

## Louis Philippe Expands Its Footprint in the Middle East with Newest Store in City Centre Deira, Dubai



(L to R) Mr. Jacob John, President (Premium Brands), Aditya Birla Fashion and Retail Limited; Mr. T. S. Pattabhiraman, Chairman and MD, Kalyan Silks; Mr. Prakash Pattabhiraman, Managing Director, Kalyan Silks along with special dignitary Mr. Ahmad Moosa Hassan Mohamed Alblooshi

UAE; September 13, 2023: - Louis Philippe is proud to announce its foray in the Middle East with the grand opening of the brand's newest outlet in UAE. This momentous occasion marks the beginning of Louis Philippe's strategic expansion in the vibrant Middle Eastern fashion landscape, making its world-class products accessible to discerning consumers worldwide.

Louis Philippe is an iconic premium fashion brand renowned for its impeccable craftsmanship and timeless style from Aditya Birla Fashion and Retail Limited. Aditya Birla Fashion and Retail Limited (ABFRL) is part of a leading Indian conglomerate, The Aditya Birla Group.

Louis Philippe launches its exclusive brand outlet in the lively and multicultural metropolis of Dubai. The brand's commitment to delivering premium menswear, marked by sophisticated designs and superior quality, aligns perfectly with Dubai's cosmopolitan and fashion-forward customers.

The enormous 2,000 sq. ft. Louis Philippe store is in City Centre Deira and promises a magnificent and immersive shopping experience adapted to today's modern and contemporary man. The exclusive brand outlet offers a wide range of formal and semi-formal apparels and accessories that encapsulates the essence of elegant wear.

Expressing his excitement about this major achievement, **Mr. Jacob John, President (Premium Brands), Aditya Birla Fashion and Retail Limited** said, *"It's a significant milestone for the company as we are enthusiastic to introduce Louis Philippe to Dubai, a city renowned for its fashion-conscious approach. This launch exemplifies our commitment to providing high-quality menswear to Dubai's astute gentlemen and marks the beginning of our journey in the Middle East, a region with immense potential for our brands. We are convinced that the brand will create an equally powerful impression in the UAE as the state boasts numerous promising shopping destinations, and we are excited about our growth prospects here. In the near future, we plan to increase our retail footprint by launching several additional Exclusive Brand Outlets (EBOs) of our brands throughout the Middle East."*

*"We are delighted to partner with Louis Philippe, a leading premium menswear brand. This partnership represents a union of two iconic brands, each recognized for their commitment to quality and sophistication. We firmly believe that this collaboration will not only elevate the shopping experience of consumers in Dubai but also serve as an indication of our dedication to excellence. We are excited to bring a world-class fashion brand to this vibrant city, and we look forward to continuing to serve our customers with the finest in fashion and style",* said **Mr. T. S. Pattabhiraman, Chairman and Managing Director, Kalyan Silks.**

Louis Philippe new store in the region will provide a diversified and comprehensive range of formal and casual wear, designed to cater to the modern man's needs while ensuring the highest standards of style and comfort. The store will house **Louis Philippe Mainline** collection that includes a wide range of wardrobe staples such as shirts, t-shirts, trousers, suits, blazers, and accessories. For fans of modern denim fashion, **LP Jeans** offers a selection of jeans, shirts and t-shirts that flawlessly combine style and comfort. **LP Sport's** line of athletic-inspired shirts, t-shirts, trousers, and blazers are ideal for those who enjoy an active lifestyle. Finally, for luxury connoisseurs, **Louis Philippe Luxure** offers impeccably crafted shirts and trousers that exude sophistication and style. Whatever your fashion need is, Louis Philippe offers a range to suit your taste and lifestyle.

Louis Philippe's latest brand outlet in UAE is set to redefine men's fashion in the Middle East, offering a curated selection of premium menswear that caters to the tastes of the modern and discerning gentleman.

### **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.

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**.

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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