

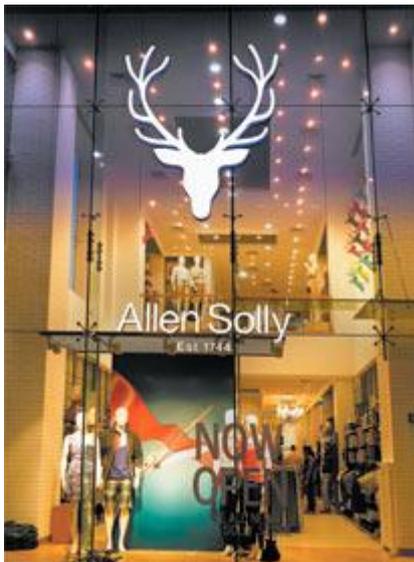
Contemporary look for Allen Solly

An interview with Sooraj Bhat, Brand Head, Allen Solly, on the rebranding exercise

Allen Solly, which was launched in India in 1993, has proved to be the most innovative brands of Madura Fashion & Lifestyle. India's most popular and easily recognised brand, Allen Solly – with its Anglo-American heritage – introduced a completely new concept to menswear in India – Friday Dressing.



Madura Fashion & Lifestyle has now undertaken a rebranding exercise to make Allen Solly more upbeat and vibrant. Sooraj Bhat, Brand Head, Allen Solly, explains the changes that are on the anvil.



Can you tell us about the rebranding of Allen Solly in terms of the need for such an exercise, the strategy adopted to undertake this and the underlying theme of the re-branded product?

The endeavour here was to bring a bit of Allen Solly's rich heritage on the brand but in a contemporary manner. Allen Solly was granted Coat of Arms and the Stag was an important element in it. Moreover, Allen Solly's birthplace Nottingham, England, is a city of stags. It took several iterations and much research before we could finalise the logo as you see currently.

We have been mindful of the brand's heritage but have put out a very modern and contemporary face. As for the product, our objective is to play to our strengths - sport supported by the casuals line. The product is upbeat and vibrant. It is colourful, yet sophisticated and clean. It is versatile and hence not restricted to any one occasion.

What are the significant changes that have been undertaken during the exercise?

We have introduced a new identity for Allen Solly - the logo with a very prominent mnemonic (Stag) and a fresh new retail identity. The product has been made more sophisticated, vibrant and upbeat. The new retail identity has been created keeping in mind our British roots. This new identity is a reflection

of a casual British household and is already earning rave reviews from across the country.



When will the changes take effect throughout your network of stores?

Are there plans to add new Allen Solly stores?

Currently, we have about five stores with the new identity. Delhi, Bangalore and Kolkata will have the new identity across all stores and channels by October 10, 2012. A majority of the stores will have the new identity by the end of the fiscal year. We have also drawn up aggressive plans to open more stores in metro and tier I towns across channels and will be able to double our store count in 12-18 months. Needless to say, all of these stores (new and existing) will have the new identity.

Will the brand continue to target women as well?

Yes. Allen Solly was the first brand in India to introduce Western wear for the working women in 2002. Allen Solly is one of the most salient and best distributed women's-wear brand in the country and we have aggressive plans to strengthen the position.