

Peter England unveils new premium brand for the first time in India

Peter England, the largest selling shirt brand in India, announced its foray in the premium segment. 'Peter England Elite' the premium brand seeks to capture a new audience.

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Peter England, the largest selling shirt brand in India, announced its foray in the premium segment. '**Peter England Elite**' the premium brand seeks to capture a new audience.

Peter England in a strategic move to increase its market share launched '**Peter England Elite**' targeted at the young and successful professionals who have achieved success early in life.

Peter England Elite offers a premium and internationally styled collection with its exciting range of shirts and trousers designed with the finest quality of fabrics, contemporary cuts with superb fits and soft and bold colours that brings in freshness.

Speaking on the launch of the new brand, Mr Vikram Rao, Director, Aditya Birla Management Corporation and Business Head, Textiles and Apparel Business, Aditya Birla Nuvo said, 'Peter England has a proven track record for creating new success stories. With the launch of **Peter England Elite**, we believe this strategic move will take the brand to a new high. As part of our strategy, we will offer premium quality, internationally styled garments that meets with the growing consumer's demands.'

An exclusive collection of **Peter England Elite** is targeted at the mid and premium audience who are the young office goers and the dynamic entrepreneurs who are high on ambition, attitude and spirit! The Peter England Elite consumer has an assured sense of self confidence and works with ease and success despite the fact that he is unassuming and unpretentious. He believes in himself and is proud to be who he is.

The garments styles and designs are contemporary, drawing inspiration from European designs while blending them with the Indian sensibilities. The shirts are made from 100% high-end cotton while trousers are offered in poly viscose, poly wool modal and 100% wool.

Mr Alok Malik, President, Peter England Fashions & Retail Ltd. says 'Soaring ambitions of young professionals today create a desire to look and feel good. This innate requirement is symbolic of what **Peter England Elite** stands for and what the brand promises to offer. **Peter England Elite** is a toast to the young consumer's progression in life'.

The newly launched **Peter England Elite** is re-engineered to make the wardrobe more appealing and exciting to the younger audience who prefer the slimmer silhouettes look as well as a nice snug fit. The contemporary cuts and fits for the shirts and trousers have been refined to give the consumers not only the comfort but the style that complements his personality.

The brand has introduced various innovations such as Detachable collar bones in shirts, Double fused skin and patch on collar for a clean roll with high end interlining in shirts, lined waist bands and piped in seams for trousers. Moreover, the main label on the shirt is now double-folded to avoid harsh edges Buttons are shanked for ease of buttoning. The packing of shirts is made more

simpler with the exclusion of pins in the process.

The premium wear shirts' range starts from Rs 995 to Rs 1195, while trousers start from Rs 1096 to Rs.1395. **Peter England Elite** will be available at Peter England Flagship stores as well as select multi brand outlets and franchises stores across the country . Peter England Elite is being launched in the two metros Delhi and Mumbai and mini metros - Bangalore, Pune and Nagpur. The brand plans to cover its distribution network throughout the country very shortly.

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About Madura Garments

Madura Garments is a unit of Aditya Birla Nuvo. A leading Indian apparel and retail company for leading brands such as Louis Philippe, Van Heusen, Allen Solly, Allen Solly's Woman's Wear and Peter England. The company plays a significant role as a preferred global supplier for international brands such as Esprit, Marks & Spencers, Tommy's Hilfiger, Polo, Ralph Lauren and several other discerning buyers. The company has a network of exclusive stores/ department chains and premier multi brand outlets both within and outside India. Madura Garments also distributes its brands through its own retail outlets Planet Fashion and Trouser Town

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