



British Designer label, Simon Carter launches its first store in Jodhpur, Rajasthan

~ Inspector General, Border Security Force, Mr. Amit Lodha, IPS officer inaugurated the store~

Jodhpur, April 28, 2019: A quintessential British brand, Simon Carter, part of Aditya Birla Fashion and Retail Ltd. launched a new store in Jodhpur, Rajasthan. The store was inaugurated in the august presence of **Inspector General, Border Security Force, Mr. Amit Lodha, IPS officer**. With the launch of the new store that is spread across **1250 sq. ft.**, Simon Carter now has **7 exclusive stores across the country**.

Sharing his excitement on the launch, **Simon Carter, Founder and Designer, Simon Carter Ltd.** said, *"I'm happy to bring the authentic British style to consumers of Jodhpur who have a personal sense of style and appreciate good design, with a perfect blend of British sophistication and quirky expression. My inspiration comes from the world around me and my line for India is hugely inspired by India, its everyday things, places, boundless spirit and its heartwarming people."*

Speaking on the occasion, **Farida Kaliyadan, COO, Simon Carter, Aditya Birla Fashion and Retail Ltd.**, said, *"We are excited to launch our first store in Sun City, Jodhpur which houses newly launched Spring Summer 2019 collection. Simon Carter products integrate quirky modern elements into an inherently vintage concept to create a range of menswear that speaks true sophistication. For the modern-day gentleman who leads many lives, Simon Carter delivers clothing for every occasion from formal to smart casual and leisure."*

The Simon Carter menswear collection is a playful mix of prints and colours with tailored fit for the modern man to give him a sense of exuberance and style. The brand's latest **Time-Travel collection** has intricate designs from species to tribes to instruments to coins, they explore the world of the extinct thoroughly. Irish elk to Dodo to White Rhino, the collection has innovative prints and patterns.

Exciting designs fill up the collection. Irish elk and its beauty, vintage coins and their stories, paw prints of extinct animals, stripes like never seen before. Subtle styling details like gusset talking about the extinct, embroideries on yoke talking about the season story, trim fabrics that make a garment even more interesting are the other highlights of the season. While shirts are 100% cotton and 100% linen, the range of trousers use a blend of cotton, poly wool.

As part of the celebrations, the first 100 customers will get Rs 1000 off while others can avail Rs 500 off on their purchase. The offer will be valid till 31st May.



Simon Carter complete range comprises of classic suits, jackets, shirts and blazers suited for any occasion. The latest collection is priced between **Rs. 2,500 – Rs. 14,000/-**.

Simon Carter is available in key cities of India and leading e-commerce sites.

Store address: Simon Carter, C- Road, Sardarpura, Jodhpur.

About Simon Carter:

Simon Carter holds the distinction of being the most successful international designer with seven standalone designer brand stores in some of the most posh locales in the UK. His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 40 countries around the world including Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia. Carter's products are known for their British wit, which incorporate a light-hearted side to every facet of the brands offerings, ranging from merchandise to store design and store staff; everything sports a personalized touch. Simon Carter is about quality and refinement in a particularly witty and eclectic style. The menswear collection is defined by its use of print and color, offering men the opportunity to develop their own sense of style and allowing their distinct personality to shine through.

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.

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