



Louis Philippe Launches 1st Store in Shirur, Maharashtra

The Shirur store houses an exclusive range of the brand's finest collections.

Shirur, September 03, 2024: Louis Philippe, a premier menswear brand from the house of Aditya Birla Fashion and Retail, is proud to announce the opening of its first store in Shirur. This landmark store, covering an expansive area of 1278 square centimeters, is situated in the heart of Shirur, offering a premium shopping experience to the local clientele.

The grand launch celebrations were honoured by the presence of, Mr. Prakash R. Dhariwal, Owner of Dhariwal Industries Pvt. Ltd. and Manikchand Group, Mr. Ashok Kumar, MLA, Mr. Rajaram Gawate, Founder of Dnyanganga Group and Mr. Sanjay Shewale, Chairman of Sanmitra Sahkari Bank.

Shirur, with its vibrant economy and increasing affluence, is an important market for Louis Philippe. The city's discerning consumers have shown a growing demand for high-quality, premium fashion, making it a strategic location for the brand's expansion. This new store is poised to meet the evolving fashion needs of Shirur's style-conscious men, offering them the finest in men's fashion.

The Shirur store features a curated selection of Louis Philippe's most sought-after collections, reflecting the brand's commitment to offering the finest in men's fashion. The store will showcase the Arty Jeans Fashion T-Shirts, perfect for the modern man's casual wardrobe, and the Golf Leisure Polo T-Shirts, which bring a touch of luxury to leisurewear. Customers can also explore the Smart Fit Jeans, offering both style and comfort, and the timeless Washed Indigo Shirts. The store also introduces the



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Permapress Formal Shirts, known for their wrinkle-resistant quality, along with the Jetsetter Range of Smart Formals, tailored for the man on the move. Additionally, the store will feature the Suits from the Royal Wedding Collection, which epitomize elegance and sophistication, perfect for special occasions.

Farida Kaliyadan, COO, Louis Philippe said *"We are delighted to open our first store in Shirur, a city with a rich cultural heritage and a growing appetite for premium fashion. This store represents our commitment to bringing the Louis Philippe experience to new markets, offering our customers in Shirur access to the finest in men's fashion. We are confident that our curated collections will resonate with the discerning tastes of the city's fashion-forward men."*

The store's strategic location and expansive layout are designed to cater to the fashion needs of the city's burgeoning clientele, offering them the best in menswear. Louis Philippe's commitment to superior craftsmanship and innovative design is evident in every collection, ensuring that every customer finds something that resonates with their personal style.

Visit the new Louis Philippe store at Shop no. 2, Highway Centre building, Baburao Nagar, Shirur, Pune, Maharashtra, 412210.



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.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

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 retailers.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & 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.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

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