

Signature colours

Allen Solly has launched Colour Lab, an innovative digital app that gives customers the freedom to get creative with the shades of their clothes

Setting your own colour trends this festive season is as easy as 1-2-3, with a little help from the Colour Lab app by Allen Solly, the premier brand from Madura Fashion & Lifestyle.



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Simply walk into any of the 120 Allen Solly stores to use the Colour Lab app on a digital tablet or simply log in to trendin.com, Madura Fashion & Lifestyle's e-commerce website. Use the colour wheel to pick from a palette of 670 colours, choose the apparel and size, and place the order through a tablet. Colour Lab products are priced at a small premium because the pieces are custom manufactured. Delivery typically takes between 2-3 weeks.

Co-creation is what Allen Solly calls it, as the brand leverages digital technology to build stronger linkages between manufacturer and customer. "Co-creation is a big consumer trend these days. Consumers are increasingly looking at ways to be part of the design or production process. This helps them to create unique, distinctive experiences for themselves. Once we had finalised the idea of letting consumer create his colour, we wanted a simple yet powerful mechanism whereby the consumer could do this. Hence, the application," says Mr. Sooraj Bhat, Brand Head, Allen Solly.

By giving each and every customer the opportunity to create their signature style, Allen Solly is getting ever closer to meeting customer requirements completely, the one thing everybody's vying for in a fiercely competitive market.

Innovation has always been a key driver for Allen Solly. "For 20 years now, we have enjoyed a frontrunner's fame for creating relaxed work-wear for the unconventional mind," says Mr. Bhat. "With the launch of 'Friday Dressing' in 1995 and the brand's celebrated Yellow Shirt commercial four years later, Allen Solly officially became a name forever synonymous with colour and innovation. Now, we are taking it to a whole new level," he adds

With the Colour Lab innovation, Allen Solly aims to target the 25-30 year old urban, upbeat, fashion conscious and socially connected man. The app is currently designed for men's apparel only, with women's and kids apparel slated for inclusion next year. It is being supported by extensive media promotion and social media activities.



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What makes Allen Solly's Colour Lab stand out as a high mark in retail innovation is its combination of product innovation, digital technology and capabilities in customised and flexible manufacturing and

distribution. The digital app underscores the reputation for creative product launches that Allen Solly has built up in the market, where it has grown into one of India's most popular and recognised brands in the branded premium apparel segment.