

Peter England ties up with Centre to promote handloom sector

As a part of brand promotion and series of innovations to promote handloom, Aditya Birla Fashion and Retail-owned menswear brand Peter England has tied up with Development Commissioner-Handlooms, Ministry of Textiles.

Under the partnership, Peter England will sell handloom shirts from its stores across India, Textiles Minister Smriti Irani said on Monday. The brand has also 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 men's fashion garments market for their quality fabrics through this partnership with Peter England and their direct sales channel," Irani added. Under the collaboration, shirts in 18-20 styles would be retailed at prices starting from `1,699 across stores in Delhi and NCR.

Manish Singhai, Brand Head, Peter England said that the company intends to procure 1 lakh metres of fabric from various clusters being developed and nurtured by India Handloom Brand.

Link: <http://www.newindianexpress.com/business/2016/nov/29/peter-england-ties-up-with-centre-to-promote-handloom-sector-1543636.html>