

## Peter England Launches Autumn Winter '14 Collection

30 September 2014

*~In the Depth of the Season, Rise above everyone else with Peter England's AW '14 Collection~*

**October 2014:** Peter England, the largest menswear brand in India, presents its Autumn Winter '14 Collection that draws inspiration from the concept of a "Young India". The range emphasises Peter England as a brand designed for the youth with its ideology being grounded in the motifs of 'India Cool' and 'Youngistan'.

**Young Formals:** Like the name suggests, young formals is a delight for young and uninhibited individuals. This line pulls out all the stops with a bold play on different patterns. The 'mix and match' patterns that dominate the line truly symbolise the confidence and individuality with which members of 'Young India' express themselves.

The AW 14 young formals encourages the Millennials to step out of the box through bold, bright and spunky colours as the range caters to the needs of young men by offering a wide variety of clothing for daily office wear, which can double up as smart casuals for an evening out after.

**Varsity:** The Peter England Varsity collection takes you back to your college days. Meeting old friends? University reunion? The Varsity collection is exactly what you need to wear when in doubt. Re-live your college days with unique styles, bold checks and stripes in bright colours.

**Elite and Elite Sport:** A range that exudes confidence and authority, the styles in this collection are meant for the suave and the sophisticated. It epitomises cultivation, maturity and confidence, traits that are associated with the brand and synonymous to its consumers.

Bringing unique concepts to the table has always been Peter England's strength and the highlights of this seasons' collection is the never before used motif of 'Festive Beets' that display a wide variety of garments in a dark, rich and royal beetroot red colour that blends so well with the festivities of the season.

Apart from these key styles, the collection also boasts of an impressive range of formal and semi-formal suits and blazers, Nehru jackets and bandhgalas.

### Smart Pants

The range also includes the brand's latest innovation 'Smart Pants,' an innovative concept, which features a range of trousers that solve specific everyday issues of the wearer. For example, n-Factor Smart Pants prevent microbial growth. It also has a stain repellent finish. Both these features allow the user to wash it less often. Another innovative trouser 'Super Press' fights wrinkles to give the user a clean look. 'Crease Fix' trousers have a fixed front crease for that perfect crisp look all day long. The collection also features Fashion formals and Feather touch trousers for the perfect washed and soft peached finish look respectively.

### PE Jeans

Peter England has established a tasteful collection of various styles in jeans in its Autumn Winter 14 collection. Involved with a unique and creative designing process, PE Jeans revolves around several interesting concepts and promises to offer a global fashion statement and can be worn either to work

or casually. Some of the innovations that the brand brings to the forefront this season are Oxygeans that revolve around the concept of Water Saving and Easy Wash Jeans and Jeanos - a combination of jeans and chinos. Among the several highlights of the season, the washed out and the scuffed look with gathered bottoms are the key styles that dominate the range.

Unconventional, trendy and full of life, this season Peter England is all about the colours and patterns of creating an individualistic style statement. The styles are a harmonious blend of the classics with the tantalizing twist of 'Young India'. This season, Peter England's collection does not merely showcase diversity; it showcases the unity, passion and the togetherness that is born out of the multifariousness of a generation that promises change.

**About Peter England:**

Peter England is the most loved and largest menswear brand in India. It sells more than 10 million garments every year in its 600+ exclusive stores and 2,000+ Multi-brand outlets across more than 350 towns. It has been voted as India's most trusted apparel brands for six consecutive years by the Economic Times Brand Equity Survey.

A quintessential British Brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as an honest shirt brand in 1997 in India, it is today a complete lifestyle brand with merchandise available for everyday and special occasions. The brand has diversified into the non-apparel category with the launch of PE Bags and more recently launched a unique retailing store that targets the life cycle of an entire generation called Peter England Generation.