

## Planet Fashion launches its largest store in Calicut

30 June 2015

**Calicut:** Planet Fashion launches its second and largest store in Calicut, Kerala with their market partner Mr. V Mohamed. Spread over two floors and an area of 4500 sq. ft., the store will house Louis Philippe, Van Heusen, Allen Solly, Peter England, among others. Additionally, a special range from the Louis Philippe Luxure and the Van Heusen Heritage collection will be available exclusively at the store as well.

The launch saw a spectacular fashion walk that showcased the casual range of the Spring Summer 15 Collection, which comprised some of the most popular trends that are being observed in the fashion industry. The Planet Fashion SS 15 collection consists of a stunning range of wedding suits, tuxedos, bandhgallas, jackets, shirts, trousers, denim, tees and more. The Collection is suited for any occasion this summer, from weddings to brunches and from corporate affairs to a day trip with friends.

**Rahul Jhamb, Brand Head, Planet Fashion, comments:** *"The growth of the retail sector, supported by the evolving consumer need, makes Calicut an exciting market for a multi-brand outlet like ours. We currently have 30 stores in Kerala and are looking at increasing this number considerably over the next few years.*

*"We strive to provide our customers with superior merchandise and an overall international shopping experience. Our aim is to strengthen our commitment to our consumers by providing them with complete wardrobe solutions for every occasion - and with this new store we are one step ahead at achieving exactly that."* he went on to add.

Planet Fashion has been successfully creating a strong presence all over the country with over 225 stores across 170 towns. Apart from this being their second store in the city, the brand has entrenched their exclusive expansion plans through Project Bharat initiative of penetrating tier 3/tier 4 towns. The Planet Fashion collection at the store comprises formal / semi-formal shirts, suits, trousers, T-shirts, denims, ceremonial outfits, footwear, accessories, etc. from Rs. 1099 onwards.

**Store address:** Planet Fashion, Sheikh's Square, Near Arayidathupalam flyover, Mavoor Road, Calicut,

**Phone Number:** 0495-4060444

### About Planet Fashion

What started as a vision of providing a unique shopping experience to delight its customers, culminated in the inception of Planet Fashion from Madura Fashion & Lifestyle in 2001. Today, 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 225 stores across 170 towns, Planet Fashion is the largest chain of stores of its kind in the country. Today, it stands as a menswear destination which provides complete wardrobe solutions for all possible occasions, across price points, with the handpicked merchandise across categories from best of brands like Louis Phillip, Van Heusen, Allen Solley, Levis, Peter England, Monte Carlo & Jockey. 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. Planet Fashion is expanding rapidly and plans to open close to 100 stores this year through Project Bharat initiative of penetrating tier 3/tier 4 towns.