

Allen Solly targets a bigger pie of the work segment through its Friday Dressing

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~ Adios stressing. Hello Friday Dressing ~

Allen Solly, easily amongst India's most well known and favorite apparel brands is most popular for having redefined work wear through its unique 'Friday Dressing' concept in the 1990s and early 2000s. It replaced the greys and whites with a vibrant dash of colours to its work wear and created a new category of work casuals. The brand's core USP of Friday Dressing has held it in good stead over the last many years.

Allen Solly is amongst the most salient brands in the premium branded apparel space and consumers understand it as a vibrant and upbeat work wear brand. Allen Solly's recall with Friday Dressing is clearly the strongest.

The work casuals category is growing strongly due to the following trends:

1. General casualisation of workspaces: Work culture is more relaxed and hence organisations do not impose strict dressing norms.
2. New age workforce is keen to look stylish, fashionable and most importantly express their distinct individuality. This is obviously best expressed through apparel and accessories.
3. Entrepreneurship/ off-beat professions are gaining ground thereby providing a promising opportunity for work casuals.

Allen Solly is keen to tap into this large opportunity by strengthening what its best known for – Friday Dressing.

Going forward, the brand's core positioning will broaden the meaning of Fridays by emphasising its spirit defined as upbeat, relaxed and effortless without ever losing sight of the target. It advocates the need to "lighten up the workplace."

The brand has ensured that its range of products is stylish, fashionable and sufficiently casual – i.e. work appropriate. This is clearly aimed at young professionals/entrepreneurs who are ahead of the curve, open to experiments and believe in looking distinct.

Comments Sooraj Bhat, Brand Head – Allen Solly, "Allen Solly's ability to connect with its consumers at an emotional level is high. Our latest campaign 'Adios Stressing' infuses the workplace with the spirit of Fridays through the week – upbeat, relaxed and effortless. Our range of Friday Dressing is vibrant, colourful and stylish, connecting brilliantly with our brand thought."

The brand has been performing very well over the years. Allen Solly dominates the work casuals category today and has maintained a CAGR of almost 30 per cent over a period of three years and has set itself a very aggressive target for the next three years, in terms of revenues and distribution. Emphasis will clearly be on a segmented approach with respect to distribution – large format exclusive stores and key accounts for key metros and cities and

smaller sized stores for the next level of cities. Allen Solly plans to have 150 exclusive stores by FY13 and double that number by FY16.

The brand is also working with a London based design house on revamping its retail identity, which will be unveiled in Spring Summer 2012.

The brand is engaging consumers through its digital initiatives and plans to spend significantly on it over the next few years. Its in-house and experienced design and product teams are encouraged to travel extensively and create products that are benchmarked with some of the most well-known international brands/trends.

More on the new campaign

Today as we witness the rise of the creative economy, stress and uncertainty have become a daily challenge to deal with at the workplace. It is in this context that Allen Solly makes a bold statement yet again, firmly believing that no breakthrough work happens when you are stressing out.

The brand's vision is to lighten up the workplace through a whole new range of preppy work casuals in bold colours, innovative fabric and young fits. Not only do these garments individually brighten up the work environment, but they also lend themselves to lateral coordination with each other, and the impact of the sum is greater than the individual parts.

The new commercial is a musical and truly breaks ground in the apparel advertising space. The tone is candid and music has been rendered through a cappella. The commercial is on air currently across India's leading television channels.

Allen Solly has a very simple yet effective consumer engagement model: Horses for courses, if we may call it. While TV will be used to create and communicate the brand thought, print will primarily be used for creating strong product preference and fashion sensibilities. And of course the digital medium will be leveraged to engage with the consumers. Allen Solly today has a thriving Facebook community and the new commercial was previewed on Facebook before being released on air.

“Consumers today are smart and well informed. It therefore is critical to be very sharp and specific with our communication and at the same time leave a little space open for them to interpret it in their language. And this is best done through the digital medium”, says Sooraj Bhat.