

## Allen Solly Unveils Its Spring Summer 2012 Collection

30 March 2012

*~ Give your wardrobe a new lease of life with an exciting new range by Allen Solly ~*

**Bangalore:** This spring make a whole new fashion statement with Allen Solly's SS-12 collection. The latest range by Allen Solly comes in an exciting range of colours, cuts and silhouettes.

With paint box Brights, romantic nudes, colour blocking and patterns galore, get set to experiment with your look. Mix and match away! Get smart with Allen Solly's 'Friday dressing' range. Men can now carry-off a preppy sport look to work, whereas women can choose from pretty and prim or festival chic. Make everyday seem like Friday with a riot of new patterns and tones that suit your everyday fashion whim.

### **Allen Solly Menswear:**

Resurgence of preppy sport as a category internationally has come well together with Allen Solly; revamping its Sport shirt category to reflect the original brand vision of 'Friday Dressing'.

Bright colours with rich, lightweight fabrics in classic stripes to tartans form the crux of the collection. With 'Nautical' as the theme, the line comprises blues as the staple colour with dashes of red, green and yellow complementing the breezy white and navy colouration.

Allen Solly's premise of an alternative work wear look comes across in the classic patterns contemporised with inventive yet pleasing colours.

The sport lifestyle look is completed with great washed chinos called the *Authentic Chinos* in various textures and washes. The polo-tee is given a fresh new twist with relevant badges and colour blocking.

Blazers or Sport Coats are a recent addition to the range to complete the Prep-School look. Sport coats, soft and light weight, lend themselves to team up with the colourful sport shirts and the washed chinos for that ideal Friday Dressing look.

### **Allen Solly Womenswear:**

Women can now choose from floral prints and checks, to preppy blouses and cute dresses, clean whites and anglaise in summer and chic minimal styles in new age constellations.

*Allen Solly is your own personalised designer. Pick from a great range of colours and styles every month.*

This **March** go HIPSTAMATIC with 70's inspired "VIBGYOR" collection. 'SHORT STORIES', a collection of tees and shorts of all sorts in solid twills, denims and prints are the key styles for the month. **April** represents the 'ISLAND LIFE', tropical prints, designs and resort-inspired collection makes for summer style. Exotic tropical inspired dresses in woven

and knits and quintessential high street must have this month. The month of **May** is all about getting a sizzling new wardrobe, as the theme of the month is 'SPICE BOX'. The collection is highly inspired by African/Safari and represents this bold summer. This month is also high on tribal, tie-dye and ombre patterns with 'TO DYE FOR' collection that has influences of the sun-baked desert palette, only return for rich and warm-weathered looks.

### **Friday Dressing Range**

#### **Career line: Ultra formal workwear**

POWER HOUR – Allen Solly woman's return to power suiting was a palate cleanser for summer with a robust look at feminine office-worthy fashion. Well-tailored suit jackets, dresses and slim-tapered trousers harness all the authoritative influence a woman can command. The formal line is heavily influenced by updated and timeless classics and defines formal work-wear comprising well-tailored suits, trousers and formal shirts.

#### **Business Casuals line: Workwear with a casual sensibility**

REDEFINE REFINED – Make every day of the week feel like a Friday with Allen Solly's Friday Dressing. Taking Twill to new heights is the new collection of khakis and chinos which can be paired with classy knits and stylish tops that make a great work wear line.

Friday Dressing, a unique alternative for work wear is more about pairing well-styled khakis or clean jeans with fuss-free easy silhouettes and more comfort wear to work. Not only is the range comfortable, but also stylish with hints of brilliant colours. The collection comprises washed shirts in checks and stripes, stylised linen tops and khaki pants.

#### **Starting Price:**

Men's Wear: Rs 699 onwards

Women's Wear: Rs 599 onwards

#### **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, Allen Solly 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.