

Peter England launches VYBE, a younger expression of dressed-up style

Bengaluru, August 10, 2026: Peter England today announced the launch of "VYBE", a contemporary menswear sub-brand shaped by how a new generation dresses today. With modern fits, effortless styling and accessible prices, VYBE brings a more relaxed and individual expression to Peter England's British-rooted, dressed-up sensibility. The result feels current and expressive, yet unmistakably Peter England.

The launch introduces a range of overshirts, shackets, structured polos, oversized T-shirts, cargos, denim, Korean-fit trousers and coordinated separates. Designed with an emphasis on comfort, versatility and ease of styling, the range brings together elevated essentials that can be worn across multiple occasions. Starting at **₹1,200**, with every piece priced below **₹2,000**, VYBE makes contemporary fashion accessible without compromising on quality, craftsmanship or design.

To mark the launch, Peter England has introduced **VYBE Verified**, an original music-led campaign conceptualised by Ogilvy, featuring independent artists **Tricksingh** and **THE IMBACHI**. The campaign reimagines what it means to be "verified", celebrating individuals who trust their own instincts, express themselves with confidence and define success on their own terms.

Commenting on the launch, **Anand Aiyer, Chief Business Officer, Peter England**, added: *"VYBE is an important step in further deepening Peter England's relevance with Gen Z and bringing younger consumers into the brand. Contemporary product, accessible pricing and a culture-led campaign create a strong platform for future growth while keeping the proposition distinctly Peter England"*

The artists collaborated through a series of studio jam sessions to create an original track inspired by the brand's creative idea. The partnership culminates in a music video that brings together fashion and music, positioning VYBE Verified as an expression of the confidence and creative energy that shape the brand.

Commenting on the vision behind **VYBE**, **Priyank Karanam, Creative Director, Peter England**, said: *"The creative idea behind VYBE was simple: to make dressing well feel effortless. Relaxed fits, fresh styling and considered details create looks that feel young and individual, while retaining the put-together character of Peter England."*

Peter England created an immersive **VYBE launch experience** at its **Indiranagar store in Bengaluru**, bringing fashion, music and culture together. Designed as a content-friendly destination for creators and consumers alike, the space featured VYBE Verified branding across multiple touchpoints, inviting guests to engage with the brand and create their own interpretation of the campaign. The experience was brought to life through live performances by Tricksingh and THE IMBACHI as they unveiled the collection.

The first drop of VYBE is now available across 50 Peter England stores nationwide and is also available on [Peterengland.com](https://peterengland.com) and Myntra.

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 1000+ 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 June 30, 2026, the Company operates a retail footprint of ~5 million sq. ft., comprising 3,362 exclusive brand outlets, presence across 39,500+ multi-brand outlets, and over 6,500+ 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,
janet.arole@abfirl.adityabirla.com