

## American Eagle soars high in India with its First Franchisee Store



**Jaipur, 19<sup>th</sup> April 2022:** America's favorite jeans brand since 1977 has now launched in Jaipur with its first franchisee partner, Arihant Agencies. Under the license from American Eagle Outfitters, Inc. (NYSE: AEO), Aditya Birla Fashion and Retail Limited, is launching its first American Eagle (AE) brand store in Jaipur, Rajasthan.

The store spans 1,700 sq. ft., spread across two floors which is the first high street store in the country.

The iconic global brand stands for individuality, freedom, and self-expression. American Eagle is all about helping customers find their favorite fits. It offers the latest trends in jeans, which includes an extended size offering; sizes ranging from 24-25 inches for women and 29-38 inches for men.

Some of this season's favorite include:

- For him, the new Airflex+ Skinny and 360 Slim offer continual flexibility and comfort. In addition, plaid shirts, polos, and graphic logo tees provide him with versatile outfitting options.

- For her, there's a range of fashion jeans and comfort styles from the Mom Straight to the Super High-Waisted Flare, that all pair nicely with a new assortment of smocked woven tops, comfy graphics, and baby tees.
- The new denim collection also features the 'Real Good' badge. This icon denotes American Eagle products made with the planet in mind and manufactured using more sustainable techniques, in a facility that meets AEO Inc.'s standards for water recycling and reduction.

*Commenting on the launch, **Mr. Ashish Mukul, Brand Head, American Eagle, India** said: "American Eagle is an iconic global jeans brand. We believe a strong market like Jaipur offers tremendous potential. With stores across NCR, Hyderabad, Pune, Chandigarh, Chennai, Mumbai, Bangalore, Kolkata, and now Jaipur, we have covered most of the top cities in the country. With a strong connect now established with Jeans buyers in India and a proven business model, we plan to open another 50 stores over the next two years with key franchisee partners to drive the brands reach across the country"*

***Mr. Tarun Sharma, Owner, Arihant Agencies** commented " We are super excited to be the first franchisee partner on board to launch the American Eagle's first ever high street store. Being America's favorite jeans brand, I feel there is immense scope of growing and taking the brand across new cities in India. With wide range of fits and washes, comfortable American Eagle jeans are surely going to soar high in the minds of its customers. "*

The new collection is available at the Jaipur store. It is also available 24/7 online at [www.aeo.in](http://www.aeo.in)

**Store Address:** American Eagle, Vaishali Nagar, Arihant Agencies, Dev Height, plot-167, GF & FF, Rathore Nagar, Vaishali Nagar, Jaipur, Rajasthan, 302021. Contact Number: 0141-4820116, 9953910988

**Store Hours:** 10:30 am to 10:30 pm

## **About American Eagle Outfitters, Inc**

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also are available at more than 190 international locations operated by licensees in 24 countries. For more information, please visit [www.ae.com](http://www.ae.com).

## **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 of 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 of 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 brands.

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)