

Allen Solly launches 5,000 sq ft store in Bangalore at HSR layout



Bangalore, 10th May 2023: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., has opened its largest flagship store in Bangalore at HSR layout. The store is located in heart of the city and is situated at 27th Main Road, HSR layout and offers a remarkable range of wardrobe options for men, women, and juniors.

With a retail space of 5000 sq ft, the store promises a shopping extravaganza with innovative and stylish products.

Allen Solly is dedicated to provide premium products and delivering unmatched comfort and performance to modern consumers. The launch is part of the brand's plan to expand its offerings and network to customers in the southern market.

The exclusive collection at the Allen Solly store features a broad range of fresh designs and effortlessly cool styles for Men, Women, and Juniors. The collection includes the new range of suits and blazer featured under The Tuxedo wedding collection. An extensive line of formal and casual wear for Men, Women and Juniors along with partywear collection and dressed up casuals for Juniors.

Speaking on the launch, Ms. Richa Pai, COO, Allen Solly said, “We are delighted to announce the launch of our largest store in Bangalore. Allen Solly aims to build stronger connections with its consumers and expand its market presence. Bangalore’s response to our effortlessly stylish range has been the driving factor behind this brand-new store.”

Store address: Allen Solly, No. 426, 27th Main road, Sector 1, HSR layout, Agara, Bangalore

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. 8,136 cr. spanning a retail space of 9.2 million sq. ft. (as on March 31, 2022), 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 3,468 stores, approximately 28,585 multi-brand outlets with 6,515 points of sales in department stores across India (as on 31st March 2022).

It has a repertoire of India’s largest brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England, established for over 25 years. Pantaloons is one of India’s leading fashion retailers.

ABFRL’s international Brands portfolio includes - The Collective, India's largest multi-brand retailer of international brands and has long-term exclusive partnerships with select brands such as Ralph Lauren, Hackett London, Simon Carter, Ted Baker, Fred Perry, Forever 21, American Eagle and Reebok.

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 brands such as Jaypore, Tasva and Marigold Lane. The Company has strategic partnerships with Designers ‘Shantanu & Nikhil,’ ‘Tarun Tahiliani,’ ‘Sabyasachi’ and ‘House of Masaba’. ABFRL has embarked on a significant Direct-to-Consumer play to build a portfolio of new-age brands with a launch of TMRW, a digital-first lifestyle brands across fashion, beauty, and other lifestyle segments.

The Company is bolstering its digital capabilities by scaling up its brands.com to build an integrated portfolio of digital assets to provide an immersive customer experience, deepen consumer connect of its brands and expand its portfolio into emerging consumer segments.

For further information, please contact:

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