

FOREVER 21



Forever 21 opens its 1st store in Indore

~ Bollywood Actress Yami Gautam inaugurated the new store ~

Indore, December 8, 2017: Forever 21, the most loved international fast fashion brand from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd launched its **first store in Indore**. The new store is spread across **9000 sq.ft** of retail space is located in the heart of the city at **C-21 Mall, AB Road**. The brand is now focusing on strengthening its foothold in the country by exploring newer markets such as Indore. Forever 21 is a pioneer in the fast fashion category, which makes it the most preferred fashion destination for young and fashion conscious consumers.

Bollywood diva **Yami Gautam** along with **Mr. Rahul Jhamb, India Brand Head, Forever 21, Aditya Birla Fashion and Retail Ltd** launched the store. Having established a strong affinity with fashionable Indians in **Mumbai, Delhi, Bangalore, Pune, Hyderabad, Chennai, Punjab and Siliguri**, Forever 21 is all set to rev up the fashion quotient of Indore with global fashion trends straight off the runway.

Speaking at the launch, **Rahul Jhamb, Brand Head, Forever 21** said, *"It's a moment of great joy as we launch our 21st store in the country. Indore is a potential market and we are excited to begin our new innings here. At Forever 21, we aspire to make fashion accessible to fashion conscious youngsters, by introducing different styles every week. Our Holiday collection, inspired by global runway trends, is now available across all our stores, to make our fashionistas look and feel amazing during vacations and the New Year. We would like to thank our patrons for making Forever 21 the most loved fashion destination of the country."*

The 21st store houses the latest **Holiday collection** which sets the tone for a joyous and upcoming festive season. Textures and colors are the focal point of the collection, featuring a range of fabrics and jewel tones. The women's collection offers show-stopping styles from sequin halter jumpsuits, embellished mini suede skirts, cozy shearling jackets, slip dresses and more.

The men's collection features pieces for day and night including crew-knit sweaters, top coats, distressed denim and trousers. Complementing Forever 21 apparel and accessories, the store will also

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feature its in-house brands, including 21MEN™, a line of fresh, fast fashion for men; and Forever 21's lingerie and shoe line.

As part of promotions, Forever 21 introduced exciting offers for its first 200 lucky customers got a special discount of Rs. 1000 on their purchase and 10 lucky patrons dressed in yellow and black availed a special discount of Rs 210 off on their purchase.

About Forever 21

Forever 21 is a California-based fast fashion brand that entered the Indian market in 2010 and has considerably grown since then. With 19 stores in major cities in the country, it has built a strong market for itself and has already become a brand of choice for many fashion conscious women. In July 2016, Aditya Birla Fashion and Retail Limited acquired the exclusive online and offline rights to Forever 21's India network. The partnership between Forever 21 and ABFRL marks a milestone in the creation of the largest integrated branded fashion player in India, with a strong foothold in the women's wear segment, given the growing popularity of fast fashion and the young demographics of the country.

Forever 21 in India offers clothes and accessories for Men, Women and Girls. With growing demand for its trendy street wear and subtle contemporary pieces, the brand launched its exclusive website (www.Forever21.com/In) for the Indian market in June 2014, and now reaches out to its customers in over 300 towns and cities of the country.

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.

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