

Milind Soman runs for “Forever 21 Fun Run” in Itanagar

- The 5km run had over 300 participants



Itanagar, December 21, 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, organized “**Forever Fit**” and “**Forever 21 Fun Run**” meets with noted actor and fitness enthusiast Milind Soman in Itanagar, Arunachal Pradesh.

At the “**Forever Fit**” meet, Milind Soman revealed his fitness mantra and shared the benefits of exercising daily and staying healthy and fit. The “**Forever 21 Fun Run**” began with Zumba exercises and stretches followed by a 5km run.

The **Forever 21 Fun Run** kickstarted from the store at D sector with 300+ fitness enthusiasts. It was a display of fun, passion, empowerment, and solidarity.

*Speaking at the event, **Mr. Mukesh Soni, Business Head (India), Forever 21**, said: “At Forever 21, we encourage our customers to embrace a fitness-oriented lifestyle and build a healthy future. We thank Milind Soman for taking part in this event and inspiring the people of Itanagar. The brand looks forward to creating such unique initiatives for our customers across the country.”*

Milind Soman, Ms. Joram Jumse, Forever 21 Franchisee and Mr. Dhaval Doshi, Forever 21 flagged off the “**Forever 21 Fun Run**”.

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

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 on 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 point 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, 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** and **Marigold Lane**. The Company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'. ABFRL is also embarking on a significant Direct-to-Consumer play to build a portfolio of new-age brands across fashion, beauty and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

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