



Moradabad gets festive ready with Aditya Birla and Fashion Retail's Youth Fashion Brand 'People'

Moradabad, September 21, 2017: As the festive season approaches, the brand new store of Aditya Birla Fashion and Retail Ltd's youth fashion brand '**People**' in Moradabad is all set to up the style quotient of the young millennials of Moradabad. This is the first store of People in Moradabad and with this launch, the total number of stores in India has increased to 93 stores across metros, Tier 1 and Tier 2 cities.

Marking a new chapter for the fashion enthusiasts in Moradabad, People's new store has introduced trendy and edgy fashion which are global runway trends to its discerning consumers. The new People store at Kanth Road has attractive delights for the festive season ranging from casual shirts, t-shirts, tops, kurtas and fusion tops, denims and accessories for both men and women.

Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Ltd. said, *"We are delighted with the response from Uttar Pradesh so far and our new store in Moradabad is a testimony to the love and support we get from our consumers. With evolving fashion preferences, we strive towards addressing every need of the style-conscious millennials, while ensuring high fashion stays affordable and accessible. People will serve as a one-stop destination, offering international and fashion-forward styles to the discerning consumers."*

The latest collection of People is festival-friendly and is bound to turn heads. The Earthed Autumn and 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, and more, the young women will be spoilt for choice. The denim collection for men and women this season is fashionable and refined with a modern sartorial touch. Presenting a range of bright and bold colours and prints, this festive season, People is set to make a big style statement.



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: Shop No. 1 & 3, Plot no.2, Near Tanishq, Kanth Road, Moradabad - 244001

About People

A fast-fashion brand for the youth, People is a one-stop 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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