



aLL Plus Size Store presents India's first online auction of the exclusive Runway pieces of the aLL PRIMERO Collection designed by Wendell Rodricks

The original aLL PRIMERO runway pieces showcased at Lakme Fashion Week Festive Winter 2017 will be auctioned on 12th December on primero.allonlinestore.in, between 10am to 10pm

National, 9th December 2017: aLL, The plus size store, for the first time ever in India, will be auctioning the original aLL PRIMERO runway range designed by Wendell Rodricks. The online auction is the first such event to happen in India. The auction will be held on 12th December on primero.allonlinestore.in, between 10am to 10pm.

The plus size brand will be auctioning its '**one-of-a kind' aLL PRIMERO runway pieces** through their online store primero.allonlinestore.in. Customers will be able to check out the collection on the online store and place bids for their choice of apparel. **The most exciting part of the auction is that each of the 18 runway pieces getting auctioned are exquisite and a masterpiece of the testament that fashion is truly for everyone. The person who bids the highest will get to 'Own a Wendell'.** The auction is an invite only event, and customers will need to register themselves on the website, starting 9th Dec, 2017 to get an exclusive invite.

Hetal Kotak, CEO, aLL: The Plus Size Store said, "aLL: The Plus Size Store has been a pioneer in the Plus Size Fashion Industry and we've always strived to bring about a revolutionary change in the fashion industry. This first ever online auction is an attempt on our part to offer the most exclusive runway pieces designed by Wendell Rodricks to our customers."

Wendell Rodricks, Designer said, "I have always wanted the fashion industry to be size inclusive and this collaboration with aLL: The Plus Size Store (the pioneers of plus size fashion in India), takes it one step further. There are so many restrictions put on plus size fashion whether there are certain colours that flatter their shape or a fixed silhouette. With the aLL PRIMERO collection, we've broken all these myths and prevailing rules and regulations & the on-line auction of the runway pieces is just so exciting."

The newly showcased aLL PRIMERO collection addresses the needs of fashion conscious plus size men and women and seeks to break well-established style myths. Our endeavour is to break the stereotypes around plus size fashion and offer them well cut, styled & fashionable outfits.

For most people plus size simply means curvy or voluptuous but there are a range of shapes and sizes under that bracket. aLL: The Plus Size Store and Wendell Rodricks have chosen to embrace and cater to these various shapes and sizes and this is evident through the collection.



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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