

Allen Solly, a trailblazer in India’s fashion landscape since 1993, revolutionized fashion space with the bold concept of *Friday Dressing*. Since then, Allen Solly with its edgy positioning has created cultural shifts across the years. Allen Solly now has become the No. 1 brand in Top of the Mind Recall\* and also, was rated as the top 2 most loved fashion brands in 2024 by TIME Magazine.

Being a pioneer in bringing fresh and exciting fashion to young India, the brand has expanded its portfolio to cater to ever evolving needs of modern consumer. The brand now serves across occasions for menswear right from workwear, expressive casuals and weddings. For the modern women of today, Allen Solly caters to her needs with premium workwear collection, smart casuals and one of the largest offerings of handbags.

With its juniors’ campaign “Be who you want to be”, Allen Solly appealed to the Gen Alpha who are not constrained by the norms. In the latest campaign of “Legs now turn Heads”, Allen Solly channelled the infectious energy of salsa and hip-hop, with sharp choreography, young faces and vibrant styling — capturing a generation that dresses the way it lives, freely and unapologetically.

\*Source: Kantar internal report’24.