

## Aditya Birla Fashion and Retail's "Planet Fashion" gets trendy with new retail identity in Mumbai

- *The brand aims to strengthen its relationship with consumers with its promise of dependability and commitment*



**Mumbai, 17<sup>th</sup> June 2023:** Planet Fashion, part of Aditya Birla Fashion and Retail (ABFRL), unveiled its new retail identity at its 1921sqft. and 1400 Sqft. store located on Lokhandwala and Dombivali, Mumbai. The brand has 164 stores across India and offers the latest international fashion selections at affordable prices.

Planet Fashion's new retail identity is complemented by product and packaging innovation to attract new-age consumers across categories by improving their customer experience. The distinct brand identity makes the brand easily recognizable and unique.

The flagship stores located at Lokhandwala and Dombivali in Mumbai offers an immersive shopping experience and is an extension of the brand's most recent retail identity. The store houses an extensive product including casuals, denims, and seasonal clothing. formal shirts and trousers, suits and blazers from portfolio from Louis Philippe, Van Heusen, Allen Solly, Simon Carter.

**Ms Farida Kaliyadan, COO, of Louis Philippe and Planet Fashion,** said, *"We are pleased to delight our customers with the new retail identity experience launched at our Mumbai stores. As Planet Fashion expands rapidly, we are focused on delivering value to our customers with superior craftsmanship, extensive product portfolio and an unparalleled retail experience."*

Planet Fashion's new retail identity has a new logo, in white, grey and copper colours, giving the store a modern yet sophisticated shopping experience. Fixtures are designed to display a wide range of lifestyle looks, and the abstract mannequin is displayed to effortlessly illustrate brand stories and images.

Planet Fashion has **164 stores in 143 cities** in India and offers premium brands under one roof, such as Louis Philippe, Van Heusen, Allen Solly, Simon Carter, Reebok & American Eagle.

The new collection is also available at the Mumbai store and online at <https://www.planetfashion.in/>.

Planet Fashion has presented the collection at an incredible price of **Rs. 1999 onwards**.

### **Store Address:**

Planet Fashion, Infiniti Mall, Shop No 103, First Floor, Lokhandwala, Oshiwara Link Road, Andheri ( W ), Mumbai 400053

Planet Fashion , Shop no 18, Kasturi Plaza, Manpada Road Dombivali (East)-421201

### **About Planet Fashion**

[www.planetfashion.in](http://www.planetfashion.in) an initiative of Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Lifestyle is India's largest and fastest-growing branded apparel company and a premium lifestyle player in the retail sector. After consolidating its market leadership with its own brands, it introduced premier international labels, enabling Indian consumers to buy the most prestigious global fashionwear and accessories within the country.

The company's brand portfolio includes product lines that range from affordable and mass-market to luxurious, high-end style and cater to every age group, from children and youth to men and women.

Madura Fashion & Lifestyle is defined by its brands — **Louis Philippe, Van Heusen, Allen Solly, Reebok, American Eagle and Simon Carter** — that personify style, attitude, luxury, and comfort.

Planet Fashion has two distinct customers, one wedding customer (buys for the occasion) and other regular customers who buy for wardrobe (casual driven). The vision is wanting this to meet, the brand wants to serve all that a man can desire for their wardrobe. Net takes away for the consumer is, the widest collection & a bouquet of the best, as we curate the best from each of the brands and present it to our customers.

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

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31<sup>st</sup> March 2023).

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

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

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, TMRW is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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