

Allen Solly Enters the Middle East with 1st Store Launch in Dubai



Bringing its signature smart casual vibe to the region with sleek menswear, chic womenswear, and a bold line-up of statement handbags

Dubai, June 04, 2025: Allen Solly, inspired by its Nottingham heritage and known for redefining workwear through smart casuals, has marked a significant milestone in its strategic global expansion with the launch of its first exclusive store in Dubai. Located on the 2nd Floor of City Centre Deira, the 1,830 sq. ft.+ outlet was opened in collaboration with franchise partner Kalyan Silks. The store was inaugurated by Jacob John, President, Premium Brands, Aditya Birla Lifestyle Brands Limited; T. S. Pattabhiraman, Chairman, Kalyan Silks; and Mahesh Pattabhiraman, Executive Director, Kalyan Silks, marking a new chapter in Allen Solly's international retail journey. This launch brings the brand's iconic style to the UAE for the first time. Allen Solly is a distinguished brand from Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the renowned Aditya Birla Group (ABG), a leading Indian conglomerate.

Rooted in the sartorial traditions of Nottingham, the name Allen Solly continues to influence contemporary design with its distinctive style. The Dubai foray embodies the brand's signature blend of confident, expressive fashion in one of the world's most dynamic retail destinations. With this launch, Allen Solly expands its international presence, offering Dubai's fashion-forward audience a curated range of versatile, statement-making apparel for both men and women.

Featuring bold colour-blocking, relaxed silhouettes, and comfort-first styling, Allen Solly appeals to today's youth who view fashion as a form of self-expression. The retail experience incorporates natural wood textures, warm ambient lighting, and curated experience zones that reflect the brand's contemporary aesthetic. It also showcases Allen Solly's signature handbags collection—crafted with clean lines and heritage-inspired textures, designed for the urban, fashion-conscious consumer.

Commenting on the launch, **Jacob John, President, Premium Brands, Aditya Birla Lifestyle Brands Limited** said, *"The launch of our first exclusive store in Dubai is a proud moment in Allen Solly's ongoing global story—one that began with its rich Nottingham heritage and continues to evolve with every new market we enter. As a leading hub for international fashion and modern retail, Dubai offers the perfect stage for our bold, contemporary aesthetic and smart casual philosophy. This store is more than a retail destination; it's a statement of style, confidence, and our commitment to dressing modern consumers who value originality, self-expression and individual style. We're excited to bring the distinctive Allen Solly experience to the Emirates and look forward to expanding our presence in other fashion-forward cities across the world."*

T. S. Pattabhiraman, Chairman, Kalyan Silks added, *"We are delighted to partner with Aditya Birla Lifestyle Brands to bring Allen Solly to Dubai. The brand's British roots, fashion-forward mind-set, and focus on comfort make it exceptionally relevant to the Dubai audience. We're confident this store will become a go-to style destination for the region's diverse and dynamic fashion lovers."*

The opening of Allen Solly's first exclusive store in Dubai marks the highly anticipated regional debut of Allen Solly Women, a collection designed for the modern millennial and Gen Z woman who blends ambition with personal style. Featuring trend-forward pieces in bold palettes and functional cuts, the collection allows for effortless transitions from desk to dinner. Signature handbags, modern dresses, and separates define a wardrobe that embodies sophistication, individuality, and chic versatility.

The store also features Allen Solly's latest casual wear, including fashion-forward shirts, polos, and joggers for men, all designed for comfort and style. Complementing this is a refined professional wear range, offering polished blazers, women's dress shirts, and more, ideal for making a statement at the office or on special occasions. Allen Solly's signature handbags, blending modern design with high-fashion appeal, complete every look with versatility and sophistication.

Inspired by the sartorial traditions of Nottingham, Allen Solly continues to blend heritage with contemporary design. From the structure of its menswear to its iconic handbags, the brand's appeal lies in merging timeless tradition with modernity, creating collections for expressive consumers who value individuality, comfort, and versatility in their fashion choices.

With the launch of its first exclusive store in Dubai, Allen Solly takes a bold step forward in its global journey, bringing a unique blend of heritage-inspired fashion, modern sensibility, and effortless chic to the Middle East. This milestone not only reaffirms the brand's commitment to innovation and style but also sets the stage for further growth in other key global markets. As it continues to redefine smart casuals for the contemporary consumer, Allen Solly remains at the forefront of shaping the future of fashion.

About Allen Solly

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 unconventional positioning has created cultural shifts across the years. Allen Solly now has become the No. 1 brand in Top of the Mind Recall* and, 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.

About Aditya Birla Lifestyle Brands Limited

Aditya Birla Lifestyle Brands Limited (ABLBL), a part of the Aditya Birla Group, is a leading branded apparel company with a comprehensive portfolio of marquee lifestyle brands. As of March 31, 2025, the Company operates a retail footprint of over 4.6 million sq. ft., comprising 3,253 exclusive brand outlets, presence across 38,000+ multi-brand outlets, and over 7,000 shop-in-shops in department stores across the country.

The Company's brand portfolio includes India's most established and trusted names—**Louis Philippe, Van Heusen, Allen Solly, and Peter England**—each with a legacy of over 25 years. These brands have consistently delivered sustained growth, driven by a sharp focus on design-led innovation, category expansion, and operational excellence across product lines spanning formal, casual, and occasion wear.

ABLBL has built a strong presence in the innerwear and athleisure market through **Van Heusen Innerwear**, which has rapidly scaled its distribution network across India.

The Company's portfolio is further enhanced through strategic partnerships with leading international brands including **Simon Carter, American Eagle and Reebok**. American Eagle has emerged as one of India's most preferred premium denim brands, while Reebok—transitioned under the Company's management in 2022—has expanded its footprint across multiple channels. Simon Carter continues to strengthen its position in the premium menswear segment through its distinctive design language and curated collections.

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