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**With Style Up, Aditya Birla Fashion eyes shoppers in small cities**

Aditya Birla Fashion and Retail Ltd (ABFRL), which owns brands such as Louis Philippe, Allen Solly, Peter England and Van Heusen, is eyeing small cities with Style Up, a chain of large-format retail stores. Styleshops that it started last year as an experiment, ABFRL plans to add another 10-12 stores in this format. The company also plans to expand its network to 250-275 stores by the end of this financial year.

"Currently, Style Up runs 16 stores in places such as Dharwad and Hubballi in Karnataka, Dhanbad in Jharkhand, and a few branches in Guwahati," says Hemant Pratap Singh, President – Small Towns, ABFRL. "We hope to have 70 stores in 350 small towns in the next two years, which would also help in tapping the untapped market potential of these cities.

The company has already opened 16 stores with an average ticket size of Rs 3,000-Rs 4,000. The Style Up format has a price range from Rs 300 to Rs 5,000. The stores are also expected to bring in more footfalls by offering products from its other brands such as Allen Solly and Van Heusen.

"We are looking at expanding the Style Up format to other small towns as well, especially in the eastern and north-eastern parts of the country," Singh adds.

"We are targeting the small towns where there are more than 10,000 population with 50-70 stores in the next two years. We are also looking at expanding the Style Up format to other brands such as Allen Solly and Van Heusen," Singh said.

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