

Friday Dressing gets a makeover courtesy Allen Solly

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Bengaluru: Allen Solly, the brand that redefined the young and urban Indian's work wardrobe in the 1990's is on the threshold of creating another milestone. In keeping with the spirit of the brand's core and legendary "Friday Dressing" tagline, Allen Solly unveiled its new retail identity, at 100ft Road Indiranagar, Bangalore.



The new identity takes inspiration from the brand's strong Nottingham heritage, which has been rendered in a very modern and contemporary manner.



A brief insight into the rich history behind the brand can be aptly highlighted through adherence towards its strong British heritage. The Coat of Arms featured elements such as the Allen Solly Monogram, the Ram and the Stag, elements that represented the culture of the company and its products. The Ram was symbolic of the English wool industry and Allen Solly's place within it, while the Stag was representative of the city of Nottingham, wherein lays the brand's roots.

"Be it the new logo or the new retail identity, it has been inspired from the brand's strong Nottingham heritage, yet rendered in a very modern and contemporary manner. Allen Solly has always led in setting trends, starting from launch of Friday Dressing in 1993 to western wear for women in 2002 and now the launch of our very contemporary retail identity", says Sooraj Bhat, Brand Head – Allen Solly.

The brief for the new identity was painstakingly created to ensure absolute clarity and arrive at a wholesome view of the experience that had to be created. The endeavour was to infuse the new retail identity with the brand's casual British personality giving it a tangible form while keeping in mind the customer's personal life and its attributes.



The new store is already setting records with regard to footfalls and revenues. It is already growing in excess of 30 per cent over last year with footfalls growing at more than 20 per cent. "The store has been designed to elicit a character. The new identity looks like a very aesthetically designed house than only a store. It is warm and welcoming" says Bhat. The product is fresh, vibrant and contemporary. Fabulous range of Shirts, Tees, Trousers, Linens, and Jackets add further credence to the brand's Friday Dressing positioning.

The Store Design:



The store structure, its layout and the interiors is a wonderful liaison between the brand's rich heritage and the contemporary requirements. The white LED lit signage seems to hang in mid air lending the facade an ultra modern look while the brand mark – the Stag, makes its presence felt in an iconic way with the gradient blue colour background.

Inside the store, the brand name “Allen Solly” is cleverly highlighted with brass letters on a painted brick wall reflecting the effortless elegance of the brand. The portals for display of garments are defined by the white painted brick pillars with flexible fixtures within. The fixture system has been designed with retailing reality in mind and allows for all possible combinations for garment display. The key feature of the fixture system is the glow boxes that fit comfortably in the fixture grids and add glamour and colour to the decoration. The fixtures on the wall are a brilliant juxtaposition of modern and the traditional, thus laying emphasis on Allen Solly's image of being forward looking, without dispensing its age-old values.

Overall the store looks very classy with a distinct feel of different sections like men's, women's, casual, and work. The store environment is contemporary while being inviting and seeped in history. Elegant yet energetic, practical yet glamorous with its classical sitting areas, this is definitely the store to shop from



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.