

Allen Solly wishes Boniface – the international wheelchair tennis champion

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Allen Solly wished Boniface Prabhu, the celebrated international wheelchair tennis champion from the city of Bangalore the very best of luck for his forthcoming matches in the US and Europe. Boniface visited the Allen Solly Church Street store, where he was given a warm send-off by the Allen Solly team and friends.

Commenting on this unique initiative, Mr. Simon Smith, retail director, Allen Solly said, “Allen Solly as a brand has always stood for activities that are unique and innovative like the Friday Dressing concept, which today has been emulated by the fashion world. We are happy to be associated with Boniface who despite adversities has shown how one can still be a winner. We wish him the very best for the forthcoming tournaments.”

Boniface has several milestones to his credit. His most recent achievement being the Champions Trophy at the Sydney International Wheelchair Open Tennis Championship 2007 in the singles and doubles categories. In 2007 the government of Karnataka presented Boniface with the prestigious Ekalvya Award, the highest honour for sportsmen in the state.

Says Boniface “It has been great to be associated with Allen Solly for the past three years. Allen Solly has brought me into the mainstream wheelchair tennis in the world today. I have reached greatest heights during my association with them (number one in Asia and number 16 in the world). I thank Allen Solly for their unconditional love and encouragement and also for the support rendered by them in helping me train under a French coach in Paris. I’m presently working very hard to make my position among the world's top 10.”

Allen Solly has been associated with Boniface for the past three years and will continue to do so as a part of their corporate social responsibility programme.

About Allen Solly

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code titled 'Friday Dressing'. It discarded 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 the young, contemporary corporate ready to challenge conventions and create their own identity. Encouraged by its progress Allen Solly took its first step towards becoming a true lifestyle brand when it launched Allen Solly women’s wear in 2002.

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, women bags have added to the lifestyle quotient of the brand. Today there are more than 30 product categories to its portfolio.

Allen Solly is available in its exclusive outlets as well as multi brand outlets and other leading department stores. Currently Allen Solly products are available in more than 300 stores in the country with a fair presence in the Middle East as well.