

Allen Solly launches its First Ever Jeans campaign

~The film will feature on TV, digital, print, 1000+ cinema halls and social media platforms~

Mumbai, 17th August 2019: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., unveiled its First ever denim campaign "**Tough Jeans For a Tough Day at Work**" featuring their denim range. Allen Solly is a lifestyle brand and denim is core to growth strategy and a key pillar in appealing to younger consumers. The campaign will be promoted on platforms such as TV, digital, print, 1000+ movie halls and social media platforms.

Speaking on the occasion, **Anil.S.Kumar, COO, Allen Solly** said "*Allen Solly has consistently worked towards serving the needs of young Working professionals through unconventional fashion. This campaign on jeans brings alive "tough jeans" which is the perfect companion for work and beyond. In this campaign as well, our brand logo "Stag" joins our journey into the denim world bringing live the toughness of our jeans.*"

Conceptualized by Ogilvy & Mather India, the TVC continued to use Allen Solly's greatest asset – the Stag. It features a young Solly man attired in Allen Solly Denim accompanied by the stag on his way to work. Failing to rev up the engine of his car stuck in snow, The Stag turns his attention to a sledge, giving him the idea of sledging to work. He eases his way through barbed wires, ferns and twigs. The TVC draws attention to the durability and aesthetics of the range effectively as the man indulges in arduous activity.

Mahesh Gharat, Chief Creative Officer, Ogilvy, South said "*Allen Solly has been bringing its own little twist to apparel for many years now. And this year was no different. To emphasize the toughness of the denims in the film, the Stag takes our protagonist on a road less travelled by, thus demonstrating the strength of the denims. We wrote the lyrics and collaborated with Antonio Sanchez, the music composer of the Oscar - winning movie Birdman and the renowned Thana Alexa on vocals to create an original soundtrack for the film. I think this one will be truly memorable.*"

This range of durable, fashionable jeans is crafted from an ultra-stretch fabric. The high tear and tensile strength of the fabric adjusts to the dynamic lifestyle of the customers effectively. It also comes with a triple needle construction, along with a reinforced back pocket for added durability in sewing, thus serving the brand's promise of being unconventional and futuristic in terms of design and products.

Jayanth Gurumurthy, Creative Director, Allen Solly further added "*Allen Solly now sets new benchmark for work wear fashion through jeans. This fashion forward range of "tough*



“jeans” combines fashion with durability and comfort. With modern construction and durable fabric the collection offers excellent recovery and stability.”

The denim range comes in a palette of indigo washes, offering a number of striking wardrobe options for the new-age professionals, enabling them to make an effortless style statement at workplace. The contemporary collection will be available online and in stores across India.

Catch the Allen Solly Campaign here: <https://youtu.be/s3m4m6M1tHQ>

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 top most 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. Allen Solly is the exclusive licensee in India to produce market and distribute apparel with Wimbledon branding.

About Aditya Birla Fashion and Retail Limited:

ABFRL is a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,118 cr. spanning retail space of 7.5 million sq. ft. (as on March 31, 2019), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

As a fashion conglomerate, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country. It is present across 18,000+ multi-brand outlets and 5,000+ 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 value fashion store brand. The International Brands portfolio boasts of - The Collective, India's largest multi-brand retailer of international brands and select mono-brands such as Ted Baker, Ralph Lauren, American Eagle and Simon Carter.

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