

## **Allen Solly encourages women to ‘#Own Your Shape’ with the perfect dress**

**Mumbai, August 30 2019:** Allen Solly Women, India’s pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd. unveils its fresh range of dresses for young women in different sizes with a brand new campaign ‘**Own Your Shape**’. The campaign encapsulates one of the biggest issues women face when selecting dresses that they want to wear – getting dresses that fits them just right. With this launch, the brand, which has over 200+ point of sale, expands into the size-inclusive fashion market by upholding body positivity, to further deepen its connection with modern women of many silhouettes.

**Speaking on the occasion, Mr. Anil.S.Kumar, COO, Allen Solly said** “This film is our take on Allen Solly’s dresses which embrace the different body shapes of Indian Woman. When we spoke to consumers there was need to move beyond the one-size-fits-all standard. We were not just expected to create fashionable dresses but also the ones that fits just right. The woman of today tells us “Fashion is not about perfection...Just give us good dresses which complements my shape...” This is our way of encouraging woman to go out and own their shape.”

As part of the campaign, Ogilvy has conceptualised a new film that uses the measuring tape as a metaphor to showcase various fit issues women face with respect to dresses. The film features three women, of three different body shapes, grappling with the measuring tape symbolising their respective fitting concerns. Speaking to today’s confident and trendy ladies, the TVC is a playful take on real women, struggling to find the right dress size in a world obsessed with everything ultra-perfect.

**Mahesh Gharat, Chief Creative Officer, Ogilvy & Mather, South said** “Allen Solly has always redefined men’s and women’s workwear through its past campaigns. This time around, we had something really exciting on our hands with the latest dress collection from the brand. What really got us going is the fact that women won’t have to worry to let go of that great dress they loved. Because Allen Solly is making it all about their body shapes and not just standard sizes. And that is where the whole thought of #OwnYourShape germinated.”

The peppy video brings to life chic dresses from Allen Solly Women’s new collection, in fitted and flaired silhouettes, that are just perfect. Each piece translates well for anyone’s personal style.

**Jayanth Gurumurthy, Creative Director, Allen Solly further added,** “The women of today are not about fitting in but owning who they are. Our dresses start from the idea that Indian body shapes are unique and hence the need to create silhouettes that complements them. When we talk about dresses we usually talk about fashion, colour and styling but here we wanted to focus on fit. This collection is not just about work wear but extends across casual and evening wear”

**Watch the Video here:** [https://www.youtube.com/watch?v=JzyPHK\\_Gk7I](https://www.youtube.com/watch?v=JzyPHK_Gk7I)



### **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:**

Janet Arole | AVP & Head, Corporate Communications | Aditya Birla Fashion and Retail Ltd. | [janet.arole@abfirl.adityabirla.com](mailto:janet.arole@abfirl.adityabirla.com)