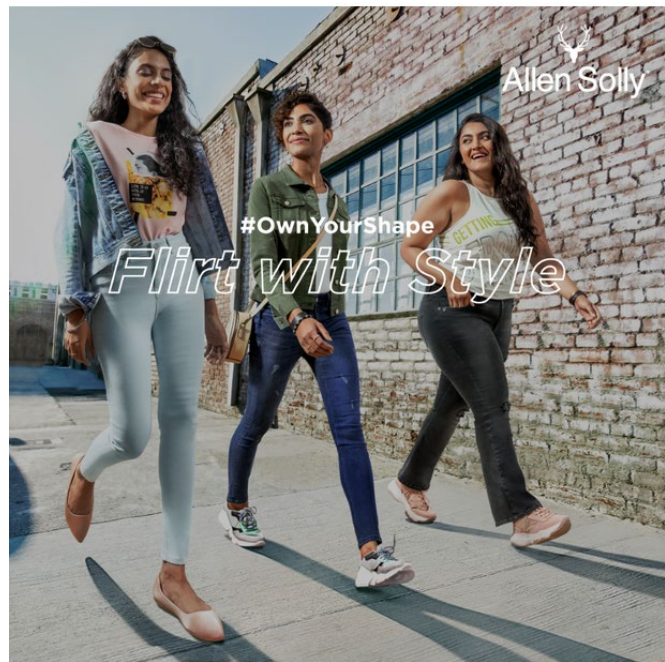


Allen Solly launches 'Own Your Shape' campaign for its women's Denim range

- The brand spotlights on body positivity with its new size-inclusive denim apparel



Mumbai, October 21, 2021: - Allen Solly, India's pioneer brand in casual work-wear from Aditya Birla Fashion and Retail Ltd., unveils a new range of denims for women in diverse sizes with a brand new campaign 'Own Your Shape'. The campaign addresses the growing concerns– “one-size-fits-all”, as women struggle to find the perfect fit denim. With the launch of new campaign 'Own your Shape', the brand aims to provide stylish denims for every body type.

Mr. Anil S. Kumar, COO, Allen Solly said, “At Allen Solly, we care about the right fit for all body types. The need to move beyond ‘One Size Fit for all’ was common during our customer outreach. Fashion is not only about developing the perfect product but also the right fit for each body type and through this ‘Own Your Shape’ campaign, Allen Solly aims to accentuate that beauty comes in all shapes and sizes. **He further added,** “The brand strongly believe that this campaign will bring positivity among women and encourage the brand to make more such products.”

As part of the campaign, Ogilvy has conceptualized a new film that features three girls of different body types, trying different styles, switching. Swiping. Experimenting. The denims fit each of their body types equally well. They are seen admiring each other's styles and the way the denims compliment their body shapes. They raise a toast for having the freedom to choose more from multiple styles that fits their body perfectly and not the other way around, thanks to Allen Solly

The idea behind 'Own Your Shape' campaign is to break away from the stereotype of clothing or the notion of specific styles for certain body shapes and address the diverse sizes of Indian women.

The first principle of dressing up is the need to experiment and have choices. So, why restrict them when it comes to denim? This collection is one of its kind with loads of functional benefits like High Waist for no gapes at waistline, better tuck, curvier denims celebrating ergonomics especially for plus size women, and more.

Mr. Mahesh Gharat, CCO, Ogilvy South said, *"When women compliment other women on their sartorial choices, it conveys a subtle but beautiful appreciation of each other. This is exactly what the film captures between these three wonderful girls. The film captures their unique style and how they have found the right fit in the denim they wear. Through this film, we have depicted the essence of being comfortable in one's skin and celebrating our body shape no matter what styles we opt for. After all, it's only when you truly adore your body that the world looks brighter."*

The campaign is being released on leading digital platforms such as YouTube, Facebook and Instagram.

The 'Own Your Shape' Denims range is priced between INR 1699 and INR 2999. The products are available across all Allen Solly outlets and on the Allen Solly website (www.allensolly.com)

Watch the Video here: <https://www.youtube.com/watch?v=hX0438nNKUc>

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 topmost 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.

About ABFRL:

ABFRL is part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

~~ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura~~

Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ 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 fast fashion store brand. The Company also holds exclusive online and offline rights to the India network of California-based fast fashion brand Forever 21. The International Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands, Simon Carter and select mono-brands such as American Eagle, Ralph Lauren, Hackett London, Ted Baker and Fred Perry. Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.

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