Stepping towards responsible fashion

Ministry of Textiles along with Manish Singhal, Brand Head, Peter England
Aimed at celebrating the potential handicrafts of weavers and the rich
culture of Indian textiles, 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 artisanship, Peter
England will design an exclusive line of handloom silk in partnership with
Government of India’s “India Handloom Brand.”

To inaugurate this new initiative, Peter England collaborated with the
handloom weavers from Mangalagiri 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 attride Indian and authentic. Moreover, the collection will feature 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 socially responsible corporate citizens.

Ministry of Textiles, unveiling the new collection said, “Authentic handloom products have always been an integral part of Indian culture. Our partnership with Aditya Birla Fashion and Retail will add a unique dimension to our Indian lifestyle.”

Commenting on the collaboration, Manish Singhal, Brand Head – Peter
England, Madhura F&L, Aditya Birla Fashion and Retail Ltd said, “We are
privileged 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 testament to the quality of handloom products in terms of raw materials, processing, embellishments, design and other parameters, besides social and environmental compliance for earning the trust of the customers.

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