

International Fashion Brand Peter England Unveils Its's First Store in Bhadohi with Menswear Starting from Rs 699

Bhadohi, June 1, 2019: Peter England, India's leading menswear brand from Aditya Birla Fashion and Retail Ltd launched its maiden store in **Bhadohi** in Uttar Pradesh. **Spread across 800 sq.ft**, the store promises to be a shopping destination for 'Young Indians'. The brand new store houses a wide array of smart casuals, formal shirts, denims, t-shirts and accessories all **starting from Rs. 699**. The collection comprises of playful colours and contemporary designs that make up the widest range at the new Peter England store. This sprawling new store is a one of its kind in the region, offering a premium shopping experience to the youth of Bhadohi.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Uttar Pradesh is an important market for us; we have received a phenomenal response from our loyal customers over the last two decades which has encouraged us to explore cities beyond metros. We are excited to announce the launch of our exclusive store in Bhadohi. Located in the heart of the city, our store is fashionable and individualistic with chic interiors, providing not just value for money but a collection of the finest quality apparel. We have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. Our courteous and warm store staff and international ambience adds to the pleasure of shopping at Peter England, thus making it the most sought after shopping destination"*.

Since its launch in the Indian market in 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new store in Bhadohi, Uttar Pradesh.

Store address: Chak Inayat Road, Bharat Talkies Chauraha, Bhadohi

The price of the collection starts from **Rs.699 onwards**

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



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