



## **Aditya Birla Fashion and Retail's 'PEOPLE' presents 'Face of People', Guwahati Edition**

**~ Bollywood heart-throb Milind Soman & his wife Ankita Konwar crowned the winners~**

**Guwahati, September 16, 2018:** PEOPLE, the iconic fashion brand for youth from Aditya Birla Fashion and Retail Ltd. launched the biggest model hunt in the city, **"Face of People" at its Guwahati store.** The model hunt saw a participation of over 200 people, as fashionistas from Guwahati set the ramp on fire with their oomph and glamour. The winners Harsh Singh and Chinmoyee Borah were crowned by the Bollywood's biggest heart-throb Milind Soman and received an award of **INR 20,000 each.** Additionally, the winners will also get an opportunity to feature in **PEOPLE's digital promotions and outdoor hoardings.**

**Rashmi Shukla, Brand Head- People, Aditya Birla Fashion & Retail Ltd. said,** "Guwahati is known for its burgeoning millennial base that loves to experiment with different styles. It's a great initiative for us to engage with our audiences through the unique "Face of People" fashion concept. At PEOPLE, we aspire to make fast fashion accessible to our consumers by introducing new styles every week at affordable price-points. With trend setting fashion that has over 1200 styles starting at Rs. 249, we are confident that we will be able to address the growing demand of this market with the right offering. She further add "We are looking to strengthen our foothold in North East and We look forward to being present in all 7 sister states of the North East in the next 2 years"

The sprawling store spread across 7100 sq. ft of retail space is located at GS Road, Guwahati. The store houses the latest collection from **PEOPLE** and stocks the widest range of chic fashion at pocket-friendly prices. Inspired by global runway trends, the latest collections feature a diverse range of casual shirts, t-shirts, tops, kurtas and fusion tops, jeans, winter-wear and accessories. Complementing **PEOPLE** apparel and accessories, the store will feature latest Autumn 2018 collections.

As part of the celebrations, PEOPLE introduced a special discount for its first **200 customers with Rs. 500 off on their** purchase of the latest collection.



Customers can enjoy shopping at PEOPLE with prices starting at **Rs 249**.

#### **About People**

A fast-fashion brand for the youth, People is a one-stop destination for international and fashion forward styles. Catering to young men and women, the product line is characterized by attitude that is street perfect and college ready. The brand offers the latest trends through its range of casual shirts, T-shirts, tops, kurtas and fusions tops, jeans, winter wear, footwear and accessories. Changing the way the youth dress, People focuses on making latest fashion available in the edgiest styles.

#### **About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

#### **For further information, please contact:**

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