

Peter England launches `Peter England Girls' and Boys' in kids wear segment Launches first exclusive store in Vellore, Tamil Nadu

The maiden exclusive outlet will house collection for boys and girls starting from INR 399 onwards with 740+ styles



Vellore, 16th November, 2021: Peter England, a leading international menswear brand from Aditya Birla Fashion and Retail Limited, has entered the kidswear segment with the launch of its first kidswear store `Peter England Girls and Boys' in Vellore. Located in heart of the city, the store is situated at Officers Line, Vellore and offers a remarkable range of wardrobe options.

Spread across an area of 771 sq.ft., this maiden `Peter England Girls and Boys' store has been designed with the signature concept of Peter England's British Heritage. The latest venture of the brand caters to kids in the age group of 5-15 years and will offer a diverse range of apparel for all occasions.

Peter England Girls and Boys has been crafted for occasions such as casual wear, party wear, festive wear, sportswear and jeans for today's active, fashion conscious young boys and girls.

Speaking on the launch, Mr. Manish Singhai, COO, Peter England said "We are pleased to announce the launch of our new category `Peter England Girls and Boys'. With a strong foothold in the menswear segment for over two decades, we are confident that our new venture will receive love and appreciation from our customers. Carrying forward the legacy of the brand, `Peter England Girls and Boys' is committed

to bring contemporary and chic fashion at affordable price points.” He added, “India is one of the largest contributors in the apparel-retail sector globally and a hub for kids apparel and fashion retailers. We plan to launch new stores in this segment at rapid pace”.

The Collection is priced from INR 399 onwards with 740+ exclusive styles available across Peter England Girls and Boys exclusive outlets. Consumers will also soon be able to order online through the brand’s website – www.peterengland.com as well as the newly launched Peter England App (available on Android & iOS).

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 for 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, denims, 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 on 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+ point of sales in department stores across India (as on 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.



PETER ENGLAND



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**'

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfirl.adityabirla.com