

ABRFL launches OWND! – A new brand built for Gen Z

National, September 16, 2025: Aditya Birla Fashion and Retail Ltd. (ABFRL) announces the launch of **OWND!**, a bold new fashion brand designed for India's Gen Z and youthful, trend-conscious consumers.

The launch marks the debut of a new proposition complete with a new brand name, new identity, contemporary shop layouts, along with hottest trend-driven products for the vibrant and dynamic lifestyle of young India.

OWND! is inspired by youth culture with a core mission to spark conversations and empower the youth to own every moment with their unmistakable charisma. This new brand proposition, with its dynamic energy will bring a wave of fashion retailing that resonates with the fashion conscious & value driven GenZ.

Speaking about the launch, **Sangeeta Tanwani, Chief Executive Officer, Pantaloons and OWND!** said, *"The momentum with which the young consumer is reshaping the fashion landscape and its influential role in defining cultural trends is undeniable. Inspired by sharp insights into this segment, our strategy is a bold move, designed to forge a deep connection and a true sense of brand love. This new chapter, anchored in a vibrant brand name, a distinct identity, and a robust business model, will be a strong catalyst for our next wave of exponential growth."*

With OWND!, ABRFL aims to accelerate its play in the value fashion category. The company plans to convert the existing StyleUp stores into OWND! & expand its footprint to 100 stores by the end of this financial year.

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.

ABFRL's portfolio includes **Pantaloons**, one of India's most loved fashion destinations, 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**.

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