



## PRESS RELEASE

### **American Eagle Outfitters Opens its First store in Chandigarh**

**Chandigarh, October 1<sup>st</sup>, 2018:** American Eagle Outfitters, the iconic denim brand from the house of **Aditya Birla Fashion and Retail Ltd (ABFRL)** that debuted in India in June 2018, launches its first store in Chandigarh. The brand new store is spread across 2437 sq ft. of retail space and is located in the heart of the city at Elante Mall.

A leading global specialty retailer offering high quality, on-trend clothing and accessories, American Eagle Outfitters is set to spread its wings and carve a niche in the hearts of the fashion savvy and brand conscious youth.

Commenting on the launch **Sathyajit Radhakrishnan, CEO - International Brands Business, Aditya Birla Fashion and Retail Ltd.** said, *“American Eagle Outfitters is an iconic, jeans brand based in the US and available globally. A fashion savvy market like Chandigarh offers tremendous potential for a brand such as this and we are excited to be opening our first store here. We believe that the brand will further strengthen our leadership position in the youth centric lifestyle space and prove to be a fashion haven for today’s millennials.”*

For the effortlessly chic, fashion savvy young generation, the brand offers superior designs in jeans with an array of washes and fits such as the Super Skinny, Skinny and Slim, and Straight Fit Jeans. Apart from jeans, the collection also includes a complete lifestyle assortment of young and quirky clothing options like graphic tees, polo tees with the iconic eagle logo, summer shirts and cargo pants all with accessories to match. The brand also has a range of fashionable casual wear for women.

Being a global fashion giant, catering to the young trend setting devotees, American Eagle Outfitters upholds the jeans heritage which has changed the fashion outlook since 1977. The brand has always believed in celebrating individuality, freedom, and self-expression. Each AE jeans is a blank canvas for self-expression, the foundation for any look. Representing American youth culture and casual American style, the brand will target all young people who are looking to express themselves and their individuality through fashion.

For more information, please visit [www.aeo.in](http://www.aeo.in) .

**Store Address:** Shop No 40, Ground Floor, Elante Mall, Chandigarh



AMERICAN EAGLE  
OUTFITTERS



#### **About American Eagle Outfitters, Inc.**

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing and accessories at affordable prices under its American Eagle Outfitters® and Aerie® brands. The company operates more than 1,000 stores in the United States, Canada, Mexico, China and Hong Kong, and ships to 82 countries worldwide through its websites. American Eagle Outfitters and Aerie merchandise also is available at more than 190 international locations operated by licensees in 24 countries.

#### **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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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

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