

## Louis Philippe Celebrates Father's Day with "Cut From The Same Cloth", a Heartfelt Campaign that asks you to Celebrate your Father Everyday

*Exploring the invisible threads that connect fathers and their children across generations.*

CELEBRATE YOUR FATHER EVERYDAY.



LOUIS PHILIPPE

**National, June 19, 2026:** This Father's Day, Louis Philippe, from the house of Aditya Birla Lifestyle Brands Limited, unveils "Cut From The Same Cloth", a moving film that celebrates the enduring influence fathers have on the people their children become.

Built around a simple yet powerful concept, the film brings fathers and their children together and invites them to answer the same set of questions independently. Seated side by side, yet unable to hear each other's responses, they share their thoughts on life, values, ambitions, relationships and the lessons that matter most to them.

As the film unfolds, a striking pattern begins to emerge. Despite differences in age, experience and expression, fathers and their children often arrive at remarkably similar answers. While each generation may speak in its own voice, the beliefs and values underpinning those responses reveal a deeper connection — one shaped by years of shared experiences, observations and quiet influence.

Commenting on the campaign, **Anil S Kumar, Chief Business Officer, Louis Philippe** said, "*Father's Day gives us an opportunity to celebrate one of the most influential relationships in our lives. Through 'Cut From The Same Cloth', we wanted to capture a simple but profound truth—that many of the values that define us are shaped by the people who came before us. The film is a tribute to fathers and the enduring impact they have on their children, often in ways that are only recognised much later.*"

The most emotional moments arrive when fathers and children finally hear one another's responses. What follows is a mixture of surprise, laughter, pride and reflection as they discover just how much they have in common.

Through "Cut From The Same Cloth", Louis Philippe explores a universal truth: that fathers leave an imprint not only through the lessons they teach, but through the example they set every day. Long before children realise

it, many of the values, perspectives and instincts they carry into adulthood are inherited from those who helped raise them.

Drawing inspiration from Louis Philippe's heritage of craftsmanship and fine fabrics, the film uses the metaphor of being "cut from the same cloth" to celebrate the invisible threads that bind generations together.

Speaking about the creative thought behind the campaign, **Harshil Karia, Founder & Managing Director, Schbang**, said, *"The phrase 'cut from the same cloth' felt like a beautiful starting point because it reflects both Louis Philippe's world and a deeply human truth. We wanted to create a format that would allow these similarities between fathers and their children to reveal themselves naturally. What emerged were moments that felt honest, surprising and emotionally resonant, reminding us how much of who we are is shaped by those who raise us."*

The campaign will be amplified through a comprehensive digital-first rollout across social media platforms, video channels and brand-owned properties, supported by creator collaborations and Father's Day-themed content integrations. The film will be promoted through targeted digital media, public relations outreach and retail touchpoints, encouraging audiences to reflect on and celebrate the values passed down through generations.

With *"Cut From The Same Cloth"*, Louis Philippe continues to champion stories that celebrate meaningful human connections and timeless values. By shining a light on the subtle yet profound ways fathers shape their children's lives, the brand invites audiences to pause, reflect and appreciate the enduring bonds that connect generation – reminding us that some of the most important things we inherit cannot be seen, but are felt every day.

Link to the campaign – <https://www.instagram.com/reel/DZw9hqCz8OI/?igsh=MTA2NzhodzFxOHRiNQ==>

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#### **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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