

Allen Solly Woman charms with its Spring-Summer 2008 collection

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Allen Solly, a brand that has actively contributed in redefining modern Indian's wardrobe is creating its mark in the realm of everyday lifestyle. The leading western-wear brand in the country unveiled its Spring/Summer 2008 line on the last day of the prestigious Lakme Fashion Week.

Celina Jaitley's presence as the show stopper projected Allen Solly's vision to dress today's fashion forward women in their many moods.

Says Mr. R Satyajit, brand director, Allen Solly, "Increasingly today, Allen Solly is being seen as a brand that connects with young people fulfilling their aspirations for a smart, relaxed yet a fashionable look for various occasions. Our continued association with Lakme Fashion Week not only presents an opportunity to showcase our collection but also helps in raising the brand's fashion quotient and imagery. This is our third season in a row with Lakme Fashion Week and it has become integral to our strategies and plans."

Over the years, Allen Solly has grown from strength to strength and has emerged as one of the largest brands in the country in its segment. Hence, it is only natural that a brand like Allen Solly wins a lot of awards and accolades:

- Most admired brand - Womens wear IFA 2004, 2005, 2007
- Most admired brand - Trousers IFA 2005
- Most admired brand - Smart casuals IFA 2006

The recent issue of Time Style & Design has rated Allen Solly as the second most luxurious brand in India. Allen Solly has been participating at the Lakme Fashion Week now for the past three seasons and its exclusive Lakme Fashion Week line will soon be available across all Allen Solly stores and other leading womenswear stores. Says Mr. Satyajit, "Allen Solly has increasingly become a preferred choice among the modern thinking women. We realise that women everywhere are making choices and at Allen Solly, we recognise the discerning persona of the Indian woman." The Lakme Fashion Week participation will reinforce Allen Solly's stature as one of the most accomplished brands in the women's lifestyle consumer space.