



Peter England Men's Obsession store launched by the Leading actress Regina Cassandra in Vijayawada

~ The store will house 2000+ unique designs with over 26 categories of fashion wear, footwear and accessories~

Vijayawada, July 12, 2019: Peter England which is the leading menswear brand from **Aditya Birla Fashion and Retail Ltd.** has launched its **Men's Obsession Store** at the **Imperial Mall VSN Estates, Vijayawada with the talented actress Regina Cassandra.** The new outlet takes Peter England's total store count to 14 in the state.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, "Andhra Pradesh is an important market for us and we are delighted with the overwhelming response we have received so far. We are excited to launch our brand new store in Vijayawada, which has over 26 categories to choose from with customisation options and assistance from in-house stylists. As a brand, we work towards creating exciting shopping experiences for our customers. We are positive that our wide range of fashionable menswear at an unmatched value along with an excellent customer service will benefit us to become Vijayawada's one stop shopping destination for men."

The **3119 sq. ft.** one-stop fashion destination will offer an unparalleled shopping experience to its patrons. The upscale store will house **2000+** unique designs at an unmatched value to the fashion-focused men in the city. Shoppers can now choose from over **26 categories** of formal and casual wear ranging from **Suits and Blazers, Chinos, Denims, T-shirts, Formal Shirts, Footwear and Accessories,** creating a fashion extravaganza for the style conscious men in the city - **Tee-shirts starting from Rs 499, Formal shirts starting from Rs 899, Casual shirts starting from Rs 999, Chinos from Rs 999 and Denim starting from Rs 1099.** The vast collection of irresistible styles for all occasions at an accessible price point will allow Peter England to reach an expanded cohort of customers.

The extensive interiors of the concept store reflect the brand's British heritage and bring to life images and elements from London city life bringing textural experience to a retail environment

Peter England which is the largest selling international menswear brand in the country has constantly innovated itself to suit changing consumer needs. Addressing the fashion prerequisites of the city's stylish gentry, the brand new store in Vijayawada will showcase the season's latest offerings with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, the assortment will range from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range which is a highly eclectic line will have a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The assorted collection of ties, pocket squares, leather belts, wallets and footwear will assert a distinctive and prominent style statement. The finely crafted vests, boxer shorts and briefs from the newly launched innerwear line from the brand will ensure highest comfort and great fit to the wearer.

Store Address: Imperial Mall (VSN Estates), Near Benz Circle - Gayatri Nagar, Vijayawada 520008

About Peter England:

Peter England is the most loved and the one of the largest menswear brands in India. It sells more than 10 million garments every year across 800+ exclusive stores, 2000+ Multi-brand outlets and across 400+ towns. The brand also holds a strong e-commerce presence. The newest retail offering from the brand called Men's Obsession Store is a large format store which houses over 2000+ unique designs at an unmatched value. The vast collection of latest fashion trend meant for every occasion allows the brand to reach an expanded cohort of customers. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting from an attractive price of Rs 999. A quintessential British brand, Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for all special occasions. With a strong foothold in formal and casual menswear segments Peter England offers great fashion for young men at an attainable price point. The brand's formal wear range combines high fashion, impeccable fits along with a wide selection of highly curated looks for the modern professionals who seek individuality. With contemporary styling, easy care fabric and travel friendly features the line ranges from crisp formal shirts, well-tailored suits, jackets and trousers. The casual wear range is a highly eclectic line with a stylish range of washed cotton shirts, denims, cargo bottoms, graphic tees, polo, sweaters and Indie Kurtas. The 'Elite' line from the brand brings together premium formal wear with emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, leather belts, wallets and footwear asserts a distinctive and prominent style statement, the finely crafted vests, boxer shorts



and briefs from the newly launched innerwear line from the brand ensures highest comfort and great fit to the wearer.

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.

ABFRL is India's No 1. Fashion Lifestyle entity. ABFRL hosts India's largest fashion network which includes 2,700+ ABFRL brand outlets, a footprint of 7.5 million sq. ft. of retail space across 750+ cities and towns.

For further information, please contact:

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