



People expands its footprint with its 14th store in Uttar Pradesh and 3rd store in Lucknow

Lucknow, July 7, 2017: Aditya Birla Fashion and Retail Ltd's youth fast fashion brand **People**, creates yet another uber-chic fashion destination for millennials with its 3rd store launch in Lucknow. This new store takes People's total store count to 14 in the state. The brand has gained immense popularity among the fashion fraternity by bringing fresh styles inspired by global runway trends to India.

People has marked its presence across all the key cities including Aligarh, Allahabad, Bareilly, Ghaziabad, Gorakhpur, Jhansi, Lucknow, Meerut, Mirzapur, Muzzaffarnagar and Varanasi, and is all set to create a new benchmark with its new store at **Phoenix United Mall, Alambagh**.

Speaking at the launch, Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Ltd. said, *"Lucknow is known for its cosmopolitan culture and diverse ethnicity which makes it a melting pot for fashion forward youngsters who love to experiment with edgy styles and eclectic designs. As a trendy youth brand, we strive towards addressing every need of these style-conscious millennials, while ensuring we keep high fashion affordable and accessible. We have received a great response so far. Our 3rd store in Lucknow and 14th in Uttar Pradesh is synonymous with the love and support we get from our consumers. Our new store will house the latest collection that is replete with the latest designs inspired by global runway trends."*

Spread over 3500 sq.ft., the new store at **Phoenix United Mall, Alambagh** houses the latest Summer '17 collection for both men and women. The new store offers the latest trends across a diverse range of casual shirts, t-shirts, tops, kurtas and fusion tops, jeans, winter wear and accessories, for both men and women. For women, the range comprises of the **"Urban Countryside"** that boasts of super comfortable pastels and textured fabrics. The **"Tropical Traveller"** collection uses color-block silhouettes combined with the traditional art of crochet, while the **"Palace Prints"** are inspired by the palaces of Jaipur and the **"Sketchbook Denim"** collection captures doodles and graphics. Men also have a lot to choose from—the **"Backyard Gypsy"** denim collection with worked upon denims, the **"Organic Revolution"** collection that uses environment friendly natural dyes and washes and the **"Palm Shadow"** collection which is a fresh take on the evergreen summer motif of palm leaves.

People has an exciting range of fashion accessories and footwear, thus making it a one-stop shop for the perfect summer ensemble.



To mark the celebrations, People will host exciting initiatives for consumers between 8th & 9th July, 2017. The activities will include a trending mannequin challenge and an exciting chance to win PEOPLE vouchers by participating in #PEOPLELovesLucknow selfie contest.

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

Women's wear: Rs. 299 onwards

Men's wear: Rs. 249 onwards

Store Address: Shop No 6/7/8/Lower Basement, Phoenix United Mall, Kanpur Road, LDA, Alambagh, Lucknow, Uttar Pradesh 226012

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 is India's No 1. Fashion Lifestyle entity. It altogether hosts India's largest fashion network with over 7,000 points of sale in over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

For further information, please contact:

Aditya Birla Group

Janet Arole | | janet.arole@adityabirla.com