

Forever 21 brings Vidya Vox, Global YouTube Sensation to Pune

~Vidya Vox launches the new store at The Pavillion Mall, Pune~

Pune, November 16, 2017: Forever 21, one of the most loved international fast fashion brands from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd. partners with Vidya Vox, global YouTube phenomenon in India. **The sensational singer launched the new store of Forever 21 at The Pavillion Mall, Pune, today.** Popular for her ingenious mashups, Vidya Vox has been creating successful hybrids by mixing the music of leading global artists and has nearly 300 million views on YouTube with more than 3.5 million subscribers on her Vidya Vox channel.

Forever 21 is the title sponsor of **'Vidya Vox Kuthu Fire Tour'** which will have Vidya Vox performing live across six cities. She will be performing in Pune on **17th November at Namora Rounds.**

Speaking about this initiative, **Rahul Jhamb, Brand Head, Forever 21** said, *"We are proud to partner with Vidya Vox and Radio Mirchi for 'Vidya Vox Kuthu Fire Tour'. As an exciting fast-fashion brand from Los Angeles (USA), which has brought new collections in association with budding music stars like Justin Skye, Khaled etc. and music events like Coachella, this association helps us take our consumer engagement a notch higher. Forever 21 is loved worldwide by the young fashionistas, and through this event we provide our consumers with this fantastic opportunity of meeting Vidya Vox in person. Forever 21 believes in providing endearing experiences that resonate with the young audiences and this partnership further reinforces our position as the gen-next brand. At Forever 21, we aspire to make the latest global runway trends accessible to fashion-conscious millennials by introducing new styles every week, thus ensuring that we are the most preferred fashion destination in India".*

Vidya Vox, added, *"I am super excited to be touring with **Forever 21 Mirchi Live.** A big shout out to my fans in Pune, I look forward meeting you at Forever 21 store in Delhi, Bangalore and Kolkata. I do hope you enjoy my concert. I love you all and thank you for all your love and support so far, I'm truly grateful."*

Marking a new chapter in India's fashion scene, Forever 21's store at The Pavillion mall, Pune houses the latest Holiday Collection. Complementing Forever 21 apparel and accessories, the store will also feature its in-house brands, including **21MEN™**, a line of fresh, fast fashion for men; and Forever 21's lingerie and shoe line.

Forever 21 hosted an exclusive Meet & Greet with Vidya Vox for the top 10 best dressed customers as well as its digital amplification contest "Scream Kuthufire", while the first 200 customers received gift cards worth Rs 500 each. Forever 21 also created a special section called the 'Happy Queue' where consumers were entertained with exciting giveaways and games.

About Forever 21

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then. With 18 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women.

In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

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. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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