

Louis Philippe unveils exquisite Wedding Collection with new brand campaign 'Royal Weddings'

A premium ensemble tailored for every occasion in super-premium fabrics



Mumbai; November 24, 2023: - Louis Philippe, India's leading premium menswear brand from Aditya Birla Fashion and Retail Ltd., proudly unveils '**The Royal Wedding**' Collection, a manifestation of grandeur and opulence. This exclusive range is meticulously designed to transform every groom into true royalty on his special day, symbolizing timeless elegance and modern sophistication. Louis Philippe introduces this range with a captivating brand campaign, 'Royal Weddings'.

Catering to every significant moment of a wedding journey, from pre-wedding photoshoots to reception ceremonies, Louis Philippe 'The Royal Wedding' range features stunning three-piece suits, mesmerizing bundis, and exquisite bandhgalas. Crafted with the finest raw materials, the assemblage boasts a rich color palette, including jewel tones of blue, maroon, wine, and teal, as well as subtle shades of cream and quartz pink, adding a regal charm to any occasion.



LOUIS PHILIPPE



Farida Kaliyadan, COO, Louis Philippe said, *“As the wedding season is slated to begin, we are delighted to launch our Royal Wedding collection, that will make grooms feel like true kings on their special day. Each piece has been precisely created to guarantee that every wearer feels royal. Louis Philippe reinforces its position as the brand of choice for wedding purchases with this range, which offers unrivalled quality and design.”*

“To celebrate the launch of the Royal Wedding Collection, we have also launched a captivating mass media campaign to highlight the essence of the assortment’s elegance and allure. The campaign is a mix of television, digital, and airport across the country and with this we intend to strengthen our position as the preferred choice for wedding purchases among young clients and their families,” added **Ms. Kaliyadan**.

What sets Louis Philippe 'The Royal Wedding' range apart is the use of super-premium fabrics, ranging from luxurious silk blends and velvets to rich woolen textiles. The meticulous craftsmanship is visible in the delicate details which include jacquards, hand embroidered with glittering decorations, the artistry of 'zari' work, and meticulously interwoven pearls. Each outfit, be it for the groom, his family, or groomsmen, exudes unmatched elegance and grace, establishing Louis Philippe as the ultimate destination for wedding shopping.

Talking about the campaign, **Senthil Kumar, Wunderman Thompson** said, *“In unveiling the Louis Philippe Royal Wedding Collection, we sought to encapsulate the essence of formal elegance and the pinnacle of fashion through an iconic narrative. Centered around the timeless Royal Weddings, immortalized by royal couples worldwide—we aimed to weave a tale of unity amidst Two Warring Kingdoms.*

The multimedia campaign showcases impeccably styled royals set against the backdrop of an ornate Royal Palace, resonating with the authenticity of an iconic Royal Wedding. The collection aims to evoke a regal sentiment, encouraging every groom to embrace the classic fashion depicted in iconic wedding portraits.” added **Senthil**.

Louis Philippe Royal Weddings Campaign is reinforced by a comprehensive 360-degree multimedia promotion strategy that includes airport, digital channels and more.

Link of the campaign – <https://youtu.be/5uXJeZZPF6k>

Louis Philippe The Royal Wedding Collection is available in select Louis Philippe flagship stores, authorized retailers nationwide, online at www.louisphilippe.com and through the brand’s mobile app.

Make your wedding day truly memorable with Louis Philippe’s Royal Wedding Range!

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 31st 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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