

Allen Solly Launches 'Legs Now Turn Heads' Campaign with a New Casual Bottomwear Collection



ALLEN SOLLY

Unveiled during the ongoing Tata IPL 2025 on JioStar, the campaign fuses fashion and dance—bringing together Allen Solly's new bottomwear collection with Gen Z's love for salsa and hip-hop.

Bengaluru, April 17, 2025: This summer, it's not just the cricket season that's turning up the heat — Allen Solly, India's pioneer in smart casualwear from the house of Aditya Birla Fashion and Retail Ltd. (ABFRL), is turning the spotlight on men's bottomwear with the launch of its exciting new campaign: 'Legs Now Turn Heads.'

Blending fashion with movement, attitude, and culture, the campaign puts the spotlight on cargoes, parachute pants, and carpenter trousers — reintroducing them as statement-making essentials for today's style-conscious men. Once seen as purely functional, these silhouettes now embody individuality, ease, and self-expression.

With fashion becoming a powerful tool of identity, especially among young consumers, Allen Solly's new collection reflects the growing demand for bold, versatile, and expressive fashion. The campaign film channels 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.

Speaking on the campaign, **Richa Pai, Chief Business Officer, Allen Solly**, said, "Allen Solly has always been a pioneer in bringing fresh and exciting fashion to young India. With 'Legs Now Turn Heads,' we are setting the tone for how modern men can experiment with their style while embracing global trends. This campaign beautifully marries pop culture with fashion, making casual bottomwear an unmissable trend this season."

Jayanth Gurumurthy, Creative Director, Allen Solly, added, "Fashion today is dynamic and expressive, and men's bottomwear is no exception. Cargoes, parachute pants, and carpenter pants allow men to make bold style

statements with ease. This campaign captures that energy, showing how the right pair of pants can truly turn heads."

Timed to coincide with the country's biggest sporting spectacle, Tata IPL 2025, the campaign is gaining widespread attention across platforms. As an Associate Sponsor for IPL 2025 on JioStar, Allen Solly is leveraging this moment to seamlessly integrate fashion with sport to create an impactful impression. This high-energy, vibrant can also be spotted on Instagram, YouTube and Spotify.

Conceptualized and executed by Ogilvy South, the film delivers a fresh, editorial take on fashion-meets-dance. With a vibrant visual palette and high-tempo direction, it strikes a chord with India's fashion-forward youth.

"With 'Legs Now Turn Heads,' we wanted to reimagine what fashion could look like when powered by cultural forces like music and dance," said Tithi Ghosh, President, Ogilvy South. "This film is a celebration of movement and style — visually rich, high on energy, and built to resonate with the modern-day youth."

Each piece in the collection — from utility-pocketed cargoes to fluid parachute pants and rugged carpenter trousers — is crafted for movement and ease. Designed to keep pace with today's dynamic lifestyles, these styles mark a refreshing shift from conventional menswear to something far more expressive.

The collection is available now at Allen Solly stores, leading partner outlets, and online at <https://allensolly.abfrl.in/>, with prices starting at ₹1999.

Watch the campaign film here: <https://www.youtube.com/watch?v=FtR-iomHFkg>. Because this season, it's official, legs are the new head turners with Allen Solly.

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**.

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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