

Allen Solly Introduces Duo Defence Mask; Launches Power of Two campaign

Mumbai, July 12th, 2021: - Allen Solly, India's pioneer brand in semi-formal dressing from Aditya Birla Fashion and Retail Ltd., has launched a brand-new range of Anti-Viral face masks with Meltblown layers and detachable 5 layered filters, providing high particle filtration; a solution to today's double masking needs.

The brand has launched a campaign titled "Power of Two" for the new collection of Duo Defence Masks. The campaign is in line with the current climate and seeks to offer customers a solution for their Double Masking requirements, whilst also providing their customers with a sense of comfort and safety. To ensure this, the brand has introduced the "Duo Defence Masks", 5-layered masks with melt blown layers and 5 layered detachable filter, with three melt blown layers, providing High Particle Filtration.

The Allen Solly Duo Defence Mask, the newly introduced range of facemasks has been created in India, with VIROBLOCK™, a Swiss technology that is tested to provide resistance against common viruses (enveloped) and bacteria as per AATCC 100 and ISO18184 global testing methods. Both the mask and filter are washable and recommended to be reused up to 20 gentle washes for the mask, and upto 10 gentle washes for the filter. Tested with government-approved laboratory in accordance to ASTM F2101 with higher Bacterial Filtration Efficiency the treatment does not claim to prevent infection/diseases or imply any public health claims to the wearer.

The Allen Solly Duo Defence masks also offers twice the comfort, as well due to its ergonomic design. The mask comprises of a nose clip that provides firm fixture and fits one's face while also preventing aerosol flow. The mask is developed with premium woven fabric with Antiviral finish such that users are comfortable to wear the masks for extended durations.

*Elaborating on the launch, **Mr. Anil. S. Kumar, COO, Allen Solly** said, "It has become essential for everyone to adhere to protocols and keep themselves and their loved ones safe and secure amid the scare of spread of COVID-19. The medical fraternity too has recommended double masking, especially when moving out. That is why we at Allen Solly have developed the new Duo Defence Anti-Viral mask, in line with customer needs today. "He further added, "Everyone should act responsibly during these times as a means to ensure the safety of not just themselves but also others around them. The Duo Defence Masks is a step in that very direction."*

The Duo Defence mask by Allen Solly comes in packs of two priced at INR 799. These masks are available to consumers across the country through exclusive Allen Solly stores, as well as online via allensolly.com.

Link- https://www.instagram.com/p/CQnDkltjPEt/?utm_source=ig_web_copy_link

Product link - <https://bit.ly/ASDuoDefence>

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 part of The Aditya Birla Group, a leading Indian conglomerate. Spanning a retail space of 8.4 million sq.ft. (as on March 31, 2021), Aditya Birla Fashion and Retail Limited (ABFRL) is India's fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

ABFRL brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons creating a synergistic core that will act as the nucleus of the future fashion businesses of the Aditya Birla Group.

As a fashion conglomerate, ABFRL has a strong network of 3,212 brand stores across the country. It is present across 31,000+ multi-brand outlets and 6,800+ 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 Company also 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.

Apart from Jaypore and Shantanu & Nikhil, the Company closed two additional strategic investments with Sabyasachi and Tarun Tahiliani, expanding its horizon in branded ethnic wear business.

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