

Allen Solly recreates innovative ‘Open Work Culture’ for Moviegoers

Bangalore, December 4, 2018: Allen Solly, India’s foremost semi-formal brand from **Aditya Birla Fashion and Retail Ltd.**, launched its latest campaign ‘Open Work Culture’ – recognizing the importance of an employee-friendly work environment. In line with the brand philosophy of embracing #OpenWorkCulture through its ‘Cool Work Wear’, the campaign highlights the cool quotient of a new-age working ambience. The elements in the ambience include environment-friendly commutes, pet-friendly workplaces, and taking time off work along with working in a comfortable work environment and workspaces.

To popularize the concept of ‘Open Work Culture’, Allen Solly decided to interact with the consumers at their most favorite entertainment spot – PVR cinemas located at Phoenix Market City, Bengaluru. Moviegoers were engaged in a unique fashion on a weekend. The people who had come to watch a movie on a Saturday were unaware about the pleasant surprise in store for them.

During the interval, the ‘cool Allen Solly’ guy cycled to the theatre with the music from the TVC setting the momentum. He then performed stunts on the cycle inside the theatre, which surprised and amused the audience. As the crowd cheered on, the emcee took over and asked the audience if they cycled to work – keeping the philosophy of the campaign in sync. Several hands shot up and they were awarded special vouchers instantly. Also, there was a special surprise for the audience under their seats.

The experiential engagement with the audiences have created a closer connect with the brand and the ‘Open Work Culture’ philosophy. Moreover, the viewers relived the cinematic version of the campaign.

The campaign that was launched in May this year with a cool TVC talking about pet friendly workplaces has continued with a new film celebrating the concept of cool commutes to work. The video features a young man cycling to his work place clad in an Allen Solly attire. The lime palette t-shirt worn over smart chinos and paired with a blazer from Allen Solly’s ‘New Age Work Wear’ collection seemed to be clothing him in self-confidence. The TVC depicts a futuristic office which has a cycle parking space next to the desk — perks of an open work culture.

Commenting on this campaign, **Mr. Anil.S.Kumar, COO, Allen Solly** said “Allen Solly’s ‘Open Work Culture’ is a fashionable and functional take on the new-age work environment and needs. It is important for us, as a brand, to connect with the new-age audiences through a memorable and charming experience. This activation is another experiment in that direction wherein we celebrate the 'Open Work culture' with cinematic flair."

Varun Katyal, Senior CD, Ogilvy who led the campaign said, "In the past, Allen Solly has redefined work wear. Carrying forward the same thought process, we embarked on a concept to amplify the workplace of the future. #OpenWorkCulture was conceived as an extension to this thought process. To accentuate the experience, we decided to wow our audiences by making them experience an ad film rather than just watch it on the big screen. "

Link to the TVC: <https://www.youtube.com/watch?v=nSerfm8UhyU>

Link to the activation: <https://www.youtube.com/watch?v=76JrIVohD48&feature=youtu.be>

Team behind the activation:

Agency: Ogilvy - Bangalore

Chief Creative Officer: Mahesh Gharat

Creative Directors – Varun Katyal Senior [Creative Director] and Dipen Patel [Associate Creative Director]

Executive Vice President: Tithi Ghosh

Account Management: Rajnandini Ghosh [Digital Lead], Sreya Vittaldev [Digital Manager]

Production House – Sugarshot Productions

Director – Sandeep Sugumaran

Activation Agency – GoBeep

Manager – Rajesh Santhanam

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 & 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.

About Aditya Birla Fashion & Retail Ltd.:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1 Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets.

For further information, please contact:

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