

Louis Philippe announces its entry into the footwear market

29 April 2010

Bangalore: Louis Philippe, India's leading super-premium apparel brand in the menswear industry today announced its category extension into footwear.

The range of Louis Philippe footwear, priced comprehensively between Rs.2,999/- to Rs.4,999/- will be made available in 30 select exclusive Louis Philippe stores across the country in the first phase of its launch.



Louis Philippe shoes are available in more than 40 exciting designs to choose from, offering an unparalleled width in the formals market.

Based on extensive market research, we have designed and launched the Classic, the Dress and the Relaxed product lines for the style-conscious, comfort-seeking customers. Louis Philippe shoes have been manufactured with the latest know-how of the Italians, who are known for their fine craftsmanship across the globe.

Comments Mr. Vishak Kumar, COO, Louis Philippe, "We are delighted to offer our customers a complete men's wardrobe solution with the launch of Louis Philippe shoes. Footwear from Louis Philippe is the perfect choice for the style-conscious gentleman, whose passion for fine and classy living complements his choice of wardrobe."

The Perfect Choice:



Perfection is engraved in the DNA of the brand. Louis Philippe shoes undergo 200 different processes of production excellence in order to craft every single masterpiece. Pure leather has been used for both the outer body and the inner lining.

The soles are soft and light; some of them constructed with the lightest wood, Masonite. Leather boards have been introduced in the front and back

of the shoe to help retain its elegant shape for a long time. Twin material leather sole helps the sole to breathe and thereby retain freshness for the feet at all times. In order to provide longevity for the shoes, 'technical sole construction' is introduced in the shoes.

Full Cushioning System (TM): Introduced for the first time in the country, scientifically proven technology such as Full Cushioning System (TM) has been used to give extra comfort and care for the feet.

"The Indian customer has rarely got the choice of formal shoes that serve his style needs, and his requirements for comfort, with the same pair. To deliver this unique combination, has been our obsession," Mr. Kumar adds.

Enjoyable Retail Experience:

Louis Philippe customers can expect specialised staff at the exclusive stores who are equipped with know-how about the science of footwear and its maintenance.

Further, an advanced 'automatic replenishment system' has been implemented at the stores, so that any shoe can be replenished within 24 hours anywhere in the country, ensuring high availability to the customer for his choice.



Louis Philippe's commitment to excellence and style is truly reflected in its newly launched Louis Philippe Shoes.

About Louis Philippe:

Louis Philippe is the leader in the stylish formal, official and semi-formal occasion wear. The brand's Franco-Italian lineage combined with its focus on contemporary international fashion gives it an indisputable premium and exclusive image. The focus on luxury and the detailed craftsmanship of every garment ensures that each Louis Philippe garment owner belongs to "The Upper Crest".

Available at all exclusive Louis Philippe stores across India.

NCR: NEW DELHI – Vasant Vihar – Basant Lok, Ph:41669787; Raja Garden – West Gate Mall, Ph: 45508031; Saket – Ground Floor, Select City Walk, Ph:40588706; Connaught Place – Inner Circle, Block-D, Ph:41517406; Inner Circle, Block-F, Ph:43583745; Vasant Kunj – DLF Place, Ph:46098275; NOIDA – Sector 18 – 1st Floor, Unitech Mall, Ph:4232992; Block F, Ph:4312093; GURGAON – Ambience Island – Ground Floor, Ph:4665394.

MUMBAI: Khar - Linking Road, Ph:67033649. Lower Parel - High Street Phoenix, Senapati Bapat Marg, Ph:66669129. Thane - Koram Mall, Mangal Pandey Road, Ph:66096362.

CHENNAI - Nungambakkam - NH Road, Ph:42137727. Dr. RK Salai - Near Royapettah Bridge, Ph:42109540. Nelson Manickam Road - Ampa Skywalk,

Ph:43300395.BANGALORE: Magrath Road - 1st Floor, Garuda Mall, Ph:41531021.

Indiranagar – 100ft Road, Ph:42074426.HYDERABAD: Banjara Hills - Road #2, Ph:23554881. GVK One Mall, Ph:44767824