

## **Planet Fashion, men's apparel store offers Free "Service Promise Fest" at Allahabad, Uttar Pradesh**

*~Announces 24 different types of free alterations and much more~*

**Allahabad, 15 February 2019:** As part of its 19th anniversary celebrations, **Planet Fashion**, from the house of **Aditya Birla Fashion and Retail Ltd.** offers a unique, free of cost alteration service to all its customers from February 15 to March 03, across 13 cities. This first-of-its kind "**Service Promise Fest**" offers 24 different types of alternations for men's clothing of any brand and will be adhering to a 'no questions asked' policy. This policy will entitle the customers to bring any men's garment, purchased from any brand or retail outlet for an alteration at Planet Fashion; no questions asked!

Starting February 15, 2019, each of these 14 outlets has trained tailoring specialists who will ensure swift, long- lasting and impeccable alterations to the garments, befitting the customer's preferences.

Be it fixing a poor fitting shirt bought online or mending the torn seam of your favourite jeans, Planet Fashion vows to provide solutions for all the fashion woes of the customers. It will ensure that compromising on style is never the last resort for anybody. Hence, through its Repair Fest it offers 24 different type of alterations and not-so-ordinary repairs such as changing regular collar to Chinese collar, adding an extra coin pocket to the jeans, mending the sleeve damage, full alteration etc.

Commenting on the occasion, **Richa Pai, Retail Director, Planet Fashion**, "*Planet Fashion brings you the best of the brands under one roof. Often we find old favourites which no longer fit us well. On our 19th anniversary, we bring to our valued customers a unique no cost service of making these clothes fit you stylishly again.*"

Planet Fashion has lived up to the promise of being a one-stop shopping destination providing a complete wardrobe solution for fashion-savvy customers. With 330 stores across 252 towns, it houses the best of apparel brands under one roof and is the largest apparel retail chain of its kind.

Its winning retail model has been successful not only in premium locations but also in smaller towns across the country. Planet Fashion has one of the largest chain of stores of its kind in India, with an average store footprint ranging from 1,000 - 6,700 sq.ft, depending on the store location.

The store offers the latest hand-picked Spring Summer'19 collection ranging from Shirts, Trousers, Denims, Suits & Blazers and accessories and will be a shopper's paradise for the fashion conscious.

Shopping at Planet Fashion is always exciting. Shop for Rs. 15999 and get an assured gift; 'premium trolley' worth Rs. 7999 at Rs. 99 only.

**Store Address:**

Planet Fashion, Plot No.QQ, 3A, 17 C, Civil Lines, Sardar Patel Marg, Allahabad - 211001 Ph: 0532-2560457/458

Planet Fashion, Shop No - 11, 12 & 12A, First Floor, VCC Mall, Allahabad - 211002 Ph.: 0532-2260996

**About Planet Fashion:**

Planet Fashion is a multi-brand retail store from Aditya Birla Fashion and Retail Ltd. (ABFRL). Launched in 2001, Planet Fashion houses top-notch brands like Louis Philippe, Van Heusen, Allen Solly, and Peter England. With an exquisite offering that caters to today's discerning men, Planet Fashion aims to bring fashionable clothing, choice, and convenience to everyone at one platform and offers a complete wardrobe solution for all their needs. From suits, shirts, denim to knits and accessories, one can find an ensemble for all wardrobe requirements.

**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:**

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