

SWING & SLING WITH PANTALOONS' LATEST 'SPIDER-MAN' COLLECTION

Mumbai, July 10, 2019: Marvel Super Hero movies have always been popular amongst kids, especially if it involves their favorite character, Spider-Man! As fans geared-up to watch Marvel Studios' Spider-Man: Far From Home, Pantaloons one of the pioneering retail fashion brands in India, launched its brand new '**Spider-Man**' collection.

Keeping children and their style sensibilities in mind, the collection has been created using super-fun interactive print techniques like reversible sequins, foil print, 3D badges and embroideries. Tailored from fine quality textured and novelty fabrics, the Spider-Man collection comprises of a huge range of snazzy t-shirts, shirts, jeans, shorts, and sleepwear. The collection ranges from **INR 499 to INR 999**. These can be styled with an assortment of comfortable Spider-Man slip on shoes available at Pantaloons.

Parents of little fans can shop these latest styles online on <https://www.pantaloons.com/c/spidey-range> or at any Pantaloons stores.

About Pantaloons:

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is India's Favourite Fast Fashion Destination has over 313 fashion destinations spread across 150+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.

Website: www.pantaloons.com

Aditya Birla Fashion and Retail Ltd.

ABFRL is India's No 1. Fashion Lifestyle entity. ABFRL hosts India's largest fashion network which includes 2,700+ ABFRL brand outlets, a footprint of 7.5 million sq. ft. of retail space across 750+ cities and towns.

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.

For further information, please contact:

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