



## Aditya Birla Fashion and Retail launches 'PEOPLE' in Haldwani for Young India

~The brand's new fashion store in Haldwani, is spread over 5000sq.ft~

**Haldwani, January 8<sup>th</sup>, 2017:** Aditya Birla Fashion and Retail Ltd's youth fashion brand, **PEOPLE** launched its first high street store in Haldwani at Nainital Road.

Having established a strong affinity with fashionable Indians across **48 cities**, **PEOPLE** is all set to ramp up the fashion quotient of youth with global fashion trends straight off the runway. Popular for its picturesque locales and rich heritage, Haldwani is a melting pot of diverse culture and offers an unmatched potential for youth-focused fashion brands.

Commenting on the occasion, **Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Limited** said, *"Uttarakhand is an important market for us and we are excited to launch our first store in Haldwani. The scenic city has a burgeoning millennial base who loves experimenting with vibrant and vivid color palettes with bold patterns. The fantastic response from our consumers has encouraged us to explore new markets in metros and other cities. Our Haldwani store will offer the latest in women's and men's fashion."*

**PEOPLE's** brand new store spread over 5000 sq. ft., houses the newest styles which are both street perfect and college ready. Inspired by global runway trends, **PEOPLE's** latest collection focuses on a diverse range of casual shirts, t-shirts, tops, kurtas, fusion tops, jeans, winter wear, and accessories, for both men and women.

The newly launched Winter collection by **PEOPLE** is designed keeping in mind both comfort factor as well as latest trends for the youth who are always on the go. The collection is categorized under different themes, with each theme alluring a unique winter vibe; Winter Forest, Soft Utility, Prep with Twist and Tapestry collection are new collection for women. The young men also have a lot to choose from the Earthed Autumn and Brooklyn Boyz collection.

**PEOPLE** also offers athleisure wear, fashion accessories and footwear; thus making it a one-stop shop for the perfect winter ensemble.

You can enjoy shopping at **PEOPLE** with prices starting at **Rs. 249**

**Women's wear:** Rs. 299 onwards

**Men's wear:** Rs. 249 onwards



**Store Address:** PEOPLE, Bhakuni Arcade, Beside Maharani Hotel, Nainital Road, Bhotia Parao, Haldwani, Uttarakhand

#### **About PEOPLE**

A fast-fashion brand for the youth, PEOPLE is a one-stop destination for international and fashion forward styles. Catering to young men and women, the product line is characterized by attitude that is street perfect and college ready. The brand offers the latest trends through its range of casual shirts, t-shirts, tops, kurtas and fusions tops, jeans, winter wear, footwear and accessories. Changing the way the youth dresses, PEOPLE focuses on making latest fashion available in the edgiest styles.

#### **About Aditya Birla Fashion and Retail Limited**

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

#### **For further information, please contact:**

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