



## Allen Solly Unveils New Brand Identity

*Launches its largest store in India located in Hyderabad*

**Hyderabad, October 28, 2024:** Allen Solly, a pioneering brand from the house of Aditya Birla Fashion and Retail, has unveiled a new brand identity and launched its largest store in India in the heart of Hyderabad's upscale Banjara Hills. Spanning an impressive 5,300 sq. ft. across three levels, this new store is set to offer the city's fashion enthusiasts a world-class retail experience, positioning itself as a premier fashion destination.

The new Allen Solly store introduces a new visual identity for the brand, elevating the in-store experience to a new level of retail therapy. Thoughtfully designed to reflect the brand's iconic heritage, including its Nottingham roots and signature Stag, the store's layout is both contemporary and appealing, providing shoppers with a seamless and immersive journey through the brand's world. The store houses 10000+ styles, exclusive wedding studio and on-site professional tailors. Each floor offers customers a distinct and world class retail experience to cater to the growing demands of the Hyderabad consumers.

In addition to a contemporary new look and extravagant shopping experience, the store has a beautiful showcase of Allen Solly's signature collections. Catering to Men, Women, and Juniors, the store houses everything from smart casuals to sophisticated formals, premium wedding wear, vibrant weekend wear and chic workwear. For men, the store features Allen Solly's renowned smart casuals and business casuals, perfect for the modern professional seeking both comfort and style. Women can explore a wide range of contemporary and versatile outfits, from elegant office wear to relaxed

weekend ensembles and the widest collection of handbags. The Juniors' collection offers fun, trendy, and comfortable options, ensuring that the younger generation is not left behind in the fashion stakes.

Commenting on the launch, **Ms. Richa Pai, Chief Operating Officer, Allen Solly**, said, *"We are excited to unveil our flagship store at Banjara Hills, Hyderabad. With this store, Allen Solly embarks on a new retail identity, inspired from our rich Nottingham heritage. We offer an elevated shopping experience that combines sophistication, and contemporary design. With a wide array of menswear, womenswear, and an expansive kids' collection, this store is tailored to the modern Indian consumer who embraces international style trends. We are confident this store will become Hyderabad's go-to destination for fashion-forward consumers."*

The new Allen Solly store in Banjara Hills aims to redefine retail shopping in Hyderabad, blending the latest fashion trends with the brand's heritage. With its impressive selection, personalized service, and an ambiance designed to delight, this store is set to become the go-to destination for fashion enthusiasts across the city.

Visit the new Allen Solly store at: Road no 2, Banjara Hills, Hyderabad, Telangana 500034

## **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. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), 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 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

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 retailers.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & 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.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

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