

## Louis Philippe expands its portfolio with the launch of luxurious sneaker range

*The premium fashion men's brand has elevated its product portfolio with the launch of luxury casual sneakers starting at INR 5,999 onwards*



Mumbai; October 4, 2023: - Louis Philippe is excited to announce a significant expansion of its product portfolio. The brand has unveiled a brand-new line of luxurious sneakers that redefine style, comfort, and sophistication, catering to the cosmopolitan and discerning consumer. This milestone marks a new era in footwear fashion, seamlessly merging exquisite craftsmanship with cutting-edge design and technology.

Louis Philippe, a flagship brand under Aditya Birla Fashion and Retail Limited, has long been celebrated for its timeless style and abiding commitment to impeccable craftsmanship.

The signature Louis Philippe sneaker collection has been thoughtfully designed to address the demands of fashion-conscious individuals seeking style, comfort and durability. These sneakers are aimed at those who wish to make a bold style statement while navigating busy city streets or enjoying a night out on the town. Codenamed under three distinct categories – *Louis*, *Louis Legacy* and *Earl* – the luxury product lineup offers a wide array of styles, designs and colours to cater to diverse preferences, ranging from sleek minimalism to striking contemporary designs.

Commenting on the product expansion, **Farida Kaliyadan, COO, Louis Philippe** stated, *“With this exciting addition to our product range, we aim to meet the evolving fashion preferences of our discerning customers, providing them with a perfect blend of style, comfort, and craftsmanship. We take immense pride in introducing our luxurious sneakers range, which embodies the essence of our brand – timeless*

*sophistication and uncompromising quality. Every element of these sneakers, from the choice of premium materials to the intricate stitching, has been meticulously carefully crafted to deliver an unparalleled sense of luxury."*

**She added,** *"Our luxury sneaker lineup is not only designed for a specific target audience but rather for those who appreciate the dynamic energy and style of contemporary life. These sneakers are the ideal choice for individuals seeking to effortlessly blend style and comfort, making a statement with their footwear."*

Crafted with the finest materials and attention to detail, Louis Philippe sneakers are poised to elevate everyday fashion to unprecedented heights. Beyond their exquisite exterior, these sneakers feature an innovative cushioning system that ensures exceptional comfort and support, whether you are strolling through city streets or attending a formal event.

The latest addition to Louis Philippe's premium offerings represents a fusion of urban style and sophistication. It boasts a unique blend of materials and incorporates various techniques to create striking contrasts that capture the eye. Some of these production techniques include sublimation, gimping, debossing, deco-stitch, and embroidery.

Louis Philippe's exclusive sneakers range is now available at select Louis Philippe flagship stores, authorized retailers nationwide, and online through the brand's mobile app. Prices start at INR 5,999 and upwards.

#### **About Louis Philippe**

Louis Philippe is a leader in the premium menswear segment in India. It is a brand that is in constant pursuit of providing consumers with premium, high-quality merchandise ranging from apparel to footwear and accessories. The brand that is synonymous with the Upper Crest is the epitome of elegance because of the fine fabrics and craftsmanship it brings to its customers. Over the years, Louis Philippe has introduced several new innovations such as the Permapress line of wrinkle free shirts, the Gods and Kings line crafted from the world's finest cotton fabrics, the Perfect Shirt that redefines formal shirts, etc. Louis Philippe is now looking forward to delighting customers in Nepal with its offering of premium, high-quality apparel.

#### **About Aditya Birla Fashion and Retail Limited**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31<sup>st</sup> March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.



The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

**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 brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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