

## Peter England Returns with Season 3 of 'The Gentlemen's League', Continuing Its Cricket Legacy This IPL Season

*As the IPL captivates the nation, Peter England translates the spirit of cricket into refined everyday style*



**Bengaluru, May 29, 2026:** Peter England, one of India's leading apparel brands from the house of Aditya Birla Lifestyle Brands Limited, continues its strong association with cricket with the unveiling of Season 3 of 'The Gentlemen's League' — a campaign brought to life through its Spring Summer 2026 collection. Launched alongside the ongoing IPL season, the collection draws inspiration from the sport's enduring spirit, visual language and cultural influence.

Rooted in some of cricket's most recognisable elements, ball seams, crease markings, bat grips and wicket formations — the collection reimagines sporting details through refined everyday silhouettes designed for the modern Indian gentleman.

The campaign comes alive through celebrated voices of cricket, Harsha Bhogle and Dinesh Karthik, who embody the spirit of the gentleman's game. Throughout the tournament, Peter England introduced key drops from the collection while engaging fans through interactive digital experiences, including a cricket quiz hosted on the brand's website featuring Harsha Bhogle's iconic commentary style. Built around the theme 'For the Love of the Game', the campaign celebrates cricket's enduring influence on fashion, culture and everyday style.

Speaking on the launch, **Anand Aiyer, Chief Business Officer, Peter England**, said, *"Cricket in India has always stood for character, resilience and quiet confidence. With 'The Gentlemen's League' Season 3, we wanted to move beyond visual inspiration and interpret the essence of the game through thoughtful craftsmanship and design. From the textured grip of a bat to the precision of a ball seam, every detail reflects values that continue to define the modern gentleman — both on and off the field."*

The collection features T-shirts, polos, shirts and chinos infused with subtle references to the game. Cable-knit textures echo boundary ropes, sporty stripes reference wicket formations, while pitch-inspired graphics and crease-line detailing add character to crew neck styles. Flat-knit polos incorporate ball seam-inspired accents, complemented by butter-touch mercerised fabrics, premium embroidered badges and signature batsman motifs.

The shirts introduce engineered stripe compositions, bat grip-inspired dobby textures and seam detailing across easy-to-iron fabrics designed for all-day versatility. The chinos are crafted in soft peach-finish fabrics with high-IQ dyed colours for long-lasting richness, finished with understated signature embroidery.



Each piece in the collection carries the quiet confidence of the sport, translating cricket's iconic details into refined, everyday styles built for the modern Indian gentleman.

As the IPL season draws to a close, Peter England introduces the 'Weekend Power Play', a limited-period offer inviting consumers across India to celebrate their love for the game through 'The Gentlemen's League' collection. Consumers can enjoy Rs 500 off on their favourite cricket-inspired merchandise, making it the perfect opportunity to elevate their game-day wardrobe with effortless, sport-inspired style.

The collection is available pan India across Peter England exclusive brand outlets and on Peter England's official website – [www.peterengland.abfrl.com](http://www.peterengland.abfrl.com)

### 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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