

Allen Solly introduces a new move in shopping — 'Divide and Rule'

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~ Now buy Allen Solly suits and blazers in installments ~

Gone are the days when people used to save up to buy their favourite suits and blazers. Now, it's time to go shopping right away on EMI, with Allen Solly's 'Divide and Rule' offer.

You can now pay for your Allen Solly suits and blazers in three easy installments using your HDFC credit card. There is no interest charge levied on your purchases! This special offer was launched by Allen Solly, in a tie-up with HDFC credit cards, to encourage customers to 'divide' the payment and enjoy the very best of Allen Solly.



The move is aimed at attracting a wide variety of customers including budding corporates, college students and young techies. Allen Solly is emphasising on their selected formal collection and the super luxury range. The offer is valid on menswear and selected formal wear for women.

This exclusive collection, coupled with the exhilarating 'Divide and Rule' offer, addresses the needs of the image-conscious corporates who believes in being well turned-out at the workplace.

So dress up in the best of Allen Solly suits and blazers without burning a hole in your wallet!

- Menswear starts at Rs. 4,999/- and women's wear starts at Rs. 2,999/-
- The offer is already available at Allen Solly Exclusive outlets.

About Allen Solly

Allen Solly created ripples in the Indian market by creating new rules in the corporate dress code. It trashed whites and greys, thereby making the corporate world a colourful and vibrant place. Now, the brand is coming up with its new casual look. Originating from the large portfolio of international brands of Coats Viyella – UK, Allen Solly truly has been the brand that transformed the way people dressed by bringing in its concept of relaxed formal wear to India — bold and bright colours, concepts and patterns.