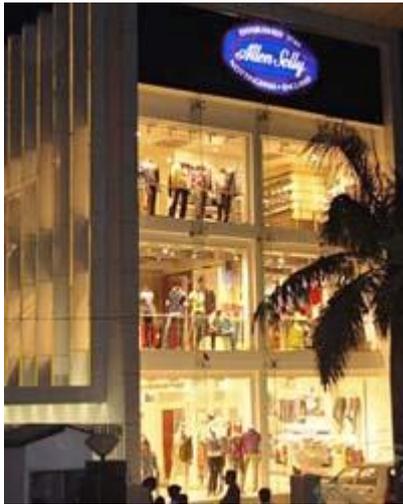


Allen Solly redefines itself for the emerging young

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Allen Solly is taking a new path as it unfurls an exciting new proposition for today's consumer. The brand is re-defining its promise by extending beyond work wear and now includes casuals and evening wear in its portfolio.



Allen Solly, and its unique concept of Friday dressing had redefined the branded apparel industry in India back in 1993. It had recognised the need to bring verve and color amongst the young in the otherwise dull and dreary corporate world.

16 years on, Allen Solly realises that today's consumer behavior and needs are very different and hence it's essential to speak to him in a manner that is appreciated and respected. Having been primarily brought up in post liberalisation era, the consumer today has the confidence to experiment and express himself without any inhibitions.

A core Allen Solly team comprising members from key functions such as marketing, design, product and creative agency has been working over last 18 months, not in boardrooms but interacting with consumers and gaining valuable insights into their buying behavior, expectations and feedback on Allen Solly.

Says R. Satyajit, Chief Operating Officer, Allen Solly, "During our consumer interaction sessions, our belief about Allen Solly's strong equity was reaffirmed by consumers. The brand is amongst the most salient brands in the industry and its core values of Freedom, Casual and Success hold good even in today's context. It's just that these values are now expressed differently than let's say when the brand was launched in 1993. E.g. In early 1990s, consumer's definition of success was always around "Work"...successful at work meant being successful in life. But in 2009, consumers are leading a more holistic life. They want to succeed at work but also pursue other passions in life. We also realised that Casualisation of Wardrobe was becoming the norm. People were no longer interested in dressing up but instead wanted to feel comfortable and be at ease."

Hence, keen to build on its strong inherent equity and desire to capture the imagination of young in India, Allen Solly has redefined its proposition from being a relaxed formal wear for work to "Casuals for All Occasions".

"Consumers are more than willing to accept Allen Solly for their fashion needs beyond work wear. This has been stated in every interaction with consumers further underlining brand's strength and flexibility to encompass occasions more than work wear," says Satyajit.

This being the new brand direction, Allen Solly was clear on pursuing it without foregoing any value that makes it such a strong brand. These values needed a reinterpretation and hence emerged the brand thought “My World. My Way”.

With Autumn Winter 2009, Allen Solly has unveiled its new direction through the “I Hate Ugly” campaign. An unambiguous way of expressing one’s desire to take initiative and change the world around him to suit one’s vision of how his or her world ought to be.

Each and every aspect of the new brand, be it the thought, the advertising campaign or the merchandise, it has been researched thoroughly with consumers before being rolled out nationally.

Apart from heavy burst of advertising in dailies, magazines and outdoors, the brand has created various platforms for the new age consumer to engage and participate with the brand thought. Substantial focus has been laid on mediums such as internet, mobile and activations.

Allen Solly will soon also be unveiling its new retail identity in line with the new brand thought. It has roped in one of India’s leading design and consultancy house to ensure the in-store experience for consumers is consistent with brand values and thought.

“AW09 is just the beginning. From hereon season after season, consumers will get to experience unique and innovative concepts from Allen Solly across various touch points – retail experience, service, products, advertising, etc. Soon, we also will be rolling out revamped Loyalty Program,” says Satyajit.

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.

Friday dressing as it was called, Allen Solly’s line was targeted at young, contemporary corporate who was ready to challenge conventions and create his own identity. 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 for the brand. There are today more than 30 product categories in the portfolio, making it truly lifestyle brand.