

## **Peter England Launches 'Forma-Linens' Collection in 20 Colours**

**Mumbai, February 20, 2017:** Peter England, the leading menswear brand, has launched **Forma-Linens**, an innovative collection of 'linen' shirts, for the quintessential working professional. The new-age formal work-wear marks the 20 glorious years of Peter England in revolutionizing men's fashion in India.

Presenting a fresh dimension to boardroom dressing, the special edition of 'Forma-Linens' is a range of meticulously crafted formal shirts in linen tencel blend, offering high style and comfort. Designed as summer essentials, the collection promises a sophisticated and modern look in classy linen, in a vivacious and trendy palette of 20 shades.

Speaking on the occasion, **Mr. Manish Singhai, Brand Head – Peter England, Madura F&L, Aditya Birla Fashion and Retail Ltd** said, *"2017 is a special year for us as we celebrate 20 glorious years of styling Indian men with a wide variety of apparels suited for all occasions at an exceptional value. Innovation continues to be at the centre of our offering to redefine the men's wardrobe and 'Forma-Linens' is a special collection which is going to be the new-age formal work wear. We will continue to excite our customers by delivering a high quality fashionable wardrobe and the new collection is another step in that direction. "*

The Forma-Linen range is available in refreshing colours like Coral Rose, Purple, Pacific Depth, Puree Scarlet, Sapphire blue, Stone grey, Peach sand, White bliss, Pista Green, Apricot Rush, Barely Pink, Intense Grey, Lilac, Desert Sand, Cerulean Blue, Sunset Yellow, Lavender, Powder Blue, Warm Peach and Aqua Green. The collection is priced at **1599/-**, and is available at Peter England stores across the country.

### **About Peter England:**

A quintessential British brand, Peter England was first launched in India by Madura Fashion & Lifestyle (formerly known as Madura Garments), a division of Aditya Birla Fashion and Retail Limited in the mid-price segment in 1997. From humble beginnings as an honest shirt brand in 1997, the last 20 years have seen the brand evolve with every passing day, yet staying true to its core value of authenticity.

One of the leading menswear brands in India, Peter England truly understands its consumers and offers a versatile range catering to every occasion in the young consumer's multifaceted lifestyle, at an exceptional value.

Peter England not only has a strong foothold in formal and casual menswear segments, but has also launched new product lines like Indies: a contemporary take on Men's Kurtas, Suits and Blazers: for that special occasion in a consumer's life, Peter England Elite: a premium formal wear line, Peter England Denim Collection: staying relevant to today's youth, Peter England Perform: a range that promotes and encourages the consumer to lead an active



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lifestyle, as well as shoes, bags and sunglasses. Hence, from being considered the first choice for consumer's first formal ensemble purchase when they step into the corporate world, the brand has evolved beyond only formal clothing to being a one-stop shopping destination, staying true to its tag line 'Be Everything You Love'.

The brand has a robust and strong distribution network with over 650 exclusive brand outlets, spread across 150 towns with presence across 2000+ multi brand outlets. Peter England also owns and runs one of the largest CRM programs, 'Milestone', enjoying a base of over 4 million customers and has been awarded the 'Best Customer Relationship Program' at Customer Loyalty Summit 2017.

**For further information, contact:**

Janet Arole  
Head-Corporate Communications  
Apparel & Retail Business  
Aditya Birla Group  
Email: [janet.arole@adityabirla.com](mailto:janet.arole@adityabirla.com)