

## Allen Solly launches its first store in Thirupattur, Tamil Nadu

*The new outlet will house an exclusive collection range starting from INR 999*

Thirupattur, April 16, 2021: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., has announced the launch of its maiden brand outlet in Thirupattur, Tamil Nadu. Located in the heart of the city, the sprawling store is situated at J.M. Palani Complex, Vallalar Nagar and offer a remarkable range of wardrobe options for men.

The 820 sq ft outlet is one of its kind, promising premium fashion at unmatched prices to the fashion savvy consumers in the town. The brand plans to expand its network and offer an upmarket shopping experience to the consumers in various tier 3 and 4 cities with more such outlets in the near future. This first shopping destination from Allen Solly in Thirupattur will offer an exclusive range of collection extending a stellar wardrobe solution to the modern, fun loving, multi-dimensional fashion explorers.

Exclusive collection at the Allen Solly store features a broad range of revolutionary designs and fresh styles in shirts, trousers, blazers. Apart from these, a stylish assortment of expressive Denims and T-Shirts for a casual, yet eclectic style is also among the plethora of offerings available at the store.

Speaking on the occasion, **Mr. Anil. S. Kumar, COO, Allen Solly** said, *"We are delighted to unveil our first exclusive store in Thirupattur, expanding our retail footprint in the state. As a key strategic initiative, we aim to strengthen our reach in Tier -3 and Tier-4 cities bringing premium international fashion to the nearest touchpoint of our consumers even in smallest of towns of the country. A promising response from these markets and an ever-growing demand from even smaller towns, has been a driving factor behind the initiative. We plan to make the brand more accessible, at sharper prices to these towns across the country. We have begun with launches primarily centered around Tamil Nadu and AP/Telangana in immediate future."*

*"Our team of skillful designers have meticulously curated styles to help consumers choose from a broad range of trendy apparels coming along with an unflinching promise of unmatched fit and comfort. Apart from the exclusively crafted offerings, our supremely designed outlet and well-trained staff are adhering to all the necessary guidelines and protocols set by the local authorities to ensure a safe shopping experience to our consumers in these times",* added **Mr. Kumar**.

**Store address:** Allen Solly Prime no 653, J.M. Palani Complex, Vallalar Nagar, Vaniyambadi, Main road, Thirupattur, District 635601 Tamil Nadu

Allen Solly has presented the collection at an incredible price of **INR 999** onwards at the new store along with an introductory offer wherein first 300 customers can avail an unreal discount of INR 1000 on purchase of INR 1999.

#### **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 ABFRL:**

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 8,788 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), 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 3,031 stores across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India (as on 31<sup>st</sup> March 2020).

It has a repertoire of leading brands such as **Louis Philippe, Van Heusen, Allen Solly** and **Peter England** established for over 25 years. **Pantaloons** is one of India's largest fast fashion store brand.

The Company holds exclusive online and offline rights to the India network of California-based fast fashion brand **Forever 21**. The International Brands portfolio includes - **The Collective**, India's largest multi-brand retailer of international brands, **Simon Carter** and select mono-brands such as **American Eagle, Ralph Lauren, Hackett London, Ted Baker** and **Fred Perry**.

**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 **Jaypore** and Designers '**Shantanu & Nikhil**'. Additionally, the Company closed two strategic investments with Designers '**Sabyasachi**' and '**Tarun Tahiliani**'.

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