

FOREVER 21



Forever 21 brings Vidya Vox, Global YouTube Sensation to India

~ Vidya Vox to visit Forever 21 stores in Hyderabad, Pune, Delhi and Bangalore ~

Mumbai, November 15, 2017: Forever 21, one of the most loved international fast fashion brands from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd., has partnered with Radio Mirchi to bring global YouTube phenomenon Vidya Vox to India. Forever 21 is the title sponsor for '**Vidya Vox Kuthu Fire Tour**' where the sensational singer will be seen wooing the audiences at her live concerts in key cities in India. This will be preceded by Forever 21 store visits where she will interact with consumers. Lucky fans from each city will win an exclusive opportunity to meet the YouTube superstar in-person.

Popular for her ingenious mashups, Vidya Vox (Vidya Iyer) has been creating successful hybrids by mixing the music of leading global artists, and has nearly 300 million views on YouTube with more than 3.5 million subscribers on her Vidya Vox channel.

Speaking about this initiative, **Rahul Jhamb, Brand Head, Forever 21** said, *"We are proud to partner with Vidya Vox and Radio Mirchi for '**Vidya Vox Kuthu Fire Tour**'. As an exciting fast-fashion brand from Los Angeles (USA), which has brought new collections in association with budding music stars like Justin Skye, Khaled etc. and music events like Coachella, this association helps us take our consumer engagement a notch higher. Forever 21 is loved worldwide by the young fashionistas, and through this event we provide our consumers with this fantastic opportunity of meeting Vidya Vox in person. Forever 21 believes in providing endearing experiences that resonate with the young audiences and this partnership further reinforces our position as the gen-next brand. At Forever 21, we aspire to make the latest global runway trends accessible to fashion-conscious millennials by introducing new styles every week, thus ensuring that we are the most preferred fashion destination in India".*

Marking a new chapter in India's fashion scene, Forever 21 houses the exclusive Fall '17 Collection, making high fashion accessible to all at affordable prices. Complementing Forever 21 apparel and

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accessories, the store will feature its in-house brands, including **21MEN™**, a line of fresh, fast fashion for men; **Love & Beauty™** a cosmetics line; and Forever 21's lingerie and shoe line.

Vidya Vox will be visiting Forever 21 stores: Hyderabad – 15th Nov, Pune - 16th Nov, Delhi - 21st Nov and Bangalore – 23rd Nov. Forever 21 hosted an exclusive Meet & Greet with Vidya Vox for the top 10 best dressed customers, while the first 200 customers received gift cards worth Rs 500 each. Forever 21 also created a special section called the 'Happy Queue' where consumers were entertained with exciting giveaways and games.

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.

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