

Allen Solly launches ‘#Reclaim2020’ Campaign Ahead of the Festive Season

Brand inspires audience to #RECLAIM 2020 with the latest festive collection for men and women

Mumbai; November 3, 2020: - Allen Solly, India’s pioneer brand in semi-formal dressing from Aditya Birla Fashion and Retail Ltd., has launched a new digital campaign to promote its festive collection 2020, offering vibrant wardrobe solutions for men and women. The campaign is a relatable montage, weaved around the festive ambience featuring young men and women dressed in the latest Allen Solly festive collection. It inspires the audience to celebrate this festive season with an extra zeal to make up for all other fun moments and festive occasions that was missed due to the pandemic.

Conceptualized by Ogilvy & Mather, the festive campaign is built on the core idea of reclaiming missed festive occasions and the whole year, metaphorically, with the hashtag #RECLAIM2020. Aimed at customers who desire ‘self-indulgence’, the campaign calls out to dress up with elegance this festive season to make up for all the months we spent not celebrating. The campaign highlights the unconventional festive collection from Allen Solly for men and women. It displays festive, bright color shirts and trousers for men including mandarin-collar Kurta shirts. The women’s festive collection is driven by Fusion Silhouettes in vibrant tones and fabrics with sheen that lends itself naturally to festivity.

Sharing his thoughts on the latest campaign **Mr. Anil Kumar, COO, Allen Solly** commented “*We are thrilled to launch our latest festive collection with a vibrant range of apparels for both men and women. Our new campaign aims to capture our consumer’s desire for getting dressed to look good and feel great every moment of this festive season, after a particularly long and dull year, spent mostly in Pyjamas. We felt it was time for all us to #Reclaim2020, of course safely and responsibly.*”

Further adding to the details of the campaign, Mr. Kumar highlighted, “*The festive campaign will be released across digital platforms to maximize the reach.*”

Tithi Ghosh, Managing Partner, Ogilvy South commented, “*2020 will be the year we learned to work from home, started virtual celebrations and meet ups as we struggled to keep our social connections alive. In the absence of physical connects, staying away from familiar and loved spaces our lives seemed to be drained real excitement and warmth. With the festive season upon us and more control returned to us, it's time to bring back energy and vibrance. Allen Solly's festive themed film captures the never-say-die spirit among friends who collectively #Reclaim2020. Allen Solly exhorts you to bid adieu to pajamas and drape yourself in a celebratory mood.*”

Allen Solly's festive campaign will be amplified through a mega digital campaign across Facebook, YouTube and other new-age digital platforms.

YouTube link:

<https://www.youtube.com/watch?v=wcg0lLbpblI>

About Allen Solly:

Allen Solly inspired 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 part of a leading Indian conglomerate, The 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 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 includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfirl.adityabirla.com