

'King Of Cufflinks' Brand Simon Carter Marks His Debut In India

Carter's products are known for their British wit, which incorporate a light-hearted side to every facet of the brand's offerings, ranging from merchandise to store design and store staff; everything sports a personalised touch.

By A Business Reporter

India's largest apparel and retail company 'Aditya Birla Fashion and Retail Ltd' (formerly known as Pantaloon Fashion & Retail Limited) (ABFRL) has signed an exclusive deal to bring the Simon Carter designer wear brand into the country. Simon Carter is a London-based designer brand with a quirky English touch, soon to make its debut in the country in collaboration with ABFRL.

Carter began his career in 1985 with a wholesale business, going on to open his first store in London's famous Regents St. The visionary man with a penchant for revolutionizing the men's fashion industry and with an acute business sense was recently named the 'Most stylish Man of the Year 2015', while the brand was named the 'Menswear Brand of the Year 2013', among other accolades. He holds the distinction of being the most successful international designer with seven standalone designer brand stores in some of the most posh locales in the UK.



Pranab Barua, Business Head, Apparel & Retail Business, The Aditya Birla Group

His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 40 countries around the world including Liberty, Bloomingdales USA, Seibu Japan, Brown Thomas Ireland, and David Jones Australia.

Says Pranab Barua, Business

Head, Apparel & Retail Business, The Aditya Birla Group, "We are delighted to join hands with Simon Carter. This deal was part of our strategic intent to grow our international portfolio and this new relationship with Simon Carter will bring London's high fashion to the Indian market."

He further added, "We plan to launch Simon Carter exclusive stores across the three top metros of Mumbai, Delhi and Bangalore. The brand will offer complete ensemble solutions ranging from formal wear to casual wear that will excite the most discerning Indian consumers"

A delighted Simon Carter, Creative Director said, "I am delighted to be partnering with the Aditya Birla Group for the highly important Indian market. We have worked together for a number of years and they are perfectly placed to use their expertise and resources to bring my brand to the Indian customer".

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Simon Carter

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ABFRL's portfolio of brands spans from luxury to super premium, premium, sub-premium to fast fashion

segments. The addition of Simon Carter's new international designer brand will add richness to ABFRL's super premium brand collection giving its discerning customers a true taste of high fashion.

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