

## LOUIS PHILIPPE ON AN EXPANSION SPREE IN PATNA

*Launches 5<sup>th</sup> exclusive store in the city*

**Patna, April 2016:** Louis Philippe, India's single largest brand in the men's premium segment, has extended its retail portfolio with the launch of its flagship store in Patna. This is also the brand's fifth store in the city and its largest in the Eastern region of the country. Since its foray into the Indian market in 1989, Louis Philippe has successfully established itself as the premium menswear brand in the country. The brand has been on an aggressive expansion spree which continues with the brand launching its flagship store in Patna; a milestone in the city's fashion culture.

Spread over an expanse of 3,500 sq. ft., the newest store in the city houses the entire range from the 'House of Louis Philippe'. The collection allows you to choose from an extensive collection of men's apparel and accessories ranging from ceremonial and corporate suits to blazers, shoes, denims, etc. The range also includes designs from LP Sports, Luxure Louis Philippe, LP Jeans, watches from Louis Philippe Time and more.

The growing menswear branded segment has inspired the brand to increase its presence significantly.

Speaking on the new store launch, **Mr. Sooraj Bhatt, COO, Louis Philippe and Allen Solly**, said: "The growth of the retail sector, supported by increasing consumer demand makes Patna an exciting market for a brand like Louis Philippe. As a premium menswear brand, we strive to provide our customers with superior merchandise and an overall international shopping experience. We aim to strengthen our commitment to our consumers by providing them with the best of what Louis Philippe has to offer. We look forward to engaging our consumers fashion sense with the brand's classy and exclusive offerings."

The Louis Philippe collection comprises formal/ semi-formal shirts, suits, trousers, T-shirts, footwear, accessories, etc and is available between a price range of Rs. 999/- to Rs. 39,999/- .

**Store Address:** Louis Philippe Exclusive Store, Survey Plot No. 294, Old Bypass, Kankarbagh Main Road, Patna – 800020

**Phone Number:** 0612 3222804

**About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men’s fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognizance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suit and meet those requirements and this is what sets Louis Philippe apart as a premium, international men’s fashion brand.

**About Aditya Birla Fashion and Retail Ltd**

Aditya Birla Fashion and Retail Ltd. (ABFRL) emerged 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 and Retail (PFRL) and Madura Fashion & Lifestyle (MFL) in May 2015. Post the consolidation, PFRL was renamed Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets. ABFRL's e-commerce fashion portal, Trendin.com reaches out to multiple destinations across India. With more than 12.5 million loyalty members as of Sept '15, ABFRL has a strong bouquet of loyalty programmes in India.

**For further information, contact:**

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