

Louis Philippe launches its First store in Itanagar with football legend Bhaichung Bhutia

~The brand grows stronger with 8 stores in North East India~

Louis Philippe India's leading premium, international menswear brand has unveiled its maiden store in Itanagar, Arunachal Pradesh. The newest shopping destination in the city was inaugurated by sporting legend and the torchbearer of Indian Football in the International arena, **Bhaichung Bhutia** who looked top notch and dapper in Louis Philippe ensemble. Louis Philippe was brought to India by **Aditya Birla Group** in 1989, and ever since the brand has been known for precision in craftsmanship that translates into clothing which is classic and contemporary. With the launch of the brand new store in **Zero Point Tinali Itanagar** which is spread over **1250 sq. ft.**, Louis Philippe now has **8 stores** in **North-East India**.

Speaking on the occasion, **Farida Kaliyadan, COO, Louis Philippe** said "The growth of the retail sector, supported by increasing consumer demand makes Itanagar an exciting market for the brand. At present we have 8 stores across North East India and we are excited to launch our latest store which will house a vast ensemble of premium fashion trends for every occasion. The launch which has been graced by celebrated Football legend Bhaichung Bhutia is a significant achievement for us and underlines the importance of North East region for Louis Philippe".

She further added "It has been our endeavour to enhance customer experience at our stores by delighting our patrons with superior craftsmanship, great quality 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, casual, wedding apparels and accessories**. Addressing the fashion prerequisites of the style-conscious men, the new store in Itanagar boasts of a collection of suits, shirts, trousers, T-shirts, jeans, footwear and accessories. The store houses season's latest offering that includes **Permapress Voyage, The Finest Wrinkle Free Collection**, Apart from wrinkle free feature, there are other functional features which has been carefully crafted to make the life of a man on the go much more convenient. The store also features the timeless **Gods and Kings Range** and the highly performance driven **Athwork Line** along with **LP Sports and LP Jeans** which lend a casual touch and a sartorial edge to a discerning gentleman's wardrobe.