

ABFRL relaunched its value fashion concept Style Up in September’22 with a new proposition of the latest on-trend fashion for women, men and children at great value prices. Style Up provides Affordable & Youthful Fashion that enables the young, fashion aspirants to Style Up. Style Up is focused on 100% own brand offering that is designed and curated in-house keeping in mind the latest fashion trends. The pricing for the brand is very sharp with products under Rs.1499/-.  
  
In FY 23-24, 17 new stores were added that took the total store count to 27 stores across 15 cities as on March’24. The stores are located in malls and on high streets, they have a distinctive and impressive façade and clean layouts that offer ease of shopping experience for the customers.  
  
In it’s first full year of operations, Style Up has gained traction and has delivered encouraging results. Style Up presents a significant growth opportunity in the value fashion segment.