

Peter England Unveils Its New Retail Identity with the Launch of Its Largest Store in Bihar

The new Kankarbagh flagship store marks the beginning of a contemporary retail chapter for the brand, rooted in its Londonderry heritage



Patna, June 13, 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 in Bihar with the opening of its largest store in the state. Located in Kankarbagh, Patna, the new flagship—spanning 3,000 sq. ft. across two floors—is the first Peter England store to showcase the new retail identity.

The 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 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.



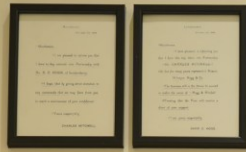
The new façade, unveiled as part of the brand's refreshed retail identity, reflects a quieter, more confident expression of the brand. A dynamic digital screen adds a modern layer of storytelling, bringing campaigns, product narratives, and brand stories to life in a format that evolves with the season.

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, *“Bihar is an important market for Peter England, with a strong and growing appetite for quality and style. This flagship store in Patna marks the beginning of a new retail chapter for the brand. Our refreshed identity brings together a cleaner, more contemporary expression with the heritage and craftsmanship that have shaped Peter England since its origins in Londonderry. 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 VP Design, Peter England**, said, *“The fluted pillars, the Prince of Wales check in the flooring, and the Griffin - these are not decorative choices. They are thoughtful design integrations through which our Londonderry heritage-story comes to life. The new identity is quieter, more modern, more considered and more premium. The same Peter England, reinvented for today.”*



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



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



19 39

The fashion portfolio expanded with trousers & loungewear.



The brand became a public limited company. Introduced coloured advertising.



19 57

Old England was rebranded as Peter England.



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.

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 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.

Customers visiting during the opening weekend can enjoy an exclusive introductory offer of Rs. 500 off on purchases of Rs. 2,000 and above across all categories, alongside a curated programme of in-store experiences.

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@abfirl.adityabirla.com