

Bollywood style icon Rhea Kapoor unveils Pantaloons festive edit collection at the newly launched store at R City Mall, Mumbai



Rhea Kapoor also inspires shoppers with Styling Masterclass

National, September 25, 2025: Pantaloons, one of India's most loved fashion and lifestyle retailers from Aditya Birla Fashion and Retail Ltd. (ABFRL), launched its festive edit collection— with Bollywood style icon Rhea Kapoor curating versatile, festive-ready looks that celebrate self-expression and modern style. The collection was revealed at the brand's newly designed store at R City Mall, Ghatkopar that embodies Pantaloons' fresh retail identity – a vibrant, fashion-first destination that redefines the shopping experience for today's consumer. Rhea Kapoor also hosted an exclusive Styling Masterclass at the store.

Rhea Kapoor's exclusive styling session became the highlight of the launch, where she shared her signature approach to building versatile, statement worthy looks from Pantaloons' collection. Known for her bold and eclectic sense of style, Rhea guided guests on mixing and matching pieces for every occasion — from chic workwear to festive ethnic and casual ensembles.

The Festive Edit brings together a versatile mix of contemporary and traditional styles designed for the season's many celebrations. From rich jewel tones and luxe textures to modern silhouettes and playful layering options, the collection caters to every mood — whether it's a family get-together, a festive evening out, or everyday chic dressing. With a wide array of apparel, accessories, and festive-ready ensembles, Pantaloons makes it effortless to celebrate the season in style.

Talking about the store launch, **Sangeeta Tanwani, Chief Executive Officer, Pantaloons and OWND!** said, *"The relaunch of our R City Mall store offers a fresh, elevated shopping experience that truly reflects Pantaloons' fashion-first philosophy. The contemporary design and vibrant ambience create the perfect canvas for our customers to explore and experiment with style. Partnering with Rhea Kapoor for an exclusive Styling Masterclass was a natural choice — her bold, eclectic sense of style perfectly complements the energy of our new store and inspires our shoppers to express themselves confidently."*

Rhea Kapoor added, *"I am truly inspired by Pantaloon's fresh and fashion-forward collections while curating the festive looks. The versatile and trendy pieces make it effortless to create ensembles for every mood and occasion. The new store experience at R City Mall is equally inspiring, bright, modern, and welcoming, a perfect canvas for fashion discovery. I've always believed style is about self-expression, and Pantaloon's new identity celebrates that beautifully. It was a joy to curate my favourite festive edits and encourage everyone to experiment, mix, match, and celebrate their individuality with confidence."*



Spanning approximately 30000 sq. ft., the revamped Pantaloon store is designed as an immersive 'fashion destination.' The all-white, contemporary interiors offer a fresh, modern canvas for exploring Pantaloon's diverse collections, making fashion discovery effortless and enjoyable. The new identity reflects Pantaloon's commitment to creating a seamless, expressive, and engaging shopping journey — a space where trends, personal style, and discovery converge.

Located in one of Mumbai's most accessible destinations, the Pantaloon store now serves as a hub of fashion and style. It houses a wide spectrum of over 20 fashion brands, including popular in-house labels such as Rangmanch, Honey, Peregrine, People, SF Jeans Co., 7 Alt, and Indus Route, alongside curated partner brands. Customers can explore complete looks under one roof — from apparel and ethnic wear to accessories, colour cosmetics, and fragrances — making it a one-stop destination for style discovery.

With over 27 years of shaping fashion in India, Pantaloon continues to redefine India's style journey. The R City Mall relaunch marks the next chapter in this journey, presenting a retail identity that is fashion-forward, contemporary, and truly customer-first.



About Pantaloons

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd., 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.

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**, whocommands 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**, **TarunTahiliani**, **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.

For further information, please contact – Janet Arole, AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com