

## Peter England Turns Dinesh Karthik's Pre Final Superstition Into A World Cup Moment

*The brand taps into Karthik's pre final ironing superstition, turning a familiar cricket ritual into a playful World Cup moment.*



**National, March 8, 2026:** With the cricketing world gearing up for the T20 World Cup final, Peter England has teamed up with Dinesh Karthik for a ritual many cricket fans have come to recognise. Before big finals, Karthik irons a shirt.

What began as a personal superstition has quietly built a reputation of its own. On more than one occasion, teams Karthik has backed after his now familiar pre match ironing routine have gone on to lift the trophy. From the RCB Women's title win to India's Women's World Cup run and the Asia Cup, the ritual has started to feel like a lucky charm. Peter England decided to tap into the moment.

Ahead of the T20 World Cup final, the brand collaborated with Karthik for a short content piece built around the ritual itself. The setup is simple and unmistakable. A crisp white classic Gentlemen's League shirt from Peter England, an ironing board and Karthik doing what he does before the big game. No overthinking, just a familiar pre match routine that cricket fans instantly get.

Speaking about the collaboration, **Anand Aiyer, Chief Business Officer, Peter England**, said, *"Sporting finals create a shared cultural moment for the country, and brands have a role to play if they can show up authentically. Dinesh Karthik's now famous pre-final ironing ritual gave us a fun and organic entry point. The idea was to keep the storytelling light, relatable and rooted in cricket culture while letting the brand appear naturally within the narrative."*

At a time when brands are busy creating their own moments during marquee events like World Cup finals, Peter England has effortlessly tapped into something the nation already waits for. Dinesh Karthik's now famous ironing ritual before the big game.

The result is a piece of content that feels instantly relatable. The video, now live on Karthik's Instagram, is already picking up traction with fans, quickly being shared across timelines as the build up to the final gathers momentum.

With this minimal yet impactful collaboration, Peter England further bolsters its positioning as a cricket inspired fashion brand. Timed perfectly for a Sunday when the nation is glued to Instagram ahead of the big match, the association with Karthik's ritual feels completely organic. There couldn't be a more natural fit.

**Link to the campaign:** <https://www.instagram.com/reels/DVnBTGJEwHd/>

#### **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 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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