

Louis Philippe launches its new retail identity

27 August 2010

Louis Philippe, India's leading super premium menswear brand launched its new retail identity at its exclusive store in Trivandrum.

Delivering world class retail experience

Louis Philippe represents Western European fashion sensibility while continuing to address the needs of the style conscious contemporary male. True to its promise, the brand has unveiled a new and contemporary signature look across its stores in the country. Conceptualised by a group of ace designers from New York called ThincTank New York and further enhanced by the in-house team, Louis Philippe delivers a super shopping experience that will delight its customers.

Louis Philippe gets luxurious

Louis Philippe's passion for sophistication is seen through its luxury brand 'Luxure' that is made from the finest fabrics across the globe. Luxure is designed with exquisite craftsmanship with attention to detailing in every garment. Luxure from Louis Philippe has been accepted well among its target audience and is rolled across several Louis Philippe stores in the country.

LP - the sports face of Louis Philippe

Louis Philippe introduced LP, a new range for today's successful urbanites. This range is for those who need wardrobe versatility in their everyday clothing to complement themselves. The range exudes élan, style and success which personifies today's achiever who has arrived in life early, who is in a hurry to make a mark in this world and yet, wouldn't compromise on either the fun or the values en route.

Louis Philippe's foray into the footwear segment

Louis Philippe Footwear is the perfect choice for the style-conscious gentleman whose passion for fine and classy living complements his choice of wardrobe. Comments Mr Jacob John, Brand Head, Louis Philippe, "Louis Philippe has a new story to tell year after year. This year has proved to be hugely successful as well with the launch of Louis Philippe footwear and the launch of our new signature-look stores across the country. Louis Philippe does not rest on its laurels and will continue to excite its target audience with innovative and exciting offerings."

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 piece ensures that each **Louis Philippe** owner belongs to "The Upper Crest".