



United News of India
India's Multi Lingual News Agency

Peter England partners with India Handloom Brand

Aditya Birla Fashion and Retail Ltd.'s (ABFRL) most successful menswear brand 'Peter England' today 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 Delhi 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".

Link:<http://www.uniindia.com/peter-england-partners-with-india-handloom-brand/business-economy/news/700822.html>