

Allen Solly launches winter party-wear collection

15 December 2010

~ *Rule the dance floor* ~



Bangalore: The winter season is the most exciting for fashion. It means extra layers and a more refined look. Allen Solly has launched its latest collection of winter party-wear for Men and Women. Beautiful vintage fabrics, reconditioned wools and sustainable fabrics are individually matched to create its exclusive collection. Filled with vibrant colours and shapes, this new range from Allen Solly aims to bring fun back into your wardrobe.

Allen Solly Men has a wide range of jackets for the season. The cool weather, all the layering and extra details allows us to walk into a fabulous wardrobe. Get a revamped look this season with chic jackets designed to make you look glamorous for the evening. The brand also has a range of Tuxedos and ultra stylised blazer with shawl collar. The collection also has unlined jackets which are available in checks and plain biker style for not-so-cold parts of the country. Allen Solly also has a range of belts, scarves and other accessories to flaunt your own fashion trend.



Allen Solly Women launches its collection of Little Black Dress (LBD). The 'little black dress' tops the list of must-haves in all seasons. It is a 'rule of fashion' that every woman should own a simple, elegant black dress that can be dressed up or down depending on the occasion. Wear it with a jacket and pumps for daytime business or accessorise it with more ornate jewellery and bag for evening. Allen Solly also has colourful playful accessories like belts and caps for women. So, doll up yourself with a little black dress and look your stunning best for the party season.

Hit the party floor in style with Allen Solly Party-Winter collection!

Women's wear starting @ Rs 1,799

Men's wear starting @ Rs 2,199

About Allen Solly:

Allen Solly created ripples in the Indian market by releasing new rules in corporate dress code. It trashed whites and greys thereby making the corporate world a colorful and vibrant place. Now it's coming with his 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 colors, concepts and patterns.

Allen Solly stores are located at:

Bangalore- Church Street, 55, 55/1, Tel No: 080 41121830/1, Jayanagar - no 346/17, 10th 'A' Main, 27th Cross, 3rd block. Tel No: 080 41739920 / 41400150, Comm Street - Old# 8, New # 166, 080 41238085, Garuda Mall - No-CTS, 15, 17, 18 & 27, (117) Tel No: 080 41531023 Mumbai - Unit G-14, Ground floor, Inorbit Mall, Link Road, Malad (W), ph - 022 67049564, Vista Enterprises, 12-A Mahavir Centre, Turbhe Road, Section-17, Vashi - 022 27893485, Shop No F13/A, oberoi Malls Pvt Ltd, International business park, Oberoi garden city, Off W E Highway, Goregaon - ph - 022 28409009, Delhi - F-13, Inner Circle, CP - 011 43583755/6, Sivam Sales Pvt.Ltd., E-16 Connaught Place, PH - 011 23415682, Shop # 8 & 9 West Gate Mall, upper Ground Floor, District Center, Shivaji Palace, Raja Garden- 011 45508035, Shop # M-65, Greater Kailash - 1- 011 46556820/30 Shop # 5, GF, Select Saket mall, Plot # a43, District center, Saket - 011 40575041/2 Chennai - Shop # 99, ground floor, phase - 2, spencers plaza, annansalai - 044 28491183, Shop# 5, Ground flr, # 10 & 11, Dr. Radhakrishna Salai, Mylapore - 044-28477772, Chaitanya, Shop no A, # 12, Khader Nawaz Khan road, Nungambakkam - 044 43084840/1 Hyderabad - Shop No F1, Amit Plaza, Somajiguda - 040 66621040 GF, Road No 2, Banjara Hills, 040 23554810 Ahmedabad - Shop#1, Rain Drops, opp to Iskon Arcade, C G Road, Ph - 079-32948810 Iscon Mega Mall, Shop # 223 & 224, S G Road - ph -079 40026770 Kolkatta - City Centre, DC Block, Salt Lake Sector 1 - 033-23582096, Shop # S238, 2nd flr, South City Mall, Municipal #375, Prime Anwar Shah Road - 033 40072223, M/s Marda Collections, 37 Shakespear Sarani - 033-22815488/9 Lucknow -Shop # 123 , Sahara Gunj, Shahanjaf road, Hazart Gunj - 0522-4003451, Gurgaon - No 42 & 43 GF, Ambience Island, NH - 8 - 0124 4665437/8, No 105, 1st floor, Ambience Island, NH - 8, Gurgaon -0124 4665415/6, Noida - F-16, Sector -18 - 0120 4228063/5, Shop # 27, G. Floor, The Great India Place Mall, Sector-38 - 0120 2450040, Cosmic Fashions, C-24, Sector 18 - 0120 43157440, Chandigarh - Shop # 11, next to snow white dry cleaning, Sector - 17, "E" Market - 0172 5035457, SCO 51, Sector 17-E -0172 5067175 Calicut - The Focus Mall, Shop # 217, Navor Road - 0495 4021404, Coimbatore - VVCR Murugesha Mudaliar & Sons, 382 B Jaimahal Manian Corner, D.B.Road, R.S.Puram - 0422-4367312, Thane - Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, Vizag - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, Pune - Sambhaji Mansion, Ground Floor, 1260-A Jungli Maharaj Road - 020 25511943/4, Kakade Mall, # 105, First Floor, #231, Moledina Road, Camp - 020 26332535/6, Bhubaneshwar - Land Mark, 52/53 Janpath, Ashok Nagar - 0674-2533215, Thane -Jai Enterprises, 2/3 R.M.Pride, Ram Maruthi Road - 022-25381601, Vizag - Zen Apparels, 30-15-158 City Plaza, Daba Garden - 0891-2575889, Ghaziabad - 20, Shipra Mall, Plot - 9, Vaibhavkhand, Indirapuram - 0120 4139645, Secuderabad - Krishna's, 95 Park Lane - 040-27720322, Chandigarh -SCO 51, Sector 17-E - 0172 5067175