

## Be a 'Global Trotter' with Allen Solly SS'10 Women's collection

9 April 2010

~ *Your World, Your Way* ~

**Bangalore:** This season, Allen Solly SS'10 Women's collection is inspired by a global traveller's style with an optimistic mood, eclectic prints and vivid colours. The brand honours the collection with a new spring summer feel by using urban elements with feminine detailing. Pride beckons in a new classy style in the silhouettes; which focus on soft clean lines, fuss-free shapes and tosses fashion to a refined echelon. The prints are authentically chic to stick! Sway into a world of class, the way you have shaped it.

With a fresh bright colour palette like coral, raspberry and turquoise, this collection has highlights of mint and lime. There is also beige and black from our neutral colours in the set.

**Allen Solly Casual Line** reflects sporty, feminine, drawing inspiration from a kaleidoscope of patterns, reinterpreting embellishment and high shine for an edgy yet feminine casual collection. The trendy silhouettes that gives styling a lift. Silhouettes include casual knit tops with details of drape, washed-out prints and combination of techniques. Worn-out casual pants with cargo detailing add the spirit. The colour combination of these casual tops interprets youth. Washed-out jackets with dirty denim looks, colour that appears aged, eroded and irregular are some of the details that bring the island-stuck feel.

**City Line** comprises highly stylised clothes reflecting individuality and feminine contour. The city line is a print and technique driven collection. The colour palette is primarily neutral colour based with highlights of bright shades like coral and turquoise.

**Career Line** This season's career line has a new twist to it. Dressy and feminine but has a tinge of sporty feel to carry comfort to work. On the other hand SS'10 is also about lightness and romance. Soft dresses and featherweight tops will have a strong Grecian drape feel. Details like ethereal ruffles, flounces and draping bring define a subtle femininity to the entire collection. The colour palette is basically neutral colours like grey and black with highlights of bright colours, which are combined with neutrals in stripes and checks.

High impact silhouettes with an overall feeling of relaxed and youthful aesthetic drives the main sensibility of this line. Blouson tops, tunics with embellishments and printed dresses are a few items not to mention the must have of this season. The jodhpurs, incorporating historic elements to create a futurism that is both innovative and at ease with the past.

The best way to predict the future is to invent it, the Allen Solly Way.

Allen Solly SS'10 Women's wear starts at Rs 599/-

Available at all stores across India.

### **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.

### **Allen Solly is located 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, **Comm 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 (W), ph - 022 67049564, Vista Enterprises, 12-A Mahavir Centre, Turbhe Road, Section-17, Vashi - 022 27893485, Shop No F13/A, oberoi Malls Pvt Ltd, International business park, Oberoi garden city, Off W E Highway, Goregaon - ph - 022 28409009, **Delhi** - F-13, Inner Circle, CP - 011 43583755/6, Sivam Sales Pvt.Ltd., E-16 Connaught Place, PH - 011 23415682, Shop # 8 & 9 West Gate Mall, upper Ground Floor, District Center, Shivaji Palace, Raja Garden- 011 45508035, Shop # M-65, Greater Kailash - 1- 011 46556820/30 Shop # 5, GF, Select Saket mall, Plot # a43, District center, Saket - 011 40575041/2 **Chennai** - Shop # 99, ground floor, phase - 2, spencers plaza, annansalai - 044 28491183, Shop# 5, Ground flr, # 10 & 11, Dr. Radhakrishna Salai, Mylapore – 044-28477772, Chaitanya, Shop no A, # 12, Khader Nawaz Khan road, Nungambakkam - 044 43084840/1 **Hyderabad** - Shop No F1, Amit Plaza, Somajiguda - 040 66621040 GF, Road No 2, Banjara Hills, 040 23554810 **Ahmedabad** - Shop#1, Rain Drops, opp to Iskon Arcade, C G Road, Ph - 079-32948810 Iscon Mega Mall, Shop # 223 & 224, S G Road - ph -079 40026770 **Kolkatta** - City Centre, DC Block, Salt Lake Sector 1 - 033-23582096, Shop # S238, 2nd flr, South City Mall, Municipal #375, Prime Anwar Shah Road - 033 40072223, M/s Marda Collections, 37 Shakespear Sarani - 033-22815488/9 **Lucknow** -Shop # 123 , Sahara Gunj, Shahanjaf road, Hazart Gunj - 0522-4003451, **Gurgaon** - No 42 & 43 GF, Ambience Island, NH - 8 - 0124 4665437/8, No 105, 1st floor, Ambience Island, NH - 8, Gurgaon -0124 4665415/6, **Noida** - F-16, Sector -18 - 0120 4228063/5, Shop # 27, G. Floor, The Great India Place Mall, Sector-38 - 0120 2450040, Cosmic Fashions, C-24, Sector 18 - 0120 43157440, **Chandigarh** - Shop # 11, next to snow white dry cleaning, Sector - 17, "E" Market - 0172 5035457, SCO 51, Sector 17-E -0172 5067175 **Calicut** - The Focus Mall, Shop # 217, Navor Road - 0495 4021404, **Coimbatore** - VVCR Murugesha Mudaliar & Sons, 382 B Jaimahal Manian Corner, D.B.Road, R.S.Puram - 0422-4367312, **Thane** - Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, **Vizag** - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, **Pune** - Sambhaji Mansion, Ground Floor, 1260-A Jungli Maharaj Road - 020 25511943/4, Kakade Mall, # 105, First Floor, #231, Moledina Road, Camp - 020 26332535/6, **Bhubaneshwar** - Land Mark, 52/53 Janpath, Ashok Nagar - 0674-2533215, **Thane** -Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, **Vizag** - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, **Ghaziabad** - 20, Shipra Mall, Plot - 9, Vaibhavkhand, Indirapuram - 0120 4139645, **Secuderabad** - Krishna's, 95 Park Lane - 040-27720322, **Chandigarh** -SCO 51, Sector 17-E - 0172