

Louis Philippe creates a new fashion statement for the 'Royal Challengers', Bangalore IPL team

21 April 2008

At an exhilarating event held today, Louis Philippe unveiled their new collection crafted specially for the Bangalore IPL Team the 'Royal Challengers'.

Commenting on this fashionable partnership, Mr. Ashish Dikshit, President, Madura Garments Lifestyle Brands, said: "Louis Philippe, India's most preferred premium lifestyle brand for men's fashion has maintained its position as the market leader and the consumers repose in the brand. With this connect, the new and contemporary 'avatar' of cricket: The Indian Premiere League, Louis Philippe yet again contemporises itself to move with the consumers and lead the market, as it has done in the past."

Talking on the occasion, Mr. Vishak Kumar, COO, Louis Philippe, said "Winning, excellence and passion are Louis Philippe brand values. So when the Bangalore IPL Team requested us to put together a fashion line for the team, the concept of official clothiers 'off the field' came up. So now the IPL Royal Challengers will create a statement not just on the field, but off it as well!"

The scintillating fashion show saw cricketing stalwarts like Rahul Dravid (Captain), Jacques Kallis, Zaheer Khan, Mark Boucher, Praveen Kumar, Cameron White, Shivnarine Chanderpaul, Wasim Jaffer, Ross Taylor, Virat Kohli and Sreevatsa Goswami, walk the ramp, showcasing the specially crafted Louis Philippe Royal Challengers collection. TV host and cricket buff, Mandira Bedi quizzed the ramp scorchers on their team and their lives.

The Louis Philippe Royal Challengers collection showcases three looks: formal, semi-formal and evening, keeping in mind the need to multi-task and have wardrobe versatility. The highlight of the collection is the uniquely created 'Z shirt' launched for the first time in the country. The 'Z shirt' is a happy marriage of the formal and the informal look.

The Louis Philippe Royal Challenger collection will be available at Louis Philippe outlets shortly.