

**Allen Solly unveils limited-edition ‘Handmade Collection’ with the campaign
“Made with Hands, Made with Love”**

Some things can never be locked

Mumbai; August 17, 2020: - While the whole world shut down, there were some who could never give up, even during a crisis. Their relentless spirit and creativity knew no bounds either. Such is the story of the garment workers of Allen Solly who portrayed their undying spirit and creativity through the latest Handmade Collection brought to you by Allen Solly.

Allen Solly has launched this collection with a campaign ‘Made with Hands, Made with Love’ to celebrate the undying spirit & creativity of their Garment Workers. The Collection is a tribute to the inherent creativity and relentless passion of Asha, the garment worker at Allen Solly Factory and many like her who work for Aditya Birla Fashion and Retail Ltd.

For the consumers, it is a unique take on shirts as each piece has embroideries made with hands and with love. Each shirt is one of its kind as it carries the signature of the garment worker who hand embroidered the piece with love and care.

This campaign will be live across digital channels including Facebook, Instagram, YouTube and will be supported through a diverse promotion strategy in the upcoming months.

Anil S. Kumar, COO, Allen Solly said, *“For us, this unique handmade collection means more than just creating product, it is an expression of our ability to support our community, given the external situation and at the same time create a handcrafted range for our consumers with the same love and care.”*

Mahesh Gharat, CCO, Ogilvy South said, *“There is great joy in knowing that the garment you wear has someone’s labour of love ingrained in it. The Handmade Collection film was an opportunity to tell that tale of relentless energy and true passion. It’s a simple but strong tale of how creativity led Asha and her colleagues to handle a difficult situation and keep the hope alive.”*

YouTube link:

<https://youtu.be/flCgslSKeyo>

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 topmost 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.

About ABFRL:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,031 stores, presence across approximately 25,000 multi-brand outlets with 6,500+ 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 fast fashion store brand. The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio boasts of - **The Collective**, India's largest multi-brand retailer of international brands and select mono-brands such as **Simon Carter, Hackett London, Ted Baker, Ralph Lauren, American Eagle** and **Fred Perry**.

ABFRL's portfolio of regional brands includes '**Van Heusen Innerwear**'. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

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