

Business Standard

Peter England to sell 'India Handloom Brand' garments

Aditya Birla Fashion and Retail owned menswear brand Peter England will sell handloom shirts from its stores across India as part of a collaboration, Textiles Minister Smriti Irani said today.

Under the partnership with Development Commissioner Handlooms, Ministry of Textiles, Peter England has collaborated with handloom weavers from Mangalgiri in Andhra Pradesh to develop a 'India Handloom Brand' collection.

"Authentic handloom products have always found resonance with Indian consumer. Weavers will get the right value and visibility in the mens fashion garments market for their quality fabrics through this partnership with Peter England and their direct sales channel," Irani said.

Under the collaboration, initially a unique collection of shirts in 18-20 styles would be retailed at prices starting from Rs 1,699 across Peter England stores in Delhi and NCR.

"We are presenting 17 designs today in this limited edition which are available in 15 Peter England stores in Delhi-NCR. We plan to expand our collection to 75 stores from current 15 across the country in the coming financial year.

"We intend to procure 1 lakh metres of fabric from various clusters being developed and nurtured by India Handloom Brand," Manish Singhai, Brand Head-Peter England said.

"Ministry of Textiles had done research about marketing of India Handloom Brand products. One of the major findings was that the product range has a very big gap for branded mens formals," Alok Kumar, Development Commissioner, Handlooms said.

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