

Cool Summer Air

Allen Solly launches its summer collection 'Air Shirts', a collection of cool summer fashion apparel designed with special light yarn that offers comfort and style in the season. The collection is presented in a window installation that presents its features highlighted in the campaign.

The entire VM story revolves around this one product that the brand proudly presents as a solution to the heat-struck times. The Air Shirts are crafted specifically to soothe the heat. It focuses on being light-weight and thereby uses light yarns, lightest of the buttons and lissom thread work which weighs as low as 163 grams. Weight of the product was the highlight and the VM campaign marketed on that. It was the sole quality used to communicate comfort of the material and don style as well.



Quite a direct approach ensued on the VM front to endorse the Air Shirt. From props to product to colour palette; the display braces all facets. A simple idea communicated in a simple way - could it get clearer? The idea of a light-weight shirt is expressed with a weighing scale. The scale holds the Air Shirt on one side and a weight on the other. The concept has no more to say than this; but the way it is presented speaks volumes on the quality and status of the brand. The window display encompasses a colour palette of white and light blue. The white complements the brick-tile wall texture which is signature to Allen Solly stores. The blue is a sky-inspired colour to render the feeling of lightness. The white and blue contrast created at the window vouch for clear communication of the idea, imparting an aesthetic value to the information to be processed. The white scale is a customised prop Allen Solly created for the display.

To mark the Allen Solly signature, its mascot - the stag - is seen in the silhouette of the scale. Choice of materials to create the display has to address cost issues while ensuring quality of aesthetics and communication. Here, FRP (Fibre Reinforced Plastic) was used for the trays holding the shirt and the weight and the stand was crafted from MDF. Clear acrylic base held the shirt in place and

the weight is made of sun - board with a layer of grey paint. The window also intimates the onlooker with information tags advocating the use of the shirt.