

Peter England brings international fashion to Khopoli, Maharashtra

- Launches 112th outlet in the state and expands its network across small-town India



Khopoli, 5th September 2022: Peter England, a leading menswear brand from the house of Aditya Birla Fashion and Retail Ltd, opens its store in Khopoli, Maharashtra. This is Peter England's 112th store in Maharashtra and is part of the brand's expansion across small-town India.

The new 1,246 sq ft store offers premium, high-quality apparel beginning at INR 699. The exclusive brand outlet features 600+ styles that include shirts, t-shirts, trousers, denims, occasion wear like suits, blazers, and loungewear, and accessories like belts, ties, handkerchiefs, deodorants, caps, innerwear, wallets etc. Customers can choose from a variety of collections that include vibrant colours and modern designs.

Speaking on the occasion, **Mr. Anil S Kumar, COO, Peter England** said, "We are pleased to announce the opening of our exclusive store in Khopoli, Maharashtra. Peter England has a long history of introducing innovative products and introducing upscale menswear available in Tier 3 and Tier 4 markets. We aim to bring high-end fashion to small towns by partnering with local business partners. This is the brand's 112th outlet in Maharashtra, which is a significant market for us."

Peter England has seen rapid growth since the launch of these stores in Tier 3 and Tier 4 markets within four years of operations. The vision is to make premium quality fashion accessible in small towns of India by partnering with and nurturing local entrepreneurs.

Store Address: Peter England Showroom, Shop no. 4,5,6 & 7, Lakhani Orchid wood, Old Mumbai Pune Highway, Opp. Wartsila, shilphat, Village Mulgaon, Khopoli, Village Khalapur, Raigad District, Maharashtra - 410203

Prices start from INR 699 onwards

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1100+ exclusive stores, 3500+ multi-brand outlets and 800+ towns. The brand also holds a strong e-commerce presence. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting at an attractive price point of Rs.999. Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available every day and for all special occasions. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion and impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denim, cargo bottoms, graphic tees, Polos, and winter wear. The 'Select' line brings together premium formal wear with an emphasis on fine detailing with a hint of colour, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets, and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensure the highest comfort and great fit. While the brand continues to expand across India, it introduced a brand-new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

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 of 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 of 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**.

The logo for Peter England, featuring a green and red rectangular background with the text "PETER ENGLAND" in white capital letters inside a black-bordered box.

PETER ENGLAND



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 & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

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