

Peter England supports the cause of light of life

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~ The brand takes a step towards supporting a deserving cause ~

Bangalore: Peter England, India's largest, most sought after menswear brand is back with yet another initiative to give back to the society. The brand, which has in the past taken great strides towards bettering the community, announced today its unanimous voice behind the cause of Light of Life Trust, a charity registered in 2002 that reinstates rural school dropouts. Started off with a handful of 25 children, it has now grown and impacted over 7000 lives. Participating in the Mumbai Marathon, Light of Life Foundation will sport T-shirts sponsored by Peter England, taking them through the entire run to be held on Sunday, 20th January 2013.

Speaking on the occasion, Mr. Kedar Apshankar, COO, Peter England said "Our brand philosophy strongly believes in empowering the nation and supporting the spirit of the people of our country. We are happy to associate with the cause and be a collaborative part of it."

With this, Peter England demonstrates the importance of providing continuous support to talented youth. A brand that has been the mentor and guide to its consumers for years is excited to encourage and support the cause of Light of Life Trust.

About Peter England

Peter England is the largest menswear brand in India with 8 million garments sold every year. First launched by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price shirt segment in 1997, the company acquired the world rights for the brand in the year 2000. With offerings in the mid-priced value for money range, Peter England brings formal wear for young men in the early years of their career. The product assortment includes shirts, trousers, suits, blazers and accessories for 'Everyday' and 'Special' occasions.