

The largest Planet Fashion in India launched in Hazratgunj!

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After opening 96 stores across 50 cities in India and tasting the success of its store at Sahara Mall, Planet Fashion, a retail initiative of Madura Garments, has recently opened its flagship store at Hazratgunj (Mahatma Gandhi Road). Spread over more than 7000 sq. ft., this store is perhaps the largest menswear store not only in Lucknow but in Uttar Pradesh. It is already the favorite shopping destination for the wedding shopper – with the best menswear brands like Manyavar, Louis Philippe, Van Heusen, Monte Carlo, Levi's, Jockey, Allen Solly & Peter England under one roof. This wedding season, they have put together a great selection: In addition to premium suits & blazers that Planet Fashion is well known for, it has also introduced sherwanis & designer kurtas.

Planet Fashions boasts of over 400 options in suits to choose from, the widest possible range in any store in Lucknow. Starting from a basic suit at Rs 5000, you may feast on the finest premium collection made from pure Italian Wool & Wool Blends with Cashmere, Silk, Mohair, and other fabric, prices for which go up to Rs. 25,000/-.

“We are extremely enthusiastic to open our new flagship store at Hazratgunj. It takes us a step ahead in positioning ourselves as the preferred destination for the discerning wedding shopper. Ethnic-wear is emerging as a big trend in weddings. We are pleased to have brought in an exclusive range of ethnic-wear in Lucknow. Now we offer the best of both worlds – from premium suits to designer sherwanis” says Mr. Shoaib Farooqi, COO, Planet Fashion.

To cater to the young customer, in addition to suits & sherwanis, Planet Fashion showcases a wide array of party shirts, trousers as well as accessories like ties, cufflinks and belts. The stunning VDot party shirts are very popular as an undershirt with blazers. There is a special denim zone in the store to address the essential needs of denims. Apart from this, there is a wide variety of casual wear for this age group.

Planet Fashion has on display a wide choice of ceremonial suits collection specially crafted for weddings. In addition, there are suits and blazers to match every occasion, be it a formal business meeting, a party or an informal casual evening out with friends. “While over 70% of our suits buyers are bridegrooms, we have seen large purchases by his family and friends who attend the function” says Mr. Farid Khan, the Regional Manager.

With an array of brands, they offer suits of a variety of fits, the most popular these days being the slim fit. They also have sizes to match all profiles, from 36” to as large as 50”-52” which are normally not available readymade. “Wedding is a one-time purchase and the customers need a lot of special attention. We have specially trained Suits Specialists at each store who personally attend to the customers and trained alteration masters to ensure that the fit & appearance is perfect for the special day”, affirms Mr Farooqi

So if you want to look your best this season, you may want to walk into one of the Planet Fashions in Lucknow.

Planet Fashion outlets are located at Mahatma Gandhi Road, Hazratgunj (4101946) and Sahara Mall (4004290)