



PETER ENGLAND OPENS ITS NEW GENERATION STORE FOR YOUNG INDIA AT GUWAHATI

Guwahati, September 2016: Peter England, the leading menswear brand in the country, launched their first Generation Store in the East Market at Bhangagarh, Guwahati, Assam. Since its foray into the Indian market in 1997, Peter England has successfully established itself as one of the most successful menswear brands in the country. The brand has in its agenda a promising expansion spree and the success story continues with the launch of its new store in Bhangagarh, G.S. Road which is the fashion hub for Guwahati.

Spread across 2784 sq. ft, the store promises to be a shopping destination for 'Young India'. Home to the latest fashion and formal ranges in chinos, jackets, innovative shirts and jeans catering to the young millennial, the store will also house a wide array of smart suits and blazers catering to young professionals.

Celebrate the week with Smart Chinos: This collection includes 7 different kinds of chinos for every day of the week in regular fit, slim fit and super slim fit. It covers Weekday Chinos which are wash-free and perfect to wear to work, Moral Chinos that support the brand's belief in sustainability, Modern Chinos which can be worn for social occasions, Weekend Chinos with a relaxed fit, Denim Chinos with indigo dye, basic Original Chinos and Travel Chinos with mesh pockets suited for the frequent traveller.

Strut your confidence with Elite Sport, a range that includes the sustainable Rooted Cotton shirts available in earthy tones of block prints. Exuding confidence and authority, the styles in this collection are meant for the suave and the sophisticated. It epitomizes cultivation, maturity and confidence; traits that are associated with the brand and synonymous to its consumers.

The True Traveller collection incorporates travel friendly features in sleek formal silhouettes; the collection is centred on the notion of the young business traveller. Sleek and fitted suits with creative detailing made for those on the go.

Sport the Bike-a-holic look with the reversible jacket, which converts from a formal jacket to a windcheater that is trendy and smart.

Make a bold statement with the Indies collection featuring Indian silhouettes in short-length Denim kurtas which come with hoods.



Cool Black Denims is an innovative piece that reflects sunlight instead of absorbing it, thereby keeping you cool on hot sunny days.

Speaking about this recently launched store, Mr. Manish Singhai, COO, Peter England, commented, *“As one of the leading men’s apparel brands in the country, we strive to provide our customers with superior merchandise and an overall international shopping experience. This is the reason we launched the Generation Store with a plethora of options for our customers to choose from. With elegant interiors, the store is fashionable and individualistic, providing not just value for money but a collection of the finest quality merchandise available under one roof. We have carefully handpicked the best designs keeping in mind the regional taste and sensibilities. This is what sets us apart, hence making shopping a more pleasant experience. Our courteous and warm store staff and international ambience completes the ultimate shopping experience, thus, making it a much sought after shopping destination!”*

Peter England has also been quite successful in creating a strong presence all over the country. Peter England is currently retailed in over 600+ exclusive stores across India and is also present in all leading Departmental stores and Multi-Brand Outlets.

Store Address: PETER ENGLAND GENERATION STORE, Bhangagarh, G.S. Road, Guwahati.

About Peter England:

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2000+ Multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brand for 7 consecutive years by the Economic Times Brand Equity Survey. A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as an honest shirt brand in 1997 in India today is a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.

About Aditya Birla Fashion and Retail Limited



Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd's (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For further information, contact:

Janet Arole | Head - Corporate Communications – Apparel & Retail Business, Aditya Birla Group. Email - janet.arole@adityabirla.com