

Allen Solly Rolls Out 360° Campaign Starring Sania Mirza



The campaign celebrates Allen Solly's versatile range of handbags that redefine style and individuality

National, October 1, 2025: Allen Solly, from the house of Aditya Birla Lifestyle Brands Limited (ABLBL), unveils its much-anticipated campaign featuring Sania Mirza, the first-ever brand ambassador for Allen Solly Womenswear. The campaign celebrates the brand's versatile new range of handbags that embody style, individuality, and modern elegance.

In the film, Sania Mirza is seen effortlessly carrying Allen Solly's striking new handbags, each a testament to modern style and functionality. The collection captures the essence of Allen Solly Womenswear, crafted for the modern woman who expresses herself with confidence and flair.

Sharing her excitement, global icon **Sania Mirza** said, *"I have always believed handbags are not just accessories—they are statements of style and personality. This campaign is special because it marks my very first with Allen Solly after becoming their brand ambassador. This film beautifully captures how these bags can elevate every look while staying true to one's style."*

Speaking on the campaign launch, **Richa Pai, Chief Business Officer, Allen Solly**, said, *“With this campaign, we bring alive the spirit of Allen Solly Womenswear through a collection of handbags that truly celebrate elegance and self-expression. Sania carries these bags with her signature confidence and ease, making every piece come alive on screen. We are excited to bring our consumers statement bags that are stylish, practical, and a reflection of their individuality.”*

Tithi Ghosh, President, Ogilvy South, added, *“Allen Solly bags have been seen on the arms of young, cool, stylish women and are the preferred choice for a growing tribe of fashionistas. The first ever campaign for Allen Solly bags features an icon from sports, Sania Mirza. She has always been known for delivering the perfect shots on and off the court. Her stylish and highly engaging personality perfectly complements the striking Allen Solly handbags. We spun a charming story that weaves together Sania’s style with our range of stylish handbags, where the bags find a fan even before Sania herself. Under Joyeeta Patpatia’s direction, the film brings together style, an international vibe, and modernity in a way that will resonate with today’s audience.”*

The campaign film is crafted to highlight the vibrancy, elegance and style of the collection, making every piece aspirational and desirable. Combining Sania Mirza’s iconic personality with the statement handbags, the campaign inspires women to embrace fashion that is modern, expressive, and effortlessly chic. The campaign will be rolled out as a 360-degree launch across Instagram, Meta, and Spotify, supported by an impactful in-store presence, ensuring it reaches NCCS A women across touchpoints.

With Sania Mirza at the forefront, this campaign marks a defining moment in the brand’s journey, showcasing handbags as versatile style essentials for today’s contemporary women.

Allen Solly offers an extensive range of handbags to complement every occasion and lifestyle. From stylish totes and satchels to functional slings and backpacks, the brand caters to the evolving fashion needs of contemporary women. These bags are available in 135+ stores of Allen Solly and across all leading e-commerce platforms, ensuring easy accessibility for women nationwide.

Link to the campaign - <https://www.youtube.com/watch?v=Kl1OaSSkplw>

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.

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