

Louis Philippe unveils new store in Delhi

~Louis Philippe Launches New Store in South Ex~

14 September 2012

New Delhi: Louis Philippe, the identity of the stylish and contemporary Indian gentleman, launches its newest flagship store in South Ex, New Delhi. Legendary cricketer, Kapil Dev and Jacob John, Brand Head, Louis Philippe, launched the new store which houses a great selection of apparel made from the finest fabrics from across the world. The store is spread across 3,500 sq ft and is the brand's biggest store in New Delhi.



Apart from offering customers a wide range of shirts, suits, trousers, t-shirts, denims and accessories for every occasion, the store also offers Made To Measure service, a facility that will allow customers to create personalised ensembles, thus pampering him for choice.

First established in the mid-1960s in the United Kingdom and since launched in India in 1989, Louis Philippe has consistently brought forth the finest range of high-quality apparel for men and is a name thus synonymous with luxury and sophistication.

Talking about the brand's latest developments Mr. John said: "Delhi's largest Louis Philippe store marks another high point in the long list of our retail success stories this year. The South Ex Store is an indication of our commitment to the fashionable and sophisticated city of Delhi. Louis Philippe will continue to excite its target audience with innovative and exciting offerings."



Added Mr Dev, the cricket legend: "My association with Louis Philippe goes way back. As an avid golfer and fashion enthusiast I know I can always get the most exclusive collection for every occasion right here. It's always sophisticated, stylish, and relaxed - just like Delhi and me!"

Visit the store in South Ex to experience grandeur like never before!

Store Address:

F40, South Extension, Part 1,

New Delhi – 110049

PH: 011 - 40588781

About Louis Philippe

Louis Philippe is the leader in the stylish Menswear offering. The brand's Franco Italian lineage combined with its focus on contemporary international fashion lends it a premium and exclusive image. The focus on fine fabrics and the detailed craftsmanship of every piece ensures that each Louis Philippe owner belongs to "The Upper Crest". The brand symbolises elegance, class and status, while addressing the needs of the style conscious power seeker.

From the very beginning, Louis Philippe has combined the finest fabrics with designs inspired by the latest international trends. Embellished with the embroidered "Crest", Louis Philippe wardrobe announces to the world that the wearer has truly "arrived".

Almost two decades later in India, the "Crest" is prized even more for its craftsmanship and attention to detail as Louis Philippe continues to celebrate the sophistication and class of the quintessential Indian gentleman.

Louis Philippe is available at more than 130 flagship stores across India. They provide consumers with an international shopping experience, true to the brand essence 'Mark of Grandeur'. Apart from the chain of Planet Fashion stores, it is also available at all leading menswear and department stores across the country.

LP Luxure is a super-premium collection from the House of Louis Philippe, crafted with the finest, rare and exclusive fabrics, meticulous tailoring and impeccable detailing. Inspired by the pursuit of art and travel, every Luxure piece combines a respect for tradition with a love of contemporary style. Alongside delectable suits and shirts, the collection includes exquisitely constructed shoes, precious cufflinks, silk ties and other style accessories. For its more discerning clients, made to measure tailoring is also offered in select stores across the country

LP Louis Philippe is an identity and a style statement rolled into one - a creation of, for and by a superior level of passion for the new-age power seekers, who finally get what they have always deserved. The all-occasion LP wardrobe combines style, attitude and panache and has an exciting range of shirts, t-shirts, casual and formal trousers, suits, jackets and accessories.

Every LP Louis Philippe is a trove of hidden treasures with subtle nuances that will delight the wearer and allow him to discover something new every day and is available in all leading stores across the country.