



## ***Chennai Super Kings' MS Dhoni along with Shane Watson, Dwayne Bravo and Murali Vijay sport striking looks from Peter England's Wedding Suits and Blazers Collection***

**Mumbai, January 2, 2019:** Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Limited, celebrates the onset of wedding season with a brand new TVC featuring the maestros of Chennai Super Kings (CSK) along with M S Dhoni the legend himself. The TVC puts the spotlight on the superstars of cricket who are shown suiting up in **Peter England's Wedding Collection**. The new range is an impeccably tailored line that combines sharp cuts, versatile patterns, and subtle jacquards promising the right impression with flamboyant and distinct style statement.

The 30 seconds film features a light hearted banter between MS Dhoni and his CSK counterparts Shane Watson, Dwayne Bravo and Murali Vijay. The opening frame shows a dapper Dhoni who looks resplendent in his Peter England Wedding Suit, managing to impress his team mates who in turn shower compliments. The video ends with cricketers looking suave in the Peter England signature ensembles.

Commenting on the launch **Mr. Manish Singhai, COO, Peter England** said, "We are excited to unveil the Wedding Suits and Blazers collection that offers a rich promise to every Indian man to be his fashionable best this wedding season. The Wedding campaign featuring CSK stars brings to life the brand's high voltage fashion quotient. A highly focused marketing campaign is being executed across platforms to reach our consumers."

Crafted with superior fabric, the new collection features suits and blazers with rich colour palettes that include lustrous wine tones, deep cobalt blues and vibrant earthy reds. The satin weaves along with the luxury fabric lend a touch of exclusivity to the collection. Reducing the heavy trims, the new collection comprises of three-piece suit sets and blazers thoughtfully created to keep the customer's comfort in mind. The high on fashion wedding suits and blazers collection tries to break the monotony by adding contrasting colour to the ensemble with perfection. The collection will be available across stores in all the major cities and is priced at **Rs. 4999 onwards**.

One can enjoy the TVC on the following link: <https://www.youtube.com/watch?v=sV0kJrbJyY>

### **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 700+ exclusive stores, 2000+ Multi-brand outlets across 400 + towns. It has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then 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 special occasions. Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's 'Elite' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.

**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.

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