



Flaunt Your Good: Allen Solly launches PETA-approved Vegan Handbags

Bengaluru, October 03, 2024: Allen Solly, a pioneer in contemporary fashion, is proud to announce the launch of its new premium collection of PETA-approved vegan handbags. Taking a significant step towards sustainability, this collection redefines style with its commitment to cruelty-free materials, high-quality craftsmanship, and eco-friendly innovation.

In an age where consumers are more conscious than ever, Allen Solly caters to this desire with a range of handbags meticulously crafted from sustainable materials such as USDA-certified bio-based apple leather (69% biobased carbon content) and cactus leather (66% biobased carbon content)—setting a new benchmark for environmentally conscious fashion. The bags transition seamlessly from day to night, fit for casual coffee runs, dinner dates, and even professional settings. Priced between Rs. 4,500 and Rs. 10,000, this range allows consumers to indulge in quality while staying true to the tenets of ethical fashion. These pieces are not just about looking good—they're about doing good.

“Our new vegan handbag collection represents a confluence of style, sustainability, and ethical responsibility,” said **Richa Pai, COO, Allen Solly**. *“From the heart of the desert and the orchard, the brand is bringing innovative and conscious materials to the runway. This collection is not just about making a statement; it's about making a difference. By using groundbreaking materials like apple and cactus leather, we're not just setting trends but also advocating for a better future,”* she adds.

The collection's colour palette is playful yet versatile, featuring vibrant reds, lush greens, ocean blues, and radiant yellows—allowing each handbag to make a bold statement while adding a pop of

colour to any ensemble. The interior lining of the bags is made from 100% recycled plastic bottles, further emphasizing the brand's dedication to reducing environmental impact without compromising on quality or style.



Sourced from trusted global suppliers, the premium trims and finishes of these handbags exude an unmatched level of panache, ensuring that each piece is not just stylish but truly built to last. With allergy-free gold metal details and minimal metal use, Allen Solly has perfected the art of combining sophisticated style with responsible production practices. By minimizing metal in these bags, the brand further enhances their focus on sustainability, ensuring the product is high on sustainable materials while maintaining a sleek and modern design.

With this collection, Allen Solly is redefining sustainable fashion by bringing together ethical materials and premium aesthetics. The new line of vegan handbags combines meticulously crafted designs and impeccable detailing, proving that when it comes to the contest between sustainability and style, this handbag collection wins every time! Allen Solly's PETA-approved vegan handbag collection invites you to *Flaunt Your Good*—where style meets responsibility, and fashion meets sustainability.



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 Aditya Birla Fashion and Retail Limited

ABFRL is part of a leading Indian conglomerate, The Aditya Birla Group. With revenue of Rs. 13,996 Cr. spanning retail space of 11.9 million sq. ft. (as on March 31, 2024), it is India's first billion-dollar pure-play fashion powerhouse with an elegant bouquet of leading fashion brands and retail formats.

The Company has a network of 4,664 stores across approximately 37,205 multi-brand outlets with 9,563 point of sales in department stores across India (as on 31st March 2024).

It has a repertoire of India's largest brands in **Louis Philippe, Van Heusen, Allen Solly** and **Peter England**, established over 25 years. **Pantaloons** is one of India's leading fashion retailers.

Company's international Brands portfolio includes - **The Collective**, Amongst India's largest multi-brand retailers of international brands and has long term exclusive partnerships with select brands such as **Ralph Lauren, Hackett London, Ted Baker, Fred Perry, Forever 21, American Eagle, Reebok, Simon Carter and Galeries Lafayette**.

The Company's foray into branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers '**Shantanu & Nikhil**', '**Tarun Tahiliani**', '**Sabyasachi**' and '**House of Masaba**'.

In addition, to cater to the needs of digitally native consumers, ABFRL is building a portfolio of Digital-first brands under its technology led 'House of D2C Brands' venture **TMRW**. **TMRW** is on a path to building a portfolio of Digital First brands in partnership with founders of emerging brands in the E-Commerce market.

The Company in Sept 2023 completed the acquisition of 51% stake in TCNS Clothing Co. Ltd. TCNS is India's leading women's branded ethnic apparel company that designs, markets and retails portfolio of women's branded apparel across brands W, Aurelia, Wishful, Elleven & Folksong.

For further information, please contact: Janet Arole | AVP & Head, Corporate Communications, Aditya Birla Fashion and Retail Limited | janet.arole@abfrl.adityabirla.com