

## Allen Solly styles Corporate

Allen Solly, the pioneer in Friday dressing, is also the star of corporate dressing. The star cast of the Madhur Bhandarkar-directed movie Corporate has donned Allen Solly garments, known for their contemporary style and look.

Bipasha Basu, Miniisha Lamba, Raj Babbar and Kay Kay Menon wear the Allen Solly brand throughout the movie. The movie is about corporate houses and the lives of its executives. Allen Solly's corporate style statement made it the perfect fashion brand to give authenticity and power to the characters in the movie. Suits, casuals, trousers, skirts, tops, handbags and glasses are some of the Allen Solly products used by the cast of the film. Allen Solly has been able to successfully create an impact on the overall look of the film and its characters, including leading lady Bipasha Basu.

Referring to the tie-up with the movie, Mr. Hemchandra Javeri, President, Madura Garments, said, "It is prestigious to be associated with Corporate. The characters portrayed in Corporate are young achievers and trendsetters. The stylised look for the film has been specially created by Allen Solly and perfectly fits the image of the characters".

Commenting on the alliance, Priti Shahani, head - marketing, states, "Allen Solly was the right fit for the movie and the placement was a great way for the brand to showcase its line of formal attire for men and women. The placement is woven seamlessly into the movie's storyline, thus adding to the creative process."

Sahara One Motion Pictures, the producers of the movie, have gained recognition in the film industry with the enormous success of their recent ventures like Hanuman, Page 3, Sarkar and MaalamaalWeekly. The production house has supported upcoming and national award winning directors in expressing fresh and innovative concepts. Corporate is an expression of the aspirations of a large number of Indians vying to get into the corporate world. Allen Solly, which stands for unconventionality, has created a favourable impression on the look and feel of the film, making it appeal to a modern, contemporary audience.

The Allen Solly brand comes to you from Madura Garments, an Aditya Birla Group company. It scores high in terms of popularity among the corporate groups with its concept of unconventional and relaxed corporate dressing.