

Allen Solly Unveils Its Spring Summer 2011 Collection

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~ Dapper up your style with the exciting new range ~

Bangalore: This summer brace yourself for the most exciting fashion season. Allen Solly launches the most anticipated Spring Summer 11 collection. The collection exudes free spirit, merges glamour with comfort and sophistication using the most delightful combination of bright and breezy colors, cool fabrics and hues to mark the onset of the season of the sun.

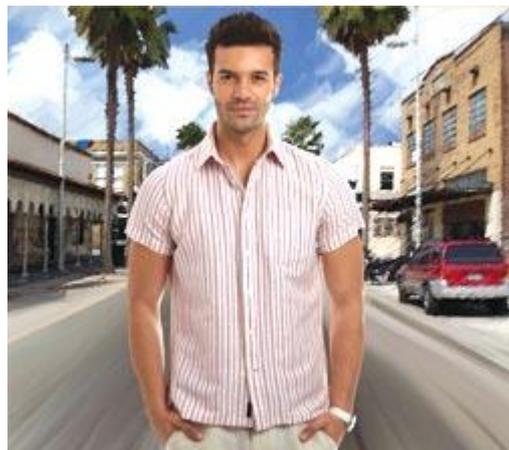


Men – Allen Solly Men speaks ubercool 'Malibu-inspired fashion'. The colours used in the collection are vibrant and have contrast detailing that makes it interesting. Bright tees and shorts from Allen Solly Resort make for perfect, flamboyant wear for a day out in the beach. Easy rolled-up pants and t-shirts give a look of pure comfort in an urban-athlete way. The 'cool aid' stands for looks that are both sporty and smart. The colour palette plays with the latest green and pink tones along with brighter hues like yellow, orange, red, fuchsia, and florescent.

Inspired by the concept 'California Dreaming' the collection creates alluring, bold expressions. Premium linens and light-weight trousers made of organic and tencel fibres, are ideal for office-wear to feel unmarked and on the go during the warmer months.

The SS 11 Men's collection is also widely inspired by Vintage fashion which they call 'Check point Charlie'. This range has shirts and t-shirts with colours, hues and silhouettes that have experimental designs, internal prints and contrast detailing.

The other theme for AS SS 11 is 'Cool Aid'. This theme is about bold, funky coloured tees, shirts and shorts. The prints exude attitude. Asymmetric designs, bright and intrepid colours and unique plaid prints make this collection a complete stand-out.



Women – Allen Solly's Spring–Summer collection 2011 for women offers an ultra-simple aesthetic linked with a need for a practical solution to create design that is both beautiful and commercial.

Casual line reflects sporty feminine and resort-wear that is inspired from a nautical theme.



They are a combination of young and trendy silhouettes inspired from a kaleidoscope of rich colours and patterns. A smart and pumped-up chic that plays with preppy and sportswear codes, dynamic florals and summery, urban silhouettes. This comes in bright and fresh colours like red, white, blue, nectarine, blazing yellow and salmon rose and form a part of our key colour story with accents of hot coral and green flash. Team up check tops or

whites with jeans for a fresh look. Tunics, summer dresses make for this season's wardrobe essentials. Silhouettes of this collection bring an overall feeling of relaxation and a youthful aesthetic drives the main sensibility of this line. Clean lines with elements of self detailing and surface ornamentation. Dresses and tops form a key focus area.

Allen Solly Women's City line is highly stylised reflecting individuality and femininity. Inspired from a black/ white psychedelic story, this line is the fashion-driver of the business with a global appeal. The colour palette is primarily classic neutral, mostly black and grey with highlights of salmon rose and lilac.

Allen Solly Women's Career line is a more the dressed-down look. The new trouser ankler from this line is a definite must-have this season.

Price:

Men's Wear: Rs.599 onwards

Women's Wear: Rs.499 onwards

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.