

## **aLL Plus Size Store stocks up with the latest in fashion straight from the runway of Lakme Fashion Winter edition 2017**

For the 1<sup>st</sup> time fashionistas have a chance to own the collection by pre-booking it online

**National, 14th December 2017:** aLL : The Plus Size Store pioneers in Plus Size fashion for the 1<sup>st</sup> time give aspiring fashionistas an opportunity to grab the latest collection showcased on the runway of the Lakme Fashion Winter edition 2017. The collection features the best of the aLL PRIMERO collection designed by the extremely dynamic and ace designer Wendell Rodricks. Fashion lovers can pre-book the collection online and also get a glimpse of the collection by watching the unveiling of the designs hosted through a LIVE session on Facebook by Wendell Rodricks on Friday 15th December 2017.

Adding an exciting element, aLL gives its customers a chance to Pre-Book their favourite design online on [www.allonlinestore.in](http://www.allonlinestore.in) anytime from the 15<sup>th</sup> to 17<sup>th</sup> December by paying a minimal fee of INR 500 and can try the collection when it hits the stores PAN India on 18<sup>th</sup> December. Through the Facebook LIVE session, Wendell Rodricks will take the audience through the collection and share the inspiration behind creating the designs. Not only this, the versatile designer will also guide the audience of ways in which the designs need to be carried and certain do's and don'ts that need to be kept in mind to avoid major goof-ups.

Speaking about hosting the pre-booking session for the 1st time and the collection **Hetal Kotak, CEO, aLL at Future Lifestyle Fashions Limited** said, "As a brand we understand the level of admiration that our customers share towards owning designs that are showcased at established and popular fashion platforms. By providing the option of pre-booking the collection online, we want to empower our customers to ensure that their fashion needs are taken care off."

Expressing about the collection, **Wendell Rodricks, Designer** said, "I am delighted to have the opportunity to cater to the plus size segment which is niche and is extremely passionate about fashion. Owning a design that is modelled on an established fashion runway is a unique feeling and am glad that aLL is making it possible for its customers."

The aLL PRIMERO Lakme Fashion Winter collection will reach aLL stores across India from 18th December onwards.

### **About aLL- The Plus Size Store**

aLL: The Plus Size Store is a fashion forward apparel brand established in 2005 that has pioneered and revolutionized the plus size ready- to-wear fashion industry in India. Lakme Fashion Week Winter Festive 2016 marked their debut on the runway; where for the very first time in India, real life plus size men and women auditioned to walk the ramp. This year at the Lakme Fashion Week Winter Festive 2017, aLL: The Plus Size Store has collaborated with ace designer Wendell Rodricks by Schulen Fernandes to launch a brand new collection called aLL PRIMERO. PRIMERO seeks to break myths about plus size fashion through a collection that is revolutionary and fashion democratic in every way.

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