

Allen Solly Juniors Partners with India's First-Ever Toddler Techno Concert Made for Kids



September 2026: Allen Solly Juniors partnered with the Toddler Techno Tour, a first-of-its-kind music experience presented by international artist DJ Lenny Pearce for children aged 3–8 and their parents, which came to Delhi and Bangalore recently. Through the association, the brand brought together music, play and self-expression, stepping into an unexpected new space for children's experiences.

As part of the Toddler Techno experience, Allen Solly Juniors brought its distinctive take on kidswear to the tour with a special range of rave-inspired merchandise. Designed to reflect the playful energy of the experience, the collection gave young attendees an opportunity to make the moment their own.



The association was rooted in something that has always been central to Allen Solly Juniors: children have their own personalities, preferences and ways of expressing themselves. Through the Toddler Techno Tour, the brand brought that belief to life in an unexpected setting, where music, fashion and play came together and children were encouraged to simply enjoy the experience in their own way.



Commenting on the Toddler Techno Tour, Richa Pai, Chief Business Officer, Allen Solly, says, “At Allen Solly Juniors, our focus has been on understanding how children express themselves and creating products and experiences that resonate with their world. Our association with Toddler Techno Tour allows us to engage with children and parents beyond the traditional retail environment, bringing together fashion, music and self-expression in a way that feels relevant to them. As a brand, we see this as an opportunity to build a deeper connection with our consumers and be part of the moments that matter to them, while continuing to create experiences that encourage children to explore their individuality and have fun being themselves.”

ALLEN SOLLY



The brand also brought its community into the experience. Selected Allen Solly Juniors customers across Delhi and Bangalore had the opportunity to attend the Toddler Techno Tour, while three children in each city got the chance to meet the DJ.

Created for children between the ages of 3 and 8 and their parents, the Toddler Techno Tour reimagined what a children's event could look like. Rather than simply recreating an adult experience for younger audiences, it put children at the centre of the format, giving them a space to dance, dress up, discover and have fun alongside their families.

For Allen Solly Juniors, the association was about being part of a moment that was new, unexpected and made with children in mind. Whether it was choosing their favourite look, adding a personal touch to what they wore or dancing to the music, the Toddler Techno Tour gave them the freedom to show up exactly as they were.

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 June 30, 2026, the Company operates a retail footprint of ~5 million sq. ft., comprising 3,362

exclusive brand outlets, presence across 39,500+ multi-brand outlets, and over 6,500+ 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.

About Allen Solly

Allen Solly has been a trailblazer in India's fashion landscape since 1993, pioneering the concept of Friday Dressing and driving cultural conversations through iconic campaigns such as Bring Your Pet to Work, Own Your Shape, Everyday is Friday, and Be Who You Want To Be.

The brand continues to stay culturally relevant through impactful campaigns and contemporary storytelling. The Sania Mirza X Allen Solly partnership reinforced the brand's positioning in the women's category and played an important role in strengthening its appeal among modern women consumers. With Legs Now Turn Heads, Allen Solly captured the energy and confidence of a generation that dresses the way it lives - free, expressive, and unapologetically itself.

Allen Solly enjoys the highest top-of-mind awareness among leading fashion brands since December 2024*. In 2025, the brand was recognised as the #1 brand in the handbag category and was also awarded Best Vegan Handbags by PETA India. A pioneer in bringing fresh and exciting fashion to young India, Allen Solly's expanded portfolio caters to the evolving needs of the modern consumer. Its menswear range spans workwear, true casuals, and wedding occasions. For women, the brand offers contemporary premium workwear, smart casuals, and one of the country's largest handbag portfolios. Its Juniors range empowers Gen Alpha to express themselves across home, play, and celebratory moments.

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