



Allen Solly Launches A New Fashion Destination in Nagercoil, Tamil Nadu

~The new outlet will house the best of Allen Solly Collections for Men Women and Kids~

Nagercoil, December 2019: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd. has unveiled its **latest** exclusive brand outlet in **Nagercoil Tamil Nadu**. Located in the heart of the city the sprawling outlet at K.P. ROAD, Nagercoil will offer a striking range of wardrobe options for **men, women and kids**. Addressing the fashion prerequisites of the style-conscious consumers of the city the **1800 sq ft** shopping destination will reflect elements of Allen Solly's work casual range for Men and women.

Allen Solly has revolutionized the way young Indian professionals dress for work. The store boasts of a diverse collection of work casuals for the fashion forward customers comprising of shirts, T-shirts, chinos, jeans and jackets for men and Tops, leggings, dresses, blouses, and business suits for women. The playful colours and contemporary designs are among the plethora of offerings available at the store. The store will also offer a fun and unparalleled shopping experience for mini fashionistas who can now shop from **Allen Solly Junior** comprising of an exciting range of tees, shirts, tops, bottoms and dresses for young boys and girls.

Speaking on the occasion, Mr. Anil S. Kumar, COO, Allen Solly said, "Tamil Nadu is an important market for us. We have received phenomenal response from our loyal customers which has encouraged us to explore cities beyond metros. We are excited to announce the launch of our exclusive store in Nagercoil. Located in the heart of the city, our store will offer the latest and the best designs for men, women & kids keeping in mind the regional taste and sensibilities."

With its contemporary fitting and revolutionary design, the range provides a comfortable fit and expresses a unique sense of fashion. The fabric used in the collection is stretchable and uses best blend of cotton tencel, linen and polyester for an easy fit for the day! Apart from these the store also houses a range of Expressive Casuals led by Denims and Graphic Tees.

As part of launch promotions, Allen Solly will give away exciting gifts to its first 100 consumers and also some special offers for the entire week.

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. 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 largest value fashion store brand. 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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