

Pantaloons Unveils First-Ever Collection Featuring Disney's Mickey & Friends Reimagined "In Real Life"



A fashion-forward collaboration that brings street style, iconic characters and cultural edge together in modern life

Mumbai, 23rd May 2025: Pantaloons, India's leading fashion retail brand from the house of Aditya Birla Fashion and Retail Limited, proudly unveils a bold, new collection that sees Disney's Mickey & Friends "in real life" — a limited edition, first-of-its-kind drop that reimagines some of Disney's most beloved characters including Mickey Mouse, Minnie Mouse, Donald Duck, Daisy Duck, Goofy and Pluto in contemporary street style.

With this special launch of 50 limited-edition pieces, spanning apparel and accessories, Pantaloons is one of the first to bring this trendy new aesthetic for fans in India. Primed for the growing spotlight on streetwear, this take by Pantaloons presents a unique fashion moment, celebrating the fusion of trendsetting style and fandom.

Featured by Pantaloons' young in-house labels, *People* and *SF Jeans*, known for their bold, edgy and urban fashion, the collection merges bold silhouettes, pop-iconography, and street-style attitude into collectible pieces.

Speaking on the collection, **Ms. Sangeeta Tanwani, Chief Executive Officer, Pantaloons and Style Up** said, "This limited-edition collection is not just a collaboration — it's a bold expression of style. It speaks directly to today's consumers who express themselves through their fandom. As a brand at the forefront of fashion, Pantaloons is excited to bring this launch to India — marking a moment where iconic fashion and iconic characters come together in a celebration of individuality and creativity."

Key Highlights of the Collection:

- Limited Edition: Collectibles designed to turn heads and make a fashion statement.
- Global Streetwear Aesthetic: Styles meet street staples—oversized tees, graffiti shirts, jorts, and patchwork denim.
- Pop Culture Meets Self-Expression: Streetwear meets sentiment as iconic characters become a bold canvas for style.

As Pantaloons continues its fashion-forward narrative, this collaboration with Disney underscores the brand's dedication to pushing the envelope, while celebrating timeless icons in a fashion-forward, modern context.

The *Mickey & Friends IRL* collection will be available from May 16th, 2025 at select Pantaloons stores and online via the Pantaloons website and app.

About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Limited, is a playful and youthful fashion destination with 405 stores, spread across 189+ cities and towns. As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun-loving approach to style, the brand seeks to enable the customer to be their fashionable best.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Limited (ABFRL), part of the Aditya Birla Group, is India's leading fashion powerhouse, offering a distinguished portfolio of renowned brands and retail formats, catering to multiple high-growth segments. As of December 31, 2024, the Company has presence across 1,187 stores spanning 7.2 Mn sq. ft. retail space.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, and **Style Up**, a growing value retail format. The Company also operates **The Collective**, who commands a dominant position as one of the country's most influential multi-brand luxury retailers, with exclusive long-term tie-ups with global fashion brands including **Ralph Lauren, Hackett London, Ted Baker and Fred Perry**. **ABFRL has also partnered with Paris based Galeries Lafayette** to introduce a high-end luxury destination in India.

ABFRL is a market leader in branded ethnic wear, its portfolio includes **Jaypore, Tasva and TCNS brands** and it has forged strategic partnerships with India's top designers such as **Sabyasachi, Tarun Tahiliani, Shantnu & Nikhil, and House of Masaba**. Recently, the Company further expanded its ethnic wear leadership with the integration of **TCNS brands**, home to leading women's brands **W, Aurelia, Wishful, Elleven and Folksong**.

To address the evolving preferences of digitally native consumers, ABFRL is also building a portfolio of new-age, digital-first fashion brands under its tech-led venture **TMRW**. This platform collaborates with emerging entrepreneurs to co-create scalable fashion businesses in India's rapidly expanding fashion ecosystem.

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