



British Designer, Simon Carter visits India to launch fashion brand `Simon Carter`

~Introduces first of its kind 'India inspired' Simon Carter collection, reflective of the Indian culture and themes~

Mumbai, September 14, 2017: Unfolding a new chapter in the Indian fashion milieu, British designer, **Simon Carter** marks his India entry with the launch of `Simon Carter` menswear brand. As part of his India visit, Simon Carter today launched the exclusive store in Mumbai at Phoenix Market City, Kurla and plans to launch the iconic designer wear menswear brand with 10 Simon Carter exclusive stores across the country by FY 2017-18. Aditya Birla Fashion and Retail had signed an exclusive deal with the brand last year.

A quintessential British brand, Simon Carter's uniqueness is embossed in its quirky, yet sophisticated and stylish designs straddling full range of men's clothing and accessories. With a conspicuous presence of heritage and tradition in its collection and an uncompromised attention to detail and quality, the brand philosophy is rooted in a tradition of eclectic English style, taking classic forms and adding a twist of eccentricity. The Simon Carter menswear collection is a playful mix of prints and colours, tailored fit for the modern man to give them a sense of exuberance and style.

Simon Carter India collection, designed for the individualistic and expressive Indian men, is inspired by India. The range that includes shirts and accessories is inspired by the everyday Indian life musings - the musical wedding bands, car, the beautiful Indian pariah dog leisurely stretching around, the energy at the railway station, etc.

Spread over 1200 sq. ft., the **Simon Carter exclusive store** at Phoenix Market City, Mumbai personifies Simon Carter's quirkiness and dynamism, with the store design being contemporary and modern, dispersed with British architectural elements.

Sharing his excitement on the launch in India, **Simon Carter, Founder and Designer, Simon Carter Ltd.** said, *"I'm proud to partner with Aditya Birla Fashion and Retail and so happy to bring authentic British style to India. I believe India suits Simon Carter and Simon Carter will most definitely suit India, with its high quality, witty and eclectic style of dressing for the modern Indian men. My inspiration comes from the world around me and my line for India is hugely inspired by India, its everyday things, places, boundless spirit and its heart-warming people."*

Speaking on the occasion, **Mr. Vishak Kumar, CEO, Madura F&L, Aditya Birla Fashion and Retail Ltd.** said, *"Simon Carter is an iconic menswear brand and we are excited to bring it to our Indian consumers, who have a personal sense of style and appreciate good design, with a perfect blend of British sophistication and quirky*



expression. The addition of Simon Carter is a part of our strategic intent to grow our international portfolio, significantly contributing in consolidating our position in the affordable luxury space, giving our discerning customers a true taste of high-end fashion.”



Simon Carter’s complete range comprises of classic suits, jackets, shirts and blazers suited for any occasion. The Simon Carter shirts are made of premium and exclusive fabrics sourced from leading European mills that create a beautiful fusion between bold figurative prints with subtle florals, dots and geometric prints. The softly tailored suits and jackets range made from classic wools and linens is best suited for the fast-paced lifestyle of a contemporary global man. The complete range, including the India collection is priced between **Rs. 3,000 – Rs. 14,000/-**.

Simon Carter collection will be available on www.simoncarter.in and across leading e-commerce sites.

About Simon Carter

Simon Carter holds the distinction of being the most successful international designer with seven standalone designer brand stores in some of the most posh locales in the UK. His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 35 countries around the world including Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia. Carter's products are known for their British wit, which incorporate a light-hearted side to every facet of the brands offerings, ranging from merchandise to store design and store staff; everything sports a personalized touch. Simon Carter is about quality and refinement in a particularly witty and eclectic style. The menswear collection is defined by its use of print and color, offering men the opportunity to develop their own sense of style and allowing their distinct personality to shine through.

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 is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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