

Allen Solly SS09 Menswear Collection

1 April 2009

Stare back at the sun with Allen Solly SS09 Mens collection

Allen Solly today announced the launch of its Spring Summer 2009 collection for men.

The big new story of this season in Allen Solly's SS09 Menswear Collection is the return of colour to menswear arena. Gone are the last few seasons of dreary greys, stark black and whites.

Yellow is the colour of the season, which is supported by orange and aqua, lime and green.

The other big colour trend is nautical. This is a mainstay of any menswear palette and is marked by the slightly more casual attitude, influenced by youth trends rather than the old, formal nautical.

Allen Solly SS09 menswear collection lets you dress down at the workplace, which is the norm these days with its range of 100 per cent cotton smart casual shirts and washed trousers. Dark jeans, unwashed, raw and tapering slim, with summer polo tees in myriad colors along with a line of urban evening wear shirts are other categories forming part of the SS09 range.

Also available is a line of red, white, navy signature shirts called — ORIGIN, inspired by the Allen Solly logo colors. A line of smooth neoclassics. It's heritage made contemporary.

Slim is the way to go this season with Allen Solly's slimmer collared shirts. Forget daddy's 8 cms and larger ones and go for 5-6 cms collar widths. Again an Allen Solly first!

Price range: Rs. 599 upto Rs. 15,000

Available at:

Bangalore - Church Street, 55, 55/1, Tel No: 080 41121830/1, Jayanagar - no 346/17, 10th 'A' Main, 27th Cross, 3rd block. Tel No: 080 41739920 / 41400150, Commercial Street - Old# 8, New # 166, 080 41238085, Garuda Mall - No-CTS, 15, 17, 18 & 27, (117) Tel No: 080 41531023.

Mumbai - Unit G-14, Ground floor, InOrbit Mall, Link Road, Malad.

New Delhi - E-16 Connaught Place, Tel No – 011 23415682.

Also at:

Outlets in Lucknow, Chennai, Chandigarh, Noida, Kolkatta, Pune, Ahmedabad, Gurgaon and Hyderabad amongst others.

About Allen Solly:

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. 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 truly has been the brand that transformed the way people dressed by bringing in its concept of relaxed formal wear to India – bold and bright colours, concepts and patterns.