



Aditya Birla Fashion and Retail's Youth Fashion Brand 'People' dazzles with its 24th store in Bengaluru

~Leading Kannada actor Rakshit Shetty launches new store in Nagarbhavi, Bengaluru ~

Bengaluru, August 28, 2017: Aditya Birla Fashion and Retail Ltd's youth fashion brand 'People' has launched its 24th store in the city. 'People' has a significant presence across the country with 92 stores located in metros, tier 1 and tier 2 cities; Bengaluru taking the lead with the maximum number of stores. People's new store was launched amidst much fanfare by 'Sandalwood' actor, **Mr. Rakshit Shetty**.

Commenting on the occasion, **Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Ltd.** said, "Bengaluru is one of our biggest markets and we are happy to say that 'People' is one of the most loved fashion brands by youngsters who like to experiment with unconventional style. 'People' makes global fashion and trends accessible to the fashion conscious millennial and serves as a one-stop destination for discerning consumers. Our new store in the city is a testimony to the phenomenal response we have received from our young consumers who are embracing international trends and including it as part of their wardrobes. The new store at Nagarbhavi will house the latest Autumn-Winter'17 collection."

'Sandalwood' actor **Mr. Rakshit Shetty** added, "People has a fantastic collection which is fresh, edgy and trendy at the same time. I love the way the brand has fused global trends with Indian sensibilities, keeping the pricing affordable. Their latest Autumn-Winter'17 collection brings the best global runway trends to India at affordable prices. I'm honored to be here and unveil 'People's' new store in namma Bengaluru".

Spread across over 4300 sq.ft., the new store will house the latest fashion in edgy designs, that are street perfect and college ready. The new store has an exciting range of casual shirts, t-shirts, tops, kurtas and fusion tops, denims and accessories for both men and women.

The latest Autumn-Winter'17 collection is inspired by global runway trends. The 'Earthed Autumn' and 'City Ninja' collection in men's casual wear is an interesting mix of textured fabrics, camouflage and monochromes. Based on different themes such as retro-styled silhouettes, hues of Indigo inspired from exquisite oriental patterns, and much more; young women will be spoilt for choice. The denim collection for men and women this season is fashionable and refined with a modern sartorial touch. 'People' also offers athleisure wear, fashion accessories and footwear, thus making it a one-stop shop for the perfect autumn-winter ensemble.

You can enjoy shopping at 'People' with prices starting from Rs. 249

Women's wear: Rs. 299 onwards

Men's wear: Rs. 249 onwards



Store Address: L.V Arcade, #1A-1/58, People Store, Next to M.K Ahmed Super Market, 80 Feet Rd, Nagarbhavi, Bengaluru – 560072

About People

A fast-fashion brand for the youth, People is a one-stop destination for international and fashion forward styles. Catering to young men and women, the product line is characterized by attitude that is street perfect and college ready. The brand offers the latest trends through its range of casual shirts, T-shirts, tops, kurtas and fusions tops, jeans, winter wear, footwear and accessories. Changing the way the youth dress, People focuses on making latest fashion available in the edgiest styles.

About Aditya Birla Fashion and Retail Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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