

**FOREVER 21**



## **Forever 21, a Los Angeles brand enters Kolkata**

~Music aficionado Papon enthralled the audience with live performance~

**Kolkata, December 22, 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 **Kolkata** today. The sprawling new store is spread across 6,500 sq ft. of retail space and is located in the heart of the city at **South City mall**.

New-age folk-fusion and noted Bollywood singer **Papon**, created a stir with Forever 21 customers with his live performance. **Papon along with Rahul Jhamb, India Brand Head, Forever 21, Aditya Birla Fashion and Retail Ltd** inaugurated the store.

Speaking at the launch, **Rahul Jhamb, Brand Head, Forever 21** said, *“Kolkata is not only the most potential market in East India but one among the key markets of India and we are delighted to launch our first store in Kolkata, just in time for the year end festive season. Our first store in Kolkata and 22nd in India is a momentous step as we continue to leave our imprints in the country by making fast fashion accessible to the young fashionistas. Our new Holiday collection, designed to make fashion loving millennials look awesome during vacations and New Year will be available across all our stores. We are grateful to our patrons for making Forever 21 the most loved fashion destination of the country”*.

*Secret*

The **22<sup>nd</sup> 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 feature its in-house brands, including 21MEN™, a line of fresh, fast fashion for men; and Forever 21’s lingerie and shoe line.

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Forever 21 hosted an exclusive Meet & Greet with the celebrity for 10 best dressed black and yellow costumes. That's not all; the brand also instated a 'Happy Queue' that offered shopping vouchers to its patrons. The first 100 customers in queue were given Rs 1000 off while the next 200 customers availed Rs 500 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 21 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](http://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.

### **For further information, please contact:**

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