

## **Louis Philippe dresses up Charu Sharma for Cricket World Cup 2007**

8 March 2007

Louis Philippe, India's leading men's wear brand is proud to present a wardrobe designed exclusively for Charu Sharma for the forthcoming ICC Cricket World Cup 2007 to be telecast on Sony's Extraaa Innings on Set Max.

Louis Philippe is a leader in the premium lifestyle segment for men. The brand has designed a cool and relaxed look for Charu Sharma that will catch the mood of the cricket season.

The collection includes a combination of shirts in different prints, textures and also includes a range of fashionable T-shirts. In the trouser segment, a collection of denims, semi-formals and khakis have been put together to get the cool and relaxed image. In the semi-formal segment, Charu Sharma will flaunt a new range of sports jackets. In the formal segment, Louis Philippe has exclusively created formal suits that are elegant and very sophisticated.

No wardrobe is complete without accessories. Louis Philippe offers complete wardrobe solution for men. The stylised looks of Charu Sharma have been further complemented by Louis Philippe's new collection of accessories ranging from shoes, belts and pocket squares.

Do watch Charu Sharma live from 5.00 p.m onwards starting from 13 March on Sony's Set Max Extraaa Innings donning the exclusive Louis Philippe collection.

Louis Philippe is a leading brand of Madura Garments, a unit of Aditya Birla Nuvo.

### **History**

Established in 1988 by Madura Coats Limited, Madura Garments originated in the erstwhile Coats Viyella Plc, Europe's largest clothing supplier. In December 1999, Aditya Birla Nuvo, an Aditya Birla Group company, acquired Madura Garments to become the undisputed leader in the readymade menswear industry in India. In 2000, the company became a wholly-owned subsidiary of Aditya Birla Nuvo.