



Aditya Birla Fashion and Retail's Youth Fashion Brand 'People' expands its national footprint with launch of its 1st store in Kurukshetra

Kurukshetra, September 24, 2017: Aditya Birla Fashion and Retail Ltd's youth fashion brand 'People' expands its nationwide footprint and launches its first store in Kurukshetra. Having established a strong affinity across the country with 94 stores across metros, Tier 1 and Tier 2 cities, People will now create a new fashion destination in Kurukshetra, offering international and fashion forward styles.

The brand offers innovative solutions to the changing fashion taste of the millennials and has a range of products which are inspired by western fashion trends in terms of prints, fabrics and overall style. Spread across 5100 sq.ft, the new store at Kessel Mall will house latest fashion that is fresh, edgy and trendy including an exciting range of casual shirts, t-shirts, tops, kurtas and fusions tops, denims and accessories for both men and women.

Speaking on the occasion, **Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Ltd.** said, *"We have received phenomenal response from our young consumers and our objective now is to make the brand more accessible across India. Kurukshetra is known for its diverse culture and fashion forward youngsters who love to experiment with edgy styles, which is our core offering. Furthermore, Haryana is an important market for us and we are keen on expanding our base here and making global fashion and trends accessible to our discerning consumers."*

The latest collection of People is uber-chic and inspired by global runway trends. The Earthed Autumn & City Ninja collection in Men's casual wear is an interesting mix of textured fabrics, camouflage and monochromes. Based on different themes such as retro styled silhouettes, hues of Indigo inspired from exquisite oriental patterns, the young women will be spoiled for choice. The denim collection for men & women this season is fashionable and refined with a modern sartorial touch. 'People' also offers athleisure wear, fashion accessories and footwear, thus making it a one-stop shop for the perfect ensemble.

You can enjoy shopping at People with prices starting at Rs. 249

Women's wear: Rs. 299 onwards

Men's wear: Rs. 249 onwards



Store Address: Ground Floor, Kessel Mall, Sector 17, Thanesar

About People

A fast-fashion brand for the youth, People is a one-step destination for international and fashion forward styles. Catering to young men and women, the product line is characterized by attitude that is street perfect and college ready. The brand offers the latest trends through its range of casual shirts, T-shirts, tops, kurtas and fusions tops, jeans, winter wear, footwear and accessories. Changing the way the youth dress, People focuses on making latest fashion available in the edgiest styles.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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