



Allen Solly Endorses 'Open Work Culture' through its campaign

*~Striking a conversation around **Open Work Culture** using the dialect of fashion~*

Mumbai, May 14, 2018: Allen Solly, India's pioneer brand in semi-formal dressing from Aditya Birla Fashion and Retail Ltd announced the launch of its **Open Work Culture Campaign**. The new campaign encapsulates the budding work culture that centers around employee-friendliness and freedom of self-expression. Allen Solly through its 'Open Work Culture' campaign is helping Indian professionals imbibe the new work-culture while making an effortless style statement at their workplace.

Over time, the nature of jobs have evolved along with the way we work and where we work, and the employers have started adapting more employee friendly policies. Open work culture encapsulates this core. The theme of the campaign orbits around 'Open Work Culture' philosophy, and explores the evolution of the modern employee friendly workspaces.

As a part of the campaign, Allen Solly has created a new TVC that highlights the element of open work culture and showcases quintessential office looks from the '**New Age Work-Wear**' collection. The campaign has been produced by India's leading creative agency Ogilvy & Mather India.

Commenting on the launch **Anil.S.Kumar, COO, Allen Solly** said "Allen Solly has always been in the forefront of redefining fashion at work through its unconventional workwear offering. This film is another big step in that direction wherein we bring alive our brand logo 'The Stag' and through it we celebrate the 'open work culture' in today's workplace."

The **TVC** features a young Solly man walking into the work place with an air of attitude and confidence, sporting a smart chino paired with maroon blazer from Allen Solly's Athleisure Collection and holding a stag on the leash. The TVC draws attention to a futuristic office with a pet friendly policy, perk of an open work culture. The man showcases striking looks from Allen Solly's New Age Work-Wear collection, as cool as the pet friendly policies at work.

Jayanth Gurumurthy, Creative Director, Allen Solly further added "Allen Solly's Open Work Culture is a fashionable and functional take on the new age work environment and needs. The collection incorporates blends which provide comfort, mobility and enhance a stress free lifestyle. With innovative fabrics which incorporate cellulosic fibers like Modal, Viscose, Lyocell, the garments are breathable, lightweight and soft. Finishes like Anti-Odor, Anti-Microbial keep you fresh and ready to go through the day. All the Allen Solly trousers are in stretch, helping movement. The 360 degree Flex trousers are a unique property with every



component of the garment being stretchable, a truly modern trouser for the rigor and mobility of the modern age.”

Mahesh Gharat, Chief Creative Officer, Ogilvy & Mather, Bangalore said “In the past, Allen Solly has redefined work wear. Carrying forward the same thought process, we cracked an idea that'll resonate with the workplace of the future and that's how #OpenWorkCulture was conceived. Now the challenge was to break the clutter and create a memorable and charming piece of communication. We had an existing property of the Allen Solly Stag. We found a sweet spot when in the new brand narrative, we managed to bring the Stag to life. That's how the Allen Solly Stag commercial was conceived. Cinematic flair is what made the TVC sticky and unforgettable. And this was just the beginning of the campaign. There's lots more to come.”

Over years, Allen Solly has revolutionized the dressing lifestyle of professionals by netting the imagination of youth and professionals and expressing it explicitly in their New Age Work Wear Collection, giving one a chance to mark a fashion statement at work. offers top-notch clothing creating new benchmarks for office wear fashion. With its contemporary fitting and revolutionary design, the range provides a comfortable fit and expresses a unique sense of fashion. With this most recent campaign, the brand celebrates the ever evolving global phenomena of Open Work Culture, which has helped a young professional to maintain a better work-life balance by providing comfort and ease-of-work at workplace.

YouTube link TVC: <https://www.youtube.com/watch?v=6LbqkDc0ZRU>

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) is India's No 1. Fashion and Lifestyle entity. It hosts India's largest fashion network with over 8,000 points of sale in over 700+ cities and towns, which include more than 2,000 exclusive ABFRL brand outlets.

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