



Press Release

Dollar Industries Redefines Style With Bold New Athleisure Campaign, "Why So Formal?"

Kolkata, 28th October, 2024: Dollar Industries Limited, a leader in India's hosiery market, is setting the trend once again with the launch of its latest campaign for its Athleisure range, challenging the conventional norms of formal dressing with the provocative tagline, "Why So Formal?". Conceptualized by Lowe Lintas, this campaign takes aim at societal expectations around dress codes and presents athleisure wear as a versatile and stylish alternative for any occasion.

"In an era of comfort and style, Athleisure wear has emerged as a dominant trend in the fashion world, prompting us to focus on an entire range of cool fashion wear like Tank Tops, Crew Necks, Henleys, Polos, Sweatshirts, Jackets, Hoodies, Bermudas, Capris, Track Pants, Joggers and Socks – which perfectly marry the young consumer's desire for comfortable yet trendy and versatile clothing options which they can wear at multiple events and locations. What makes matters more interesting is that even professions that traditionally demanded suits, or at least a shirt and tie, are now relaxing their dress code policy as millennials move into positions of management and decision making. Exactly what inspired us and Lowe Lintas to argue against acceptable social dress norms in our campaign and promote Dollar Athleisure as the perfect balance between casual comfort and chic style", said **MrVinod Kumar Gupta, Managing Director, Dollar Industries Limited.**

Directed by renowned filmmaker Manav Malhotra, the campaign delivers a strong message about how formal attire continues to be expected at specific events, such as board meetings and weddings. It challenges these traditional dress codes, urging consumers to adopt athleisure for all types of occasions. By promoting a blend of comfort and modern style, the campaign seeks to break away from outdated norms.

The campaign features Dollar's extensive Athleisure collection for men and women, all designed to align with the evolving tastes of today's fashion-forward, comfort-conscious consumers. The price range starts from **Rs. 325 to Rs 1500.**

The new campaign has been rolled out across Dollar's digital platforms and will be promoted through multiple media channels, showcasing the fusion of comfort, style and the new casual elegance of Dollar Athleisure. The brand has released the new campaign on their online platforms as well as other mediums.

YouTube Link:

<https://www.youtube.com/watch?v=whWIUJ3PTgo>

CREDITS:



Agency: Lowe Lintas

Creative: Mohit Pasricha, Sushant Joshi, Aryan Tank, Shruti Raut, Chetan Sawant, Nidhi Khanna, Yashwant.

Account Management: Indranil Mitra, Rohit Chakraborty

Production: Green Grass Films

Director: Manav Malhotra

About Dollar Industries Limited:

(<https://www.dollarglobal.in/>; BSE: Scrip Code 541403; NSE Scrip Code: DOLLAR)

From its humble beginnings as a hosiery brand, Dollar Industries Limited has grown to become one of India's leading names in the innerwear and garment manufacturing industry. The company offers a wide range of knitted garments, from basic wear to outerwear, and is known for its dedication to quality, innovation, and customer satisfaction. Dollar Industries has established a strong presence both in India and globally, with markets in countries such as UAE, Oman, Jordan, Qatar, Kuwait, Bahrain, Yemen, Iraq, Nepal, and Sudan. The company holds 15% of the total market share in the organized segment and is the first Indian innerwear company to have a fully integrated manufacturing unit equipped with the latest technology.

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