

# FOREVER 21



## Forever 21 unveils its all-new flagship store at Grand City Walk in Ludhiana



**Ludhiana, 16, July 2022:** Forever 21, India's most loved, international fast-fashion brand from Los Angeles, California, licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries, unveils its new flagship store on the ground and first floor of Grand City Walk in Ludhiana on 16<sup>th</sup> July (Saturday). This all-new Forever 21 store offers the newest global trends in comfort clothing.

Spread across a 4,500+ sq. ft. space at Grand City Walk, the store presents trending styles featuring a selection of Happy Daze, Hello Kitty, and Everlast ranges. The summer wear collection for men includes graphic tees, cargoes, denims, shorts, printed shirts and a womenswear collection ranging from dresses, bodysuits, super crops, co-ords, jackets, satin and handkerchief tops, pop-coloured accessories and footwear.

*Speaking at the launch, Mr. Mukesh Soni, Business Head (India), Forever 21 said, "We are thrilled to introduce our all-new flagship Forever 21 stores at Ludhiana's premier shopping location. Forever 21 brings the newest runway and catwalk trends from Los Angeles to young fashionistas at our hallmark 'sweet pricing'. We offer the finest global trends in comfort clothing and look forward to creating delightful shopping experiences."*

**The Grand Launch on 16<sup>th</sup> July at Forever 21:** The brand is all ready to treat its fans with a series of **exciting offers** during the Grand launch, you simply cannot afford to miss it!

The store is also offering an exclusive 21% off during the inaugural week of the store.

**Store Address:** Forever 21 G.S Majestic Developers Pvt Ltd, GF Shop no -6, FF of shop no 5&6 Grand walk Mall Ferozepur Road Ludhiana -141012

#### **About Forever 21:**

Forever 21, Inc., headquartered in Los Angeles, California, is a fashion retailer of women's, men's and kids clothing and accessories and is known for offering the hottest, most current fashion trends at a great value to consumers. This model operates by keeping the store exciting with new merchandise brought in daily. Founded in 1984, Forever 21 operates more than 550 stores in 27 countries around the world.

For more information, visit [www.forever21.in](http://www.forever21.in)

Follow Forever 21 on Instagram- @forever21\_in or Facebook- @Forever21IN

#### **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 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**.

**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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