

Louis Philippe Launches 'Ticket to Bahamas' Collection – A Refined Celebration of Coastal Luxury for SS'26

An elevated expression of resort elegance, crafted for the modern gentleman



Bengaluru, February 20, 2026: Louis Philippe, the premium menswear brand from the house of Aditya Birla Lifestyle Brands Limited, introduces 'Ticket to Bahamas', its Spring Summer 2026 collection inspired by the relaxed glamour of luxury beach clubs and sun-drenched tropical escapes.

Rooted in the spirit of elevated resort living, the collection captures the vibrancy of summer through a sophisticated interplay of colour, texture, and silhouette. Zesty citrus tones reminiscent of sunlit orchards meet soft sorbet pastels that evoke the cool indulgence of frozen summer treats. The palette transitions seamlessly from refreshing lemon and orange hues to calming, sun-washed neutrals.



Designed for the contemporary man who values ease as much as elegance, the collection brings together breathable linens and lightweight fabrics in relaxed yet refined silhouettes. Crisp linen shirts in citrus-tinted hues lend effortless polish, while pastel polos and sorbet-toned shorts introduce understated playfulness. Tropical-printed shirts and relaxed shackets, detailed with subtle vintage yacht club influences, complete the offering with a distinctively modern, resort-inspired character.





LOUIS PHILIPPE



Speaking on the launch, **Anil S Kumar, Chief Business Officer, Louis Philippe**, said, *“Ticket to Bahamas collection reflects the indulgent ease of a luxury beach club experience. With breathable fabrics, vibrant summer hues, and relaxed yet sophisticated silhouettes, the collection captures the confidence and effortless refinement that define the Louis Philippe man during the summer season.”*

Versatile and thoughtfully crafted, *Ticket to Bahamas* transitions seamlessly from destination holidays and poolside brunches to seaside evenings and leisurely city engagements. Airy textures, sun-washed palettes, and contemporary tailoring come together to create a summer wardrobe that is indulgent, refreshing, and unmistakably refined.

The collection is available at Louis Philippe stores across India, leading authorized retailers, online at www.louisphilippe.abfrl.in, and via the brand’s mobile app.

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 Aditya Birla Lifestyle Brands Limited:

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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