

Louis Philippe unveils new retail identity at Banjara Hill

~Ace Indian Cricketer Mr V.V.S. Laxman graced the inauguration of the store~

Hyderabad, 17th October, 2018: Louis Philippe is India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd. The brand epitomizes fine fabrics and craftsmanship and offers a range of formal, semi-formal clothing and accessories. With the launch of the new retail identity at Banjara Hills, Louis Philippe has elevated the premium stature of the brand. The new identity celebrates the "The Crest" which is a symbol of craftsmanship and excellence. The sprawling 4000 Sq. ft. Store at Banjara Hills, Hyderabad was unveiled by India's ace cricketer Mr. V.V.S Laxman

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said, "We are delighted to introduce the new retail identity for the brand. Louis Philippe is focused on delivering value through superior craftsmanship, diverse product portfolio and an unmatched retail experience. At present we have 17 stores across Hyderabad and Telangana".

The revamped outlet houses a wide range of formals, casuals, denims, suits & blazers, and accessories.

As part of launch promotions, Louis Philippe will be giving the two highest billers a chance to win an Apple Ipad. That's not all, the other customers who participate and stand an opportunity to win PVR gift vouchers, ties, pocket squares, LP gift vouchers. Terms and Conditions Apply.

Store Address: Louis Philippe, #86, Ground Floor, Mezzanine floor, Road # 2, Banjara Hills, Hyderabad [500034](#).

About Louis Philippe:

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.



About Aditya Birla Fashion and Retail Ltd:

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 hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets in over 700+ cities and towns.

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