

Allen Solly rekindles Friday Dressing with new 'Every Day Is Friday' campaign, coinciding with ICC Cricket World Cup



Mumbai; November 7, 2023: - Allen Solly, India's pioneer brand in casual workwear from Aditya Birla Fashion and Retail Ltd., has launched a new campaign called 'Every Day Is Friday.' This unique campaign reimagines the essence of fun, freedom and fashion, making every day a reason to celebrate. As a part of the campaign, Allen Solly has created a new TVC that is set to enthrall viewers across the country as it will coincide with the ongoing ICC Cricket World Cup, creating a perfect celebrations synergy.

Allen Solly's 'Every Day Is Friday' campaign is curated to inspire a sense of vitality, optimism, and celebration on each day of the week and not just only on Fridays. Allen Solly is the brand that redefined the rules of corporate dressing and introduced the concept of Friday dressing three decades ago. The brand has launched a 45 seconds TVC highlighting why you shouldn't wait till the end of the week to feel the magic. This vibrant and energetic film communicates that every day is Friday if you feel great, look great, and take the time out to do your thing for a bit.

Allen Solly's new campaign emphasises the brand's mission to offer unconventional fashionable attire for the new age men and women, whether formal or business casual wear, positioning itself as the go-to brand for those who celebrate life on their own terms.

Commenting on the launch of the campaign, **Ms Richa Pai, COO, Allen Solly** said, "At Allen Solly, we believe that fashion should be all about expression and celebration. 'Every Day Is

Friday' is not just a campaign, it's a philosophy we wish to inculcate among professionals. We believe that everyone should feel great every day of the week and not just only on Fridays. We urge people to make every day extraordinary by embracing comfort, style, and confidence with our extensive range of workwear. Allen Solly is more than just a brand, it's a way of life, and 'Every Day is Friday' wonderfully captures our mission."

The campaign's core lies in its combination of brand spirit with an appealing denim lifestyle line with a variety of denims and t-shirts. The unique back pocket patches on the denims, which offer a personal touch to each garment, are the collection's outstanding feature. The use of these one-of-a-kind patches in the campaign underlines Allen Solly's devotion to offbeat and trendy fashion.

Over the past 25 years, Allen Solly has been revolutionizing workwear expressions and has established itself as the go-to brand for unconventional and versatile fashion and continues to innovate and captivate fashion enthusiasts.

Allen Solly's new campaign will be amplified through a mega-media mix across mediums such as TV, Digital and Social.

Link of the campaign – <https://youtu.be/i-rzPiHSqaQ>

About Allen Solly

Allen Solly is a brand inspiring the birth of an entirely new consumer class. Launched in India in 1993, its edgy positioning, smart communication and great fashion created the 'smart casuals' category in India. A quintessential British Brand, Allen Solly was launched in India by Madura Fashion & Lifestyle A Division of Aditya Birla Fashion & Retail Limited. Allen Solly is among the topmost brands in India and it scored the highest amidst all brands in its segment by the Economic Times Brand Equity survey.

Allen Solly is a pioneer for western wear for women in India and redefines work wear in India with its 'Friday Dressing' fashion concept. It is the fastest growing brand in the industry and is the only brand with extensive men, women and kids presence across the country.

About Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), it is India's first billion dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly and Peter**

England, established over 25 years. **Pantaloons** is one of India's leading fashion retailer.

The Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok** and **Galleries Lafayette**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantnu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market. With a focus on Fashion & Lifestyle categories, **TMRW** is building a portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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