

## Allen Solly in association with *Elle* magazine celebrates 'Winter Dress Festival'

17 November 2012

~ Be a part of the 'Winter Dress Festival' contest and win a chance to be featured in *Elle* ~

**Bangalore:** Allen Solly has unveiled its unique 'Get Featured in *Elle* magazine' campaign through the 'Winter Dress Fest'. Launched in Delhi, Mumbai, Bangalore, Pune and Chandigarh, it invites women across these cities to have the first pick on the winter dresses, try on the same and then get shot via photo booths set up across select stores. It's a meet between the artist and the muse; the inspiration and the inspired. While the contemporary Indian woman in her power dressing picks her favourite winter dress from the prêt-à-porter collection, Allen Solly is there to capture the moment.



The world becomes the real evaluator as they rank the featured contestant on her panache in her envisioned occasion: dates, movies, night-outs... a persona for every mood. Three winners in each city are then elected by the panel members from Allen Solly and *Elle* and get an opportunity to feature in a professional fashion photo shoot for the February edition of *Elle*. This contest runs from 17th November to 2nd December, across the aforementioned cities.



Allen Solly, the brand that introduced business casual for the first time to the modern Indian woman has now gone beyond office hours to dress her for movies, coffee-dates, parties etc. The collection at Allen Solly personifies the modern style diva - she is trend-conscious, self-aware and confident - just like her clothes.

This season the winter dresses feature resort-inspired exotic prints and designs. These dresses in woven and knits are quintessentially high street and are a must-have for the month. Wardrobes are assured of a fresh lease of life with the Winter Dress Collection from Allen Solly.

The 'Winter Dress Fest' campaign will be promoted through magazine spreads, newspaper ads, radio and digital platforms and will be supported by robust in-store collaterals and CRM campaigns.

### 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.

**Available at:**

**Mumbai:** Unit G-14, Ground floor, Inorbit Mall, Link Road, Malad (W), Tel - 022 67049564, Vista Enterprises, 12-A Mahavir Centre, Turbhe Road, Section-17, Vashi, Tel - 022 27893485, Shop No F13/A, oberoi Malls Pvt Ltd, International Business Park, Oberoi Garden City, Off W E Highway, Goregaon, Tel - 022 28409009, **Delhi:** F-13, Inner Circle, CP - 011 43583755/6, Sivam Sales Pvt.Ltd., E-16 Connaught Place, Tel - 011 23415682, Shop # 8 &9 West Gate Mall, upper Ground Floor, District Centre, Shivaji Palace, Raja Garden, Tel - 011 45508035, Shop # M-65, Greater Kailash – 1, Tel - 011 46556820/30 Shop # 5, GF, Select Saket Mall, Plot # a43, District Centre, Saket, Tel - 011 40575041/2 **Chennai:** Shop # 99, Ground floor, Phase - 2, Spencers Plaza, Annansalai, Tel - 044 28491183, Shop# 5, Ground floor, # 10 & 11, Dr. Radhakrishna Salai, Mylapore, Tel - 044-28477772, Chaitanya, Shop no A, # 12, Khader Nawaz Khan Road, Nungambakkam, Tel - 044 43084840/1 **Hyderabad:** Shop No F1, Amit Plaza, Somajiguda, Tel - 040 66621040 GF, Road No 2, Banjara Hills, Tel - 040 23554810 **Ahmedabad:** Shop#1, Rain Drops, Opp to Iskon Arcade, C G Road, Tel - 079-32948810 Iscon Mega Mall, Shop # 223 & 224, S G Road, Tel - 079 40026770 **Kolkatta:** City Centre, DC Block, Salt Lake Sector 1, Tel - 033-23582096, Shop # S238, 2nd flr, South City Mall, Municipal #375, Prime Anwar Shah Road, Tel - 033 40072223, M/s Marda Collections, 37 Shakespear Sarani, Tel – 033-22815488/9 **Lucknow:** Shop # 123 , Sahara Gunj, Shahanjaf Road, Hazart Gunj, Tel – 0522 – 4003451, **Gurgaon:** No 42 & 43 GF, Ambience Island, NH - 8 - 0124 4665437/8, No 105, 1st floor, Ambience Island, NH - 8, Gurgaon, Tel - 0124 4665415/6 **Noida:** F-16, Sector -18, Tel - 0120 4228063/5, Shop # 27, G. Floor, The Great India Place Mall, Sector-38, Tel - 0120 2450040, Cosmic Fashions, C-24, Sector 18, Tel - 0120 43157440 **Chandigarh:** Shop # 11, next to Snow White Dry Cleaning, Sector - 17, "E" Market, Tel - 0172 5035457, SCO 51, Sector 17-E, Tel - 0172 5067175 **Calicut:** The Focus Mall, Shop # 217, Navor Road, Tel - 0495 4021404 **Coimbatore:** VVCR Murugesu Mudaliar & Sons, 382 B Jaimahal Manian Corner, D. B. Road, R. S. Puram, Tel – 0422-4367312 **Thane:** Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road, Tel – 022-25381601 **Vizag:** Zen Apparels, 30-15-158 City Plaza, Daba Garden, Tel – 0891-2575889 **Pune:** Sambhaji Mansion, Ground Floor, 1260-A Jungli Maharaj Road, Tel - 020 25511943/4, Kakade Mall, # 105, First Floor, #231, Moledina Road, Camp, Tel - 020 26332535/6 **Bhuvaneshwar:** Land Mark, 52/53 Janpath, Ashok Nagar, Tel – 0674-2533215 **Ghaziabad:** 20, Shipra Mall, Plot - 9, Vaibhavkhand, Indirapuram, Tel - 0120 4139645 **Secunderabad:** Krishna's, 95 Park Lane, Tel – 040 – 27720322 **Chandigarh:** SCO 51, Sector 17-E – Tel - 0172 5067175