



Allen Solly maiden store launched in Aizwal, Assam by Hon'ble Minister of State Shri Pu Lalruaktima

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

Aizwal, September 24, 2019: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd. has unveiled its **first** exclusive brand outlet in Aizwal, Mizoram. Located in the heart of the city the sprawling store at **Main Street Zarkawat** will offer a striking range of wardrobe options for **men, women and kids**. The **1400 sq ft** plush outlet was inaugurated by the **Honourable Minister of State Shri Pu Lalruaktima**, amidst much fanfare. Addressing the fashion prerequisites of the style-conscious residents of the capital, this chic shopping destination will reflect elements of Allen Solly's first ever denim campaign **Tough Jeans For a Tough Day at Work** along with Solly Women's latest initiative **Own Your Shape** which brings fresh range of dresses for young women in different sizes.

Allen Solly is popular for its unique '**Friday Dressing**' concept and has revolutionized the way young Indian professionals dress for work. Located in the **Lalchungnunga Sailo Building**, 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 dresses, blouses, leggings 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 **Solly Junior** comprising of an exciting range of tees, shirts, bottoms, dresses and winterwears for young boys and girls.

The stylish assortment from Solly offers top-notch clothing creating new benchmarks for a casual yet eclectic style. With its contemporary fitting and revolutionary design, the range provides a comfortable fit and expresses a unique sense of fashion. The chic fabric used in the wear 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 which caters to the Modern, fun loving, multi-dimensional young explorers

Store Address: Allen Solly Showroom, 50/A, Cil. Lal Chungnunga Sailo Building, Main Street Zarkawat Aizwal 796001 Mizoram; Phone – 0389-2348188.

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 18,000+ multi-brand outlets and 5,000+ 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.

For further information, please contact:

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