

## Allen Solly to weave in Ikat designs in menswear

**BINDU D MENON**

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In a strategic collaboration, Aditya Birla Fashion and Retail-owned Allen Solly has partnered with Pochampally Handloom Weavers Co-operative Society from Telangana to introduce Ikat into men's work wear segment.

The company said it is pioneering with the traditional pattern in western cuts and silhouettes.

"Our research indicated that there are consumers who want to be connected to the roots. Tying with artisans helps us create a completely new line," said Sooraj Bhat, COO, Allen Solly and Louis Philippe, Aditya Birla Fashion and Retail Ltd.

Ikat is a style of weaving that uses a resist dyeing process as similar to tie-dye.

It uses either the warp or weft to weave a pattern or design.

When both warp and weft are tie-dyed then it is called double Ikat.

In India, there are many kinds of Ikats weaves such as Patans Patola, Pochampali, Narayanpur and Koyalagudem.

"We were pioneers in introducing the concept of Friday Dressing. Now, we want our consumers to embrace artisanal products," he added.

Interestingly, e-commerce players were the first to spot an opportunity in artisanal products.

E-commerce players such as Amazon, Flipkart and Jabong have in the past tied up with artisans to create and



Sooraj Bhat, COO, Allen Solly and Louis Philippe, Aditya Birla Fashion and Retail Ltd

sell exclusive ethnic product range

Bhat said the company is targeting 25-45 year old consumers.

The range will be handcrafted at various Allen Solly manufacturing units.

The shirts are priced at ₹2,500 to ₹2,800.

It will be available and retailed at exclusive Allen Solly stores and key department chains across Mumbai, Delhi and Bengaluru.

Bhat said besides the brick and mortar stores, the product range will be available for purchase through its official brand website [www.allensolly.com](http://www.allensolly.com) and all leading partner e-commerce sites.

Allen Solly is currently retailed from 207 exclusive stores across India and is present in all leading menswear stores and department stores.

The company said it has been growing aggressively at a CAGR of 34 per cent and will end the financial year 2015 at over ₹800 crore as retail revenue.