

## Allen Solly Woman Charms with its Spring Summer 2008 Collection

*Come, Meet the Allen Solly Woman, who embraces and cherishes life's precious moments !*

Bangalore, Karnataka, IND, 2007-10-20 12:19:40 (IndiaPRwire.com)

Allen Solly, a brand that has actively contributed in redefining modern Indian's wardrobe is creating its mark in the realm of everyday and lifestyle. The leading western-wear brand in the country unveiled its Spring/Summer 2008 line on the last day of the prestigious Lakme Fashion Week.

Celina Jaitley's presence as the Show Stopper projected Allen Solly's vision to dress today's fashion forward women in their many moods.

Says Mr. R Satyajit, Brand Director, Allen Solly, 'Increasingly today, Allen Solly is being seen as a brand that connects with young people fulfilling their aspirations for a smart, relaxed yet a fashionable look for various occasions. Our continued association with Lakme Fashion Week not only presents an opportunity to showcase our collection but also helps in raising brand's Fashion Quotient and Imagery. This is our third season in a row with Lakme Fashion Week and it has become integral to our strategies and plans.'

Over the years, Allen Solly has grown from strength to strength and has emerged as one of the largest brands in the country in its segment. Hence, it is only but natural that a brand like Allen Solly wins a lot of awards and accolades: **Most Admired Brand - Womens Wear IFA 2004 & 2005 & 2007 Most Admired Brand - Trousers IFA 2005 Most Admired Brand - Smart Casuals IFA 2006**

The recent issue of Time Style & Design has rated Allen Solly as the second most luxurious brand in India.

Allen Solly has been participating at Lakme Fashion Week now for past 3 seasons and its exclusive Lakme Fashion Week line will soon be available across all exclusive Allen Solly stores and other leading womenswear stores. Says Mr. Satyajit, 'Allen Solly has increasingly become a preferred choice among the modern thinking women. We realize that women everywhere are making choices and at Allen Solly, we recognize the discerning persona of the Indian women.'

The Lakme Fashion Week participation will reinforce Allen Solly's stature as one of the most accomplished brands in the women's lifestyle consumer space.

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Madura Garments is a unit of Aditya Birla Nuvo. A leading Indian apparel and retail company for leading brands such as Louis Philippe, Van Heusen, Allen Solly, Allen Solly's Woman's Wear, Peter England, Byford and Elements. The company plays a significant role as a preferred global supplier for international brands such as Esprit, Marks & Spencers, Tommy's Hilfiger, Polo, Ralph Lauren and several other discerning buyers. The company has a network of exclusive stores/ department chains and premier multi brand outlets both within and outside India. Madura Garments also distributes its brands through its own retail outlets Planet Fashion and Trouser Town.

**For more information, Please contact:**

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