

# FOREVER 21



## Forever 21 unveils its second flagship store in Palladium Mall, Chennai



**Chennai, 13th January 2023:** Forever 21, a leading fashion retailer from Los Angeles, California, licensed by Aditya Birla Fashion and Retail Ltd. in India and SAFTA countries, opens its second flagship store in Chennai. This all-new Forever 21 store offers the latest global trends to customers while inspiring unique style and confidence.

The store, spread across a 3387 sq. ft. space and located on Palladium Mall, Ground Floor-27 presents trending styles such as Hello Kitty Collection, winter wear, fitted dresses, bodysuits, super crops, co-ords, jackets, cropped satin and handkerchief tops, pop-coloured accessories and footwear.

*Speaking at the launch, Mr. Mukesh Soni, Business Head (India), Forever 21, said, "We are thrilled to announce the opening of our second flagship store in Chennai. The brand brings the newest runway and catwalk trends from Los Angeles to young fashionistas at our signature 'sweet pricing'. Forever 21 takes pride in offering the highest quality comfort clothing and look forward to making your experience enjoyable for our customer."*

The brand is all ready to treat its fans with a series of exciting offers during the inaugural week of the store, you simply cannot afford to miss it!

**Store Address:** Forever 21, Palladium Mall, Ground Floor-27 ,142 Velachery Road, Chennai, Tamil Nadu -600042

### **About Forever 21:**

Forever 21 is a fashion industry leader making the 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 located in more than 572 locations globally and online.

For more information visit [Forever21.in](http://Forever21.in).

### **About ABFRL:**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India's largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established for over 25 years. Pantaloons is one of India's leading fashion retailers.

ABFRL's international Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands and has long-term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle and Reebok.

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 brands such as Jaypore, Tasva and Marigold Lane. The Company has strategic partnerships with Designers 'Shantanu & Nikhil,' 'Tarun Tahiliani,' 'Sabyasachi' and 'House of Masaba'. ABFRL has embarked on a significant Direct-to-Consumer play to build a portfolio of new-age brands with a launch of TMRW, a digital-first lifestyle brands across fashion, beauty, and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments