

Stepping towards responsible fashion



Manish Singhai and Smriti Zubin Irani

OUR CORRESPONDENT

Aditya Birla Fashion and Retail Ltd's (ABFRL) most successful menswear brand 'Peter England' on Monday announced a strategic collaboration with the Government of India's 'India Handloom Brand' to work together to promote the Indian handloom industry.

The strategic partnership was announced in the national Capital in the presence of Smriti Zubin Irani, Union

Minister of Textiles along with Manish Singhai, Brand Head, Peter England.

Aimed at celebrating the splendid handiwork of weavers and the rich legacy of India's handloom industry, Peter England has been promoting environment friendly and responsible fashion that is sustainable and does not harm the eco-system.

Committed to supporting Indian weavers and their artwork, Peter England will design an exclusive line of handloom shirts in partnership with

Government of India's 'India Handloom Brand'.

To inaugurate this new initiative, Peter England collaborated with the handloom weavers from Mangalgi in Andhra Pradesh to develop an exclusive "India Handloom Brand" collection for the first time. These garments are crafted using 100 per cent handloom fabric which is unique in style and comfort, making this line of fashion attire truly Indian and authentic. Moreover, the collection will flaunt the logos of both the players – the Peter England logo along with the Government of India's 'India Handloom Brand' on these garments to reflect the spirit of a socially responsible corporate citizen.

Smriti Zubin Irani, unveiling the new collection said, "Authentic handloom products have always found resonance with Indian consumer. Our partnership with Aditya Birla Fashion and Retail's well known brand - Peter England will allow weavers to satiate this demand by making their products available in the market. Weavers will also 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."

Commenting on the collaboration, Manish Singhai, Brand Head - Peter England, Madura F&L, Aditya Birla



Fashion and Retail Ltd said, "We are glad to partner with the Government of India's Ministry of Textiles for this initiative that plays a very important role in scaling up the 'Make in India' vision of the Prime Minister. By closely working with the Ministry of Textiles, Peter England aims to bring the rich Indian heritage of handlooms closer to the Indian consumers."

The "India Handloom Brand" was launched by the Honorable Prime

Minister of India on August 7 last year, in order to promote the branding of high quality handloom products, with zero defects and zero impact on the environment. The "India Handloom Brand" is a testimony to the quality of handloom products in terms of raw material, processing, embellishments, besides social and environmental compliances for earning the trust of the customers. Handloom fabrics and