

Peter England unveils its newest campaign 'The Gentlemen's League – League of Legends': Peter England Pays a Nostalgic Tribute to Cricket's Greatest Legends



April 25, 2025: Peter England, India's leading menswear brand from the house of Aditya Birla Fashion and Retail Limited, proudly announces the return of *The Gentlemen's League* with its bold new collection – *The League of Legends*.

Launched during the country's most celebrated cricketing festival, IPL, the brand pays homage to the game's most iconic figures – **Kapil Dev**, **Sir Vivian Richards**, and the unmistakable voice of international cricket, **Harsha Bhogle**. In a nation deeply passionate about cricket, this first-ever collaboration between Peter England and cricketing legends marks a celebration of heritage, style, and the enduring charm of the gentleman's game.

Originally introduced in 2023 as a tribute to cricket's timeless spirit, *The Gentlemen's League* returns with an elevated vision – not just as a collection, but as a cultural moment. The *League of Legends* capsule features a striking range of polos and crew necks, adorned with graphics inspired by the most iconic on-field moments of Kapil Dev and Sir Vivian Richards. Each piece reflects their attitude, flair, and fearlessness, designed for today's modern gentleman who values legacy while embracing the present.

Unlike traditional sports merchandise, this collection reimagines cricket-inspired fashion through a smart casual and sport-formal lens – a distinctive positioning in India's fashion landscape. With precision tailoring, breathable fabrics, and heritage-inspired details, *The League of Legends* offers a versatile wardrobe that moves effortlessly from the boardroom to after-hours, from match screenings to weekend outings.

The collection artfully balances tradition and contemporary style, featuring colours drawn from the world of classic cricket and refined touches like cable knit structures, signature stripes, and cricket-inspired motifs. Key

pieces include cable-knit sweaters, mnemonic cricket polos, and prints inspired by the seams and textures of cricket balls – all designed to seamlessly integrate the **spirit of the game** into everyday style.



Speaking on the launch, Anil S Kumar, Chief Operating Officer, at Peter England, said: “Continuing from the Gentlemen’s League collection– the new League of Legends capsule is a celebration and our humble tribute to cricket’s timeless appeal and the charisma of the men who shaped it. Having legends like Kapil Dev, Sir Vivian Richards, and Harsha Bhogle on board makes this collection authentic and aspirational. It’s a bold new chapter for Peter England and for the modern Indian man who dresses with purpose, pride, and passion.”

The *League of Legends* collection is now available across 240+ Peter England exclusive brand outlets and on the brand’s online store. With this launch, Peter England not only celebrates cricket but also redefines what it means to be a gentleman – on and off the pitch.

About Peter England:

Peter England is one of the most loved and largest menswear brands in India. It sells more than 14 million garments every year across 1100+ exclusive stores, 3500+ multi-brand outlets and 800+ towns. The brand also holds a strong e-commerce presence. Peter England has been voted as India’s Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey. The brand is committed to offering varied styles across categories at affordable prices. Peter England was first launched in India by Madura Fashion and Lifestyle (previously known as Madura Garments) in the mid-price segment in 1997; the company acquired the world



rights for the brand in 2000. What began as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available every day and for all special occasions. The brand's formal wear range of crisp formal shirts, well-tailored suits, jackets & trousers combines high fashion and impeccable fits along with a wide selection of highly curated looks for modern professionals. The casual wear range is a highly eclectic line of washed cotton shirts, denim, cargo bottoms, graphic tees, Polos, and winter wear. The 'Select' line brings together premium formal wear with an emphasis on fine detailing with a hint of colour, comfort, and panache. While the assorted collection of ties, pocket squares and belts assert a distinctive style statement from the newly launched innerwear line ensure the highest comfort and great fit. While the brand continues to expand across India, it introduced a brand-new retail identity called the Peter England Men's Obsession, which is large format store housing over 2000+ unique designs at an unmatched value, all the while delivering a young, vibrant shopping experience for all.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as of March 31, 2024), 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 2024).

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 retailers, while **Style Up** is an emerging value retail format.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into the 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**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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.

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