

## Peter England launches Super Biker collection

**Mumbai: 27<sup>th</sup> September, 2021:** Peter England, a leading international menswear brand from Aditya Birla Fashion and Retail Limited, launches an innovative and unique campaign called “Super Biker campaign” inspired by the love of bikes. The brand has introduced Super Biker collection to bring out the explorer in an individual and to appeal to the younger Consumers who aspire towards a biker’s lifestyle.



Under this Collection, Peter England will be launching casual lifestyle range which will include *Denims, T-Shirts, and Rugged Shirts*. Designed for the biker’s comfort, this collection is styled around freedom and arouses in riders the need to set out and to experience the world. It also frees the consumer from his mundane routine and hustle-bustle of everyday life.

With a legacy of creating innovative products, Peter England decided to create a brand-new collection for the bikers. The Biker Collection has close to 60 styles in a wide array of colours and sizes for the consumers to choose from.

Speaking on the launch, **Mr. Manish Singhai, COO, Peter England** said “*Peter England has always brought numerous innovative products and we are thrilled to introduce our latest offering for the riders – the Biker Collection. The collection will not only bring comfort to the bikers while riding but also make them look stylish and fashionable. This is a casual driven*

*market. Therefore, we aim to provide not only style but package it with comfort for all our customers. Denims are ergonomically designed for absolute comfort during long rides."*

This unique campaign is designed to tap the new age consumer with a lot of instant & assured giveaways enabled through scratch card mechanism. **Peter England has entered into a consumer promotion led association with Bajaj Avenger to bring in real excitement to Biker enthusiasts. During the campaign period, any consumer purchasing apparel worth Rs 2999 and above at Store will enter a contest for a chance to win Bajaj Avenger bike** along with many instant and assured giveaways such as Headphones, Smart watches, Helmets, Speakers, Airdopes and other exciting offers. This introductory offer is valid till 30<sup>th</sup> October and there are about 10 Bajaj Avengers to be won.

The Biker Collection is priced from INR 699 onwards and are available across 1000+ exclusive Peter England brand outlets and multi-brand retail stores. Consumers can also order online through the brand's website – [www.peterengland.com](http://www.peterengland.com)

YouTube Link- <https://youtu.be/V7AYGhtlxIE>

#### **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 1000+ exclusive stores, 3500+ Multi-brand outlets and across 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 for 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, 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, denims, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, 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 ensures highest comfort and great fit. While the brand continues to expand across India, they 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. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), 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 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31<sup>st</sup> March, 2021).

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

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

**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 **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | [janet.arole@abfrl.adityabirla.com](mailto:janet.arole@abfrl.adityabirla.com)