



Allen Solly opens its first Men's Exclusive store in Tirur, Kerala

Tirur, February 28, 2019: Allen Solly, India's pioneer brand in casual work wear from Aditya Birla Fashion and Retail Ltd., unveiled its first store in Tirur that offers a striking range of wardrobe options exclusively for men. The sprawling store was inaugurated by **Honourable C. Mammooty, MLA, Tirur and Mr. Vishak Kumar, CEO, Madura F&L.**

Speaking on the occasion, **Mr. Anil S. Kumar, COO, Allen Solly** said, *"Kerala is an important market for us; we have received phenomenal response from our loyal customers which has encouraged us to explore cities beyond metros. We are excited to announce the launch of our first exclusive men's store in Tirur. Located in the heart of the city, our store will offer the latest and the best designs keeping in mind the regional taste and sensibilities."*

Located at **Malapuram, Tirur** road and spread over **1100 sq. ft.**, the brand new store houses latest collection of vibrant **Shirts, Fashionable Trousers and Denims**. The store offers a huge array of work casuals comprising of shirts, T-shirts, chinos, jeans and jackets for men. The range features fashion forward trousers which have sporty side stripes, elastic waistbands, light weight fabric and modern fits.

The brand also offers expressive and fashionable Denims, Graphic Tees and Shirts, which caters to the modern, fun loving, young consumers.

As part of launch promotions, Allen Solly will give away exciting gifts to its first 300 consumers.

Store Address:

Arvics Tirur Lifestyle LLP, Room No. 2230 A, Flexi Minimal, Opposite ICICI Bank, Malapuram Tirur Road – 676101.

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 in over 700+ cities and towns

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