

International Fashion Brand Peter England Unveils Its's First Store in Dabra, Madhya Pradesh with Menswear Starting from Rs 699

Dr. Narottam Mishra, Home Minister of Madhya Pradesh inaugurated the store

Dabra, August 22, 2020: Peter England, a leading international menswear brand from the house of Aditya Birla Fashion and Retail Limited, today launched its maiden store in Dabra, Madhya Pradesh. **Dr. Narottam Mishra, Home Minister of Madhya Pradesh** inaugurated the store which is located on Geeta Cinema Road. With this launch, Peter England has further strengthened its footprint and retail presence in Madhya Pradesh with a total number of 18 stores in the state.

Spread across 775 sq. ft., the new store at Dabra promises to be a shopping extravaganza for today's youth boasting of premium quality stylish products at an unmatched value. The exclusive brand outlet features over 600 style that includes shirts, t shirts, trousers, denims, masks, lounge wear, accessories and occasion wear like suits, blazers, traditional wear and sweaters. The collection starts at an unbelievable price of INR 699. Today's fashion-conscious men can select from a range of collection comprising of playful colours and contemporary designs. The store plans to offer premium quality fashion wear at affordable price for the consumers with an improved shopping experience to the youth of Dabra.

Speaking on the occasion, **Mr. Manish Singhai, COO, Peter England** said, *"Madhya Pradesh is a significant and vital market for us. An enormous response from our existing outlets in the state has driven us to expand our reach and accessibility. We are pleased to launch our first store in Dabra taking our retail presence in the state to 18 stores. Strategically placed, our store houses over 700 styles; we have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. All our stores staff have been provided the necessary training and we are deploying the guidelines and protocols set by the local authorities for the safety of our customers and employees during current time."*

Since its launch in the Indian market in the year 1997, Peter England has established itself as one of the most successful menswear brands in the country. With an increased focus on expanding its presence to cities beyond metros, Peter England adds a new chapter to their success stories with the launch of its new and first store in Dabra, Madhya Pradesh.

Store address: Peter England Showroom, Geeta Cinema Road, Dabra, Madhya Pradesh – 475110

The price of the collection available at this store starts from **INR 699 onwards**

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ Multi-brand outlets and across 800+ towns. The brand also holds a strong e-commerce presence. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting at an attractive price point of Rs.999. Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for all special occasions. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denims, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures highest comfort and great fit. While the brand continues to expand across India, they introduced a brand new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About ABFRL:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), 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 3,031 stores, presence across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India.

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

ABFRL's portfolio of regional brands includes '**Van Heusen Innerwear**'. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.