

Allen Solly wins the prestigious 'Most Admired Menswear Brand of the Year'

8 February 2008

Allen Solly, the brand that revolutionised the "Friday Dressing" concept in India received the prestigious "Most Admired Menswear Brand of the Year" award at the renowned Lycra® Images Fashion Awards 2008.

Says Mr. R Satyajit, Chief Operating Officer, Allen Solly, "Its an honour to win this award. This award is a testimony to how Allen Solly continues to stay ahead of the curve and retain a powerful brand identity and a consumer connect. Consumers today recognise Allen Solly as a 'relaxed work wear brand'. Needless to say, over the years, we have identified this niche and dominated it."

Allen Solly questions the norms of conventional dress code at work and reflects one's unconventional mind like no other formal wear brand can.

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. Recently, Allen Solly launched "Allen Solly Youth" catering to the young consumer who want to look trendy and fashionable.

About Lycra® Images Fashion Awards 2008

The Lycra® Images Fashion Awards 2008 (LIFA) is an important platform that recognises and honours achievements of fashion and lifestyle brands, retailers and professionals in the fashion and apparel industry. LIFA acts as a catalyst to identify the needs of the emerging global Indian seeking a global shopping experience at home.

For these awards, LIFA collaborated with IRIS as the knowledge partner for the study of the awards. AT Kearney was appointed for process approvals for selection of top performers. The jury comprised of distinguished professionals in the industry including Dr. Darlie O Koshy, Executive Director, National Institute of Design, Mr. Alope Shanker, Managing Director, Synovate and Mr. N V Sivakumar from Price Water House Coopers.

The LIFA 2008 study received responses from over 7000 fashion-conscious, brand-aware consumers and recommended by over 500 professionals in the industry.

This award reinforces Allen Solly's promise to excite its consumers by delivering a high-quality fashionable wardrobe with a world-class shopping experience.