

Peter England Bags launched

Peter England, India's largest menswear brand, has embarked on a new journey with the launch of its new range of Work & Travel Bags called 'Peter England Bags'

After meeting success in the apparel segment with over eight million garments sold every year, Peter England is now diversifying into the category of accessories.

Peter England is determined to deliver unmatched value, high fashion and superior quality at low prices in a category that is treated as non-aspirational and merely a necessity. The product range features strong fabrics, high-quality pullers, and reinforced stitching.

Accepted amongst millions of consumers for its standardised fits, superior quality, eclectic and 'fashion-right' styles in the apparel segment, Peter England aims to carry the same values into the non-apparel segment.

The Indian luggage market is estimated at about Rs.1,800 crore, of which the organised sector accounts for about 30 per cent. The segment has witnessed steady growth due to increasing income levels, large-scale visibility and a rise in the number of retailers. With the economy picking up and the travel industry witnessing a boom, Peter England expects to do well in this category.



Consumer research indicated that there was a big scope to deliver value in the Work & Travel Bag segment by focussing on aspects such as Comfort, Aesthetics and Security. Peter England has paid specific attention to crafting the range to address these needs. Research has also revealed that some of the important needs for a young consumer's daily commute are client relationship building through meetings, clinching a deal, meeting commitments and more than anything else being able to do one's duty. This led to the discovery of the insight that bags act as a partner and companion in one's journey. They help the person carry their purpose - the purpose that brings with it the hope of success and better life.



Great value for money

"We would like to give people a value-added product that is highly contemporary, great value for money and at par with the standards of benchmark brands," says Kedar Apshankar, COO, Peter England. "The

product is created to give joy to consumers, which makes 'Peter England Bags' not just a travel necessity but a 'carrier of purpose' during one's journey."

The new luggage range features strong fabrics like 1680 density polyester jacquards and twills, very high quality pullers and zippers, completely sealed trims with reinforced stitching for strong seams and pressure points. Special attention has been paid to detail particularly in the design department. The products are aesthetically pleasing and designed in a way that they come in convenient sizes with added compartments to organise the contents better. The new luggage range has a soft exterior with strong handles and high quality wheels.

The range offers Laptop Backpacks, Laptop Cases, Duffel Bags, One-Dayers, Sleeves and Messenger Bags. The range starts from Rs.1,099 onwards.

Peter England is the largest menswear brand in India with eight million garments sold every year. First launched by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price shirt segment in 1997, the company acquired the world rights for the brand in 2000. Today, the brand has a strong national presence with 525 exclusive stores and 2,000 multi-brand outlets in more than 700 towns.



During that time, a new India was emerging, a land of growth and opportunity. The apparel consumption behaviour was undergoing a sea change, and there was a huge market opportunity waiting to be explored. Consumers were exposed to branded formal menswear, but there were no dominant national players in the mid-priced segment.

Madura Garments recognised the huge opportunity that was theirs for the taking. With 4.5 million urban men who were in the market for shirts with international finish and quality, it was imperative that they find an international brand with a reputation for excellent quality and modern style at value for money prices. The search ended with Peter England that had, in the century since its inception, forged a name both for product excellence and for down-to-earth prices, reflecting in its tag 'The Honest Shirt'.

Honest to goodness prices

The launch of Peter England nationwide through a massive advertising campaign marked the entry of the first international mid-priced shirt in India. It was clearly positioned as an international quality brand at honest to goodness prices. The brand found immediate acceptance with a large segment of the male population who wanted to look good at work without having to pay a heavy price. Peter England sold 400,000 shirts that first year.

Peter England is universally accepted amongst its millions of consumers for its standardised fits, superior quality, wide range and 'fashion-right' styles, making it the most trusted brand amongst consumers in the readymade apparel category, as per a study conducted by Brand Equity, Economic Times over the last four years.

With offerings in the mid-priced value for money range, Peter England brings formal wear for young men in the early years of their career. The product assortment includes shirts, trousers, suits, blazers and accessories for 'Everyday' and 'Special' occasions.

It also offers 'Relaxed Office wear' and 'Weekend Casual wear' through its Peter England Elements line. This is an eclectic and stylish casual wardrobe including washed cotton shirts, denims, cargoes, jackets, sweaters and accessories.

Peter England also offers a complete range of sub-premium formals through its sub-brand Peter England Elite, meant for the young manager. The wardrobe includes a complete array of fine-crafted formal shirts and trousers, sharp suits and blazers, and accessories. The look is progressive, international, and one of understated elegance.

Heritage

Peter England etched its beginnings in the latter half of the 19th century, when the foundation for a five-storey building was laid in Londonderry, Ireland, in the summer of 1889. Three years later, an imposing factory had come up on the site, humming with heavy looms and machinery. It was considered a modern industrial marvel, and the press of the time described it as 'magnificent' and 'awe-inspiring'.

The brand's debut was even more inspiring considering that the world was in the midst of conflicts and the shadow of the Great War was looming over the United Kingdom. But the clouds of war also brought in prestigious clientele – the British war ministry placed an order with Peter England to outfit the troops being sent to fight in the Boer War.

This was a turning point in the history of the brand. The order meant that the highest quality apparel had to be delivered at an honest price, a challenge that Peter England met with outstanding success. It is a story that has been replicated in the following years as a testament to the quality and the value-for-money offered by each Peter England shirt.