

## Aditya Birla Fashion and Retail's "Planet Fashion" gets trendy with new retail identity in Varanasi

- *The brand aims to strengthen its relationship with consumers with its promise of dependability and commitment*



**Varanasi, 14<sup>th</sup> April 2023:** Planet Fashion, part of Aditya Birla Fashion and Retail (ABFRL), unveiled its new retail identity at its 2051 Sqft. store located on Durgakund in Varanasi. The brand has 171 stores across India and offers the latest international fashion selections at affordable prices.

Planet Fashion's new brand identity is complemented by product and packaging innovation to attract new-age consumers across categories by improving their customer experience. The distinct brand identity makes the brand easily recognizable and unique.

The flagship store located at Durgakund in Varanasi offers an immersive shopping experience and is an extension of the brand's most recent retail identity. The store houses an extensive product including casuals, denims, and seasonal clothing. formal shirts and trousers, suits and blazers from portfolio from Louis Philippe, Van Heusen, Allen Solly, Simon Carter.

**Ms Farida Kaliyadan, COO, of Louis Philippe and Planet Fashion,** said, *"We are pleased to delight our customers with the new retail identity experience launched at our Varanasi store. As Planet Fashion expands rapidly, we are focused on delivering value to our customers with superior craftsmanship, extensive product portfolio and an unparalleled retail experience."*

Planet Fashion's new retail identity has a new logo, in white, grey and copper colours, giving the store a modern yet sophisticated shopping experience. Fixtures are designed to display a wide range of lifestyle looks, and the abstract mannequin is displayed to effortlessly illustrate brand stories and images.

Planet Fashion has **171 stores** across **149 cities** in India and offers premium brands under one roof, such as Louis Philippe, Van Heusen, Allen Solly, Simon Carter, Reebok & American Eagle.

The new collection is also available at the Varanasi store and online at <https://www.planetfashion.in/>.

Planet Fashion has presented the collection at an incredible price of **Rs. 1999 onwards**.

**Store Address:** Planet Fashion, 1-4 Dharamsingh Complex, Near Gurudham Chauraha, Durgakund

## **About Planet Fashion**

[www.planetfashion.in](http://www.planetfashion.in) an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest-growing branded apparel company and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashionwear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women.

Madura Fashion & Lifestyle is defined by its brands — **Louis Philippe, Van Heusen, Allen Solly, Reebok, American Eagle and Simon Carter** — that personify style, attitude, luxury, and comfort.

Planet Fashion has two distinct customers, one wedding customer (buys for the occasion) and other regular customers who buy for wardrobe (casual driven). The vision is wanting this to meet, the brand wants to serve all that a man can desire for their wardrobe. Net takes away for the consumer is, the widest collection & a bouquet of the best, as we curate the best from each of the brands and present it to our customers.

## **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 point of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established for over 25 years. **Pantaloons** is one of India's leading fashion retailers.

ABFRL's international Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands and has long-term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle** and **Reebok**.

**Van Heusen Innerwear, Athleisure and Active wear** is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

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