

Allen Solly Onboards Sania Mirza as Brand Ambassador for Womenswear



A milestone association that celebrates confidence, individuality, and modern style

National, September 30, 2025: Style takes center stage as Allen Solly, from the house of Aditya Birla Lifestyle Brands Limited (ABLBL), onboards celebrated tennis player and global style icon Sania Mirza as the first-ever brand ambassador for Allen Solly Woman. This landmark partnership ushers in a bold new era for the brand, celebrating confidence, individuality, and self-expression in fashion.

A trailblazer on the tennis court and a role model off it, Sania Mirza has captivated millions across the globe with her journey. She is the recipient of the Major Dhyan Chand Khel Ratna Award **(2015)**, India's highest sporting honour, and the Padma Bhushan **(2016)**, the nation's third-highest civilian award, among several other accolades. Beyond her sporting excellence, Sania is a true fashion icon—effortlessly blending athleticism with elegance and individuality. Her journey makes her a source of inspiration for modern women who aspire to succeed while embracing their personal style.

Sharing her thoughts Indian tennis star **Sania Mirza** added, *"Allen Solly as a brand has always been a pioneer in encouraging people to express themselves freely – something I deeply connect with as I have lived my life on my own terms both on and off the court. I am excited to partner with a brand that champions confidence and style for today's women. I look forward to being part of this new journey with Allen Solly Womenswear."*

Talking about this milestone, **Richa Pai, Chief Business Officer, Allen Solly**, said, *"We are delighted to welcome Sania Mirza as the face of Allen Solly Womenswear. Sania is a true icon who has broken barriers and inspired women to define success on their own terms. Her unique blend of confidence, style and individuality perfectly reflects what Allen Solly stands for. This partnership marks a new chapter for Allen Solly Womenswear as we continue to celebrate today's women through fashion that embraces diversity and self-expression."*

Allen Solly Womenswear has been at the forefront of redefining fashion for women in India. From pioneering workwear that blends professionalism with contemporary style to curating chic casualwear that resonates with youthful energy and offering one of the largest collections of handbags, the brand celebrates the individuality of today's woman who is confident, dynamic, and unapologetically herself.

The brand will soon launch a new film featuring Sania Mirza, celebrating this association and unveiling a new narrative for Allen Solly Womenswear.



About Allen Solly

Allen Solly has been a trailblazer in India's fashion landscape since 1993. At first the brand revolutionised this space with the bold concept of Friday Dressing; then with its unconventional positioning it created cultural shifts across the years. Bring your Pet to Work, Own your Shape, Everyday is Friday, Be Who You Want To Be are just some of its memorable campaigns.

Allen Solly has now become the No. 1 men's brand in Top-of-Mind Recall*. It was also rated in the top 2 most loved fashion brands in India by TIME Magazine in 2024.

A pioneer in bringing fresh and exciting fashion to young India, the brand's expanded portfolio caters to the ever-evolving needs of the modern consumer.

Allen Solly now serves fashion across lifestyle needs for Men right from Workwear to True Casuals and Weddings. It caters to the contemporary woman with premium workwear, smart casuals and one of the largest offerings of handbags. The brand appeals to Gen Alpha who are not constrained by norms, by serving up a juniors' range which allows them to express themselves across home, play and celebratory occasions.

In its latest campaign, "Legs now turn Heads", Allen Solly channels the infectious energy of salsa and hip-hop. With sharp choreography, young faces and vibrant styling- it captures the heart of a generation that dresses the way it lives, free and unapologetic.

*Source: Kantar Brand Track

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.

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