

Iconic Denim Brand American Eagle Celebrates 7 Years in India

Marking seven years of great jeans, style and self-expression with an India exclusive collection



National, November 4, 2025: American Eagle, America's favourite jeans brand, operated in India by Aditya Birla Lifestyle Brands Limited, is celebrating seven years of inspiring self-expression, confidence, and individuality through style. Since entering the Indian market in 2018, the brand has combined its global denim expertise with local design inspiration to create collections that perfectly blend style, fit, and comfort.

Over the years, American Eagle has expanded its presence across India, both in stores and online, building a vibrant community that connects with its inclusive and optimistic spirit. Staying true to its denim-first heritage, the brand continues to drive innovation and sustainability through initiatives such as the Water Leadership Program and Waste Reduction Program, reinforcing its commitment to making better jeans for people and the planet.

To mark its seventh anniversary, American Eagle has unveiled a festive denim campaign featuring India-exclusive styles. The collection embodies the brand's signature effortless style, showcasing iconic denim fits and limited-edition pieces designed for both everyday wear and festive celebrations.

Collection Highlights

- A true denim destination featuring 15+ fits of AE jeans, including 100+ new styles, from bootcut to baggy fits.
- Over 100 India exclusive styles across women's and men's categories, including versatile tops, bottoms, and layering pieces to dress customers now and for the upcoming season.

Talking about the brand's journey in India, **Yatin Athale, Brand Head, American Eagle India**, said, *"Seven years ago, our vision was to bring the best jeans of America to India - giving young customers access to elevated products and uncompromising quality. Today, American Eagle is more than a jeans brand — it represents authenticity, confidence, and self-expression. This milestone is a tribute to our customers who seek the best, and to our teams who've made it possible."*

Roberto Croce, SVP, International, American Eagle Outfitters, added, *"India is a key market in our global strategy. Our success here is built on a foundation of jeans, as well as our focus on fashion and comfort — making clothes that help you look and feel your best. As we look ahead, we will continue to stand for jeans, seek inspiration from our local communities, and stay true to the creativity and optimism that define American Eagle globally. "*

Looking ahead, American Eagle is doubling down on what it does best — denim. The brand will continue to grow its men's and women's collections, bring new innovations to life, and blend global style with India-specific insights to celebrate individuality while staying true to its jeans-first DNA.

About American Eagle

Since 1977, American Eagle has offered an assortment of specialty apparel and accessories for everyone that enables self-expression and empowers our customers to celebrate their individuality. Through the brand platform "Live Your Life", AE encourages today's digital generation to enjoy the world around them through optimism, culture and connection with themselves and others, all while wearing the clothes that make them most confident. The brand has broadened its leadership in jeans by producing innovative fabric with options for all styles and fits for all. Visit www.ae.com to find your perfect pair of #AEJeans.

About American Eagle Outfitters, Inc.

American Eagle Outfitters, Inc. (NYSE: AEO) is a leading global specialty retailer with a portfolio of beloved apparel brands including American Eagle, Aerie, OFFL/NE by Aerie, Todd Snyder and Unsubscribed. Rooted in optimism, inclusivity and authenticity, AEO's brands empower every customer to celebrate their unique personal style by offering casual, comfortable, timeless outfitting and high-quality products that are made to last. AEO Inc. operates stores in the United States, Canada and Mexico, with merchandise available in more than 30 countries through a global network of license partners. Additionally, the company operates a robust e-commerce business across its brands. For more information, visit aeo-inc.com.

About 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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