

## Louis Philippe launches UltraProtect Double Defence Mask

Mumbai; July 6, 2021: Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., launched a brand new range of Anti-Viral face masks to offer protection against viruses and bacteria. Considering the ongoing pandemic, the brand has introduced unique and first-of-its-kind 10-layer Anti-Viral mask range with an objective to offer maximum protection and safety to consumers.

Christened **Louis Philippe UltraProtect Double Defence**, this newly introduced range of face masks has been created in India, using the Swiss anti-viral technology HeiQ Viroblock. The HeiQ Viroblock fabric is specially infused with virus resistant properties to ensure safety by inhibiting the persistence and growth of viruses and bacteria on its surface, as tested by AATCC 100 and ISO18184 global standards.

Louis Philippe UltraProtect Double Defence masks constitutes a 5-layer mask and 5-layer filter panel. The 5 layers in each mask are made of two layers of premium cotton for comfort and three layers of melt blown for high filtration (in accordance to ASTM F 2101 tested in government approved laboratory). The fabric used is treated with HeiQ Viroblock which results in destruction of the possible contamination by viruses and bacteria on fabric providing utmost protection. Both the mask and filter are washable and recommended to be reused up to 30 gentle laundering.

Louis Philippe UltraProtect Double Defence masks offers twice the comfort as well other than protection and safety due to its ergonomic design. The mask comprises a nose clip for a firm fixture, confirming zero leakage which also helps in preventing fogging on the glasses making it super convenient for people wearing spectacles and sunglasses. This mask comes with softer ear loops, making it easy for users to wear it for longer duration without any discomfort.

Commenting on the launch, **Farida Kaliyadan, COO, Louis Philippe**, *"As unlocking continues and the threat of third wave of the deadly virus looms over us, it is essential than ever before that we adopt to the standard protocols and play our part in restricting the spread of the virus. To be prepared and act responsibly is the only means to get through this pandemic at the given moment. Double Masking is one of the key footsteps towards ensuring safety against the spread of the virus, thereby it is crucial to choose a right mask which have now become an essential part of our attire. Louis Philippe UltraProtect Double Defence masks are engineered with best of anti-viral technology and design technique to ensure twice the safety, protection, and comfort."*

The UltraProtect Double Defence mask by Louis Phillippe comes in pack of 2 (which includes 2 masks and 2 filter panels) at a price of INR 699. These masks are available to consumers across the country through exclusive Louis Philippe stores, online through louisphilippe.com and Louis Philippe App, available for download on Google Play and Apple App Store.

#### **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 new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

#### **About ABFRL:**

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ point of sales in department stores across India. 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 brand. The Company also 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.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.

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