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Peter England to sell handloom shirts

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 on Monday. 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.