

Chinos - creating an individual style statement this summer

28 April 2014

~ Allen Solly introduces yet another success story in the Indian apparel industry ~

Bangalore: Credited for introducing 'cotton trousers' to Indian consumers, Allen Solly, one of India's leading trouser brands, has once again established itself by re-inventing the cotton trousers space with the better known Chinos.

Trendy and youthful, Chinos today are a smart way to dress primarily because of their slimmer fit and vibrant colour options. With a dressier style than denims, Chinos fall within the purview of a smart, business dress code as well as for a weekend getaway outfit.

A strong and seamless amalgamation of the latest international trends and Allen Solly's mantra of casual yet sophisticated dressing, a classic pair of Allen Solly's Chinos is all you require for a day at work and a night out with friends.

Allen Solly provides Chinos in a number of varying shades and tones and they are extremely stylish and versatile. Made with cotton, they can be spotted in bright pops of colour as well as earthy tones and pastels of spring hues. The catchy colours and easy fabrics make this array totally desirable while forming a bold statement!

Breaking the conventions of typical 'formal wear', Allen Solly's Chinos are both smart and comfortable, making them appropriate for work and ideal for after! They incorporate a standout approach to smart-casual with a colourful vein running through them. Allen Solly Chinos are available in four young fits – Custom, Smart Slim, Ultra Slim and Trenims that can be obtained in various colours, which make the consumers feel slimmer and younger.



Commenting on this trend, Sooraj Bhat, Brand Head, Allen Solly says, "Playing by conventions is not our rule, we try to bring to our customers fresh styles that they can fall in love with. In today's world Chinos is the way to dress. It retains a strong level of versatility and 'wearability'. It makes one feel lighter and brighter."

With the objective of attracting younger consumers into the brand's fold, Allen Solly's Chinos are made for the "young man's dressed-up look", further establishing the brands' code for Friday Dressing.

So step out of the monotony this summer. Trousers are passé; Chinos are the new way to go!

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.