

## **Allen Solly introduces crossover style shoes for men!**

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**Bangalore:** Allen Solly - the original makers of 'Friday Dressing', launches 'Friday Footwear' in India. The brand that liberated corporate dressing from its predictable and boring hues of blue, grey and whites, with bright yellows, reds and greens in the mid-nineties, is now set to take the footwear market by storm. Just like its apparel line had gone on to become the pseudonym for free-thinking, free-spiritedness and unconventionality at work place, the range of 'Friday Footwear' with crossover style tip toe on the cusp of work and play is all set to take the mantle of modern men accessorisation need.

Sooraj Bhat, Brand Head, Allen Solly, says, "Shoes clearly are the most important element for completing the look properly. Today, the consumer is very conscious of how he/she co-ordinates everything they wear. Accessorisation plays a big role here. Also, the footwear market is currently underdeveloped and we believe it can take some credible players at the premium end."

"We are calling Allen Solly shoes the 'Crossover Style Shoes'. These shoes can be teamed as effortlessly with a pair of chinos as with denims or semi-formal trousers. All designs are at the cusp of work and play. So irrespective of where your day starts, 'Friday Footwear' is ready for a change of plan," says Sooraj Bhat.

"Allen Solly's Friday Dressing concept is created for a consumer who is always on the move - office to cafe to business lunch to an evening with friends and probably a dinner before heading home. These consumers want products that are versatile, flexible, products that can live with them through the day and help them transition from one thing to another. Allen Solly Friday Footwear is about such flexibility carried with élan and panache as our designs are amongst the most contemporary and stylish. Friday Footwear completes our proposition to the consumer very well," says Sooraj Bhat. "Consumer now has the choice of completing his wardrobe with Allen Solly," he added.

The collection has over 30 options ranging from chukka boots, brogues, derby shoes, deck shoes, loafers and sneaker styled shoes. The range showcases classics that boast of handcrafted leather and long lasting soles made from anti-skid thermoplastic rubber.

Friday Footwear is available in 35 exclusive Allen Solly outlets across 18 key cities. These cities span all major markets such as Delhi NCR, Chandigarh, Lucknow and Ahmedabad in the North; Bangalore, Chennai, Hyderabad, Mumbai

and Pune in the South; and Kolkata, Bhubaneswar and Ranchi in the East. The range starts at Rs.3,499 and goes up till Rs.4,499.

The footwear range is expected to contribute to 4-5 per cent of the business revenues in the next three years. Marketing plans include reaching out to MySolly loyalty members and Facebook fans with significant investment being made in-store through window displays, merchandising and product collaterals.

### **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.