

Louis Philippe Enters Bahrain with its 1st Exclusive Store

Marking a major milestone in its international journey, the brand brings its modern classics and refined craftsmanship to Bahrain



Bahrain, December 17, 2025: - Louis Philippe, the iconic menswear brand celebrated for its timeless elegance, sartorial finesse, and modern design sensibilities, has announced the launch of its first exclusive store in Bahrain. The 1,586 sq. ft. store, located at City Centre Bahrain in the Seef District, was inaugurated by **H.E. Vinod K. Jacob, Ambassador of India to the Kingdom of Bahrain, Jacob John, President, Aditya Birla Lifestyle Brands Limited** franchisee partner **Prakash Pattabhiraman, Managing Director, Kalyan Silks** and **Mahesh Pattabhiraman, Executive Director, Kalyan Silks, Juzer T Rupawala, Director, Lulu Group International, Bahrain**. The opening marks a significant milestone in the brand's international expansion, further strengthening its presence across the GCC.

Following the brand's successful global expansion with exclusive stores in Dubai, Qatar, Mauritius, Nepal, etc., the debut in Bahrain brings Louis Philippe's signature blend of style, craftsmanship, and quiet sophistication to a discerning and fashion-forward audience. Designed in line with the brand's new retail identity, the store features a refined, teal-toned interior – a modern, minimalist space that reflects Louis Philippe's evolving aesthetic rooted in clean lines, contemporary classics, and a design language shaped by confidence and global perspective.

Commenting on the launch, **Jacob John, President, Aditya Birla Lifestyle Brands Limited**, said, *"Bahrain marks an important milestone in Louis Philippe's international growth. The market's affinity for premium fashion makes it a natural fit for our brand. This launch reflects our commitment to delivering world-class menswear with modern design and exceptional craftsmanship. We are also expanding our footprint in the region, with five new stores planned across the Middle East in the coming year."*

Prakash Pattabhiraman, Managing Director, Kalyan Silks, added, *“Our association with Aditya Birla Lifestyle Brands Limited has played an integral role in bringing some of India’s most respected fashion brands to the Middle East. Louis Philippe holds a unique place in premium menswear, and with its debut in Bahrain, we are confident of creating a destination that resonates deeply with today’s style-conscious consumer.”*

The first store in Bahrain offers Louis Philippe’s complete lifestyle range — thoughtfully curated to cater to the modern gentleman’s dynamic wardrobe needs. From sharp workwear and polished ceremonial attire to relaxed off-duty essentials, the collection reflects the same global design direction seen at the brand’s latest store in BurJuman Mall, Dubai. Signature offerings include elevated day-to-evening looks, effortless casualwear, airy linen shirts, refined polos, structured separates, and elegant evening layers — each crafted with the brand’s characteristic attention to detail and contemporary refinement.

New arrivals will be introduced regularly to keep the assortment aligned with international style sensibilities and seasonal trends, ensuring a refreshed and globally relevant wardrobe for customers throughout the year.

With its Bahrain debut, Louis Philippe further accelerates its international momentum, strengthening its presence across key fashion hubs in the GCC. The brand remains committed to delivering a refined menswear experience built on legacy, modernity, and craftsmanship — setting the stage for continued growth and deeper engagement with discerning consumers in the region.

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 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 March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ 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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