Peter England launches 'The Antiviral* Linen Project' with new brand campaign 'Easy On You'

~ The collection epitomizes the finest and exceptionally crafted linen shirts ~

Peter England, a leading international menswear brand from Aditya Birla Fashion and Retail Limited, unveiled its new spring summer clothing line "The Antiviral Linen Project". The brand has launched this collection through a refreshing campaign with the tagline 'Easy On You'.

Peter England has curated a wide array of premium linen shirts in unbeatable designs and colors specifically designed to meet the summer needs. Starting at an attractive price of Rs 1799/-, these 100% Linen Shirts are breathable, feather soft and are infused with Antiviral* technology powered by Viroban^{TM}, a Swiss Fabric Technology Firm.

The brand's commercial features two free spirited young men on the go sporting Peter England Linen shirts and enjoying landscapes while dodging the hustle of city life and office. The campaign beautifully asserts the theme of Going Easy this summer with the comfort of impeccably crafted linen shirts from the brand.

Peter England has launched a mega digital campaign across multiple new age digital channels such as Facebook, Instagram, YouTube, and other high impact properties to reach the target consumers.

Speaking on the launch, **Mr. Manish Singhai, COO, Peter England** said, *"Innovation and comfort have always been a prominent part of our ethos. We are excited to launch our spring summer collection 'The Antiviral* Linen Project' which is the need of the hour. Our team has strategically curated the whole range of these premium linen shirts to offer class and elegance with the unflinching promise of comfort to our consumers. Our 'Easy On You' campaign not just seeks to redefine the fashion this summer but also advocates the notion of making easier and comfortable choices for oneself. Through this campaign our objective is to make Peter England the 'go to' option for high quality linen shirts in unbeatable styles and colors, offered at unmatched competitive prices*."

Infused with Antiviral* and Antibacterial* technology, Peter England's The Linen Project collection is available in over 70 styles across the country through exclusive brand outlets departmental stores, e-commerce partners, peterengland.com and multi brand outlets.

YouTube Link – https://youtu.be/iKCZ2zaZ-oo

*Disclaimer: The product is treated with Viroban^{TM} Swiss Technology that is tested to provide resistance against common viruses as per ISO-18184 and common bacteria as per ISO-20743, for 30 gentle washes.

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1000+ exclusive stores, 3500+ Multi-brand outlets and across 800+ towns. The brand also holds a strong e-commerce presence. Peter England has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories starting at an attractive price point of Rs.999. Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for every day and for all special occasions. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion, impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denims, cargo bottoms, graphic tees, Polos & winter-wear. The 'Select' line brings together premium formal wear with emphasis on fine detailing with a hint of color, comfort and panache. While the assorted collection of ties, pocket squares, belts, wallets and footwear assert a distinctive style statement, the finely crafted vests, boxer shorts and briefs from the newly launched innerwear line ensures highest comfort and great fit. While the brand continues to expand across India, they introduced a brand-new retail identity called the Peter England Men's Obsession, which is a large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About ABFRL:

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,031 stores across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India (as on 31st March, 2020).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes **Jaypore** and Designers **'Shantanu & Nikhil'**. Additionally, the Company closed two strategic investments with Designers **'Sabyasachi'** and **'Tarun Tahiliani'**

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