

Aditya Birla Fashion and Retail to launch Simon Carter designer wear

Pranab Barua, business head, apparel and retail, Aditya Birla Group, says the deal is part of our strategic intent to grow our international portfolio

Sapna Agarwal



In India, Simon Carter exclusive stores will be launched across the top metros of Mumbai, Delhi and Bangalore, the company said in a statement. Photo: AFP

Mumbai: India's largest apparel retail company Aditya Birla Fashion and Retail Ltd, formerly known as Pantaloons Fashion and Retail Ltd (ABFRL), said on Friday that it will launch London's Simon Carter designer wear brand in India.

Simon Carter collections are retailed in department stores and independent retail outlets in 40 countries around the world, including Bloomingdales in USA, Seibu in Japan, Brown Thomas in Ireland and David Jones in Australia.

“This deal was part of our strategic intent to grow our international portfolio and this new relationship with Simon Carter will bring London’s high fashion to the Indian market,” said Pranab Barua, business head, apparel and retail business at the Aditya Birla Group.

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