

Allen Solly launches its first store in Dharapuram, Tamil Nadu

The new outlet will house an exclusive collection range starting from INR 999



Dharapuram, September 8th, 2021: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., has announced the launch of its brand outlet in Dharapuram, Tamil Nadu. Located in heart of the city, the store is situated at Vasantha Road, Anna Nagar and offers a remarkable range of wardrobe options for men.

With the promise of premium fashion with unmatched prices, the 800 sq ft outlet is one stop for all the fashion savvy consumers in the town. With this launch the brand promise of expanding its offering to its customers in Tier 3 and Tier 4 cities takes one step forward. This first shopping experience with Allen Solly's Dharapuram store, will offer an exclusive range of collection of glamorous wardrobe solutions.

Exclusive collection at the Allen Solly store features a broad range of revolutionary designs and fresh styles in shirts, trousers, blazers. Apart from these, a stylish assortment of expressive Denims and T-Shirts for a casual, yet eclectic style is also among the plethora of offerings available at the store.

*Speaking on the launch, **Mr. Anil. S. Kumar, COO, Allen Solly** said, “We are happy to announce the launch of exclusive store in Dharapuram, Tamil Nadu. At Allen Solly, our aim has been always to strengthen our reach for customers in Tier 3 and Tier 4 cities and to reach out to the fashion enthusiast. With this store we bring premium international fashion accessible to all our customers even in the smallest towns”*

Store address: Allen Solly Door No. 27/55, Vasantha Road, Anna Nagar, Dharapuram, Tamil Nadu

Allen Solly has presented the collection at an incredible price of 999 onwards.

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 Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 5,249 cr. spanning retail space of 8.4 million sq. ft. (as on March 31, 2021), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 3,212 stores across approximately 31,000 multi-brand outlets with 6,800+ point of sales in department stores across India (as on 31st March, 2021).

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 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. The Company's foray into branded ethnic wear business includes **Jaypore** and strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**' and '**Sabyasachi**'

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