

Honourable Purneshbhai Modi, MLA Inaugurates premium menswear brand, Louis Philippe in Surat

~The brand has strong presence in Gujarat with 15 exclusive stores~

Surat, March 16, 2019: Louis Philippe India's leading premium, international menswear brand has recently unveiled a new shopping destination in Surat. Louis Philippe was brought to India by **Aditya Birla Group** in 1989, and ever since then the brand has been known for precision in craftsmanship that translates into clothing which is classic and contemporary. With the launch of the new store that is spread over **1300 sq. ft.**, Louis Philippe now has 15 exclusive stores in the state of Gujarat. **Shree Purneshbhai Modi, MLA Surat West**, inaugurated the upscale retail destination amidst much fanfare.

Speaking on the occasion, Farida Kaliyadan, COO, Louis Philippe said "We are excited to launch our latest store in Surat which will house a vast ensemble of premium fashion trends for every occasion. The launch is a significant achievement for us and underlines the importance of the city for Louis Philippe. It has been our endeavour to enhance customer experience at our stores by delighting our patrons with superior craftsmanship, great quality, diverse product portfolio and an unmatched retail experience."

Louis Philippe is a leader in the premium menswear segment in India. The brand has constantly innovated itself to suit changing consumer needs and offers a range of formals, semi-formals and casual apparel and accessories. Addressing the needs of the style-conscious men, the new store in Surat boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store also offers the latest season's offering – **Permapress Voyage, The Finest Wrinkle Free Collection**, the timeless **Gods and Kings Range** and the highly performance driven **Athwork Line**. The latest trends from **LP Sports and LP Jeans** lends a casual touch and a sartorial edge to the discerning gentleman's wardrobe.

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 & 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.

For further information, please contact:

Janet Arole | Head Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@adityabirla.com