

## Aditya Birla Fashion and Retail's "Style Up" Bolsters Presence with 25<sup>th</sup> Store Launch

*With the inauguration of its 2<sup>nd</sup> store in Surat, "Style Up" solidifies its retail footprint with 6 stores in Gujarat.*



**Surat, April 12, 2023:** "Style Up", the leading youth shopping destination from the house of Aditya Birla Fashion and Retail Ltd. (ABFRL), has unveiled its second store in Surat, situated within the all-new Millennium Business Hub on Varachha Main Road.

Spanning an expansive 6614 sq. ft., the new "Style Up" store offers an extensive array of trend-setting apparel and accessories, providing an unparalleled shopping experience for the discerning young customer who seeks sartorial excellence within a limited budget.

Speaking on the occasion, **Ms. Sangeeta, CEO, Pantaloons, Style Up and Marigold Lane** said, *"With the unveiling of our second store in Surat, we now proudly count 25 stores of "Style Up" pan India, uniquely catering to the youth. Our first store at Parvat Patia has seen success right from day one, and we hope to carry the same impetus to our second store in the city.*

*At "Style Up", we believe that Gen-Z and Gen Alpha have taken dressing to the next level: They define style like nobody else. Trend-driven designs, sharp prices, unparalleled quality & a world-class store experience, enables us to level up this journey for them."*

**Store Address:** Ground and First floor, Millennium Business Hub, Nr. Sarthana Jakatnaka, Varachha Main Road, Surat

## **About Style Up:**

Style Up is the latest value fashion offering from Aditya Birla Fashion and Retail Ltd with a focus on on-trend designs at affordable prices, housing an array of smart fashion in the form of men's wear, women's wear, kids' wear and stylish accessories.

## **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.

For further information, please contact:

Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | [janet.arole@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com)