



## **‘People’ fast fashion brand from Aditya Birla Fashion and Retail launches a new store in Coimbatore**

**~The brand new store at Brookefields Mall is spread over 5000sq.ft~**

**Coimbatore, January 13, 2017:** Aditya Birla Fashion and Retail Ltd’s fast fashion brand, **PEOPLE** launches a new store at **Brookefields Mall**. The brand is focused on strengthening its foothold in the country by expanding its presence in key markets such as Coimbatore, Tamil Nadu.

Having established a strong affinity with fashionable Indians across **48 cities**, **PEOPLE** is all set to rev up the fashion quotient of Coimbatore with trendy, runway fashion.

Commenting on the occasion, **Mr. Sooraj Bhat, Chief Operating Officer, Fast Fashion Business, Aditya Birla Fashion and Retail Limited** said, *“We are delighted to launch our new store in Coimbatore. People is a name celebrated by the style conscious and trend-savvy shoppers as we are known to bring in the latest fashion inspired by the global runway trends to the young millennials at great prices. This winter, our consumers can create their unique fashion statement with our edgy and stylish offerings”*.

**PEOPLE’s** brand new store spread over 5000 sq.ft, houses the newest styles which are both 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 and accessories. Changing the way the youth dress, People focuses on making latest fashion available to all segments.

The newly launched Winter collection by **PEOPLE** is designed keeping in mind both comfort factor as well as latest trends for the youth who are always on the go. The collection is categorized under different themes, with each theme alluring a unique winter vibe; Winter Forest, Soft Utility, Prep with Twist and Tapestry **range** are new collection for women. **Men** also have a lot to choose from the Earthed Autumn and Brooklyn Boyz collection.

**PEOPLE** also offers athleisure wear, fashion accessories and footwear; thus making it a one-stop shop for the perfect winter ensemble.

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: PEOPLE**, Lower Ground Floor, Brookefields Mall, Dr Krishnasamy Mudaliyar Road, Coimbatore, Tamil Nadu 641001

**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 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

**For further information, please contact:**

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