

**FOREVER 21**



## **Forever 21 ups the fashion quotient of Mumbaikars with its 5<sup>th</sup> store in the Metropolis**

*~ The brand new store at SGC, Seawoods, Grand Central Mall houses the latest Summer '17 Collection~*

**Mumbai, July 04, 2017:** Forever 21, one of the most loved international fast fashion brands from Los Angeles, California, brought in India by Aditya Birla Fashion and Retail Ltd. creates a new fashion destination for the uber-stylish Mumbaikars, with the launch of its new store at SGC, Seawoods, Grand Central mall, Navi Mumbai. With this new store, the brand has increased its total store count to 18 in India.

Bringing global trends and runway fashion closer to the fashionistas, Forever 21 promises to provide a fashion journey with the latest looks and Summer'17 collection.

Speaking at the launch, **Rahul Jamb, India Business Head, Forever 21** said, *"We are proud to say that Forever 21 is the most loved fashion brand by Mumbaikars and our 5<sup>th</sup> store launch is proof of the love and adulation we get from our consumers. At Forever 21, we aspire to make the latest global runway trends accessible to fashion-conscious millennials by introducing new styles every week, thus ensuring that we are the most preferred fashion destination in India. The new store at SGC, Seawoods will house the latest Summer'17 collection"*.

Marking a new chapter in India's fashion scene, Forever 21's new store is spread over 9000 sq.ft of retail space at the SGC Seawoods, Grand Central mall located in the heart of New Bombay (Navi Mumbai). The store will stock the exclusive Summer'17 Collection and make high fashion accessible at affordable prices. Complementing Forever 21 apparel and accessories, the store will feature **21MEN™**, a line of fresh, fast fashion for men and Forever 21's lingerie and shoe line.

To mark the celebrations, Forever 21 hosted the **Forever Famous Style Awards** and the winners got an exclusive opportunity to be styled by top stylists followed by portfolio shoots by professional photographers. The winners also got a chance to walk the ramp with leading models. The love for the brand was shared by the customers who enthusiastically inaugurated the store.

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## **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 18 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 7,000 points of sale in over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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