

Think These Brands Are Foreign? Think Again

Published on 19 Nov 2025 | By IFI Correspondent



Many fashion brands in India carry names that sound exotic or Western, leading consumers to assume they're global labels. However, as highlighted by a recent *Times of India* photostory, several such brands are, in fact, deeply rooted in India.

Peter England: Indian, Not English

Peter England is a classic example of this misconception. According to *Times of India*, the brand was **launched in India in 1997** with a focus on affordable menswear, especially shirts and trousers. Just a few years later, in **2000**, the Aditya Birla Group acquired the brand, turning it into one of the largest menswear. Despite its English-sounding name, its major operations and identity are very much Indian.

Allen Solly: The Indian Pioneer in Workwear

Similarly, Allen Solly is often mistaken for an international clothing brand. **The Aditya Birla Group owns it since 2001**. What's more surprising is that Allen Solly was one of the first Indian brands to introduce **workwear for women**. **Therefore** marking a significant shift in the Indian fashion landscape.

Why the Misunderstanding?

- **Branding Strategy:** Using English or Western names gives these brands a more “premium” or aspirational feel, which appeals to a wide Indian audience.
- **Ownership vs. Origin:** While brands like Peter England were originally foreign (Peter England traces back to the UK/Europe), their current ownership and main business is Indian.
- **Strong Indian Presence:** With millions of garments sold annually and thousands of retail outlets, these brands operate very largely within India.

What This Means for Indian Fashion

- **Indian Ownership:** Many “global-sounding” fashion labels are Indian, often by large conglomerates like Aditya Birla Fashion & Retail.
- **Growing Prestige:** These brands show how Indian companies are using global branding strategies while keeping production and identity local.

- **Consumer Awareness:** As shoppers, knowing where a brand is actually based can reshape how we think about “imported luxury” and support domestic fashion.

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