

## Pantaloons Redefines Professional Dressing with 'Workdrobe', A New Take on the Workwear Wardrobe

*With this new 'Workdrobe' collection, Pantaloons celebrates women and their authentic style*



**Mumbai, 14 March 2024:** Pantaloons, India's leading fashion brand from Aditya Birla Fashion and Retail Ltd., is proud to announce the launch of its latest campaign, 'Workdrobe,' which celebrates each woman's personal style and encourages her to embrace her authentic self at work. 'Workdrobe' redefines professional wear by emphasising adaptability, comfort, and originality, enabling women to confidently express themselves as they pursue careers of their choice.

Conceptualized by Pantaloons and Chalk & Chini, the 'Workdrobe' campaign features a diverse range of women in their professional contexts - each representing a unique sense of dressing and approach to work. Centered around the by-line, 'Your Work Day, Styled Your Way', the campaign showcases working women boldly owning their work choices, embracing their true selves and defining style on their terms.

Be it the Creative Genius who empowers her work day' with bold prints and unconventional silhouettes, or the Glam Powerhouse who packs in equal amounts oomph and sophistication in her sartorial choices, the campaign shines a light on the many possibilities that fashion has to offer beyond the conventional 9 to 5. Representing how work has evolved post the pandemic, the campaign also showcases the many, real faces of work, ranging from the Elegant Multitasker working from home or even the inspiring D2C Entrepreneur in her best Boss Lady avatar.

Bringing to life the multi-label offering that Pantaloons offers, the campaign features new-age fashion for the work place: printed coordinated sets, contemporary kurta sets, sharply tailored classic pieces, easy-to-carry dresses and versatile must-haves, including shoes and bags.

The Campaign also includes an exclusive workwear collection by W, available only at Pantaloons' top doors.

Speaking on the launch of the campaign, **Sangeeta, CEO of Pantaloons**, said, *"The nature of work and workwear has evolved drastically over time. Office goers now bring their unique personalities to work and represent themselves, confidently and authentically in all that they do. The 'Workdrobe' campaign encourages authenticity, creativity, and self-expression, reflecting the modern woman's diverse interests and fashion choices."*

*"In a world full of 'shoulds' and 'musts', our muse for the campaign chooses 'can' and 'will'. Confidence is her fashion, and she wears it boldly in her own unique way that works for her. With 'Workdrobe', we have tried to put the spotlight on this woman as she extends her individuality to her workplace with an authentic flair."*, adds **Isha Sahu, Founder and Strategist, Chalk and Chini**.

Explore this collection at Pantaloons stores and on [www.pantaloons.com](http://www.pantaloons.com)

Link: <https://www.youtube.com/watch?v=7FroV7KQQYo>

#### **About Pantaloons**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is a playful and youthful fashion destination with 430+ stores, spread across 195+ cities and towns.

As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun loving approach to style, the brand seeks to enable the customer to be their fashionable best.

#### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31<sup>st</sup> March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

**Van Heusen Innerwear, Athleisure and Active wear** is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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