

Peter England Unveils a Contemporary New Retail Identity Inspired by its Londonderry Legacy

Launches its largest store in Bihar as the first showcase of its evolved retail experience



National, June 15, 2026: Peter England, one of India's most loved menswear brands from the house of Aditya Birla Lifestyle Brands Limited, today unveiled its refreshed retail identity, marking the beginning of a new chapter in the brand's evolution. The new identity makes its debut at the brand's largest store in Bihar, a 3,000 sq. ft. flagship spread across two floors, located in Kankarbagh, Patna.

The new identity represents a carefully considered evolution for the brand. With origins in Londonderry dating back to 1889, Peter England has grown alongside Indian consumers for nearly three decades, building a strong reputation for trust, quality, and accessibility. As the brand enters its next chapter, it is evolving across product, storytelling, brand identity, and retail experience – becoming more contemporary and aspirational while remaining true to the values that have shaped it.

The new façade, unveiled as part of the brand's refreshed retail identity, reflects a quieter, more confident expression of the brand. A dynamic digital screen adds a modern layer of storytelling, bringing campaigns, product narratives, and brand stories to life in a format that evolves with the season.



Inside, the brand's heritage is expressed through thoughtful design details. The iconic Prince of Wales check emerges as a signature motif across the store, appearing in the flooring of the denim section and within the trial rooms. References to the Griffin identity, craftsmanship-inspired finishes, and Peter England's shirt-making legacy are subtly woven throughout, creating a space that feels both familiar and fresh.



Commenting on the launch, **Anand Aiyer, Chief Business Officer, Peter England**, said, *Our refreshed retail identity marks an important milestone in Peter England's evolution. It brings together a cleaner, more contemporary expression of the brand while staying rooted in the heritage, craftsmanship and trust that have defined Peter England since its origins in Londonderry. As we embark on this new retail chapter, we are excited to debut the identity at our largest store in Bihar, a market that continues to demonstrate a strong and growing appetite for quality and style. The aim is to introduce this new retail identity across 100 stores by the end of FY27.*

On the design vision behind the new identity, **Priyank Karanam, Creative Director and Vice President - Design, Peter England**, said, *"The new retail identity is an expression of Peter England's heritage reimagined for today. The fluted pillars, the Prince of Wales check in the flooring, and the Griffin are not decorative choices; they are thoughtful design integrations through which our Londonderry story comes to life. The new identity is quieter, more modern, more considered and more premium, while remaining unmistakably. Peter England. It is the same brand, thoughtfully reinvented for a new generation of consumers."*

18 89 Born in Londonderry, the shirt making capital of the world, Hogg & Mitchell came together to establish "Old England", the original name of Peter England.

19 14 Collars were introduced. One could personalise their shirt by choosing one collar or more.

19 39 The fashion portfolio expanded with trousers & loungewear.

19 47 The brand became a public limited company, introduced coloured advertising.

19 57 Old England was rebranded as Peter England.

19 69 Tafatex 3-in-1 technology was introduced. Easy care, wrinkle-resistant & temperature-controlled shirts came into being.

19 70 Leisure shirts burst onto the scene with bold colours as the brand began speaking to a younger generation.

19 79/84 The brand sponsored iconic cricket series - the Ashes series in 1979 and 1984 New Zealand Tour of England.

19 97 The original factory closed in 1996. A year later, Peter England began its India journey with the launch of the Honest Shirt campaign.

20 11 The brand made a foray into the denim category.

20 23 Peter England launched a cricket-inspired lifestyle collection and a Bollywood-inspired wedding collection.

THE GENTLEMEN'S LEAGUE

THE BOLLYWOOD WEDDING COLLECTION

The new store brings together the full world of Peter England under one roof – from denim featuring the iconic Griffin logo and The Gentlemen's League – a cricket-inspired lifestyle collection – to sharp formalwear and occasion-ready styles from The Bollywood Wedding (the brand's celebration and wedding wear line). Designed as a destination for consumers seeking quality, craftsmanship, and an elevated shopping experience, the flagship marks the next chapter of Peter England's journey in India.

The Kankarbagh flagship is the first step in a broader retail transformation journey for Peter England – bringing a more contemporary expression of the brand to life without losing the trust, accessibility, and craftsmanship that have defined it for nearly three decades in India.

About Peter England

Peter England is one of India's most loved and largest menswear brands, selling more than 14 million garments every year across 1,100+ exclusive stores, 3,500+ multi-brand outlets, and 800+ towns, along with a strong e-commerce presence. Launched in India in 1997, the brand has evolved from its foundation in honest shirts into a complete lifestyle offering across formalwear, casualwear, denim, celebration wear, and accessories. Peter England is committed to making quality and style accessible for every occasion.

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.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited (ABFRL) | janet.arole@abfml.adityabirla.com