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Denim brand American Eagle Outfitters upbeat on India

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Global denim and fashion company American Eagle Outfitters expects India will be its top three international markets in the next five years. The US-based specialty retailer ventured in the Indian market through a licensing agreement with **Aditya Birla Fashion and Retail Ltd.**

Guillermo La Rosa, Vice-President, International and Business Development, American Eagle Outfitters, Inc told *BusinessLine*, "We believe that in the next five years India could emerge as

the top three markets outside the US for the company. We believe our entry to the Indian market, which has the fastest growing millennial population, is the next right step for the brand."

The company's brand American Eagle is known for its on-trend clothing, jeans, accessories and personal care products and its core customers are largely millennials.

Standalone stores

Currently, there are three standalone stores in Delhi-NCR and Chandigarh. The brand is also available on

Myntra, besides its own website. "By February-March, we expect to have 6-9 standalone stores operational in the country. The long term plan is to open 25 standalone stores in the next three years," he added. The company is looking at metros for expansion.

Expansion plans

"We have a robust plan for expansion in this market through our Indian partnership. But this expansion will be across the right locations to ensure that the brand is built in the right manner. We want to create loyalty and

true connection with the Indian consumers," Rosa said. The company may also look at having a presence through multi-brand stores in the future.

Asked if the company is looking to bring its lingerie and intimate apparel sub-brand Aerie to India, Rosa said, "Aerie is going to be a big part of our expansion plan as we see huge opportunities for it globally. Our partners Aditya Birla Group has the rights for Aerie for Indian market and when we find the right locations we will open Aerie stores in India with them."