

Pantaloons welcomes summer with 'Holiday in Style' campaign

Getting the right holiday look this summer

Mumbai, 19th April, 2019 – Pantaloons, one of the pioneering retail fashion brands in India, has unveiled its new campaign, '**Holiday in Style**' for this summer. This thematic campaign captures the true spirit of its consumers who wish to make every moment of their life stylish.

Consumers across India are currently planning their summer holidays. This campaign leverages the insight that many consumers explore new fashion trends during their holidays to create memories that last. This campaign highlights the fresh & vibrant summer range at Pantaloons which is trendy yet comfortable. Be it for a trip to the beach or the mountainside, partying at a club or chilling with family, the latest collection offers wide array of clothes for every shopper.

Talking about the new campaign, **Ryan Fernandes**, Vice President, Marketing and E-Commerce, Pantaloons – Aditya Birla Fashion and Retail Limited said, *Planning a holiday is hugely exciting. This holiday season, Pantaloons launched a new campaign 'Holiday in Style' to enable its consumers to travel in style. The campaign resonates with the consumers' need for stylish clothes which helps them always be social media ready. Our endeavour is to strengthen our connect with millennials, and be a part of their moment of style journey.*

The brand will launch the campaign with a 360 degree media plan. TV leads the campaign and it is supported with outdoor, radio, digital, personalised communication through email and SMS and on-ground activations and events in multiple cities. Additionally, all of the Pantaloons stores will come alive with the holiday theme branding in store.

Mr. Sukesh Nayak, Chief Creative Officer - Ogilvy & Mather from the creative agency said, *"Life is a series of big or small changes and every change opens up new possibilities. Pantaloons believes that a consumer should be able to own and celebrate these moments of change. This holiday season we wanted to encourage millennials to style their change. We chose to bring this alive on TV by showcasing an endearing story of a girl on a solo trip and how she is never really alone."*

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In line with the brand's philosophy of 'Style your Change', Pantaloons is continuously bringing fresh designs to its' stores. The current summer collection boasts a varied range of women, men and kids wear. Shoppers can choose from comfortable tropical shorts, funky street style denims, breezy summer dresses, attitude tees, stylish capes and comfort chinos.

You can shop all the latest styles online on www.pantaloons.com.

Watch the TVC Here: <https://www.youtube.com/watch?v=eyBpYCZCo5o>

For any further information, please get in touch with:

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About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 305 fashion destinations spread across 150+ towns and cities in the country. With continued focus on catering to varied apparel and non- apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country. Website: www.pantaloons.com

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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.