

Allen Solly Launches 'Wear a Mask, It's as easy as Wearing a Smile' Campaign

Mumbai; July 22, 2020: - Allen Solly, India's pioneer brand in semi-formal dressing from Aditya Birla Fashion and Retail Ltd., has launched a digital campaign titled '**Wear a mask, it is as easy as Wearing a Smile**', centered around masks. The brand's maiden campaign for masks promotes the idea of how wearing a mask entails a sense of safety, calm disposure and donning one is as easy as wearing a smile.

The act of wearing a mask is a practice we are all still adapting to. It has not been easy for us- most masks are stuffy and their medical equipment looking design increases our anxiety about the situation. But it's important that we all wear one- so that we can care for ourselves as well assure those around us.

Allen Solly believes that wearing a mask should be as easy to wear and comforting to others - as a smile. A smile that shows that we care for the people we come across, be it at workspaces, or letting our kids play outside or when you step outside. This is the intent with which the brand introduced a range of masks, a temporary stand-in for all the smiles we are now unable to see.

Elaborating on the campaign launch, **Anil. S. Kumar, COO, Allen Solly** said, *"Driven by the need of the hour, wearing face masks has become a new normal. They now are an unavoidable necessity for the greater good. Our campaign aims to add a fresh and positive perspective to the concept of masks by connecting it to a human characteristic - Smile. With easing lockdowns, people have started venturing out and wearing a mask is the new norm. It becomes highly critical in such times to device messages carefully and creatively. Through our campaign, we are not just highlighting people's duties & obligations but also empowering their trust in accepting masks as a way to express oneself just the way we do with our smiles. We strongly believe the campaign will add positivity and reinforce the importance of wearing masks to not only keep ourselves safe but put others around us at ease as well"*

Mahesh Gharat, CCO, Ogilvy South says, *"Masks are the essentials for the new world. But we don't want people to feel they are a burden. Designed right, they can be cool, quirky and very very endearing. Allen Solly's easy-breezy film encourages people to wear a mask with a smile."*

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

Allen Solly has launched its face masks range for men, women and kids. Allen Solly face masks are designed and developed with a unique 3-layer filtration system that has a soft inner layer, followed by the middle melt-blown layer and lastly the trendy outer layer. The entire mask is treated with an anti-bacterial finish using the N9 pure silver technology.

While the masks are high on fashion, the brand has ensured longevity by creating long-lasting product life of up to 30 washes. The products have been engineered to offer maximum comfort to the consumer by ensuring they are highly breathable. Furthermore, these masks come with soft and comfortable elastic

loops. Made using fine quality cotton and cotton blends, these lightweight masks are tested and certified in accordance with ASTM F 2101 for high bacterial filtration for up to 95%.

The brand is soon set to launch a range of 7 layer Anti-Viral masks in collaboration with HEIQ VIROBLOCK. **The fabric used in the product is treated with HeiQ Viroblock® Swiss Technology that is tested to provide resistance against common viruses(enveloped) and bacteria as per AATCC 100 and ISO18184 global testing methods, up to 20 gentle washes. Resistance to COVID-19 is yet to be assessed.**

YouTube link:

<https://www.youtube.com/watch?v=unbemk0Y9Kg>

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 a part of USD 48.3 billion Aditya Birla Group. With revenue of Rs. 8,743 cr. spanning retail space of 8.1 million sq. ft. (as on March 31, 2020), 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 3,031 stores, presence across approximately 25,000 multi-brand outlets with 6,500+ 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 International Brands portfolio boasts of - **The Collective**, India's largest multi-brand retailer of international brands and select mono-brands such as **Simon Carter, Hackett London, Ted Baker, Ralph Lauren, American Eagle and Fred Perry**.

Our portfolio of regional brands includes '**Van Heusen Innerwear**' & '**Style Up**'. Additionally, we closed two strategic investments in branded ethnic wear business with **Jaypore** and **Shantanu & Nikhil**.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrel.adityabirla.com