

## Pantaloons and Disney Reimagine Donald Duck on his 90th Anniversary with a Special Collection



**Mumbai, 21 August 2024:** Pantaloons, India's leading fashion retail brand, is thrilled to announce an exciting collaboration with Disney to commemorate the 90 years of Donald Duck. This women's collection captures the joy and nostalgia of one of Disney's most beloved characters, blending his iconic personality with whimsical graphics and contemporary fashion.

The collection showcases a vibrant array of apparel and accessories that embody Donald Duck's playful spirit reimagined through the creative lens of Mumbai-based illustrator collective, Doodle Mapuls. Known for their avant-garde designs, the talented trio – Yash Shetty, Amal Nair, and Kirthi Pillai have infused their signature artistic flair into the 25-piece collection, making each print a distinct interpretation of Donald's feisty and fun-loving character.

**Ms. Sangeeta Tanwani, CEO of Pantaloons, Style Up and Marigold Lane,** remarked that, *"This Disney-inspired collection in collaboration with Doodle Mapuls marks a significant milestone for us in celebrating the 90-year legacy of Donald Duck. By blending Disney's timeless appeal with Doodle Mapuls' avant-garde artistry, we're offering our customers more than just apparel—we're presenting a vibrant narrative of Donald Duck and a chance to sport a unique interpretation of the fandom."*

### Key Highlights of the Collection:

- **Bold Apparel:** Featuring trendy silhouettes like crop tees, co-ord sets, spliced shirts, and jorts, each piece is enlivened with Doodle Mapuls' unique take on Donald Duck.
- **Chic Accessories:** Complete the look with a vibrant range of bags, shoes, and hats that perfectly complement the collection.
- **Special Edition:** With just 25 exclusive styles available, this collection is a must-have for fashion-forward fans.

As Pantaloons continues to elevate fashion, this Disney-inspired collection with Doodle Mapuls is testament to the brand's commitment to offering cutting-edge styles that resonate with contemporary trends while honouring timeless classics.

This unique collection starting at INR **599** will be exclusively available at 54 Pantaloons stores across the country as well as on the Pantaloons website and app. Get ready to quack up your wardrobe and say "Aw, phooey!" with this exciting new collection.

### **About Pantaloons**

Pantaloons, a division of Aditya Birla Fashion and Retail Ltd. is a playful and youthful fashion destination with 417 stores, spread across 195+ cities and towns. As a playground for fashion, Pantaloons offers a wide variety of styles across categories and occasions. The brand speaks to the ever-evolving millennial customer of today who is confident and expressive. Be it through the physical retail experience or online, the Pantaloons experience is exciting, friendly and uplifting. With a vibrant, expressive and fun-loving approach to style, the brand seeks to enable the customer to be their fashionable best.

### **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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