

## Louis Philippe launches its first store in Dharmapuri, Tamil Nadu

*The new outlet will house an exclusive collection*



**Dharmapuri, September 13<sup>th</sup>, 2021:** Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., has announced the launch of its maiden brand outlet in Dharmapuri, Tamil Nadu. Located in heart of the city, the store is situated in Salem Main Road, Dharmapuri and offers remarkable range of wardrobe options for men.

With the promise of premium fashion with unmatched prices, the 1334 sq ft. Louis Philippe outlet is one stop for all the fashion savvy consumers in the town. This first shopping experience with Louis Philippe Dharmapuri store, will offer an exclusive range of collection of premium wardrobe solutions to the new fashion explorers. With this launch, the brand plans to expand its offerings to consumers in the tier 3 and 4 cities.

Exclusive collection at the Louis Philippe store features a broad range of contemporary designs and fresh styles in shirts, trousers, blazers. Apart from these, a stylish assortment of expressive

Denims and T-Shirts for a casual, yet eclectic style is also among the plethora of offerings available at the store.

*Speaking on the launch, Farida Kaliyadan, COO, Louis Philippe, said, "We are delighted to announce the launch of our exclusive store in Dharmapuri, Tamil Nadu. With this launch we aim to strengthen our reach in Tier 3- Tier 4 cities. This store launch will bring India's leading premium menswear brand in smallest towns and make the brand more accessible at a sharper price in small cities."*

**Store address:** Louis Philippe, Shop no. 103B, Salem Main Road, Dharmapuri – 636705  
(Landmark – Opposite Thangam Hospital)  
Louis Philippe has presented the collection at an incredible price at the new store.

#### **About Louis Philippe:**

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several innovations such as the Permapress line of wrinkle-free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. In our casual range we have LP Sports Range with a wide range of casual shirts and trousers, Athwork which addresses slim fit styles and silhouettes, AthPlay, the athleisure range of collection focusing on style and performance, LP Denims – a wide range of knit denims and new international edit range addressing the luxe denim consumer. Louis Philippe also has a wide range of finely crafted footwear pivoting on comfort and craftsmanship. These include formal shoes made of premium leather, stylish casual shoes and open footwear. This range is supported by exquisitely crafted pure leather belts and wallets.

#### **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 31<sup>st</sup> 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**'.

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