

## **Allen Solly crafts a new fashion story with Pochampally Handloom Weavers Co-op. Soc.**

**~Introduces 'Ikat', the latest innovation in premium men's work wear segment~**

**Mumbai, 22<sup>nd</sup> December 2016:** Allen Solly, the frontrunner in introducing innovative work wear, is all set to redefine the personality as well as the wardrobe of the urban Indian with its latest innovation in the premium men's work wear segment.

In a strategic collaboration, Allen Solly has partnered with Pochampally Handloom Weavers Co-operative Society from Telangana to co-create distinctive Indian traditional hand weaving style of Ikat shirts. The fabric used for the product is sourced directly from weavers of 'Pochampally Ikat' Telangana, which is a Registered Geographical Indication (RGI) of India.

Home to more than 10,000 weaving families, Pochampally has been creating Ikat fabrics for many centuries. The skill, like the designs, has been passed down several generations, and remains as original as ever. Allen Solly brings together this traditional weaving style with contemporary designs and cuts to present a range of shirts for the modern office-goer.

The brand adopted the legendary weaving technique and gave it a cut of its unique DNA. 20 stitches per inch, premium quality interlining for collars, cuffs and plackets, and buttons made of natural wood—the end-product is uniquely traditional and handcrafted, yet exquisitely trendy & contemporary.

**Mr. Sooraj Bhat, Chief Operating Officer, Allen Solly said,** *“Allen Solly is synonymous with innovative apparel focussed on making work wear trendy. Through the partnership with the artisans of Pochampally Handloom weavers, we wanted to infuse traditional weaving style, which is fashionable as well as trendy. We are confident that the new collection will appeal to the modern Indian man.”*

*“Pochampally weaving families have traditional handlooms and have been producing centuries-old designs. We are delighted to partner with Allen Solly in nurturing this age old tradition and playing a role in furthering the Make in India initiative. This association will help the community to diversify from traditional, ethnic clothing like sarees to contemporary men's shirts and diversify its product range,”* **added the spokesperson from Pochampally Handloom Weavers Co-operative Society.**

The new collection offers a range of 14 – 15 unique styles of Ikat Shirts at a price range of Rs. 2499/- & Rs. 2799/-. It will be available and retailed at exclusive Allen Solly stores & Key Department Stores across Mumbai, Delhi and Bangalore. The largest collection of Ikat shirts will also be available to purchase online through its official brand website [www.allensolly.com](http://www.allensolly.com) and all leading partner e-commerce sites.

### **What is Pochampally Ikat?**

Pochampally in Telangana's Nalgonda district is a legendary town of weavers, famous for the age-old tradition of dyeing and weaving by hand. Ikat is the name given to this particular technique of tie-and-dye weave. What makes it unique is that it's not the fabric that's tied and dyed, but the yarn itself. The warp and weft threads are dyed separately and then woven together to create intricate and beautiful patterns. The Ikat fabric from Pochampally enjoys Registered Geographical Indication (RGI) status, giving it a pride of place amongst artisanal handcrafted products of India.



**About Allen Solly:**

Allen Solly is a brand inspiring the birth of an entirely new consumer class. Launched in India in 1993, its edgy positioning, smart communication and great fashion created the 'smart casuals' category in India. A quintessential British Brand, Allen Solly was launched in India by Madura Fashion & Lifestyle, a division of Aditya Birla Fashion and Retail Limited. Allen Solly is among the top most brands in India and it scored the highest amidst all brands in its segment by the Economic Times Brand Equity survey.

Allen Solly is a pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept. It is the fastest growing brand in the industry and is the only brand with extensive men, women and kids presence across the country. Allen Solly is the exclusive licensee in India to produce, market and distribute apparel with Wimbledon branding.

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