

Allen Solly opens its flagship store in Bhubaneswar

11 September 2015

~An exclusive store for men, women and kidswear~

Post the successful launch of 234 stores across the country, Allen Solly - the pioneer of **Friday Dressing** in India, announced the launch of their flagship store at Sahid Nagar - Bhubaneswar, today.

The success story of Allen Solly has been unprecedented since the launch of its first store in the year 1993. The retail channel has now grown to 234 exclusive stores and is present in all leading women's wear and department stores across the country, receiving tremendous response from its fervent consumers.

Spread across more than 2400 sq. ft., the flagship store in Sahid Nagar is an exclusive brand channel for Allen Solly that hosts a range of women's wear - Solly by Allen Solly, Solly Sport men's wear - Allen Solly, kid's wear - Allen Solly Junior as well as a dedicated space for their denims and casual wear line - Solly Jeans Company.

The store is insync with Allen Solly's new retail identity, which is a harmonious amalgamation of classic heritage and modern fusion, designed by a leading British design firm. While the store design acknowledges the heritage of Allen Solly, it portrays a pleasant fresh & urban look and feel. From the iconic new logo of the stag to the internal decor of the brand, the store truly befits the blend of Allen Solly's rich heritage. Modern, elegant and inviting, this new store ensures that its customers have an exciting and delightful shopping experience.

Commenting on the occasion, Mr. Sooraj Bhat, COO, Allen Solly & Louis Philippe, said *"The growth of the apparel sector, supported by consumers, makes Bhubaneswar an exciting market for a brand like Allen Solly. It is meant for the unconventional, yet unmistakable Allen Solly consumer, who is always in the spotlight. We at Allen Solly like to ensure that our customers leave with a memorable shopping experience and keeping in tune with the theme of our range, the store represents sophistication and vibrancy."*

"Allen Solly has successfully created a strong presence all over the country, having efficaciously entrenched the consumer mind space with their contemporary and chic collection available across stores. We are working towards further increasing our footprint with a prolific expansion plan, especially in the East.", he went on to add.

Revolutionary denims by Solly Jeans Company

Apart from housing a complete array for men, women and kids with a whole new range of garments that lends itself to vibrant colours, innovative fabrics and fashionable fits, the store also has a dedicated space for Solly Jeans Company that displays an revolutionary range of denims, t-shirts and other forms of casual wear.

Cutting edge fashion for women and kids

The range for Allen Solly Junior is designed especially for the uber-cool, stylish kids while the selection for Solly woman includes dresses, tops, tunics, trousers, shirts, skirts, shorts, suits & blazers and is as striking as the person who wears it.

Re-defining Friday dressing

The men's wear range keeps true to the concept of 'Friday Dressing' by delivering to its consumers an evolved form of formals that portrays a more casual and fashionable look. The extensive range includes t-shirts, the classic Allen Solly chinos, shirts and trousers, business casuals and accessories.

The range at the store consists of an extensive array of women's wear starting from Rs. 799, men's wear starts at 999, Solly at 799 and Junior at 499.

Store Address: Allen Solly, Sahid Nagar. Beside Pantaloons. Opposite RD College, Bhubaneswar.

Contact Number: 0674 - 2540900

About Allen Solly

Allen Solly was the pioneer in bringing the semi-formal revolution to the Indian market post liberalization in India. It captured the imagination of young people and professionals alike giving them a chance to make a fashion statement at work. The brand has evolved rapidly in the past few years, becoming one of the fastest growing brands in India. Allen Solly recently concluded a complete makeover after launching a new logo and a new retail identity designed by a leading British design firm.

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. It scorned 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.