

The logo for Forever 21, consisting of the words "FOREVER 21" in a bold, black, sans-serif font, centered within a bright yellow rectangular background.

Forever 21 celebrates the launch of its second store in Pune

~New year, new you and a brand new Forever 21 store~

December 8th 2018, Pune, Maharashtra: Forever 21, the most loved international fast fashion destination from Los Angeles, California, and part of Aditya Birla Fashion and Retail Ltd, opened doors to its second store in Pune. Located at Pune's premium shopping center, Amanora, the 6800 sq. feet store comes with a refreshing new look, giving the shoppers an unforgettable experience. The amalgamation between the store's classic, international interior designs with fresh and chic merchandise straight from Los Angeles reflects the brand's promise of a fulfilling shopping experience.

Forever 21 stands out amongst the 21 in-mall stores at Amanora, with its international fashion trends from the latest collection at competitive prices. Shoppers can get their hands on the latest global, contemporary and chic designs loved by all under one roof. Flaunt your style sense in Forever 21 this festive season. Compliment the chic and boujee side of you with faux fur and chunky knits available in neutral hues. Add some dimension and texture to your NYE outfit with velvet and patent leather available in various designs. Apart from the classics such as denims, one can shop from an array of apparels inspired by floral prints and party wear apparels available in sequins, metallic stripes and crystal embellishments.

To celebrate its launch at Amanora Mall, Forever 21 extends an array of exciting offers to its shoppers:

- As an inaugural offer, 30% of the stock available at the store will be on Flat 50% off
- The first 100 customers in queue on the 8th and 9th December will get free shopping vouchers worth Rs 500 each,

Make this festive season merrier and jovial with Forever 21! Walk into the Forever 21 store located at the Amanora Mall with your family and friends to shop for chic apparels, footwear and accessories perfect for gifting your loved ones and of course, yourself.

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 20 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, growing at a rate in excess of 20 percent over the last 5 years. ABFRL altogether hosts India's largest fashion network with over 7,000 points of sale across over 375 cities and towns, which include more than 2,000 exclusive ABFRL brand store.