

## Allen Solly launches custom fit trousers

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*~ for the perfect slim and stylish look this summer ~*

**Bangalore:** Allen Solly, the brand that introduced Friday Dressing to Indian consumers announces the launch of Custom Fit trousers. Resolving the ultimate wardrobe malfunction that is droopy trousers Allen Solly introduced the Custom Fit that ensures the trousers sits just below / at waist. The fit has been researched as per body type of the Indian consumers and fits akin to a customised slim garment.



Fresh, contemporary and radiant, the Allen Solly Custom Fit trouser range offers perfect fit for all sizes at reassuringly affordable prices. Focusing on lightweight fabrications, Allen Solly's signature tailoring epitomises twenties style with perfect fitting from linens and cottons.

The cut undeniably gives you a proper slim and stylish look. And the hem tapers below knee, just enough to flatter you and amaze the world.



Allen Solly provides two fits detailed for this season which are regular and custom fits. The regular fit provides a more relaxed comfortable wear serving the purpose of the consumer who values comfort more than anything else. The Custom Fit is specially tailored for the young and compliments the wearer - at all times 24x7. In a palette of cream, ivory, bone and summer white teamed with tobacco and mocha tones, this story heralds a new era of sophisticated summer dressing.

Though classic formal trousers are likely to be present in many wardrobes already, the renaissance from Allen Solly SS'13 comes with a new slick aesthetic - refined fabrics, amazing colours and served in the perfect fit - that can reinvigorate those classic staples like a dress shirt and shoes, making the style easy to take up.



End result is a proper slim silhouette and yet stylish looking chinos / khakis / trousers. The look can be accessorised with a collection of vintage inspired bags ranging from holdalls to day bags.

### 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.