

American Eagle expands retail footprint with Franchisee Stores, plans to set up 50 stores in India by 3 years

Opens its first high street partnered store spanning 1700 sqft in Jaipur, Rajasthan



Mumbai, 23rd May, 2022: American Eagle, America's favorites jeans brand since 1977, launched its first franchise store in Jaipur, Rajasthan under the license from American Eagle Outfitters, Inc. (NYSE: AEO) to Aditya Birla Fashion and Retail Limited.

With this launch, the brand plans to expand its retail footprint across India making shopping experience of customers even more convenient.

The Jaipur store spans 1,700 sq. ft. and is spread across two floors. It is the first high street store for the brand in India.

The iconic global brand stands for individuality, freedom, and self-expression. American Eagle is all about helping customers find their favourite fits. It offers the latest trends in jeans, which includes an extended size offering; sizes ranging from 24-36 inches for women and 29-38 inches for men.

Some of this season's favorites include:

AMERICAN EAGLE



- **For him:** the new Airflex+ Skinny and 360 Slim, which offer continual flexibility and comfort. In addition, plaid shirts, polos, and graphic logo tees provide him with versatile outfitting options.
- **For her:** there is a range of fashion jeans and comfort styles from the Mom Straight to the Super High-Waisted Flare, which pair nicely with a new assortment of smocked woven tops, comfy graphics and baby tees.
- The new denim collection also features the 'Real Good' badge. This icon denotes American Eagle products made with the planet in mind and manufactured using more sustainable techniques, in a facility that meets AEO Inc.'s standards for water recycling and reduction.

*Commenting on the launch, **Mr Ashish Mukul, Brand Head, American Eagle, India,** said: "American Eagle is an iconic global jeans brand and we believe a strong market like Jaipur offers tremendous potential. With stores across NCR, Hyderabad, Pune, Chandigarh, Chennai, Mumbai, Bangalore, Kolkata, and now Jaipur, we have covered most of the major cities in the country." **He added,** "Having established a strong customer connect and a proven business model, we plan to open another 50 stores over the next three years with key franchisee partners to drive the brands' reach across the country."*

The new collection is available at the Jaipur store. It is also available 24/7 online at www.aeo.in

About American Eagle Outfitters, Inc

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global speciality retailer offering high-quality, on-trend clothing, accessories, and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also are available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit www.ae.com.

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 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 retailer.

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**.

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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 & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

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