

Peter England launches its new wedding range with 'Honestly Made' campaign for men

- Launched across brands social media platforms and OTT platforms
- The campaign presents a strong and creative narrative against orthodox notions around marriage and celebrates modern aspirations



Mumbai; 6th December 2021: Peter England, a leading international menswear brand from Aditya Birla Fashion and Retail Limited, has launched a ground-breaking campaign, '**Honestly Made**' for its latest wedding range for the Autumn-Winter 2021 season. Designed for the contemporary man, the brand launches a beautifully curated line of shirts, trousers, suits and blazers.

Peter England has curated a wide range of choices in unbeatable designs and colours specifically for this wedding season, starting at an attractive unmatched competitive price of INR 7999 onwards.

Peter England has launched a mega digital campaign across various new-age digital channels such as Facebook, Instagram, YouTube. It has also been released on other high-impact properties like Hotstar to reach the target consumers.

The 30-second film to promote the brand's contemporary range of men's wedding wear opens in a wedding set-up wherein a middle-aged, well-intended woman is counselling a young unmarried girl to prioritize marriage over career and other interests. The unmarried girl is directed toward noted actor Ayushmann Khurrana, who can be seen donning a stunning Peter England suit. Ayushmann responds honestly and encourages the girl to pursue her choices without being badgered by orthodox societal notions around marriage.

Speaking on the launch, **Mr Manish Singhai, COO, Peter England**, said, *"We are pleased to launch our 'Honestly Made' campaign for the autumn-winter wedding season of 2021. Honesty is a core value of the brand, be it in fashion or social norms. During the ongoing wedding season, we hope to see a great demand for our celebration wear. Customers can take their pick across a range of exquisite suits, stunning blazers, and ceremonial shirts, which are perfect for traditional occasions, wedding trousseau, evening soirees, and cocktail parties."* He added, *"The brand inventively refutes the stereotypes surrounding marriage and stands by the belief that marriage should not define career or life choices."*

The collection has been launched across Peter England outlets store across country and is **also available on the brand's website peterengland.com** and on the **Peter England App**.

YouTube Link – <https://youtu.be/Ck-FXQbgb-8>

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ Multi-brand outlets, and across 800+ towns. The brand also holds a strong e-commerce presence. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting at an attractive price point of Rs.999. Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available every day and for all special occasions. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denim, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures highest comfort and great fit. While the brand continues to expand across India, they introduced a brand-new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About Aditya Birla Fashion and Retail Limited

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+ points 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 brand.

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 Active wear is establishing itself 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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