

Allen Solly Juniors Unveils “#BeWhoYouWantToBe” Campaign, Inspiring Kids to Dream Big & Embrace Individualism

With this heartwarming campaign, the brand captures the essence of the aspirations of children



Mumbai, November 28, 2023: Allen Solly, the smart casualwear brand from Aditya Birla Fashion and Retail, has launched a new campaign “#BeWhoYouWantToBe” specifically designed for children. This unique initiative underscores the brand’s commitment to fostering individualism and curiosity among youngsters, granting them the liberty to pursue their aspirations and hobbies. Allen Solly believes that by championing the authenticity of children, creative possibilities can be unlocked, contributing to the creation of a better and more enjoyable world for everyone.

The '#BeWhoYouWantToBe' campaign by Allen Solly Juniors is a captivating digital venture that celebrates the creativity and boundless imagination of children. It accentuates the perpetual evolution of children’s hopes and dreams, emphasizing that their ever-evolving responses to the question, "Who Do You Want To Be?" serve as a testament to their vibrant individuality.

Ms. Richa Pai, COO of Allen Solly, expressed her thoughts on the campaign, stating, *“Building upon Allen Solly’s legacy of unconventional spirit, the #BeWhoYouWantToBe campaign for Allen Solly Juniors injects a vibrant twist into the brand’s dedication to celebrating children’s unfiltered ambition. By championing their individualism and curiosity, we are not merely inspiring kids to dream; we are equipping them with the wings to redefine those dreams. This campaign epitomizes our commitment to empowering the next generation to embrace authenticity, from style choices to aspirations.”*

The #BeWhoYouWantToBe campaign video artfully captures the voices of today’s youth, featuring a diverse group of children confidently responding to the question, "Who Do You Want To Be Today?" Their answers not only showcase their distinct personalities but also offer a fresh and unconventional perspective on traditional professions. In this celebration of boundless ambitions, the aspirations range from the innovative and artistic to the daring and one-of-a-kind. For these unconventional juniors, being a CEO doesn’t merely signify Chief Executive Officer; instead, it

transforms into the imaginative role of Chief Earth Officer. The film reflects the unconventionality of today's juniors, highlighting how they playfully redefine and reimagine the world of professions.

Allen Solly Juniors' new campaign is being amplified through an extensive media mix across platforms such as Digital, Social, and the retail store network.

Participate in the #BeWhoYouWantToBe campaign on Allen Solly's digital channels and join the celebration of boundless ambitions and distinct personalities of children.

Link for the campaign: <https://youtu.be/2CGbX-MA6Ow?si=FyTsOR-vOjB6POh6>

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. 12,418 Cr. spanning retail space of 10.8 million sq. ft. (as on March 31, 2023), 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 3,977 stores across approximately 33,535 multi-brand outlets with 6,723 point of sales in department stores across India (as on 31st March 2023).

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 retailer.

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 and Galeries Lafayette**.

Van Heusen Innerwear, Athleisure and Active wear is establishing itself as India's most innovative and fashionable brand. The Company's foray into 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**'.

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. With a focus on Fashion & Lifestyle categories, **TMRW** is building a

portfolio of the most loved consumer brands that tap into the significant growth potential in India and globally.

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