

Allen Solly launches fragranced Kids Wear Collection

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~ This monsoon, say goodbye to musty smell from your little one's clothes ~



Bangalore: Brighten the grey days of monsoon with AS Kids Wear Special Collection that commands attention and dares to be different. Allen Solly unveils its Kids Wear Special Collection that is designed especially for the funky, uber-cool, stylish kids. Pick the best styles from the 'tot wardrobe', which offer fragranced clothing for relieving the little one from musty smells

of their clothes.

About Kids Wear Special Collection: Allen Solly offers new collection for all-time fragrance in your little one's clothes— absolutely comfortable, safe and skin-friendly for kids, made with 100% cotton. This unique style code has a fragrance built into the print, so when you rub the garment it gives a sweet smell of strawberry or mint. Its compact yarn is used to prevent colour stains.

Strict quality parameters have been followed while designing these clothes including testing for saliva and perspiration colour fastness. An attempt has been made at making the merchandise child-safe. So rush to your nearest Allen Solly store to take advantage for your little angel.

Available in six refreshing colors: mint, white, pink, sky, blossom and red.

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. After tapping the men's and women's wear markets, fashion brand Allen Solly launched its kids' wear collection in 2008 in India to satisfy the huge demand of Indian market



Starting range: Tees from Rs.399, Denims from Rs.1099.

Store Details: **Bangalore**-Jayanagar; **Chandigarh**-Sector 17; **Chennai**- Spencer Plaza; **Hyderabad**-Banjara Hills; **Lucknow**-Hazratganj; **Mohali** – Phase7; **Noida**-Sector18, The Great Indiaplace Mall; **Pune**-J M Road

