

Pret made glamorous and fashionable — the Allen Solly Way

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Allen Solly, the brand that introduced fashionable western clothing to Indian women is now heralding a new era. High fashion, domain of the uber rich and globe trotting jet setters is now being interpreted with a completely fresh perspective – pret made glamorous, the Allen Solly way.

Allen Solly unveiled its Autumn Winter 2008 line at a glittering show at the Lakme Fashion Week. Three words that describe it will have to be glam, trendy and stylish.

The show was brilliantly orchestrated with city fashion as the theme. This theme was brought alive with an interesting use of skyscrapers and lights during the show as the models sashayed down.

Says Mr. R Satyajit, Chief Operating Officer, Allen Solly, “Allen Solly has always been a trendsetter. From Friday Dressing to western wear for young women to Allen Solly Youth, we have always redefined industry dynamics. Building on our core strengths as a brand, we realised it was time to recast fashion/glamour in a manner that will democratise it rather than keep it restrictive. Make it inclusive rather than exclusive.”

“Every young woman has a desire to look as glamorous and as chic as a beauty queen. And she wants to do it in a manner that she is comfortable with. This is where Allen Solly steps in and is able to fulfill her desire for looking great,” says R Satyajit.

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

- Most admired menswear brand – Images 2008
- Most admired womens wear brand — Images 2004, 2005, 2007
- Superbrand of the year 2004
- Most admired trousers brand – Images 2005
- Most admired smart casuals brand — Images 2006

Allen Solly was the first apparel brand to associate with Lakme Fashion Week and has now been participating in it for the last four seasons. Lakme Fashion Week line is available across select Allen Solly Studios in India.

“Lakme Fashion Week has grown tremendously over the years and it gives Allen Solly a brilliant opportunity to showcase its fashion sensibilities to the right set of people. As a brand, certain critical advantages such as scale and distribution offers us a splendid opportunity to blend fashion with business,” says R. Satyajit.