

**FOREVER 21**



## **Forever 21 debuts in Ahmedabad**

**~Gorgeous Bollywood Actress Vaani Kapoor launches the new store~**

**Ahmedabad, December 2, 2017:** Forever 21, the most loved international fast fashion brand from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd launched its **first high street store in Ahmedabad**. The brand is focusing on strengthening its foothold in the country by exploring newer markets such as Ahmedabad. Forever 21 is a pioneer in the fast fashion category, which makes it the most preferred fashion destination for young and fashion conscious consumers.

Bollywood sensation **Vaani Kapoor along with Mr. Rahul Jhamb, India Brand Head, Forever 21, Aditya Birla Fashion and Retail Ltd** launched the store. Having established a strong affinity with fashionable Indians in Mumbai, Delhi, Bangalore, Pune, Hyderabad, Chennai, Punjab and Siliguri, Forever 21 is all set to ramp up the fashion quotient of Ahmedabad with global fashion trends straight off the runway.

Speaking at the launch, **Rahul Jhamb, Brand Head, Forever 21** said, *"Gujarat is a potential market and we are excited to begin our new innings here in Ahmedabad. The city is known for its vibrant heritage and fashion forward youngsters who love to experiment with different styles. At Forever 21, we aspire to make the exciting fast fashion accessible to fashion-conscious youngsters, by introducing different styles every week. Our new Holiday collection will be available across our 20 stores in the country, to make the fashion loving millennials look awesome during vacations and New Year. We would like to thank all our patrons for making Forever 21 the most loved fashion destination of the country."*

The store is spread over 10,000 sq.ft of retail space and is located in the heart of the city at the Vivan square, Jodhpur cross road, Satellite. The store houses the latest Holiday collection and stocks the widest range of chic fashion at pocket-friendly prices. Complementing Forever 21 apparel and accessories, the store will also feature its in-house brands, including **21MEN™**, a line of fresh, fast fashion for men; and Forever 21's lingerie and shoe line.

Forever 21 hosted an exclusive **Meet & Greet with Vaani Kapoor** for the 10 lucky customers. That's not all; Forever 21 also introduced exciting offers for its first 200 lucky customers. The first 100 customers

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availed a special discount of Rs. 1000, while the next 50 customers got a discount of Rs. 500 and the following 50 customers got Rs. 250 off on their purchase.

## **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 19 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](http://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.

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