

Louis Philippe launches its large format store in Vadodara, Gujarat

The new outlet will house exclusive Formal, Casual, Athleisure and accessories



Vadodara, 6th August 2022: Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., has announced the launch of its outlet in Vadodara, Gujarat. Located in heart of the city, the store is situated on R. C. Dutt Road, Alkpaori and offers a wide range of clothing options for men.

The exclusive collection at the Louis Philippe store features a broad range of unique designs and fresh styles in shirts, trousers, and blazers, including Permapress, the iconic, wrinkle-free, 100% cotton shirt, and the Gods and Kings line, crafted from the world's finest cotton fabrics. The store also offers LOUIS, Premium Casual Wear collection and Luxure.

The 2,600 sq ft outlet offers a wide selection of casual shirts and trousers, Athwork, which focuses on slim-fit styles and silhouettes; AthPlay, the athleisure range of collections focusing on style and performance; and LP Jeans – a large selection of knit denims in a variety of colours and excellent fits.

Speaking on the launch, Farida Kaliyadan, COO, Louis Philippe said, "We have led the fashion revolution and democratization of international fashion across the country. With this store, we

will expand our presence in Gujarat. The store makes the country's premium menswear brand more accessible and affordable in small towns. This collection aims to meet our customers' demand for expressive fashion."

Customers will receive an INR 1,000 discount on a minimum purchase of INR 3,999, as part of the new store's introductory offer.

Store address: Louis Philippe, Centre Point, R. C. Dutt Road, Vadodara – 390007

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several innovations such as the Permapress line of wrinkle-free shirts, and the Gods and Kings line crafted from the world's finest cotton fabrics. In our casual range, we have LP Sports Range with a wide range of casual shirts and trousers, Athwork which addresses slim fit styles and silhouettes, AthPlay, the athleisure range of collection focusing on style and performance, LP Denims – a wide range of knit denims and new international edit range addressing the luxe denim consumer. Louis Philippe also has a wide range of finely crafted footwear pivoting on comfort and craftsmanship. These include formal shoes made of premium leather, stylish casual shoes, and open footwear. This range is supported by exquisitely crafted pure leather belts and wallets.

About ABFRL:

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

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