

## And now Friday Dressing for women

*Allen Solly, the international apparel brand, with its new range of 'Friday Dressing,' is targeting young working women.*



Allen Solly, the international apparel brand, has introduced Friday Dressing for the young woman professional. It is a range of work-casuals that promises to redefine work-wear for women in India. The range exudes sophistication, is chic,

fashionable and sufficiently casual, while being work appropriate.

Women's work-wear in India has gone through a definite and significant transition over the past few years. Today, office-wear for women in India has evolved from classic formals and blues and creams to a more casual and fashionable look. Women are experimenting through mix-n-match - coordinating two disparate pieces of garment to create a completely new look. Allen Solly has captured this spirit very well through its range of Friday Dressing. It includes Dresses, Tops, Tunics, Trousers, Shirts, Skirts, Shorts, Suits and Blazers.

With the changing corporate scenario and the increase in women in the workforce in the corporate world, western office-wear is bound to see huge growth in the years to come. The overall women's wear market size is growing aggressively.

Allen Solly holds a significant market share in organised retail, which includes exclusive and large format stores. Women's wear was added 10 years ago to Allen Solly's portfolio and today it contributes 25 per cent to the brand's total revenue.



Allen Solly with its new range of 'Friday Dressing' aims to target women between the ages of 23 and 28, who are early jobbers.

Says Mr. Sooraj Bhat, Brand Head, Allen Solly: "This line is designed for young women professionals and entrepreneurs who are ahead of the curve, unconventional and believe in looking distinct. The concept of Friday Dressing aims to bring an element of fun and style into everyday work-wear while remaining professional and appropriate for office."

One of the most salient brands in Premium Branded Apparel space, Allen Solly has revolutionised Men's Dressing since 1993, exhorting consumers to "Stop Wearing Uniforms to Work." The dull world of business dressing with its greys and whites was shaken up by Allen Solly with its vibrant dashes of colour and style thereby appealing to an experimentative young professional.

### **Vibrant and upbeat**

The brand further consolidated its positioning of Work Casuals through its now legendary "Friday Dressing." Today, Allen Solly's 'Friday Dressing' with its vibrant and upbeat look is firmly entrenched in the minds of office-going professionals and has revolutionised the way people dress to work.

Allen Solly has been the brand that has transformed the way people dress by introducing its concept of Relaxed Formal Wear – with bold and bright colours, concepts and patterns. Focus on accessories such as eyewear, watches and women's bags have added to the lifestyle quotient for the brand. Currently, there are more than 30 product categories in the portfolio, making it a truly lifestyle brand.

The brand created ripples in the Indian market by releasing new rules in corporate dress code. 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.