

## **Allen Solly Juniors Unveils First-of-its-kind Virtual School Collection with a fun “T-Shirt Song”**

*The digital campaign features the unique collection for school kids*

Mumbai; September 22, 2020: - With new norms in place pertaining to the pandemic, several new trends have been witnessed in past few months. From masks to antiviral, microbes resistant clothing, this year has brought revolutionary trends in the fashion industry. In the spirit of innovation needed for the current times, Allen Solly, India’s leading brand in premium casual wear from the house of Aditya Birla Fashion and Retail Ltd., has unveiled a novel range for kids titled **Virtual Class Collection**. The brand has also unveiled a new fun T-shirt song for kids. The campaign focuses on the fun bloopers we have witnessed during the virtual classes and provides a glimpse of the brand-new range of their quirky T-shirts. They feature fun quotes representing school life in the virtual mode which significantly highlights this range.

Developed by Ogilvy & Mather, the digital campaign rejoices childhood and demonstrates instances associated to attending school virtually. It depicts the fun part of attending virtual classes and meeting with their classmates. The campaign skillfully features boys and girls dressed in Allen Solly Juniors’ novel, fashionable and comfortable t-shirts, shorts, tops, and dresses.

Commenting on the launch, **Mr. Anil Kumar, COO, Allen Solly** said, *“We are thrilled to launch the T-shirt song alongside our new virtual school collection for kids. The pandemic has taken up a major chunk of occasions from children wherein they used to dress up. Our new collection for kids is just to celebrate the new way of learning. The collection is not just comfortable but fun and quirky just like the multiple bloopers which are happening when the little ones at our home are attending virtual classes. We believe it will make you sing along and create excitement among children.”*

**Mahesh Gharat, CCO, Ogilvy South**, *“Kids have so much access to technology these days and with the ‘new normal’ way of life, virtual learning has become the norm too. We are all experiencing this ‘new way of learning’ at our homes and every day is a new episode! The film captures such relatable situations of kids adapting to their online classes, but never losing out on the fun and banter. It’s warm and innocent and makes you want to go back to your own school days.”*

The campaign will be released across digital channels comprising of Facebook, Instagram, YouTube. It will also be reinforced through a varied promotion in the coming months.

**YouTube link:**

<https://youtu.be/rDEIjafzpy0>

**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 a part of USD 48.3 billion 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, presence across approximately 25,000 multi-brand outlets with 6,500+ point of sales in department stores across India.

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

ABFRL's portfolio of regional brands includes 'Van Heusen Innerwear'. Additionally, the company closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

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