

# Aditya Birla Fashion offers American Eagle apparel line

## Eyes 18-25% share in premium denim segment in 7 years

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Aditya Birla Fashion and Retail Ltd (ABFRL) has introduced the American Eagle casual denim brand in India and plans to open 30 exclusive stores in three years. The company has opened the first outlet in Delhi and plans to focus on the top five metros to begin with.

In the mid to premium denim clothing segment, the brand is eyeing a market share of 18% to 25% in seven years, top company officials said.

In August 2017, ABFRL entered into a multi-store retail and e-commerce licence agreement with American Eagle Outfitters (AEO) Inc. and the brand has been



Sathyajit Radhakrishnan

rolled out according to this partnership agreement.

"We have aggressively planned to expand the reach of the brand in the next three years," said Sathyajit Radhakrishnan, President International Business, ABFRL. "We also plan to invest in retailing the AEO merchandise through the

brand's exclusive India website [www.aeo.in](http://www.aeo.in)," he added.

Mr. Radhakrishnan said the brand would target both men and women in the age group of 15-28 years. Jeans are priced from ₹2,499 to ₹4,000.

### 'Lack of choice'

"India has the fastest growing youth market in the world with upwardly mobile consumers, who are driving demand for brands having international aesthetics and style. But there is a paucity of choices when it comes to jeans. With the entry of American Eagle, ABFRL will fill the gap and corner a significant share of the country's premium jeans wear market," he said.