

ABFRL	February 2024	Retail ME	National	Pursuit of Perfection
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UNDER THE SPOTLIGHT

Pursuit of Perfection

In conversation with **Anurima Das, Jacob John, President (Premium Brands) at Aditya Birla Fashion and Retail Limited**, shared insights into Louis Philippe's strategic expansion into the Middle East.

Louis Philippe, renowned for its premium merchandise spanning apparel, footwear and accessories, embarked on its Middle East journey last year with the inauguration of a flagship store in UAE's City Centre Deira. This milestone marked the brand's entry into the vibrant Middle Eastern fashion landscape, offering discerning consumers an immersive shopping experience tailored to the modern man.



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Let's start with the first step that you have taken in the Middle East. What's the plan for expansion in the region?

This momentous occasion marks the beginning of Louis Philippe's strategic expansion in the vibrant Middle Eastern fashion landscape, making our world-class products accessible to discerning consumers in the region. Our enormous 2,000 sq. ft. store in City Centre Deira promises a magnificent and immersive shopping experience adapted to today's modern and contemporary man. This exclusive brand outlet offers a wide range of formal and semi-formal apparels and accessories that encapsulate the essence of elegant wear.

We began with a market study to comprehend the region's preferences, market dynamics and potential growth opportunities. The first step that we took was looking for a strategic partner who can ensure in providing us with the reach and align with regional tastes and trends. Moving forward, our plan is to continue this

approach and expand our presence strategically across the GCC region. We are looking for premium spaces in malls that are located strategically to launch our stores delivering premium menswear.

Since opening here, how has the response been? Are you expecting a good hike in sales during the upcoming festive season?

The initial response has been positive and encouraging. We are investing in various consumer initiatives such as promotions and festive-themed campaigns to boost sales and are hopeful of surpassing the budget during the upcoming festive season.

What's unique about this market for Louis Philippe, especially because of the legacy you have established for decades in India?

GCC markets hold a unique allure for us, stemming from its dynamic landscape characterised by rapid growth, diversity and a penchant for embracing

innovation. While our legacy in India has been built over decades, this market offers a different canvas for our brand to grow and flourish. Louis Philippe as a brand stands for an embodiment of quality, craftsmanship and elegance that has resonated with generations.

Louis Philippe is a leader in the premium menswear segment in India and in the UAE; we are committed to delivering premium menswear, marked by sophisticated designs and superior quality. In the region, we will provide a diversified and comprehensive range of formal and casual wear, designed to cater to the modern man's needs while ensuring the highest standards of style and comfort that aligns perfectly with the UAE's cosmopolitan and fashion-forward customers.

Tell us about the brand's vision for 2024.

Our plan for the next few years is to aggressively expand our retail footprint in the GCC markets and focus on product innovation and development. ●