

## Louis Philippe unveils its biggest store in Ludhiana

28 December 2012

*~Fashion for every occasion~*

**Ludhiana:** Louis Philippe, the identity of the stylish and astute Indian gentleman launches its second exclusive store in Mall Road, Ludhiana. Located in a prime area of the city, the new Louis Philippe store is spaciouly spread over 1,500 sq.ft.

This exclusive store is the first high-street store in Ludhiana. The range of products on offer is a delight for the experimentative and fashionably discerned populace of the city. Choose from a delectable assortment of men's apparel and accessories ranging from ceremonial to corporate suits, blazers etc. Engage your fashion senses as Louis Philippe enthrals with its classy and exclusive offerings that includes the brand's prestigious label 'Luxure' and its chic footwear range.



Since its foray into the Indian market in 1989, Louis Philippe has successfully established itself as the premium menswear brand in the country.

And the success story continues with the brand launching its store in Ludhiana, which is definitely a milestone in the city's fashion culture.



The new store was inaugurated by Mr. Jacob John, Brand Head, Louis Philippe, who said, "*Louis Philippe has a new story to tell year after year. We are elated to make our presence felt in this part of the country and we are hopeful of a fantastic reception to our latest venture. Louis Philippe does not rest on its laurels and will continue to excite its target audience with innovative and inspiring offerings.*"

So come, be a part of the celebration, as Louis Philippe ushers in a new wave of class meets panache in the wonderful city of Ludhiana.

### Store address:

Louis Philippe, Shop # 4 & 5,  
Capital Plaza, B-XIX - 91/2,  
Mall Road  
Ludhiana - 141001  
Tel: (161) - 5003008

### **About Louis Philippe**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the repute of being the leader in formal and quasi-formal wear. Taking cognizance of the evolution of the Indian gentleman and so also his preferences, the brand has constantly innovated and modelled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium international men's fashion brand.