

Planet Fashion re-defines style for the progressive Indian man

First-of-its-kind retail chain in India, positioned as a premium fashion destination

In today's jet-setting generation, where looking good is equivalent to feeling good, Planet Fashion, the multi-brand apparel-retailing arm of Madura Fashion & Lifestyle recently decided to overhaul its brand identity to cater to the discerning tastes of today's urbane Indian male.

To unveil its all-new youthful, colourful look, Planet Fashion held a glittering media event in Mumbai. Gracing the occasion with his presence, Bollywood actor and youth icon, Tiger Shroff was in attendance to share his fashion mantra and style tips with the audience. Invitees to the event were also asked to sport the dress code for the evening of red or black, representing the colours of the new Planet Fashion logo.

Speaking about the need to re-brand Planet Fashion, Mr. Rahul Jhamb, Brand Head, Planet Fashion said, "We at Planet Fashion have always believed that 'Men deserve more' and that philosophy is reflective in our new brand identity. The new look embarks Planet Fashion on a new journey that will add an accent, a new dimension to the infinite and endless possibilities of style and fashion in the life of an Indian man. The ethos of the new logo will also reflect in our new store design, which aims at creating an endless style experience."

Planet Fashion's new brand identity consists of a new logo featuring the 'Infinity' symbol in red and white, with a black accent, each colour standing for warmth in approach, purity of promise and masculinity, respectively.

During the event, a video was shown depicting the transformation of Planet Fashion from its inception in 2001, when it was created to provide a superior retail experience and offer men a one-stop destination for all their apparel needs - to the launch of the new brand identity focused on fashion trends of today's youth.

Tiger Shroff also shared his views on Planet Fashion's new avatar and how this inspired him to associate himself with the brand, seeing how the new options provide a wide range of stylish choices to the young Indian man.

The new brand identity includes four new handpicked collections crafted around the principles of Formals, Fashion, Fun and Friends. These four collections are Suitability – featuring a wide collection of wedding suits, tuxedos, bandhgallas and corporate suits; Linen Lounge – featuring a collection of line shirts, linen trousers and linen jackets; Classic Must-Haves – featuring the 'Best white shirt', the 'Classic blue shirt', the 'Best black shirt', the 'Best black trouser', the 'True navy blazer' and the 'Khaki trouser'; and All-Day Easy – featuring a wrinkle-free

and non-iron range of shirts and trousers. All these new collections are available from Planet Fashion's stable of flagship brands Louis Philippe, Van Heusen and Allen Solly.

At the new Planet Fashion stores, this uber-cool experience will be further accentuated by the appointment of in-house Fashion Advisors, to help customers customize their wardrobe and always make the perfect purchase to suit the occasion.

Already the largest apparel retail chain of its kind in the country, Planet Fashion is looking to further expand its presence with the launch of 300 new stores over the next three years, which will be in addition to its existing 225 stores in 176 towns. All new stores as well as existing ones will now feature the new logo and brand identity, across categories and brands which include Louis Philippe, Van Heusen, Allen Solly, Levi's, Peter England, Monte Carlo & Jockey.