

## **Allen Solly now in Coimbatore**

15 April 2011

Allen Solly launched its flagship store in Coimbatore today. The store located at DB Road is one of its biggest stores in Coimbatore and is an indication of Tamil Nadu's growing importance in brand's distribution strategy.

The new store spread across 3500sq ft is in line with Allen Solly's new brand direction and a completely revamped retail identity.

The store has a young, cool and casual feel to it quite like the clothes inside. Given the evolving Indian consumer, a very international appeal has been given to its range of fixtures, mannequins, lighting and music.

"Allen Solly has always believed in breaking conventions. The brand has been given a young and a casual feel recently and we felt it was time to take it closer to consumers in Coimbatore. We are confident Coimbatore will lap up the new and vibrant Allen Solly", says Sooraj Bhat, Brand Head, Allen Solly.

Allen Solly has witnessed high growth in the South. Kerala, Tamil Nadu, Karnataka and Andhra Pradesh have been growing by more than three times for the brand. Allen Solly has been the fastest growing non-denim casual brand in Tamil Nadu. "We have found our consumers in Coimbatore to be fairly brand centric", opines Sooraj Bhat.

The brand is in the process of making itself younger and exciting. Their ads have become young and wittier. Sooraj Bhat elucidates, "We have renovated our showrooms to reflect the new identity and the new store in Coimbatore reflects this identity."

Allen Solly's retail presence has also strengthened over the years, having grown more than 300 per cent in retail area over the last three years.

### **Allen Solly – A brand that redefines conventions**

#### **Background**

Launched in 1993, Allen Solly created ripples in the Indian market by releasing the rules in corporate dress code. It arguably is the only brand that has truly redefined modern Indian's wardrobe. 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 redefined the modern Indian wardrobe. During early 1990s, everyone in India was wearing conventional greys, whites, blues, and pin stripes to office. With liberalisation and growing exposure to international trends, the market was ripe for some excitement. It was then that Allen Solly brought in its concept of relaxed formal wear to India – bold and bright colours, concepts and patterns. The brand then went a step further, launching a collection of shirts and trousers called 'The Uncrushables' – a wrinkle-free wardrobe in an unconventional solid palette.

Called Friday Dressing, Allen Solly's line was targeted at the young, contemporary corporate who was ready to challenge conventions and create his own identity. It encouraged young office-goers to become slightly more relaxed and cheerful.

Today, the brand appeals to that section of consumers who are young and want to create their own world. Offering clothing that spans casual, work and evening wear, the brand's personality is well-reflected through its 'My World, My Way' campaign.

Allen Solly has several product innovations to its credit and loyal consumers swear by the brand's comfortable and fashionably-styled cotton trousers and bright, colourful shirts.

And the brand is not only for men. Allen Solly's nod to women in the workforce came in 2001, when the brand came out with a line of women's formal wear. A few years later, they rewrote their own rules again, by bringing in their casual chic collection for women. Allen Solly's apparel is well known for its superior quality and it has consistently won industry awards and consumer recognition for its clothing.

Over the years the brand has evolved to achieve a high fashion quotient and appeal through its exciting, young, fashionable merchandise and aspirational imagery. The brand continues to remain true to its promise and has expanded categories to encompass all occasions in life – work, casual and party.

### **Merchandise**

Allen Solly has wide range of premium offering in both men and womenswear:

Men: shirts, trousers, suits, T-shirts, jackets, winter wear, shorts, denims, cargos, belts, socks

Women: shirts, T-shirts, trousers, skirts, cargos, capris, suits, jackets, denims, winter wear, scarves, bags

Kids wear: shirts, T-shirts, skirts, denims, trousers, cargos, bermuda shorts, dresses

### **Marketing campaigns**

Known for its path breaking and aspirational advertising campaigns, Allen Solly has continued to wow consumers with advertising campaigns that are stylish, differentiated (communicating the unconventionality quotient), unisex and completely lifestyle driven.

To reflect the change in positioning, the brand changed its brand campaigns. In 2009, the brand launched its famous "I Hate Ugly "campaign targeting the youth. The basic proposition was to reflect the irreverent, non-compromising attitude of youth towards life. This communication struck a chord with the consumers and critics. Allen Solly also changed the tagline to "My World, My Way" to reflect the new brand proposition. "My World, My Way" reflects the strong individualistic view of youngsters who own their world and create their own rules. It evolved in to the "I Hate Yesterday" for AW'10 in line with the brand's core thought.

## **Accolades**

Allen Solly has from time to time been bestowed with great honours by industry and consumers alike. Following is list of awards won by Allen Solly:

- Most Admired Menswear Brand IFA 2008
- Highest Consumer Loyalty across categories by Business World-CSMM survey in 2007
- IFA Most Admired Brand – Womenswear 2004, 2005 and 2007
- IFA Most Admired Brand – Smart Casuals 2006
- IFA Most Admired Brand – Trousers 2005
- CMAI Best Womenswear Brand – 2004
- Awarded Super Brand of the Year - 2004
- IFA Best Launch of the Year – Womenswear 2002
- IFA Most Admired Shirts & Trousers Brand – 2001