

Allen Solly & Zeenat Aman Celebrate Valentine's with 'Own Your Z' Campaign



Bengaluru, February 13, 2025: This Valentine's Day, Allen Solly, a trailblazer in smart casual fashion from Aditya Birla Fashion and Retail Limited, bridges generations with a collaboration that redefines cool. Teaming up with the legendary Zeenat Aman, Allen Solly presents "*Own Your Z*", an engaging digital campaign where the original trendsetter takes on Gen Z lingo with her signature wit and effortless charm.

In this witty and refreshing campaign, Zeenat Aman takes on popular Gen Z lingo—like 'slay' and 'drip'—only to reveal that she's been living these trends long before they had names. With her signature grace, the original rule-breaker effortlessly deciphers the buzzwords of today, showing that true style knows no age.

In a refreshing take on modern-day trends, the iconic actor deciphers popular Gen Z terms—like 'slay' and 'drip'—only to prove that she has been embodying these expressions long before they had names. With her poised yet playful take on contemporary slang, Zeenat Aman reaffirms that true confidence, individuality, and style are timeless.

Speaking on the collaboration, **Ms. Richa Chaube Pai, Chief Business Officer, Allen Solly** said, *"With this collaboration, we've brought together two ends of the style spectrum—GenZ, the digital-first trendsetters, and Zeenat Aman, the original icon who has been redefining fashion for decades. It's fascinating to see how effortlessly she bridges the gap, proving that confidence and individuality are truly ageless. This collaboration is a celebration of how fashion and self-expression transcend generations."*

The campaign, launched on social media, has already sparked conversations, resonating with audiences across age groups. By bringing together a cultural icon with a new wave of trendsetters, Allen Solly reaffirms its position as a brand that seamlessly blends heritage with contemporary cool.

Link to the campaign: <https://www.instagram.com/p/DFuwdajldXh/?hl=en>

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 of 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 4,538 stores across approximately 37,952 multi-brand outlets with 9,047 points of sale in department stores across India (as of 30th September 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, while **Style Up** is an emerging value retail format.

The 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 the branded ethnic wear business includes brands such as **Jaypore, Tasva & Marigold Lane**. The company has strategic partnerships with Designers **'Shantnu & Nikhil', 'Tarun Tahiliani', 'Sabyasachi' and 'House of Masaba'**. This also encompasses the recently amalgamated TCNS portfolio of women's ethnic brands: **W, Aurelia, Wishful, Elleven, and Folksong**.

ALLEN SOLLY



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.

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