



## **Peter England innovates with first of its kind `Blazerider` Reversible Blazers**

~ The 2-in1 blazer combines the smart boardroom look as well as the outdoor look ~

**Mumbai, 2017:** Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd has converged two fashion worlds by launching an innovative product for its fashion discerning consumers. The brand has designed an innovative '**Blazerider -Reversible Blazer**' and has set a new trend in the menswear wardrobe. The range re-interprets fashion meant for the man on the move. Bridging the casual and formal fashion worlds, the brand introduces a new range of formal blazers that transforms into a riding jacket, when reversed.

Peter England's **Blazerider** aims to cater to the multi-faceted youth of today, who wants to switch between the board room and the open road seamlessly. This unique product will not only fulfil his professional ambition, but will also give him the extra edge to live his most desired passion.

These **Blazeriders** are available in navy blue and black. The Reversible Blazer uses the finest of fabrics with intelligent tailoring and is loaded with a host of functional benefits like smartphone pocket, wrinkle free fabric, button safe technology and *tekit* waistband. The jacket can be easily paired with chinos, trousers or even denims.

The range has been rolled out in 19 stores across Delhi, Bangalore, Lucknow, Gorakhpur, Dehradun, Ghaziabad, Noida, Allahabad and Varanasi and is priced at Rs 6999/-.

### **About Peter England:**

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ Multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brands for 7 consecutive years by the Economic Times Brand Equity Survey. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as an honest shirt brand in 1997 in India today is a complete lifestyle brand with merchandise available for everyday and special occasions. Peter England offers a variety of apparels for young men under its sub-categories. The brand offers relaxed office wear and casual wear

through its sub brand Peter England Elements. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargoes, jackets, sweaters and accessories. Peter England Elite is another category that offers premium formal wear for professionals. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

**For further information, please contact:**

Mumbai: Janet Arole | Head - Corporate Communications – Apparel & Retail Business, The Aditya Birla Group Email - [janet.arole@adityabirla.com](mailto:janet.arole@adityabirla.com)

