

FOREVER 21



Forever 21 unveils its all-new flagship store at KIME Complex in Itanagar

Itanagar, 30th October 2021: 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 first Flagship store in Arunachal Pradesh and Second in Northeast. With the launch of this store in Itanagar on 30th October, 2021 (Saturday), the brand aims to increase its footprints in the northeast. This all-new Forever 21 store houses the edgiest and up-to-date trends, to make one feel fashionable and trendy this season.

Spread across 3079sqft, at KIME Complex, Near BB Plaza, D-Sector, the store presents trendy styles including fitted dresses; bodysuits; super crops; co-ords; jackets; cropped, satin and handkerchief tops; pop-coloured accessories and footwear. That's not all, the store hosts the latest & exclusive partnership collection inspired by the movie "Space Jam". The store also features a series of collections styled for the young and trendy men ranging from graphic fleece, cargo, jacket, printed tees, shorts etc

*Speaking on the launch, **Mr. Mukesh Soni, Business Head (India), Forever 21** said, "We are excited to unveil our all-new flagship Forever 21 store at KIME Complex, Near BB Plaza, D-sector in Itanagar. At Forever 21, we are excited to bring the runway trends, from Los Angeles to the fashionable young Indians at Forever 21's hallmark 'sweet-prices'. For our customers we wish to keep up with the fashion setting including global requirements of comfort clothing. We are glad to bring Forever 21 to one of the most fashion forward cities – Itanagar. In this renewed journey, we look forward to bring the best to our valued customers who love the brand like their own."*

The Grand Launch on 30th October at Forever 21: The store is geared to host celebratory activities, including consumer engagement, special offers and also a band performance to mark the Grand launch on 30th October (Saturday). The celebration includes a special offer to their First 100 consumers who can avail exclusive Forever 21 Tshirts for Just Rs.99. The store is also hosting an exclusive **'21% off'** for the first one week from the Grand launch on 30th October.

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. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as of March 31, 2021), 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 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as of 31st March 2021).

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

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Activewear are establishing themselves as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'.

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