

Allen Solly Opens its first store in Jamshedpur

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Jamshedpur: Spread across 1,200 sq ft, Allen Solly makes a foray into the Jamshedpur market with its first store in the city. The store located on Main Road in Bistupur amplifies the importance of Jamshedpur as a market within the brand's distribution strategy.

The new store reflects Allen Solly's Premium and International lifestyle image that it has created for itself over the years. Allen Solly promises to redefine the young Jamshedpur consumer's wardrobe with its acclaimed Friday Dressing. It has something to cater to all fashion conscious men and women consumers wanting to dress stylishly and looked upto.

"Our studies and market surveys have shown the immense potential the Jamshedpur market holds and it was high time we brought our famed Friday Dressing closer to the consumers here in the city. We are confident consumers will give a phenomenal response to one of the most loved brands in the country," says Amit Pande, Retail Director, Allen Solly.

Allen Solly has witnessed high growth in the east in recent times, growing by 127 per cent in terms of retail area in the last three years. The fact that Allen Solly has opened three new stores in the east last year – Durgapur, Ranchi, and Kolkata – is also a peak into the brand's expansion plans in the region this year. "We have found our consumers in the east to be extremely brand and fashion conscious and hence the region will continue to be amongst our mainstay for the distribution strategy", says Mr Pande.

With special celebratory offers like buy for Rs 3,000 and get Rs 500 off, the launch in Jamshedpur is anticipated to be one of the biggest and most significant events this year.

Merchandise

Allen Solly has wide range of premium offering for both men's and women's-wear:

Men – Shirts, Trousers, Suits, T-Shirts, Jackets, Winter-wear, Shorts, Denims, Cargos, Belts, Socks.

Women – Shirts, T- Shirts, Trousers, Skirts, Cargos, Capris, Suits, Jackets, Denims, Winter-wear, Scarves, Bags.

Kids Wear- Shirts, T Shirts, Skirts, Denims, Trousers, Cargos, Bermudas, Dresses.

Accessories: Bags, Belts, Shoes, Sunglasses, Ties, Scarves.

Marketing Campaigns

Known for its path-breaking and aspirational advertising campaigns, Allen Solly has continued to wow consumers by releasing advertising campaigns that are stylish, differentiated (communicating the unconventionality quotient), unisex and completely lifestyle-driven.

The brand's core positioning will broaden the meaning of Fridays by emphasising on its spirit defined as Upbeat, Relaxed and Effortless without ever losing sight of the target. It advocates the need to Lighten-Up the Workplace. And last year it came out with a TV commercial for the first time in India on the Friday Dressing campaign "Adios Stressing, Hello Friday Dressing". The new commercial broke ground in apparel advertising space, the tone was candid and the music was rendered through A Cappella form of music (where all the

instrumentation is done by human vocal chords and the music is composed entirely by human voices).

Accolades

Allen Solly has from time to time been bestowed with great honours both by industry and consumers alike. Following is list of awards won by Allen Solly:

- Most Admired Menswear Brand IFA 2008
- Highest Consumer Loyalty across categories by Business World-CSMM survey in 2007
- IFA Most Admired Brand – Womenswear 2004, 2005 and 2007
- IFA Most Admired Brand – Smart Casuals 2006
- IFA Most Admired Brand – Trousers 2005
- CMAI Best Womenswear Brand – 2004
- Awarded Super Brand of the Year - 2004
- IFA Best Launch of the Year – Womenswear 2002
- IFA Most Admired Shirts & Trousers Brand – 2001

About Allen Solly:

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. It trashed whites and greys thereby making the corporate world a colourful and vibrant place. Originating from the large portfolio of international brands of Coats Viyella – UK, AllenSolly truly has been the brand that transformed the way people dressed by bringing in its concept of Relaxed Formal Wear to India – bold and bright colours, concepts and patterns.