

Forever 21 Launches Fall '17 Collection in India

~ Fashion and style guru, Prasad Bidapa showcases the latest collection ~

~Sandalwood diva, Aindrita Ray launches the unique #WeAreForever campaign~

Bengaluru, October 11, 2017: Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd launched its **Fall 2017 collection** with a unique **#WeAreForever campaign** celebrating **'individuality' and 'inclusivity'**. Marking a new chapter in Indian fashion, Forever 21's Fall '17 collection comprises of all things glamorous and edgy. The curated collection was showcased by famous fashion and style guru, Prasad Bidapa, with much fanfare, at a gathering hosted at the **Forever 21 store in VR Bengaluru, Whitefield**. The showstopper for the evening was the stunning **Sandalwood actress, Aindrita Ray**, who graced the runway, sporting the latest collection.

The event saw the glitterati of the Garden City coming out in full swing. The guest list comprised of the crème-de-la crème of the fashion industry, including the **world's top snooker & billiards champion, Pankaj Advani, upcoming Sandalwood actress, Ria Malwade, pro-golfer and social activist, Nikki Ponappa**.

Speaking at the launch, **Mr. Rahul Jhamb, Brand Head, Forever 21 (India Business Operations), Aditya Birla Fashion and Retail Limited** said, *"We are happy to introduce the most awaited **Fall '17 collection**, which is inspired by the latest global runway trends. Fashion is an important tool for self-expression and our fall campaign, #WeAreForever, strongly resonates this thought. Our collection celebrates **'individuality' and 'inclusiveness'**. It calls out, **"Come FALL in Love"** which represents the largeness of our campaign. 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 our 18 stores in the country. We would like to thank all our patrons for making Forever 21 the most loved fashion destination of the country."*

Forever 21's Fall '17 collection comprises logo tees, sheer ruffle adorned blouses, velvet and silk camisoles, and more, that are set against denim jackets, skirts and trousers, mirroring the spirit of the collection. The new look of the classic moto jacket with studs, is a wardrobe must have for uber-chic women. The collection also includes a 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 are sure to up the glam quotient of discerning fashionistas. The men's casual wear offers an interesting variety of two tone denims and track jackets with unique detailing and pops of color, velvet hoodies and camouflage; all of which will provide a fresh and modern spin to their wardrobe.

FOREVER 21



Bringing global trends and runway fashion closer to the fashion-conscious, Forever 21 promises to provide a unique fashion journey to its discerning customers.

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.

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