

## Unlock Your Zodiac's Signature Style with Allen Solly's Perfect Handbag Collection – Now Available Pan-India!

*The mesmerizing installation at Phoenix Marketcity leaves audiences spellbound*



**Bangalore, March 13, 2025** – Allen Solly, the iconic brand synonymous with style and innovation from Aditya Birla Fashion and Retail Limited, unveils its trailblazing handbag campaign, 'Bag Your Stars.' Inspired by the profound cosmic bond between a woman and her handbag, this campaign celebrates individuality with a curated collection that perfectly aligns with the unique traits of each zodiac sign. Bold, stylish, and irresistibly personalized, these handbags empower fashion enthusiasts to wear their star power with pride, making every accessory a statement of identity and flair.

Beyond this cosmic curation, Allen Solly goes above and beyond to meet the evolving fashion needs of modern women with an extensive range of handbags crafted to complement every occasion and lifestyle. From chic totes and sophisticated satchels to versatile slings and functional backpacks, the brand offers the perfect accessory for every mood and moment.



Taking the excitement up a notch, Allen Solly has transformed retail into an immersive fashion experience at Phoenix Marketcity, Bangalore, with a breathtaking 27-foot-tall and 30-foot-wide handbag installation. This larger-than-life masterpiece not only serves as a stunning selfie hotspot but also doubles as an interactive engagement zone that leaves visitors in awe. The installation's showstopper is a thrilling claw machine, giving customers a chance to snag miniature Allen Solly handbags—a playful nod to the brand's commitment to style and innovation.

The grand unveiling was graced by celebrated Kannada and Tamil actress Ashika Ranganath, along with influencers and distinguished guests, setting the tone for a fashion-filled celebration. The installation offers more than just a visual spectacle for the consumers. With this contemporary campaign, Allen Solly continues to redefine fashion with flair, leaving an indelible mark on style enthusiasts across the city.



Speaking about the innovative activation, **Richa Pai, Chief Business Officer, Allen Solly**, said, *"With 'Bag Your Stars,' we have reimagined the way fashion connects with individuality, seamlessly blending zodiac signs with style to offer a truly personalized shopping experience. Our handbags are not just accessories—they are an extension of a woman's unique personality, combining style, functionality, and a cosmic connection. This campaign is a celebration of the modern woman's diversity and dynamic lifestyle, ensuring she finds a bag that resonates with her spirit. The Phoenix Marketcity installation is a bold statement of our commitment to creating immersive brand experiences that go far beyond conventional retail."*

The 'Bag Your Stars' campaign is live across 135 Allen Solly stores nationwide and will run until March 31st, 2025. Fashion enthusiasts are invited to explore one of the largest handbag collections in the country and embark on a shopping journey that's as unique as their star sign. Don't miss the chance to discover your zodiac-inspired style statement and experience fashion like never before!

### **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 30<sup>th</sup> 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 **Galleries 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**.

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.

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