

Allen Solly unveils Autumn Winter 2007 collection at Lakme Fashion Week

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Allen Solly Womenswear, one of the leading premium fashion brands in the country, unveils its Autumn Winter 2007 collection.

The Allen Solly collection is aimed at the contemporary woman of today — a non-conformist with the zest for life. The collection straddles across outerwear, leisure wear, evening collection and fashion formals.

A high quotient and flair for drama, the Allen Solly woman breezes past in a lively, ready to wear collection. Bold and dynamic, mercenary military outfits, gold satins and rich lustrous velvets paired with pearls and stilettos, plaids, tartans and ruffles and the fashionable classic black highlights the Allen Solly Autumn Winter 2007 collection.

Says Mr. Vishal Mirchandani, 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 us in raising the brand's fashion quotient and imagery."

Recently, Allen Solly was rated the highest in consumer loyalty in a survey carried out by Business World and CSMM. The brand has many more accolades to its credit:

- Most admired brand — Womenswear IFA 2004, 2005 and 2007
- Most admired brand — Trousers IFA 2005
- Most admired brand — Smart casuals IFA 2006

Elaborates Mr Mirchandani, "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 women."

Allen Solly's participation at the Lakme Fashion Week reinforces it as the most accomplished brands in the women's lifestyle consumer space.