



Allen Solly Woman Launches 'Fun at Work' Campaign

~The film will feature on TV, HOTSTAR, CINEMA halls and Social Media platforms~

Mumbai, 22nd April, 2019: Allen Solly, India's pioneer brand in semi-formal dressing from Aditya Birla Fashion and Retail Ltd. unveiled the first ever media campaign – “**Fun at Work**” for **Womenswear Range**. The brand's latest campaign features the idea of freedom of self-expression, set in the modern work culture that today's woman can relate to. The integrated campaign is released on platforms such as **TV, HOTSTAR, cinema halls and social media**.

Commenting on the launch, **Anil. S. Kumar, COO, Allen Solly** said “*Allen Solly has been one of the sought after brands for the modern working woman, who desire something cool and comfortable for workwear. The new campaign is In-line with the brand's offerings of vibrant and comfortable workwear for the new age working woman. 'The Stag' – which has become an integral part of our brand imagery – has been integrated in a fun and relatable way. Allen Solly is a pioneer in the category of western workwear for Indian woman and this campaign is an attempt to re-connect with the New Age woman in the most fun and vibrant manner.*”

Conceptualized by Ogilvy, the TVC yet again uses the brand's greatest asset – **The Stag**. The TVC opens in a cool modern office where a group of young women dressed in Allen Solly clothes, are playing a game of cricket. Suddenly the ball is hit to a far end of the office. The fielding side gets back the ball just in time for a run out attempt. The bowler knocks the stumps over and appeals. In anticipation of the final decision everyone turn to the umpire and to everyone's surprise the stag is the umpire. The Stag takes his time, watches the player and shakes his head to declare a not out.

Jayanth Gurumurthy, Creative Director, Allen Solly further added “*Allen Solly Woman stands for fulfilling fashionable workwear needs of the new age consumers. Our women's range is vibrant, colorful and offers best fabrics, style and fit for long lasting comfort. The new campaign helps us to showcase the best of the Allen Solly Woman's wide range from fitted trousers to fluid tops.*”

Mahesh Gharat, Chief Creative Officer, Ogilvy & Mather, Bangalore said “*Allen Solly has always been a favorite amongst young working women. The task was to take this relationship to the next level while sticking to the Open Work Culture space. The central theme behind the campaign was to show how Allen Solly womenswear is comfortable for young working women of today to have some fun at work. Also, since Stag has become an integral brand asset for Allen Solly, we leveraged it seamlessly to the brand's advantage by giving it a playful yet meaningful role in the story. The music is vibrant, youthful and contemporary, basically, everything that Allen Solly Woman stands for.*”



Allen Solly Woman's range features fashion forward dresses which look tailored yet feminine that are suitable for work and beyond. Their staples – vibrant and stylized Shirts and Tops are working woman's favorite. This contemporary collection will be available in stores across India.

Over the years, Allen Solly has revolutionized the lifestyle of young professionals with New Age Work Wear. With this new campaign, Allen Solly sets new benchmarks for work wear where cool new fashion meets comfort to enable high energy lifestyle of this generation. It gives young woman a chance to express their very own fashion statement at work.

YouTube link: <https://m.youtube.com/watch?v=eBowgwJRwoY>

About Allen Solly:

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 top most 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. Allen Solly is the exclusive licensee in India to produce, market and distribute apparel with Wimbledon branding.

About Aditya Birla Fashion and Retail Limited:

Aditya Birla Fashion and Retail Ltd. (ABFRL) was formed after the consolidation of the branded apparel businesses of Aditya Birla Group comprising Aditya Birla Nuvo Ltd.'s (ABNL) Madura Fashion division and ABNL's subsidiaries Pantaloons Fashion & Retail Limited (PFRL) and Madura Garments Lifestyle Retail Company Limited (MGLRCL) in May 2015. Post the consolidation, PFRL was renamed as Aditya Birla Fashion and Retail Ltd. ABFRL is India's No 1 Fashion Lifestyle entity. It hosts India's largest fashion network with over 11,000 points of sale, which include, close to 2,500 exclusive ABFRL brand outlets.

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