

Allen Solly bags the CMAI award for best women's wear for western wear category

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Allen Solly, the brand that revolutionised the “Friday Dressing” concept in India received the prestigious CMAI award for best women’s wear in the western wear category at a glitzy event held in Mumbai.

The award instituted by the Clothing Manufacturers Association of India (CMAI), a premium association of the apparel industry in India honours the best in apparel.

Commenting on receiving the award, Mr. R. Satyajit, chief operating officer, Allen Solly, said: “This award strengthens Allen Solly’s resolve to being cutting edge fashion for the working women and promises to continue exciting its consumers by delivering high quality fashionable wardrobe in a world-class shopping environment.”

Allen Solly took its first step towards becoming a true lifestyle brand when it launched Allen Solly women’s wear in 2002. Allen Solly questions the norms of conventional dress code at work and reflects one’s unconventional mind like no other women's formal wear brand can.

Allen Solly women’s wear is targeted at the new age Indian woman who holds key management positions in the corporate world. The idea is to give the Indian woman executive a range of relaxed formal wear with visual appeal. Apart from the work wear range, the brand also has garments to suit club wear and casual wear.

The brand is successfully growing at 25 per cent year-on-year and plans are on the anvil to launch new categories that will excite consumers.

About Allen Solly

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code titled ‘Friday Dressing’. It trashed whites and greys thereby making the corporate world a colourful and vibrant place.

Originating from the large portfolio of international brands of Coats Viyella-UK, Allen Solly is targeted at young, contemporary corporate who was ready to challenge conventions and create their own identity. Encouraged by its progress, over the years the brand has evolved to achieve a high fashion quotient and appeal through its exciting, fashionable merchandise and aspirational imagery.

Focus on accessories such as eyewear, watches and women's bags; have added to the lifestyle quotient of the brand. There are today more than 30 product categories to its portfolio.

About CMAI

CMAI is the oldest and the most representative association of the garment industry in India. With a membership of over 2,500 manufacturers and 15,000 retailers, CMAI represents a wide cross section of manufacturers, exporters and retailers. CMAI also recognises excellence in the export and national apparel industry by honouring its members with apex

awards – national awards for excellence in apparel. It also pays tribute to those in the industry who have contributed towards its welfare by conferring life time achievement awards.