Peter England presents an exclusive campaign - "The Bollywood Wedding" with iconic filmmaker Karan Johar

Going Big Across India: The campaign goes live in over 150 Stores, through traditional media, on ground activations and Digital Collaborations for a Truly Iconic Experience

Ahead of the wedding season, **Peter England,** a leading name in Indian menswear **from Aditya Birla Fashion and Retail**, has partnered with iconic filmmaker **Karan Johar** to launch a first-of-its-kind campaign **"The Bollywood Wedding"**. Bringing the glamour and vibrancy of Bollywood weddings to life, this campaign celebrates the fusion of traditional elegance and contemporary style, inviting grooms and guests to step into the spotlight with confidence and flair.

The film features Karan Johar on a playful quest to choose the perfect name for the collection, suggesting titles like *"Dulha Sajake Rakhna"* and *"Baarat Ho Toh Aisi"* etc. Through these names, he taps into the quintessential Bollywood wedding tropes, celebrating the glamour, grandeur, and drama that are hallmarks of Indian cinema weddings. Delighted by the collection being named **"The Bollywood Wedding"** Karan confidently exclaims that this ought to be next blockbuster, showcasing his unwavering belief in its appeal and its potential to captivate audiences.

The campaign highlights Peter England's commitment to elevating its presence in occasion wear, positioning the brand as a premier lifestyle choice for the modern man. With a refined focus on wedding and festive attire, Peter England aims to establish itself as the go-to destination for sophisticated and stylish celebration wear. The brand's wedding collection features a broad selection of classic two and three piece suits along with sophisticated velvet bomber jackets, tailored shirts providing a perfect destination for the groom and his entourage for the special day.

Anil S Kumar, COO of Peter England, shared the vision behind this fabulous collection: *"The Bollywood Wedding" campaign, in collaboration with Karan Johar—a true icon in both film and fashion—embodies our commitment to empowering grooms and groomsmen to shine with confidence on their big day. We have crafted a collection that captures international style, luxurious fabrics, and the magnetic allure of Bollywood, making Peter England the ultimate destination for unforgettable wedding attire."*

Bollywood director and actor, Karan Johar, announced the launch, exclaiming, *"When I heard Peter England was doing a Bollywood-inspired collection, I was immediately curious. But when I saw what they had created, I was ecstatic! I love how the brand has captured the essence of Bollywood glamour in every detail—whether it's a shirt or a suit—and I'm thrilled to be part of this launch."*

This campaign is now live across India, spanning over 150 stores and reaching audiences through both traditional and digital media. The campaign will be further amplified through on-ground activations and exciting content collaborations, making it a larger-than-life experience for the audience.

This campaign reflects Karan Johar's signature style—bold, glamorous, and effortlessly chic—while bringing to life the extravagant celebrations that define Indian cinema weddings. As he confidently states, this collection is his next blockbuster, promising to captivate the hearts of grooms and wedding guests alike and offering every man the chance to shine like a true Bollywood hero!