

'GO' stretch and wrinkle free trousers from Allen Solly: A revolutionary invention

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Allen Solly, India's favorite fashion brand now introduces a unique line to take corporate vogue by storm. Presenting 'GO' stretch and wrinkle free trousers with DOW XLA TM - the only stretch fibre with the twin benefits of no-iron convenience and stretch comfort. Wrinkle free and stretch powers join forces in the revolutionary 'GO' trousers, so you can leap, soar and fly through everyday battles.



This new line also offers the soft hand feel and colour fastness that make it a must have for every wardrobe. The collection has been launched keeping in mind the discerning executive, who demands comfort, performance and style. Allen Solly 'GO' trousers are designed to help the everyday superhero brave every twist and turn of the fast lane and still look his sharpest best.



Elaborating further on this novel product, Mr. R Satyajit, chief operating officer, Allen Solly, said, "We are proud to launch 'GO', the new performance collection in the apparel market partnering with Dow Fiber Solutions. This innovative collection, with its brilliant stretch and wrinkle free properties, will prove to be the perfect boon to people in today's hectic lifestyle. It took the groundbreaking technology of DOW XLA TM fibre and product innovation, for us at Allen Solly to be able to create this truly unique

line. There is a growing demand for well fitted garments that adapt to body shapes and wrinkle resistant for wearing comfort, and we feel 'GO' is the desired answer to this consumer need."

'GO' is a collection of clean and contemporary trouser designs and is available in six colors: grey, black, beige, camel, chocolate and navy.

The 'GO' collection is priced at Rs.1,799 and is available at all Allen Solly stores across India.

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 colourful and vibrant place. 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.

Allen Solly is also located at

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 No2, 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 Kolkata - 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 Bhuvaneshwar - Land Mark, 52/53 Janpath, Ashok Nagar – 0674-2533215 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