

Louis Philippe Presents “Royal Wedding Treasures” for this Wedding Season



National, November 14, 2024: Louis Philippe, India’s leading premium menswear brand from Aditya Birla Fashion and Retail Limited, proudly announces the launch of its latest Royal Wedding Treasures collection, crafted for the modern groom who desires to honor tradition while embracing contemporary style. This collection is a testament to the brand’s legacy of exceptional craftsmanship and refined sophistication, designed to ensure that the groom exudes confidence and charisma on his special day.



The exclusive “Royal Wedding Treasures” collection by Louis Philippe embodies the grandeur and cultural richness of traditional wedding ceremonies while seamlessly integrating modern design elements. Each piece is a work of art, skillfully crafted from premium fabrics such as velvet and detailed with exquisite embellishments. The Bandhgalas are adorned with intricate embroidery and sequins, inspired by royal motifs, and reflect a level of craftsmanship that elevates the groom’s attire to regal status.



For those seeking the perfect balance of heritage and contemporary flair, the collection offers impeccably cut two-piece and three-piece suits, as well as ceremonial shirts. These outfits blend the brand's classic adapting expertise with modern silhouettes and nuanced textures, allowing the groom to make a sophisticated statement. The collection's color palette—ranging from deep royal blues and rich greens to classic ivory and gold—speaks to both the bold and traditional aspects of wedding fashion, creating a look that is both majestic and timeless.



Speaking about the collection, **Ms. Farida Kaliyadan, Chief Operating Officer, Louis Philippe**, remarked, *“At Louis Philippe, we believe that weddings are as much about personal expression as they are about tradition. This collection has been crafted to honor that sentiment, offering grooms an unparalleled fusion of elegance, grandeur, and contemporary fashion.”*

To commemorate this special launch, Louis Philippe is hosting an exclusive contest for its customers. With purchases worth INR 20,000 or more at any Louis Philippe exclusive store or on the website/app between 4th November and 30th November, customers can enter for a chance to win exciting prizes, including:

- **A luxurious pre-wedding shoot**, perfect for preserving memories before the big day
- **A 2-gram gold coin from Indriya**, adding a touch of opulence to the wedding celebrations

For more details on participation, please visit www.louisphilippe.abfrl.in/sale/wedding-contest

Experience the artistry and elegance of the Louis Philippe wedding collection and prepare to make your wedding day unforgettable. Start your journey at www.louisphilippe.abfrl.in or visit your nearest Louis Philippe store.

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. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

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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