

Allen Solly Expands Portfolio, Enters Men's Casual Bottomwear Category with Exciting New Collection



ALLEN SOLLY

- ✓ *The brand debuts utility-led cargos, parachute pants, and carpenter trousers as part of its latest menswear collection*
- ✓ *With the bold 'Legs Now Turn Heads' campaign, Allen Solly launches the collection in style—infusing fashion with the expressive energy of dance—amplified by its Associate Sponsorship of Tata IPL 2025 on JioStar.*

Bengaluru, April 17, 2025: Allen Solly, the pioneer of smart casualwear from the house of Aditya Birla Fashion and Retail Ltd. (ABFRL), has made a striking entry into the men's casual bottomwear segment with the launch of a bold new collection. Designed for the fashion-forward Indian man, the line-up introduces cargos, carpenter trousers, and parachute pants — silhouettes that bring a fresh wave of casual fashion for GenZ.

The category expansion is introduced through Allen Solly's latest campaign, 'Legs Now Turn Heads', a style-forward movement aimed at redefining casual silhouettes that go beyond conventional styles for the modern Indian man. With this move, the brand strengthens its position in men's casualwear and responds to a growing demand for versatile pieces that reflect personality, comfort, and functionality.

"Allen Solly has always been ahead of the curve in redefining casual fashion in India," said **Richa Pai, Chief Business Officer, Allen Solly**. *"With this launch, we're not just adding a new category — we're reshaping how young Indian men express themselves through clothing. This collection is bold, relevant, and fills a clear whitespace in the menswear market."*

Jayanth Gurumurthy, Creative Director, Allen Solly, added, *"Fashion today is dynamic and expressive, and men's bottomwear is no exception. Cargoes, parachute pants, and carpenter pants allow men to make bold style statements with ease. This campaign captures that energy, showing how the right pair of pants can truly turn heads."*

Timed to coincide with the country's biggest sporting spectacle, Tata IPL 2025, the campaign is gaining widespread attention across platforms. As an Associate Sponsor for IPL 2025 on JioStar, Allen Solly is leveraging this moment to seamlessly integrate fashion with sport to create an impactful impression. This high-energy, vibrant can also be spotted on Instagram, YouTube and Spotify.

Each piece in the collection — from utility-pocketed cargoes to fluid parachute pants and rugged carpenter trousers — is crafted for movement and ease. Designed to keep pace with today's dynamic lifestyles, these styles mark a refreshing shift from conventional menswear to something far more expressive.

The collection is available now at Allen Solly stores, leading partner outlets, and online at <https://allensolly.abfrl.in/>, with prices starting at ₹1999.

Watch the campaign film here: <https://www.youtube.com/watch?v=FtR-iomHFkg>. Because this season, it's official, legs are the new head turners with Allen Solly.

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 of 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 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, while **Style Up** is an emerging value retail format.

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, Simon Carter and Galeries Lafayette**.

The Company's foray into the 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**'. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

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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.

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