

## Planet fashion launches its 3rd store at Cochin

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~ With the launch of 3rd store at Cochin, Planet Fashion now has marked its presence in 111 towns with 173 stores ~

**Kochi:** Planet Fashion, one of India's largest multi-brand apparel retail chains from the house of Madura Fashion & Lifestyle (part of the iconic Aditya Birla Group), has launched its 3rd store showroom at Cochin on MG Road. With a promise of providing a comprehensive wardrobe solution for brand conscious men, Planet Fashion offers a wide range of shirts, trousers, t-shirts, denims, suits and accessories.

The prestigious company showroom offers an exhaustive selection from leading brands under one roof. The store showcases Louis Philippe which is the ultimate symbol of status and luxury for the style-conscious, Van Heusen which is the ideal formal wear for business meetings, Allen Solly, known for Friday Dressing, that offers an attractive collection of sporty casuals. For an evening out one could choose from a range of satin finished party shirts and Levis denims. Peter England perfectly suits the requirements of the value seeking customer and is a popular choice for gifting. Says G S Rajesh, Brand Head, Planet Fashion, *"Our merchandisers carefully handpick the best designs from across the brands keeping in mind the regional taste. This is what sets us apart as it makes shopping easier"*

In addition to a selection of aspirational brands, customers in the store will also experience high-quality customer service. They take special care in selecting the staff that are trained to assist customers in their buying decisions. Planet Fashion is the largest chain of stores of its kind in India, which has been successful not only in premium locations, but also in smaller towns such as Vatakara, Kashipur & Shillong.

With 173 stores across 111 towns and an unwavering loyalty of more than 5 million customers is testimony of the trust that Planet Fashion consumers place in the brand – making it a phenomenal success in the apparel industry. Planet Fashion is actively working on expanding its presence

in Kerala. It currently operates 16 showrooms across Kerala and there are several more locations in the pipeline.

### **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 170+ 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.

**Store address:**

**Planet Fashion, MG Road (Opp. Padma Theatre), Cochin. Ph: 0484-2365670.**