

Allen Solly Wins PETA India's 2025 Vegan Fashion Award for Best Vegan Handbags

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Allen Solly, the contemporary fashion brand from **Aditya Birla Lifestyle Brands Limited**, has been honoured with **PETA India's 2025 Vegan Fashion Award for Best Vegan Handbags** — a prestigious recognition celebrating cruelty-free fashion excellence.

The accolade highlights Allen Solly's commitment to **sustainable, animal-friendly design**, acknowledging its innovative range of vegan handbags that combine style, quality and ethical production. These handbags, which utilise **plant-based materials such as cactus and apple leather alternatives**, reflect the brand's ongoing move toward environmentally responsible fashion choices that appeal to conscious consumers.

PETA India's Vegan Fashion Awards, part of its broader effort to promote cruelty-free fashion, recognise designers and brands that are helping drive the shift away from animal-derived materials in the apparel and accessories market. The awards signal how **vegan and sustainable fashion is gaining momentum** in India's mainstream fashion landscape. Previous PETA award winners have included innovators in vegan textiles, footwear and accessories — underscoring this growing trend in ethical fashion.

Commenting on the recognition, PETA India emphasised that vegan fashion isn't just a niche movement but an emerging global standard as consumers increasingly seek products that are both stylish and compassionate. The award spotlights Allen Solly's role in pushing ethical fashion into everyday wardrobes, making cruelty-free choices more accessible and desirable.

With sustainability now a key consideration for many buyers, this recognition positions Allen Solly among leading brands helping redefine fashion through **innovation, ethical materials and conscious design**.

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