

Louis Philippe Presents ‘Moods of Summer’ Collection

A sartorial journey through sun-soaked escapes, breezy evenings, and the refined ease of summer dressing



Bengaluru, March 05, 2025: Louis Philippe, the premium menswear brand from Aditya Birla Fashion and Retail Limited, presents the ‘Moods of Summer’ collection—an ode to effortless elegance and refined summer dressing. Inspired by sun-soaked escapes, breezy evenings, and the art of sophisticated leisure, this collection redefines seasonal style with a seamless blend of comfort and class.

Designed for the modern man who moves with effortless sophistication, this collection is an invitation to embrace the lighter, livelier side of life. Airy linens, breezy cotton, and impeccably tailored silhouettes define a lineup that transitions seamlessly from poolside afternoons to starlit soirées. Whether it’s the laid-back elegance of linen shirts and relaxed chinos, the playful charm of pastel polos and tailored shorts, or the sleek refinement of lightweight blazers and satin evening wear, ‘Moods of Summer’ is a masterclass in refined summer dressing.

Speaking on the launch, **Ms. Farida Kaliyadan, Chief Operating Officer, Louis Philippe**, said, *“This collection is all about capturing the essence of summer—whether it’s the tranquility of a beachside retreat or the energy of a bustling European city. ‘Moods of Summer’ is designed for men who seek a seamless blend of comfort and class, no matter where the season takes them. With premium fabrics, nuanced craftsmanship, and a colour palette inspired by the world’s most beautiful destinations, this collection is a love letter to summer itself.”*

A wardrobe for every summer escape

Each collection is a journey through style, capturing the essence of diverse destinations and cultural inspirations to create a wardrobe that embodies both elegance and adventure.



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- **Linen by Nature** – The ultimate summer essential, reimagined in sophisticated pastels, crisp whites, and sun-kissed neutrals. Designed for the man who values effortless style and breathable comfort.
- **Tales of Masai** – Inspired by the rich art and craft traditions of Africa, this collection features bold prints, earth-toned palettes, and intricate embroidered details that evoke a spirit of adventure in every look.
- **Land of Sakura** – A business traveller’s delight, this collection blends Japan’s understated beauty with modern business silhouettes, creating the ideal summer formal for those who value both style and stillness.
- **Carnival Linens** – A vibrant celebration of colour and whimsy, featuring playful prints and breezy hues, reminiscent of long summer afternoons and balmy evenings.
- **Casino Couture** – For nights that call for statement dressing, this capsule blends high-gloss satin, baroque-inspired motifs, and striking details for a touch of old-world glamour.
- **Korean Konnect** – Where tradition meets modernity. Inspired by the elegance of East Asian craftsmanship, this collection blends structured silhouettes, soft florals, and understated sophistication, redefining young formal athwork with a contemporary edge.



Curated from inspirations across the world, ‘Moods of Summer’ embodies an aesthetic that is both polished and effortless—balancing sharp tailoring with a sense of ease. The silhouettes are relaxed yet structured, offering movement and breathability without compromising on form. Soft-washed linens meet clean cuts, and prints are layered with depth, creating a wardrobe that is versatile yet distinct. Whether styled for a summer business meeting or a seaside escapade, the pieces exude a refined nonchalance, proving that sophistication can be as light as the season itself.



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More than just clothing, 'Moods of Summer' is a travelogue of style—an exploration of elegance that transcends borders. From sun-drenched linen suits perfect for an Amalfi sundowner to effortless resort wear ideal for a barefoot weekend in the Maldives, each piece tells a story of indulgence and escape. Created with inspirations drawn from different parts of the world, the collection reflects a global perspective, where diverse influences come together to shape a seamless expression of style.

Louis Philippe's 'Moods of Summer' collection is available in Louis Philippe stores pan-India, authorized retailers nationwide, online at www.louisphilippe.abfrl.in and through the brand's mobile app.



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 of 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).



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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, while **Style Up** is an emerging value retail format.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into the 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**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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.

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