

Forever 21 debuts in Amritsar

~Popular TV celebs Karan Kundra and VJ Anusha Dandekar inaugurate the new store~

Amritsar, November 03, 2017: Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. expanded its presence in Punjab, with its maiden store in Amritsar. Having established a strong affinity with the fashionistas in Mumbai, Delhi, Bangalore, Pune, Hyderabad, Mohali, Ludhiana, Chennai and Siliguri, Forever 21 promises to provide a fashion journey with global trends and latest collections. With the addition of 3rd store in Punjab, the brand has taken the national count to 19 stores. **Popular TV celeb Karan Kundra and renowned singer and Video Jockey Anusha Dandekar** inaugurated the store with much pomp and show.

Mr. Rahul Jhamb, Brand Head, Forever 21 said, "Punjab is an important market for us and we are excited to start our new innings in Amritsar. At Forever 21, we aspire to make high fashion accessible to fashion-conscious youngsters by introducing different styles every week. The new collection will be available across all our stores in the country. We would like to thank all our patrons for making Forever 21 the most loved fashion destination of the country."

Spread over 7000 sq.ft and prominently located at Mall of Amritsar, the new store houses the latest collection and offers a wide range of trendy fashion collectibles at budget friendly prices.

Inspired by global runway trends, the newly launched collection embraces of logo tees, sheer ruffle adorned blouses, velvet to silk camisoles that are set against denim jackets, skirts and trousers mirrors are the spirit of the collection. The new look of the classic moto jacket with studs is a wardrobe must have for the uber-chic women. Adding on to the collection is the wide range of accessories to choose from. Beanies, studded belts, golden hoop earrings, knee high socks, rose colored sunglasses and metallic booties, these fashion accessories is surely going to up the glam quotient of the discerning women.

And that's not all, the latest collection also hosts an exciting range for men that include interesting variety of two tone denims and track jackets with unique detailing and pops of color, velvet hoodies and camouflage which will provide a fresh and modern spin to their wardrobe.

About Forever 21

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then. With 18 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

FOREVER 21™



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 altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For further information, please contact:

Janet Arole | Head – Corporate Communications – Apparel & Retail Business (The Aditya Birla Group) | Janet.Arole@adityabirla.com

Shifa Shaikh | Beyond PR | info.beyondpr@gmail.com | +919820169519