

AMERICAN EAGLE



American Eagle Launches 'Live Your Life' Campaign in India with Brand Ambassador Janhvi Kapoor

The #1 Jeans Brand for Gen Z celebrates individuality and self-expression

National, October 7, 2024: American Eagle, the #1 jeans brand for Gen Z worldwide, has officially launched their global 'Live Your Life' campaign in India. Featuring Bollywood icon and style maven Janhvi Kapoor as the face of the campaign, this initiative is all about empowering the youth to embrace their individuality and live authentically.

The 'Live Your Life' campaign reflects American Eagle's core belief that self-expression is at the heart of modern culture. Gen Z is not looking for validation from brands or influencers, but for the freedom to be who they want and do what they want to. This message resonates deeply with Janhvi Kapoor, a youth icon who embodies the spirit of authenticity and individuality. Through this campaign, the brand invites everyone to step into their own spotlight, owning who they are and celebrating their uniqueness.

Shashank Mishra, Brand Head, American Eagle India, said "We believe that every individual's journey is as unique as their personal style. The 'Live Your Life' campaign celebrates the courage to embrace one's true self and pursue passions authentically. Through Janhvi Kapoor's inspiring story, we showcase that self-expression goes beyond fashion—it's about living boldly and being true to oneself. Our goal is to empower Gen Z to own their moments and let their real self's shine."

Speaking about her association with American Eagle, the iconic **Janhvi Kapoor** said, "I've always believed that being true to who you are is the most important thing. I love how American Eagle encourages people to express themselves without fear. The 'Live Your Life' campaign isn't just about fashion—it's about owning your story and embracing your individuality, and I'm excited to be part of this journey."

At the core of the 'Live Your Life' movement is the belief that each individual's story is unique. The campaign celebrates diversity, self-expression, and personal style, highlighting the real lives behind the glamorous facades and the journeys of those who have overcome challenges to create something meaningful.

Alongside other global talents, Janhvi Kapoor shares her personal story, revealing what drives her passions and how she embraces life on and off the screen. The campaign explores her inspirations, the creative process behind her work, and the community that supports her. This authentic storytelling approach aims to inspire Gen Z to live their lives on their own terms.

American Eagle's 'Live Your Life' campaign goes beyond fashion; it's a call to embrace one's true self. It celebrates individuality, urging everyone to own their unique stories and live boldly, in line with the brand's commitment to authenticity and personal style. Join the movement and discover how American Eagle can be part of your journey to living life on your terms.

Link to the campaign: <https://www.instagram.com/reel/DAvMtKDS4Cb/>

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for everyone that enables self-expression and empowers our customers to celebrate their individuality. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all at a value. We aren't just passionate about making great clothing, we're passionate about making real connections with the people who wear them. Visit <https://aeo.abfrl.in/> to find your perfect pair of #AEJeans.

About American Eagle Outfitters

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices under its American Eagle® and Aerie® brands. Our purpose is to show the world that there's REAL power in the optimism of youth. The company operates stores in the United States, Canada, Mexico and Hong Kong and ships to approximately 80 countries worldwide through its websites. American Eagle and Aerie merchandise also is available at more than 300 international locations operated by licensees in approximately 30 countries. To learn more about AEO and the company's commitment to Planet, People and Practices, please visit www.aeo-inc.com.

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.

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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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