

## **Louis Philippe unveils its first store in Calicut**

4 April 2013

*~ Fashion for every occasion ~*

**Calicut:** Louis Philippe, the identity of the stylish and astute Indian gentleman launches a brand new store in Cherooty, Calicut. Located in a prime area of the city, the new Louis Philippe store in Calicut is spaciouly spread over 1,100 sq ft. The range of products on offer is a delight for the experimentative and fashionably discerned populace of the city. Choose from a delectable assortment of men's apparel and accessories ranging from ceremonial and corporate suits, blazers, shoes etc. Engage your fashion senses as Louis Philippe enthralls with its classy and exclusive offerings.

Since its foray into the Indian market in 1989, Louis Philippe has successfully established itself as the premium menswear brand in the country. And the success story continues with the brand launching its first-ever flagship store in Calicut which is definitely a milestone in the city's fashion culture.

The new store was inaugurated by Jacob John, Brand Head, Louis Philippe. "Louis Philippe has a new story to tell year after year. We are elated to make our presence felt in this part of the country and we are hopeful of a fantastic reception to our latest venture," he said. "Louis Philippe does not rest on its laurels and will continue to excite its target audience with innovative and inspiring offerings."

So come be a part of the celebration as Louis Philippe ushers in a new wave of class meets panache in the wonderful city of Calicut.

### **Store address:**

Louis Philippe  
P K Commercial Complex  
Cherooty Road  
Calicut - 673032

### **About Louis Philippe:**

The brand draws its name and inspiration from King Louis Philippe of France, who was famed for his generosity of spirit and his appreciation of the arts. Louis Philippe thrives on excellence, elegance and opulence. Synonymous with premium, international men's fashion, Louis Philippe was launched in India in 1989, and ever since then, the brand has been enjoying the reputation of being the leader in formal and quasi-formal wear. Taking cognisance of the evolution of the Indian Gentleman and so also his preferences, the brand has constantly innovated and modeled itself to suiting and meeting those requirements and this is what sets Louis Philippe apart as a premium, international men's fashion brand.