

Louis Philippe and Van Heusen expand their global presence; Launch new stores in Qatar



Qatar; March 11, 2024: - Louis Philippe and Van Heusen, two distinguished powerhouses in the fashion world, are poised to broaden their international presence with an exciting expansion in Qatar, aptly dubbed the Land of the Eternal Sunshine. These brands have unveiled two new flagship stores in a strategic collaboration with HK Group, symbolizing a pivotal leap in their mission to bolster their physical retail footprint and enhance the consumer shopping experience in the GCC region. The launch was honored by the attendance of celebrated Malayalam actor **Manoj K. Jayan** and popular Mollywood producer **Antony Perumbavoor**.

Louis Philippe and Van Heusen are prominent brands by Aditya Birla Fashion and Retail Limited (ABFRL), part of a leading multinational conglomerate, The Aditya Birla Group.

Louis Philippe, a premium fashion menswear brand, is known for its timeless style and impeccable craftsmanship. The brand with its iconic signature crest logo offers a wide range of exquisite collections with the best international & high-quality fabrics across its portfolio. Louis Philippe offers the finest range of collections spanning formalwear, sophisticated business casuals, premium denim wear & ceremonial occasion wear hence addressing every occasion for the discerning gentleman. For over five decades, Louis Philippe has been at the forefront of Men's fashion in the markets that it operates in, with

a luxurious line that is fit for royalty. Its new exclusive store is situated on the first floor of the Mall of Qatar, one of the city's prominent luxury shopping destinations.

Van Heusen, with its 128-year heritage, epitomizes functional elegance and design sophistication in workwear for men and women. The brand, synonymous with innovation and functionality, seamlessly blends contemporary design with practicality, ensuring each piece reflects the dynamism of the modern lifestyle. Offering everything from workwear essentials to contemporary styles, Van Heusen's diverse range celebrates versatility and sophistication.

The brand's latest expansion is an exclusive store located in the prestigious Mall of Qatar's first floor. This space showcases a curated selection of globally inspired fashion solutions, designed to integrate flawlessly into the modern active lifestyle, embodying the brand's commitment to innovation and functionality.

Mr. Jacob John, President – Premium Brands, Aditya Birla Fashion and Retail Limited stated, *"It is a testament to our commitment to provide high-quality fashion solutions and superior shopping experiences. We are thrilled to bring Louis Philippe and Van Heusen closer to our customers in Qatar with our second exclusive outlets for both brands. This expansion aligns with our ambitious growth strategy as we continue to expand our retail footprint across the globe, following recent openings in Mauritius and the UAE."*

Dr. Hassan Kunhi, Chairman of HK Group expressed, *"The launch of the Louis Philippe and Van Heusen stores in Mall of Qatar represents a significant expansion for both brands in the Qatar market. With a focus on men's and women's fashion, these brands introduce a wide range of stylish and versatile clothing options, further enhancing the shopping experience for our valued customers. The launch of these stores is a testament to our commitment to offering the latest fashion trends and reflects our confidence in the Qatar market."*

The new Louis Philippe store in Qatar offers a diversified and comprehensive range of premium formal and casual wear, including the innovative **Permapress Collection** - our finest wrinkle-free range of shirts trousers and suits is designed to meet the needs of the contemporary man. In addition to Permapress the **Gods and Kings collection** is crafted from the world's finest fabrics perfect for special occasions. Finally, for the luxury connoisseurs, **Luxure** offers impeccably crafted shirts and trousers that exude sophistication and style in the rarest of fabrics. Louis Philippe also has an enviable new range of modern updated young workwear with innovative fabrics that offer comfort and stretch in their **Athwork** range.

Van Heusen's second flagship store in Qatar is a curated destination for the astute consumer, delivering an array of sophisticated fashion choices. The **Van Heusen Move Labs** collection stands at the forefront, offering globe-trotting international professionals, meticulously designed garments that couple sharp elegance with innovation and functionality.

The **Van Heusen Worldwear collection** stands at the apex of global sartorial distinction, crafted for the consumer who has unequivocally arrived. Reserved for ceremonial and special occasions, each garment

is constructed with the highest grade of fabrics and meticulous techniques. With a selection sourced from the finest materials worldwide, this top-of-the-line collection from Van Heusen offers an unparalleled array of styles that cater to an international palate of sophistication and excellence.

For the discerning woman, **Van Heusen Women** offers a comprehensive selection of formalwear inspired by global fashion trends. Each suit, blazer, dress, top, and accessory in the Van Heusen Women's line is crafted to exacting standards, offering an embodiment of chic fashion and assertive style, quintessential for the professional woman's wardrobe.

Experience the epitome of elegance and contemporary fashion by visiting the new Louis Philippe and Van Heusen stores at the Mall of Qatar.

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.

About Van Heusen

Van Heusen is one of India's leading lifestyle brand for professionals. With a rich heritage of 128 years in the United States of America, the brand entered India in 1990. Over its 33 years of history in India, Van Heusen has emerged as a fashion authority for the ever-evolving Indian consumer and has established itself as the one-stop destination for the latest trends. Today, Van Heusen is not only the most preferred workwear brand but also effortlessly straddles the entire spectrum of occasions like casuals, ceremonial, party wear and activewear.

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.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com