

Louis Philippe presents International Fashion for men in Dharmapuri, Tamil Nadu

The new outlet will house an exclusive Formal, Casual, Athleisure and Wedding collection



Dharmapuri, 18 February 2022: Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., has announced the launch of its maiden brand outlet in Dharmapuri, Tamil Nadu. Located in midtown, the store offers exciting ensembles for men. Louis Philippe promises premium fashion at unmatched prices to fashion-savvy consumers in the town.

The exclusive collection at the Louis Philippe store features a broad range of unique designs and fresh styles in shirts, trousers, and blazers, including Permapress, the iconic, wrinkle-free, 100% cotton shirt, and the Gods and Kings line crafted from the world's finest cotton fabrics. Apart from these, the 1260 sqft outlet also features LP with a wide range of casual shirts and trousers; Athwork which addresses slim-fit styles and silhouettes; AthPlay, the athleisure range of collection focusing on style and performance and LP Jeans – a wide range of knit denims available in a variety of colours and exemplary fits.

Speaking on the launch, Farida Kaliyadan, COO, Louis Philippe, said, "We have led the fashion revolution and democratization of international fashion across the country and with this store, we will strengthen our footprint in Tamil Nadu. The store brings India's leading premium

menswear brand to smaller towns and makes the brand more accessible at a sharper price. This collection will address the expressive fashion that our customers have been looking for.”

Store address: Louis Philippe, Shop no. 103B, Salem Main Road, Dharmapuri – 636705
(Landmark – Opposite Thangam Hospital)

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several innovations such as the Permapress line of wrinkle-free shirts, the Gods and Kings line crafted from the world’s finest cotton fabrics. In our casual range, we have LP Sports Range with a wide range of casual shirts and trousers, Athwork which addresses slim-fit styles and silhouettes, AthPlay, the athleisure range of collection focusing on style and performance, LP Denims – a wide range of knit denims and new international edit range addressing the luxe denim consumer. Louis Philippe also has a wide range of finely crafted footwear pivoting on comfort and craftsmanship. These include formal shoes made of premium leather, stylish casual shoes and open footwear. This range is supported by exquisitely crafted pure leather belts and wallets.

About 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 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 31st 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 Activewear are establishing themselves 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’**.

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