

FOREVER 21



Forever 21 unveils flagship store in Phoenix Palassio Lucknow, Uttar Pradesh



Lucknow, 12th March 2022 – Forever 21, India’s most loved, international trend focused brand from Los Angeles, California, unveils its second flagship store at the Phoenix Palassio mall in Lucknow. With the launch of this store in Lucknow on 12th March 2022, the brand aims to increase its footprint in India to 25+ stores. Forever 21 is licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries.

Spread across 4000 sq ft space at Phoenix Palassio, the store offers the latest seasonal trends and collaborations including fitted dresses; bodysuits; super crops; off the shoulder tops, camis, handkerchief tops; pop-coloured accessories, and footwear. As well as, the Forever 21 x Hello Kitty collaboration, an entire collection inspired by the *Hello Kitty & Friends* characters. The store also features a series of collections styled for young and trendy men ranging from graphic tees, cargos, jackets, printed tees, shorts etc.

“We are excited to unveil our first flagship Forever 21 stores in Lucknow. Now runway trends from Los Angeles are within reach to the fashionable young Indian consumer at Forever 21’s hallmark ‘sweet prices’,” said Mr. Mukesh Soni, Business Head (India) at Forever 21. “We are glad to bring our 2nd Forever 21 stores to Lucknow – one of the most vibrant cities and look forward to connecting with our fashionable young customers who love the brand like their own.”

The store celebrates the grand launch on Saturday, March 12, 2022, with a host of celebratory activities, including consumer engagement, special offers. The store is also hosting exciting offers during the first week of the grand launch on 12th March 2022.

About Forever 21:

Forever 21 is a fashion industry leader making latest trends accessible to all while inspiring unique style and confidence. With a renewed focus on the customer experience, the brand offers high style designs and fashion basics with compelling values and a dynamic store environment. While driving innovation across e-commerce and digital to expand access and convenience, the brand continues to strengthen its positioning as today's preferred destination for the fashionable consumer. Forever 21 is in more than 540 locations globally and online. For more information visit Forever21.com.

For more information, visit www.forever21.in

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About Aditya Birla Fashion and Retail Limited (ABFRL)

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 on 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 on 31st March 2021). ABFRL's '**Lifestyle brands**' include **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. The '**Youth Western Wear**' comprises **American Eagle** and **Forever 21**.

'**Super Premium brands**' extends to **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**. The '**Innerwear, Athleisure and Active wear**' segment is establishing itself as India's most innovative and fashionable brand. **Pantaloons** is one of India's largest fast fashion store brands.

The Company's portfolio of **Ethnic wear** brands is built with craft-based brand **Jaypore**, mid-premium women's wear brand **Marigold Lane** and premium men's wear brand **Tasva**. The Company's has also entered strategic collaborations with India's leading designers **Sabyasachi, Tarun Tahiliani** and **Shantanu & Nikhil**.

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