

## American Eagle presents 'Give Love. Get Love.' Donation led Campaign this festive season

- Partners with The Clothes Box Foundation to give back to the community with festive initiative



**Mumbai, 12<sup>th</sup> October 2022:** This Diwali, American Eagle, India is bringing its 'Give Love. Get Love.' donation led campaign, by inspiring customers to spread the festive cheer. This campaign encourages customers to donate garments to American Eagle, who in turn, will donate them to The Clothes Box Foundation. The garments collected will then be refinished and distributed to those most in need of essential clothing. For every donation made, customers will receive a special discount on their next AE Jeans purchase.

In 2021, American Eagle's 'Give Love. Get Love.' donation led campaign, collected over 5,000 garments.

### How to participate:

**Give Love:** To participate, one needs to bring their garments to the nearest American Eagle store. Find the nearest American Eagle store. One can also visit [aeo.in](http://aeo.in) to pledge the number of garments they wish to donate. A representative from the brand team will reach out to provide more details and answer any queries.

**Get Love:** To encourage this act of consideration and giving, American Eagle will reward all donations with a 20% off coupon for the customer's next AE Jeans purchase.

**Mr. Ashish Mukul, Brand Head, American Eagle, India, said,** "At American Eagle, we are bringing back our 'Give Love. Get Love.' donation led campaign by re-joining forces with the Clothes Box Foundation. After the success last year, we plan to make this an ongoing initiative each year. We

# AMERICAN EAGLE

*aim to make the act of doing good and spreading love as simple as visiting any of our American Eagle stores across the country.”*



## **About American Eagle Outfitters, Inc**

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global speciality retailer offering high-quality, on-trend clothing, accessories, and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also are available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit [www.ae.com](http://www.ae.com).

## **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established for over 25 years. Pantaloons is one of India's leading fashion retailers.

ABFRL's international Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands and has long term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle and Reebok.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as Jaypore, Tasva and Marigold Lane. The Company has strategic partnerships with Designers 'Shantanu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

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