



Louis Philippe from Aditya Birla Fashion and Retail Ltd. enters Nepal

~Launches its first Exclusive Brand Outlet in Lalitpur, Nepal~

~ H.E. Manjeev Singh Puri, Ambassador of India to Nepal inaugurated the store ~

Kathmandu, 28th January, 2018: Aditya Birla Fashion and Retail Ltd. announced its premium menswear brand, Louis Philippe's foray into Nepal with the launch of its first exclusive brand outlet at Labim Mall, Lalitpur. After having established its presence across international markets such as UAE, Qatar, Oman, Saudi Arabia, Bahrain, Kuwait & Sri Lanka, the brand is all set to launch in Nepal.

India's Ambassador to Nepal, H.E. Manjeev Singh Puri along with Mr. Vikram Shivadas, Director, International Markets, Aditya Birla Fashion and Retail Ltd inaugurated the store.

Speaking on the occasion, **Mr. Vikram Shivadas, Director, International Markets, Aditya Birla Fashion and Retail Ltd.** said, *"With the launch of Louis Philippe's exclusive brand outlet, we plan to cater to the growing need for high-quality crafted menswear. Our market study indicates that Nepal is a growing apparel market with an increasing number of urban men inclining towards premium apparel that is fashionable, elegant, with superior craftsmanship and great quality. With the launch of Louis Philippe, we will be able to address this increasing demand with the right offering and we are confident that there will be a great response from the customers towards the brand."*

Louis Philippe is a leader in the premium menswear segment in India. An epitome of elegance, the brand epitomizes fine clothing offering a range of formal, semi-formal clothing and accessories.

Mr. Rupesh Pandey, Director, RP Group Pvt. Ltd added *"We are happy and proud to be associated with Louis Philippe, bringing this premium brand to the people of Nepal. We are confident that Louis Philippe with its superior quality and wide range of apparels will satisfy the changing needs of this market."*

Spread across 1,200 sq. ft., the Louis Philippe store is located at Labim Mall, Lalitpur. Addressing the needs of the style-conscious man, the brand's clothing range boasts of a collection of suits, shirts, trousers, blazers, waist coats, t-shirts and denims.

Store Address: Louis Philippe, Shop no 008, Labim Mall, Pulchowk, Lalitpur, Nepal.



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 Limited

Aditya Birla Fashion and Retail Ltd. (ABFRL) is India's No 1. Fashion and Lifestyle entity. It 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.

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