

## **Allen Solly opens its newest store in Agra**

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**Agra:** Allen Solly launched its trendiest store in Agra today. Located on MG Road, it is one of its biggest stores in Agra and is an indication of the northern region's growing importance in the brand's distribution strategy.

The new store spread across 1,500 sq ft store is in line with Allen Solly's new brand direction and a completely revamped retail identity.

The store has a young, cool and casual feel to it quite like the clothes inside. Given the evolving Indian consumer, a very international appeal has been given to with its range of fixtures, mannequins, lighting and music.

"Allen Solly has always believed in breaking conventions. The brand has been given a young and a casual feel recently and we felt it was time to take it closer to consumers in Agra. We are confident Agra will lap up the new and vibrant Allen Solly", says Sooraj Bhat, Brand Head, Allen Solly.

Allen Solly has witnessed high growth in the north in the just concluded financial year, its growth doubling every year. "We have found our consumers in north to be fairly brand-centric", says Sooraj Bhat. "We have renovated our showrooms to reflect the new identity and the new store in Agra reflects this identity."

Allen Solly's retail presence has also strengthened over the years, having grown more than 300 per cent in retail area over the last 3 years.

### **Allen Solly – a brand that redefines conventions**

Launched in 1993, Allen Solly created ripples in the Indian market by releasing the rules in corporate dress code. It arguably is the only brand that has truly redefined the modern Indian's wardrobe. It trashed whites and greys thereby making the corporate world a colourful and vibrant place.

During the early 1990s, everyone in India was wearing conventional greys, whites, blues, and pin stripes to office. With liberalisation and growing exposure to international trends, the market was ripe for some excitement. It was then that Allen Solly brought in its concept of Relaxed Formal Wear to India – bold and bright colours, concepts and patterns. The brand then went a step further, launching a collection of shirts and trousers called 'The Uncrushables' – a wrinkle-free wardrobe in an unconventional 'solid' palette.

Friday Dressing as it was called, Allen Solly's line was targeted at the young, contemporary corporate Indian who was ready to challenge conventions and create his own identity. It encouraged young office goers to become slightly more relaxed and cheerful.

Today, the brand appeals to that section of consumers who are young and want to create their own world. Offering clothing that spans casual, work and evening wear, the brand's personality is well-reflected through its 'My World, My Way' campaign.

Allen Solly has several product innovations to its credit and loyal consumers swear by the brand's comfortable and fashionably-styled cotton trousers and bright, colourful shirts.

And the brand is not only for men. Allen Solly's nod to women in the workforce came in 2001, when the brand came out with a line of women's formal wear. A few years later, they rewrote their own rules again, by bringing in their casual chic collection for women. Allen Solly's apparel is well known for its superior quality and it has consistently won industry awards and consumer recognition for its clothing.

Over the years the brand has evolved to achieve a high fashion quotient and appeal through its exciting, young, fashionable merchandise and aspirational imagery. The brand continues to remain true to its promise and has expanded categories to encompass all occasions in life-Work to casual to party.