

Junior Solly

Allen Solly has recently launched its first exclusive kids store at the Phoenix Mall located in Bangalore, in an interpreted design identity of its mainline flagship.

Having drawn in men and women, the 1744 established brand Allen Solly has now set its sights on the little ones with its first kids store at the Phoenix Mall in Bangalore featuring a kiddie interpretation of its new retail identity launched in a flagship in June last year. Spread across 740 sq. carpet area, this new store is located at the kid's zone of the Mall.



"The Phoenix Market City Juniors exclusive store is the first step that we have taken towards accomplishing our objective in creating a large business for Solly Juniors. So far the brand has been selling in our mainline exclusive stores and through departmental stores and multi brand outlets across the country. The new store is keeping the brand proposition alive in a never before manner and is making shopping exciting for the kids and the parents. The store, the retail identity and the merchandise command

attention and stand out," explains Suman Saha, Brand Initiative Manager, Women's wear, Kid's wear and Accessories, Allen Solly.

The conceptualization was done by Dalziel & Pow and 4 Dimensions, the same design agencies that developed for the mother brand in mainline exclusive stores. "We wanted to create similar atmosphere specifics to the junior's category," avers Amit Pande, Retail Director at Allen Solly. He further informs, "Identity of the mother brand was adapted for the 'Juniors' concept store and the brief mentioned to the agency, was to develop the personas of the boy and girl character and express that in the unique



Allen Solly way." The basic elements of Allen Solly identity which include white and wooden flooring, columns with brick tiling, fancy lights, and cornices can be viewed similarly at this new store because of its wide acceptance and easy conversion possibility, "in terms of identity, the brief was to keep the elements same as the regular Store so that if required it can be converted to Men's or Women's store without much change and further Capex investment," shared Bipin Barma, Group Manager Projects, Allen Solly.

The store front features the Allen Solly 'stag' mnemonic interpreted in a colored rendering. The predominantly back open window allows a generous view into the store intercepted at the window line with a group of mannequins and complementing props. "As, it was an existing store; it was a challenge to connect the STAG and the Allen Solly Branding seamlessly. Thus, cleverly a contemporary look was created yet again graphically with 'Electric' treatment given to the store signage," says Anuraag S, Head VM-Allen Solly. The same strategy has been extended in store with the use of bright colors, cross merchandising, propping and interactive messages on visuals.

The space in-store is clearly demarcated into the junior Boys and Girls zones on either side on the perimeter walls and floor displays. The zones are visually differentiated with the use of graphic panels and signage. The store offering for both junior boys and girls include shirts, trousers, shorts, skirts, jeggings and jeans. "We are focussed on the 'tweens'. So the merchandise reflects the brand



aesthetics of Allen Solly and is suitable for the 'young adults' today's tweens consider themselves," says Amit

The store interior concept is a combination of straight lines in the forms and their renditions in eclectic materials and textures with eclectic highlights.



This concept is

completed with settings of eclectic features in the props, lighting and furniture. The baggage counter has been creatively designed to look like a fireplace mantel with a mix of interesting kiddie props and games like a football, books and puzzles that relate to and engage the junior customers.

Speaking about the future plans of expansion for this similar concept, Suman sums up saying, "We are sure that the kid's wear market is a large one and is constantly growing. Depending on various market reports one refers to, it is believed that the segment is expected to clock a CAGR of 10% over the next decade. We believe a large part of the demand would be for branded offerings. While we continued to build the business through our business partners in wholesale we are going to intensify our focus on junior's exclusive retail stores. We are opening the second exclusive store in Jayanagar within the next few weeks and have aggressive plans for expansion for next couple of years." •