

## Planet Fashion opens its 2<sup>nd</sup> store in Ranchi, 6<sup>th</sup> in Jharkhand

*~The new store at Main Road is spread across 2000 sq. ft. area~*

**Jharkhand, June 28, 2018:** Planet Fashion, India's largest multi-brand retail chain and part of Aditya Birla Fashion and Retail Ltd. (ABFRL) launched its 2<sup>nd</sup> store in Ranchi and 6<sup>th</sup> in Jharkhand. Located in the heart of the city the new store at Ratanlal Surajmal Compound, Main Road is spread across 2000 sq. ft. and will house top-notch brands like Louis Philippe, Van Heusen, Allen Solly and Peter England. The new store will enrich Ranchi's ever evolving fashion landscape and will be a shopper's paradise for all the fashion-conscious consumers.

With 334 stores across 252 towns, Planet Fashion, housing best of the apparel brands under one roof, is the largest apparel retail chain of its kind. The 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 collection across different brands includes a wide variety of formal, semi-formal and casual wear across different price ranges. Louis Philippe, known for its impeccable craftsmanship caters to the style-conscious contemporary man. Van Heusen formals are the ideal choice for the corporate consumer, while Allen Solly is unconventional and associated with Friday dressing, and offers relaxed dressing for the young and ambitious trendsetter. Peter England is known for its standardized fits, superior quality, wide range and fashionable styles, the trusted mid-segment brand comes with apparel offerings for young men entering the corporate world.

**Store Address:** Planet Fashion, 56C Ground Floor and First Floor Ratanlal Surajmal Compound, Opposite Roshpa Tower, Main Road Ranchi



**About Planet Fashion:**

Planet Fashion is a noted retail brand 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 to offer a complete wardrobe solution for all their needs. From suits, shirts, denims to knits and accessories, one can find an ensemble for all wardrobe requirements

**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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