

## **Celebrate International Men's Day - the Allen Solly way**

12 November 2009

November 19 is the International Men's Day and Allen Solly is bringing it to prominence. This is the best chance to prove how much you love and care for him on his special day. For the first time, an apparel brand is taking an initiative to celebrate International Men's Day in an exceptional way.

Through this promotion, Allen Solly targets women and urges them to gift their men things which are extremely important to them, which however are met with disapproval from their partners. Things like TV time, time to hang out with Friends, the freedom to have a few drinks and time to play sports / games!!

Allen Solly has introduced collectible kits which have permission cards for all these items which give a man freedom to pursue these activities for three hours after presenting these cards. This is treated in a humorous and funny manner and is in line with one of the Allen Solly values of freedom.

**The theme for the worldwide observance of International Men's Day 2009 is 'Positive Male Role Models'.** Men make sacrifices everyday in their place of work, in their role as husbands and fathers, for their families, for their friends, for their communities and for their nation. International Men's Day is an opportunity for people everywhere of goodwill to appreciate and celebrate the men in their lives and the contribution they make to society for the greater good of all. Men bring humour into our lives and make us laugh. It may be our fathers, brothers, partners, sons, male friends, neighbours and colleagues. Let him celebrate his day, the Allen Solly Way!!

**Allen Solly Men's Day Special cue cards are available at store (No Purchase required).  
The offer valid starts from 13.11.2009 to 22.11.2009**

**Available at all Allen Solly stores in NCR, Mumbai, Bangalore, Hyderabad and Pune**

### **About International Men's Day**

International Men's Day is an international event celebrated on 19 November every year. It was inaugurated in 1999 in Trinidad and Tobago and was supported by the United Nations. The objectives of celebrating an International Men's Day include focusing on men's and boy's health, improving gender relations, promoting gender equality, and highlighting positive male role models. It is an occasion for men to highlight discrimination against them and to celebrate their achievements and contributions, in particular for their contributions to community, family, marriage, and child care.

### **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 No 2, 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 Murugesu 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, 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, 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.