

For the first time co-create with Allen Solly

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~ Catch a Colour and We'll Match it for You ~

Bangalore: Allen Solly, one of India's most popular and recognised brands in the branded premium apparel segment today announced the launch of its most innovative concept yet – Colour Lab. This unique concept, the first of its kind, enables colour enthusiasts to co-create with Allen Solly through an interactive tablet available at the stores.

In Spring Summer 13 they introduced 14 never before shades in shirts and trousers which turned out to be a raging success. And this Autumn-Winter, Allen Solly presents a one-of-a-kind product innovation that goes far beyond tweaks in fabric and style, into the exciting realm of digital technology.

A product innovation that uses the finest of fabrics, an intelligent digital tablet and a robust dedicated manufacturing and distribution system to deliver custom-coloured merchandise. Just walk into an Allen Solly store near you, pick up the Colour Lab tablet, conceptualise and design your unique colour and we'll match it for you in just 15 days and have it delivered using the best colour and garment technology.

Allen Solly aims to target the 25-30 year old urban, upbeat, fashion conscious and socially connected man. The concept has been rolled out in 100+ stores across the country and in smaller towns making the technology accessible to the discerning. The initiative will be leveraged through a comprehensive media roll out. The campaign will play out across key metros and smaller towns over the course of next three months with an equally aggressive social media buzz.

“For 20 years now, we have enjoyed a frontrunner’s fame for creating relaxed work-wear for the unconventional mind,” says Mr. Sooraj Bhat (Brand Head) Allen Solly. “With the launch of “Friday Dressing” in 1995 and the brand’s celebrated Yellow Shirt commercial four years later, Allen Solly officially became a name forever synonymous with colour and innovation. Now, we are taking it to a whole new level.”

The brand is growing assertively and aggressively at a CAGR of 37% for the last four years and plans to maintain a healthy CAGR of 30% for the next two years. Allen Solly has already crossed its target revenues this year reporting a 21% increase in same store growth compared to last year. Womens-wear contributes to 25% of the brand’s revenue, and combined with the accessories business the brand is looking at a growth of 5% in the next one year adding to the success. Its retail footprint in the last six months has seen new stores in the East and North markets adding to the current store count of 158. It aims to end

the fiscal year with almost 200 stores with a target of adding 50 new stores every year.

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.