales, says: “We have taken on board the valuable feedback that our customers have shared. Such large format stores, meant for men and women, will be our future growth vehicle. We aim to open 50 Planet Fashion Grande stores in the next three years. In addition to metros, we shall focus on tier II / III towns”

True to its name ‘Grande’, Planet Fashion Grande has ensured that no stone is left unturned to create a store that truly lives up to its name. The store has been designed by Blocher Blocher Partners, an internationally renowned German architectural firm. They are prominent for having designed stores for Hugo Boss, Porsche Design and the likes across the world.

Launched in 2001 as a retail format to cater to the discerning customer who seeks a choice of the best brands, Planet Fashion today boasts of 175 stores across 110 towns, making it the largest apparel retail chain of its kind in the country. Planet Fashion by the end of this year will touch a figure of 200 stores. The store registers an annual walk-in of over 3 million customers, over 65 per cent of them being repeat buyers.

About Planet Fashion

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 175 stores across 110 towns, Planet Fashion offers the complete gamut of menswear, accessories and much, much more.

Planet Fashion is the largest chain of stores of its kind in the country. Today, it stands as a menswear destination which gives a complete wardrobe solution for all possible occasions, across price points, with the best brands in each category. Planet Fashion stores have an edge due to prime locations, good shopping ambience and excellent customer service – the ideal shopping address for men. In its pursuit of providing complete wardrobe solution to the consumers, Planet Fashion continues to innovate and foray into novel areas.