

## Allen Solly unveils its Autumn Winter '10 - “Blowout”

07 September 2010

~ *Bringing modern art into modern fashion* ~

**Bangalore:** The Allen Solly Autumn Winter '10 collection announces the new mantra of 'Fashion, Fun & Style' for the super-cool Allen Solly lovers. We introduce you to a new phase in fashion with a wider selection of colours and patterns than ever before. The new casual diffusion line is a collection of everyday pieces that are a must-have in your wardrobe, and are suitable for every season. We look forward to the end of 2010 as the cooler weather allows us to work layering and extra detail into our wardrobes.

### Women's wear

The Allen Solly collection is aimed at the contemporary woman — a non-conformist with a zest for life. The collection straddles outerwear, evening wear, fashion formals and a fresh casual collection.

Abstract and eclectic are key trends this season, with colour injections in bright red, flame scarlet, cherry plum, yellow, navy, white and black, on graphic tees, jeans, jackets, sweaters, capris, skirts, jeggings, dresses, shirts, trousers and suits.

### Men's collection



The collection is predominantly casual, trendy, vibrant and young. The fits are slimmer and are sure to make you look young and lean. Allen Solly also has varied options for workwear and celebrations. The look of the collection is very urban and cosmopolitan and includes graphic tees, denims, jackets, shirts, trousers suits and party wear.

The huge collection of formal wear brings you products like the Overdyed & Uncrushable Elixir shirts and trousers that are light-weight. The biggest advantages that this collection has to offer are the fresh new design tweak into yarn dyed patterns and superior wrinkle-free properties. Check out our cool cufflinks and watches that can jazz up your jackets and

formal shirts.

Women's wear: Rs.499/- to Rs.2,499/-

Men's wear: Rs.599/- to Rs.2,999/-

***Allen Solly AW'10 collection unfurls the new glamorous, trendy and stylish look — a well-thought-out love affair between eclectic prints and vivid colours.***



## About Allen Solly

Allen Solly created ripples in the Indian market by creating new rules in the corporate dress code. It trashed whites and greys, thereby making the corporate world a colourful and vibrant place. Now, the brand is coming up with its new casual look. 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 stores are located at:

**Bangalore**- Church Street, 55, 55/1, Tel No: 080 41121830/1, **Jayanagar** - no 346/17, 10th 'A' Main, 27th Cross, 3rd block. Tel No: 080 41739920 / 41400150, **Comm Street** - Old# 8, New # 166, 080 41238085, **Garuda Mall** - No-CTS, 15, 17, 18 & 27, (117) Tel No: 080 41531023 **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 Iskon Mega Mall, Shop # 223 & 224, S G Road - ph -079 40026770 **Kolkatta** - 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, **Bhubaneshwar** - Land Mark, 52/53 Janpath, Ashok Nagar - 0674-2533215, **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