



Allen Solly's Children's Day Celebration is all about Fun Story Telling!

~ As part of the Allen Solly Children's Day Celebration, children came together at the exclusive Allen Solly Juniors store at LULU mall, Cochin to showcase their storytelling and drawing skills~

Kochi November 18 November, 2019: Allen Solly, India's pioneer casual work wear brand from Aditya Birla Fashion and Retail Ltd. brought out a creative way to make their junior stores a hub for colourful creativity and a lot of giggles on the occasion of Children's Day. It all started with a unique call out to parents on **Social Media, Radio & Allen Solly Stores**. The kids were offered an opportunity to flaunt their storytelling skills and get invited to the Allen Solly Children's Day Celebrations. At the event they were paired up with a group of talented kids from **SOS Children's Village** to participate in a drawing competition at the exclusive **Allen Solly Junior store at LULU Mall** to win exciting prizes. **Gopika and Jean Rose** walked out with the winner's title and impressed everyone with their incredible doodling skill.

Commenting on the event, **Anil. S. Kumar, COO, Allen Solly** said *"Allen Solly Juniors is about fun and vibrancy. Children's Day is all about celebration and we wanted to connect with the little ones on their special day. Story telling is every child's favourite past time and hence we made that the core of the celebration. Kids coming together to have fun, doodling and colouring as a team made the event more special."*

Storytelling is a child's personal language that expresses their creativity. Allen Solly used this device to bring alive the day for kids. The event received about **550+** voice message entries on the dedicated WhatsApp Number. It turned out to be a riot of laughter, fun, games and colours with the best of artistic talent coming alive in these little devils!

The event also saw Mommy Influencers from Cochin walk in with their kids.

Allen Solly has an interesting product line offering for kids in **Tshirts, Shirts, Denim, Dresses & accessories**. The celebrations will continue at their exclusive store in LULU Mall till **17th November** with lots of goodies and offers specifically for the little ones.



About Allen Solly:

About Allen Solly Allen Solly is a brand inspiring the birth of an entirely new consumer class. Launched in India in 1993, its edgy positioning, smart communication and great fashion created the 'smart casuals' category in India. A quintessential British Brand, Allen Solly was launched in India by Madura Fashion & Lifestyle A Division of Aditya Birla Fashion & Retail Limited. Allen Solly is among the top most brands in India and it scored the highest amidst all brands in its segment by the Economic Times Brand Equity survey.

Allen Solly is a pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept. It is the fastest growing brand in the industry and is the only brand with extensive men, women and kids presence across the country. Allen Solly is the exclusive licensee in India to produce, market and distribute apparel with Wimbledon branding.

About Aditya Birla Fashion and Retail Limited:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18000+ multi-brand outlets and 5000+ point of sales in department stores across India. It has a repertoire of leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England established for over 25 years.

Pantaloons is one of India's favourite Fast Fashion Destination. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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