

FOREVER 21



Forever 21 unveils its all-new flagship store at Sarath City Capital Mall in Hyderabad



Hyderabad, 26th May 2022: Forever 21, India's most loved, international fast fashion brand from Los Angeles, California, licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries, unveils its new flagship store on Upper Ground Floor, Sarath City Capital Mall in Hyderabad on 21st May 2022 (Saturday). This all-new Forever 21 store offers the latest global trends in comfort clothing.

Spread across 4,218 sq. ft. at Sarath City Capital Mall, the store presents trending styles featuring women wear collection including fitted dresses, bodysuits, super crops, co-ords, jackets, satin and handkerchief tops, pop-colored accessories, and footwear and menswear collection ranging from graphic tees, cargoes, denims, shorts, and printed shirts.

*Speaking at the launch, **Mr. Mukesh Soni, Business Head (India), Forever 21** said, "We are delighted to unveil our all-new flagship Forever 21 stores at Hyderabad's prime shopping destination. Forever 21 brings the newest runway and catwalk trends from Los Angeles to young fashionistas at Forever 21's hallmark 'sweet prices. We offer the finest global trends in comfort clothing and look forward to creating delightful shopping experiences."*

The Grand Launch on 21st May at Forever 21: The brand is all ready to treat its fans with a series of exciting offers you simply cannot afford to miss! The store is also offering an exclusive 21% off during the inaugural week of the store.

About Forever 21:

Forever 21, Inc., headquartered in Los Angeles, California, is a fashion retailer of women's, men's and kids clothing and accessories and is known for offering the hottest, most current fashion trends at a great value to consumers. This model operates by keeping the store exciting with new merchandise brought in daily. Founded in 1984, Forever 21 operates more than 550 stores in 27 countries around the world.

For more information, visit www.forever21.in

Follow Forever 21 on Instagram- @forever21_in or Facebook- @Forever21IN

About ABFRL:

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**.

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**'.

For further information, please contact -Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com