



## Louis Philippe Expands its Retail Presence, Launches 1<sup>st</sup> Store in Chittoor, Andhra Pradesh

*The Chittoor store houses an exclusive range of the brand's finest collections.*

**Chittoor, September 03, 2024:** Louis Philippe, a premier menswear brand from the house of Aditya Birla Fashion and Retail, proudly announces the opening of its first store in Chittoor. Located on the ground floor of the high street outlet, this store spans 1016 square centimeters, bringing a refined shopping experience to the fashion-conscious men of Chittoor.

The grand opening was graced by the renowned social figure, Mr. Chennakesava Naidu, who inaugurated the store with great enthusiasm. This event marks a significant milestone for Louis Philippe as it continues to expand its footprint across India, bringing its premium fashion offerings to more customers.

Chittoor, a city with a robust economy and a strong tradition of quality and craftsmanship, is an important market for Louis Philippe. The region's growing influence in the retail sector and its demand for premium fashion have made it a key destination for the brand's expansion. The new store in Chittoor is poised to meet the evolving needs of the city's stylish and discerning consumers.



LOUIS PHILIPPE



The store showcases an exclusive range of Louis Philippe's finest collections. Among these are the Arty Jeans Fashion T-Shirts, a perfect blend of creativity and comfort for the modern man, and the Golf Leisure Polo T-Shirts, designed for those who appreciate a touch of luxury in their leisurewear. The Smart Fit Jeans offer a stylish and comfortable fit, while the Washed Indigo Shirts add a timeless piece to any wardrobe. Additionally, the Jetsetter Range of Smart Formals caters to the man on the move, and the Suits from the Royal Wedding Collection exemplify grandeur and opulence, making them a nod to timeless elegance.

**Farida Kaliyadan, COO, Louis Philippe said,** *"We are thrilled to bring Louis Philippe's unparalleled fashion experience to the vibrant city of Chittoor. Our new store is a testament to our commitment to offering premium and stylish options to our discerning customers. We are confident that the collection will resonate with the fashion-forward men of Chittoor, providing them with an exclusive shopping destination,"*

The store's strategic location and expansive layout are designed to cater to the fashion needs of the city's burgeoning clientele, offering them the best in menswear. Louis Philippe's commitment to superior craftsmanship and innovative design is evident in every collection, ensuring that every customer finds something that resonates with their personal style.

**Visit the new Louis Philippe store at** H. No. 10-209 & 10-210, Opp to District Court, Prakasham High Road, Chittoor, Andhra Pradesh, 517001



### **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.

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

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