

## Allen Solly partners with Wimbledon to launch Solly Sport

26 February 2015

*~Allen Solly celebrates an industry first collaboration with its exclusive collection for men~*

In a significant strategic collaboration announcement made by Allen Solly, India's pioneer brand in semi-formal dressing, it announced its exclusive partnership with the most prestigious tennis event in the world, The Championships, Wimbledon. This partnership and announcement also marks the launch of Allen Solly's sub-brand Solly Sport in its third decade of operations in the Indian retail market.

Solly Sport, with its Wimbledon collection will offer Indian consumers a chance to experience the essence of the tennis championships through a line of apparel distributed in more than 200 stores while establishing itself as the only brand in the country to foster such a partnership.

According to Sooraj Bhat, Chief Operating Officer, Allen Solly, "Solly Sport has partnered with Wimbledon to exclusively market a fashionable casual-wear line under a licensing arrangement with Wimbledon. Lifestyle inspirations in apparel are fast taking root in the Indian apparel scenario. Solly Sport is a tennis lifestyle brand and we believe that our association with Wimbledon will bring to our consumers an authentic tennis lifestyle line. We are really excited about such an association with one of the most iconic global sporting events," he went on to add.

According to Mick Desmond, Commercial Director of Wimbledon: "We are delighted to be announcing our exciting new association with Allen Solly. Tennis and Wimbledon have a long and illustrious history in India and it is on that great foundation that we are looking to build an equally long and successful future. Our partnership with Allen Solly will be key to helping us achieve our aim of growing awareness of the Wimbledon brand in this important market and we look forward to working together over the coming years."

Solly Sport will market an exclusive line of men's wear lifestyle apparel under a licensing agreement with Wimbledon. The line was designed in collaboration with the leading French design firm, Groupe Carlin International, to bring cutting-edge on and off court tennis fashion to the Indian consumer.

Similar to Allen Solly's unique proposition of Friday Dressing, which revolutionised men's fashion in India, the Wimbledon line through its partnership will offer Indian consumers a chance to experience the essence of The Championships. Solly Sport as a sub-brand has already shown a lot of promise in the market and is likely to grow to Rs2 billion over the next three years.

Tennis is exploding in India with children and adults signing up for the game. Increasingly, role models of iconic Indian sportsmen encourage players to aspire to the highest laurel in the sport. The Wimbledon collection will also be retailed from the exclusive Allen Solly stores, department store Central and approved menswear stores across the country. It will also be available to purchase online through its official brand website [www.allensolly.com](http://www.allensolly.com).

### **About Allen Solly**

Allen Solly was the pioneer in bringing the semi-formal revolution to the Indian market post-liberalisation in India. It captured the imagination of young people and professionals alike giving them a chance to make a fashion statement at work. It 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 British design firm. The brand 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.

Allen Solly is currently retailed from 207 exclusive stores across India and is present in all leading menswear stores and department stores. Overall, Allen Solly has been growing aggressively at a CAGR of 34 per cent and will end financial year 2015 at over Rs8 billion as retail revenue. The brand is operated in India by the Aditya Birla Group.