

## Peter England to sell handloom shirts

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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



Minister of Textiles Smriti Irani with Peter England's Brand Head, Manish Singhai, at the announcement of partnership between Peter England and India Handloom Brand in New Delhi PTI

England and their direct sales channel," Irani said.

Under the collaboration, initially an unique collection of shirts in 18-20 styles would be retailed at prices starting from ₹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."

Peter England aims a turnover of ₹1,600 crore in the next four years on the back of expansion in sales network and growth in online sales.

Besides, Peter England plans to foray into South Asian markets such as Indonesia, Malaysia and Singapore.

As part of expansion plans, the brand has plans to add 250 exclusive outlets in the next three years, taking the total number of such outlets to around 1,000, a top company official said. "We would grow by 50 per cent in the next four years and it would be around ₹1,600 crore by FY 2020-21," Peter England Brand Head Manish Singhai told PTI. Peter England has a turnover of around ₹1,000 crore, at present.

Headed : "The brand is growing between 10 and 15 per cent per year (in terms of value). In the next three to five years, we will continue to grow as the organised sector is small in India and there is scope for the branded garment."