

Peter England Partners with Kerala's Homegrown Voice The Imbachi; Launches a Special Onam Anthem



A youth-first campaign that seamlessly brings music & fashion together, this Onam

National, August 22, 2025: This Onam, Peter England is bringing culture and cool together with a campaign that speaks directly to Kerala's youth. The brand, known for dressing India with confidence, takes its first big step towards engaging Gen Z with an idea that feels fresh, rooted, and full of energy. At the heart of it is Kerala's homegrown rapper, The Imbachi, who brings the voice and authenticity that make the campaign truly resonate with young audiences.

Bringing a fresh take on Onam in Gen Z's style, the campaign is powered by a special anthem created by the rapper that spins Kerala's festive rhythm into something vibrant, modern, and unmistakably young. More than a song, it is a mood — think the pulse of the chendamelam meeting the bounce of hip hop. The result is a sound that makes tradition feel new and impossible to ignore.

Commenting on the launch, **Anil S Kumar, Chief Business Officer, Peter England**, said, *"If you wish to cater to the Gen Z today you have to be authentic and co-create to speak the language they most resonate with. Gone are the days when you make scripted ads. Today's youth need a platform for expression and with our latest Onam drop ft. Imbachi we are trying to do just that. Imbachi has written and composed an original Onam track for us, and we've just let the garments aid their visual expression. With this we are very hopeful to be able connect with young Kerala and help them dress up on occasions like Onam. Keep waiting as Peter England embarks on a Genz journey on months to come as we create more & more for them."*

Speaking about the partnership, **The Imbachi** added, *“Working with Peter England on this campaign has been an exciting journey for me. Onam is more than just a festival, it’s a feeling, like a wave of beautiful memories that rushes in every year. Mixing the vibrant and traditional energy of Onam with my sound just felt right. I still remember the excitement as kids, waiting to get our Onam outfits because fashion has always been a huge part of the celebration. And with all honesty, Peter England’s garments capture the spirit of Onam perfectly. The fits added that extra flair that matched the vibe of the song so well. I think we’ve created something festive, stylish, and totally in tune with how Kerala’s youth want to celebrate Onam today. Ee Onam, Scene Onam!”*

Puneet Kapoor, CCO, Ogilvy Bangalore added, *“Our goal was to move beyond advertising and create something that Kerala’s youth could truly make their own. By weaving Peter England’s style with The Imbachi’s homegrown voice, we wanted the campaign to feel less like a brand message and more like a cultural expression. This was not just about fashion or music, it was about capturing the spirit of Onam in a way that feels current, and deeply connected to the times.”*

This campaign marks the start of a new chapter for Peter England, one where the brand isn’t just advertising but co-creating cultural moments with the very voices it wants to speak to. By teaming up with The Imbachi, the brand has tapped into a force that reflects Kerala’s youth: fearless, rooted and refreshingly original. It signals a long-term vision to engage with young India in ways that feel authentic, relevant and exciting.

And while the beat sets the tone, the message is clear: dressing up for Onam isn’t about following rules, it’s about owning the moment. Peter England is giving Kerala’s youngsters the confidence to take tradition, remix it with style, and show up in a way that feels festive, modern and completely their own. Because when culture meets cool, Onam doesn’t just look different — it feels alive.

Link to the campaign: https://www.instagram.com/p/DNp11doT1_f/?hl=en / <https://youtu.be/A5B2QKpi6Bg?si=WmxC7bwlwNobZAal>

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.

Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of December 31, 2024, the Company operates a retail footprint of over 4.7 million sq. ft., comprising 3,305 exclusive brand outlets, presence across 37,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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