

T E D B A K E R
L O N D O N



Ted Baker opens his first store in India in partnership with Aditya Birla Fashion and Retail Limited

Mumbai, March 1, 2018: Already well-known for his international excursions and extensive search for gems across the globe, **Ted Baker** is proud to announce the beginning of an exciting new chapter, as he expands his global empire with his **first store in India**. Situated inside the **prestigious Chanakya Mall in New Delhi**, the **1,600 square foot store** will be the latest home for Ted's menswear, womenswear and accessory collections.

All of Ted's store interiors are bespoke to their location, taking into account the surroundings and local culture, and New Delhi is of course no exception. Starting with the rich jewel tones in traditional Indian dress, Ted has juxtaposed these with inspiration drawn from the Crown Jewels for a uniquely British twist. Created using traditional and locally-sourced Indian textiles and embellishment, this is thoroughly contemporary take on Ted's travels.

A diamond formation timber floor welcomes guests to the space, whilst the ornate ceiling features brushed and polished brass three-dimensional diamond shapes. Fitting rooms have intricate printed wallpaper and are upholstered in regal purple with opulent gold trims with wall-hanging jewel pendants. Props referencing the British monarchy are displayed in ornate frames throughout the store. Red oak timber-topped tables with gold stylized legs make for majestic feature furniture, while the remaining pieces draws inspiration from royal jewels, enhancing the magnificence of the store and creating a jewel-box backdrop for Ted's wonderful new collections.

Partnership with Aditya Birla Fashion and Retail Limited

Ted Baker's entry into India is a joint venture with Aditya Birla Fashion & Retail Ltd. The brand is the latest addition to ABFRL's international brand portfolio, which began a decade ago with The Collective.

Commenting on the occasion of Ted Baker's launch, **Mr. Amit Pande, Brand Head**, said "Ted Baker is an iconic 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. We are happy to launch Ted Baker in India. The brand will cater to both men and women in the luxury space. Ted lovers can now look forward to the launch of its first store in New Delhi."

T E D B A K E R
L O N D O N



About Ted Baker London

Ted Baker London is world-renowned for its stylish and sophisticated menswear, womenswear, accessories (and everything in between), and is loved for its quality and distinctive use of design and colour. With the perfect blend of attention to detail, beautiful designs and high quality fabrics, Ted mixes traditional and contemporary influences with an irreverent sense of humour and a quintessential British attitude.

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 More Information Contact:

Janet Arole

Head – Corporate Communications | Aditya Birla Fashion and Retail Limited |

Email id: janet.arole@adityabirla.com