

Allen Solly launches its first store in Vellore, Tamil Nadu

The new outlet will house an exclusive collection range starting from INR 999



Vellore, September 8th, 2021: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., has announced the launch of its maiden brand outlet in Vellore, Tamil Nadu. Located in heart of the city, the store is situated at Officer's Line, Vellore and offers a remarkable range of wardrobe options for men.

The 1600 Sq ft outlet of its kind, Allen Solly promises premium fashion at unmatched prices to the fashionable consumers in the town. With this launch, the brand plans to expand its offerings and network to the customers in Tier 3 and Tier 4 cities take one step forward.

The Allen Solly store features a broad range of revolutionary designs and fresh styles in shirts, trousers, blazers. A stylish assortment of expressive Denims and T-Shirts for a casual, yet eclectic style is also among the plethora of offerings are also available at the store.

*Speaking on the launch, **Mr. Anil. S. Kumar, COO, Allen Solly** said, “We are delighted to announce the launch of exclusive store in Vellore. The brand has always been at the forefront to bring premium international fashion accessible to all our customers even in the smallest towns and with this launch we strengthen our reach Tier 3 and Tier 4 cities. He added, “We have received promising response and great demands from smaller towns have been driving factor behind this initiative. With this launch we plan to make the brand more accessible at a sharper price in such cities.”*

Store address: Allen Solly Shop No. G1, 19A, Officer’s Lane, Vellore, Tamil Nadu

Allen Solly has presented the collection at an incredible price of INR 999 onwards.

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 Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), 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 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

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 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. The Company’s foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers ‘**Shantanu & Nikhil**’, ‘**Tarun Tahiliani**’ and ‘**Sabyasachi**’



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