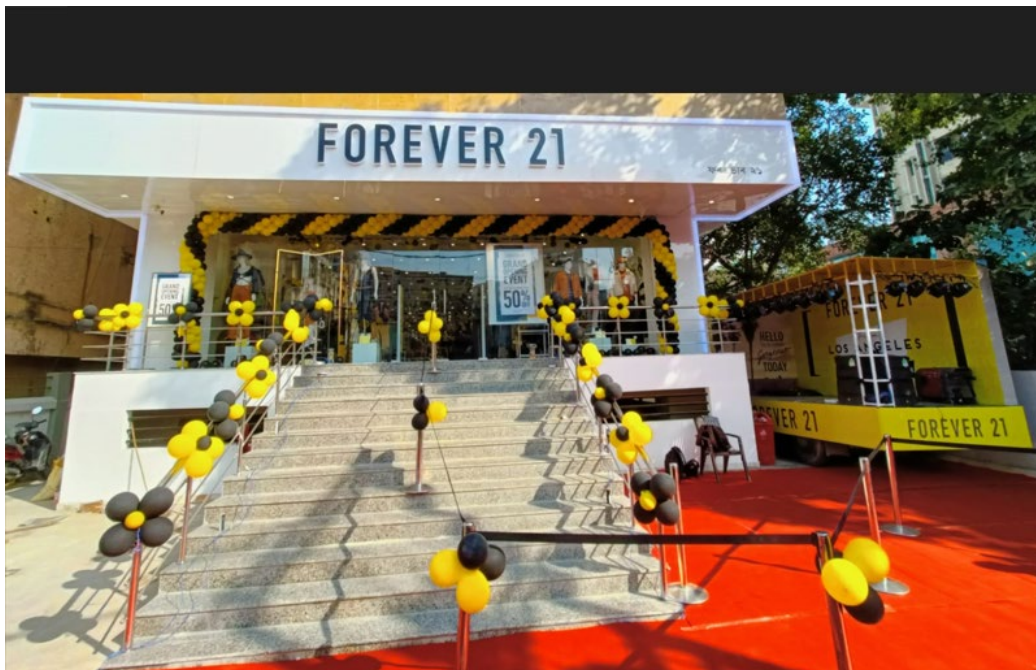


FOREVER 21



Forever 21 unveils its all-new flagship store at Guwahati



Guwahati, 7th December 2022: Forever 21, India's most loved, international brand from Los Angeles, California, licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries, unveiled its new flagship store in Guwahati on 26th November (Saturday). This all- new Forever 21 store offers the newest global trends to all while inspiring unique style and confidence.

Spread across a 6356 sq. ft. space at ABC Bhanagarah GS Road, Guwahati the store presents trending styles including winter wear along with fitted dresses; bodysuits; super crops; co-ords; jackets; cropped, satin and handkerchief tops; pop-coloured accessories and footwear.

*Speaking at the launch, **Mr. Mukesh Soni, Business Head (India), Forever 21** said, "We are thrilled to open our new flagship Forever 21 stores in Guwahati. This is the brand's only store in Assam and Guwahati. Forever 21 offers young fashionistas the newest runway and catwalk trends from Los Angeles at our signature 'sweet pricing'. We take pride in providing the finest comfort clothing and look forward to making your experience enjoyable."*

The brand is all ready to treat its fans with a series of **exciting offers** during the inaugural week of the store, you simply cannot afford to miss it!

Store Address: Forever-21-ABC Bhanagarah GS Road Guwhati P.S Guwhati Dist -Kamrup Metro
Pin-781005

About Forever 21:

Forever 21 is a fashion industry leader making the latest trends accessible to all while inspiring unique style and confidence. With a renewed focus on the customer experience, the brand offers high style designs and fashion basics with compelling values and a dynamic store environment. While driving innovation across e-commerce and digital to expand access and convenience, the brand continues to strengthen its positioning as today's preferred destination for the fashionable consumer. Forever 21 is located in more than 572 locations globally and online.

For more information visit Forever21.in.

About ABFRL:

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 points 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: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com