

## Louis Philippe Launches 1<sup>st</sup> Store in Bulandshahr with Bollywood Actor Chunky Panday



**Bulandshahr, 22nd July 2024:** Louis Philippe, India's premier menswear brand, proudly announces the opening of its first store in Bulandshahr, Uttar Pradesh, inaugurated by the celebrated actor Chunky Panday. The new store, spanning 1150 sq. cm, marks a significant milestone in Louis Philippe's expansion, offering an unparalleled shopping experience for the discerning gentlemen of Bulandshahr. This marks a significant milestone for Louis Philippe, a distinguished brand under Aditya Birla Fashion and Retail Limited (ABFRL), renowned in the Indian fashion industry.

**Farida Kaliyadan, COO, Louis Philippe** said, *"This launch marks a special moment for Louis Philippe as we introduce our distinguished menswear collections to Bulandshahr. Our new store will feature a curated selection of sophisticated menswear and styles in this vibrant city. Chunky Panday's presence adds a touch of celebrity allure, highlighting our commitment to providing Bulandshahr with a unique shopping experience that blends timeless elegance with contemporary fashion."*

The new store is a prominent addition to the city's high street. It will introduce the residents of the city to Louis Philippe's esteemed collections, including Permapress formal shirts, the Gamescape collection of fashion t-shirts, golf leisure polo t-shirts, smart fit jeans, washed indigo shirts, and suits from the Royal Wedding Collection, catering to the refined tastes of modern men.

The store launch event saw an overwhelming response from fashion enthusiasts and loyal patrons of the brand. Chunky Panday, known for his impeccable style and charisma, added a touch of glamour to the event, making it a memorable occasion for all attendees.

Louis Philippe invites all fashion aficionados to visit their new store in Bulandshahr and explore the latest collections that redefine elegance and style.

**Visit the new Louis Philippe store at:** Unit N. 104, Lalla Babu Chauraha, Raje Babu Road, 6 Shivpuri, Bulandshahr-203001

### **About Louis Philippe**

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc.

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

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers.



Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

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