

## Louis Philippe launches #ThanksDad campaign for Father's Day

***Mumbai; June 16, 2021:*** Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., has launched a simple, heartwarming, yet powerful campaign to commemorate the Father's Day. The brand has released the campaign across its digital platform with an aim at celebrating the father-children bond.

The campaign christened as **#ThanksDad** features young professionals thanking their fathers for all they did to raise them right. The creative approach for the video amplifies the invariable core idea of reversing the roles, children taking charge of their fathers' wellbeing and promising the same love and care to them in today's uncertain times. The campaign brilliantly celebrates the commitment, lifetime of responsibilities, challenges and ever lasting memories between fathers and children.

The simple yet powerful storyline of the campaign revolves majorly around how fathers restlessly care and ensure best for their family but miss to accept that their grown-up children can look after them too. Louis Philippe's latest campaign #ThanksDad captures the same idea and develops a narrative urging children, especially adults to realize, it is important to play father to their fathers in these unprecedented times and care for them as they were cared for by their fathers.

The campaign is an ode to all the wonderful fathers out there and to all those playing father to their dads for the very first time during these times. The 60 seconds video highlights the emotions of young professionals who are expressing their views of taking care of their father in these challenging hours. The video esthetically captures the real instances that a son and daughter come across while they are donning the role of dad to their father.

Commenting on the campaign, **Farida Kaliyadan, COO, Louis Philippe** said, *"Every Father is an unsung hero and is an inspiration for every child. This Father's Day, Louis Philippe celebrates and encourages all daughters and sons to ponder over the need to say Thank You open heartedly to their father. We aim to kickstart the conversation over how important it is to not just thank but also give back to our fathers. And when it comes to giving back, no material gift can lighten up a father's heart like words of acknowledgement and a promise of continued love to him. There can't be any more crucial times to extend our utmost attention and emotional support to the man who ensured the best of everything in life for us. Thus with #ThanksDad, Louis Philippe encourages the*

*young generation to recognize their lifelong efforts and commit for their wellbeing especially at such uncertain times as these.”*

Louis Philippe campaign is also backed by an engaging social media contest. The initiative encourages participants to post a thank you video expressing the most memorable experience with their father and sharing it across social media platforms using the hashtag #ThanksDad. The winning entry will feature on Louis Philippe’s social media page.

YouTube Link – <https://www.youtube.com/watch?v=tU8Hu-srrlk>

**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 new 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. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

**About ABFRL:**

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ 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 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 Active wear is establishing itself as India's most innovative and fashionable brand.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.