

Brand Equity Economic Times Survey 2009 ranks Peter England “No. 2 Most Trusted Brand” in India in branded apparel category

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For the second consecutive year, Peter England, the largest selling, mid price, menswear brand in the country, ranks among the “Most Trusted Brands” in the branded apparel category.

This independent nationwide survey conducted for Brand Equity by AC Nielsen is the benchmark for Trust, an ageless virtue and the ultimate pinnacle that every marketer and every brand wants to achieve.

Says Mr. Alope Malik, President, Peter England Fashions & Retail Ltd, “We are delighted in the faith and confidence reposed by the consumers in our brand. Peter England will continue to excite consumers through its high quality and innovative merchandise”.

Peter England, which is now a complete wardrobe brand offering shirts, trousers, suits, blazers, T's and denims, sells one garment every six seconds and is available in 600 towns across the country through over 300 exclusive stores and 1,500 MBOs.

Comments Mr. Kedar Apshankar, COO, Peter England, “Peter England has long been associated with great quality and delivering the right value to consumers. Our association with our consumers has been long and we have been continuously evolving our brand portfolio to keep in pace with our customers fast changing lifestyles. We just don't hear our customers, we listen to them.”

The No.1 menswear brand in the country in the mid price segment, Peter England offers quality clothing to the discerning men under three distinct offerings viz: Peter England, Peter England Elements and Peter England Elite.

Peter England Elements caters to the casual side of smart Indian men. The merchandise offering spans 'Relaxed Office-wear' to 'Weekend Casuals'. The portfolio is completed through T-shirts, jackets, denims, cargos, sweaters etc.

Thanks to the strong equity the brand enjoyed in the office wear space, Peter England was well poised to stretch its offerings into this higher price segment. Peter England Elite was launched in 2007 marking the brand's foray into the premium segment.

Peter England has partnered with IPL's T20 Chennai Super Kings as the non-sport apparel and merchandise partner. A new line of merchandise called the PE-CSK line has been created based on the persona of the Chennai Super Kings team and is available in Peter England exclusive stores.

The future will see Peter England adding on new categories, entering new segments while increasing its distribution footprint.