



Emdee Newsletter

April'15



Top 10 Stores of Emdee Apparels – Mar '15



Standing	Brand	Store	Target	Achieved	% Achieved
1	Levis	Orion Mall	24 lacs	28.5 lacs	119%
2	Levis	Vijayanagar	9 lacs	9.7 lacs	109%
3	Reebok	HSR Layout	6 lacs	6.5 lacs	109%
4	Pepe	Kamanahalli	8 lacs	8.4 lacs	105%
5	Levis	Jayanagar	33 Lacs	34.7 lacs	104%
6	Levis	HSR Layout	12.5 lacs	13 lacs	104%
7	Reebok	Manipal	3 lacs	3.1 lacs	104%
8	Levis	RMM	11 lacs	11.3 lacs	103%
9	UCB	Indiranagar	45 lacs	36 lacs	80%
-	Hayaa	Frazer Town	9 Lacs	9.5 lacs	105%

Managers Speak

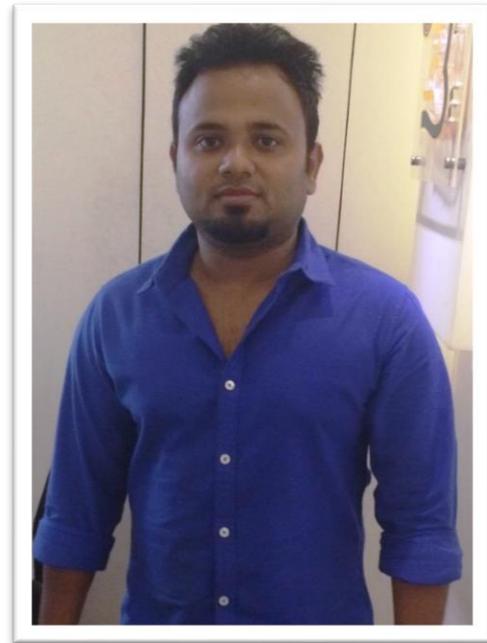


It was great team work from day one with immense support from our operation team we were able to achieve it, daily briefing helped us in focusing on our KPI, first and foremost I would like to thank my team member for their support

Shiyab, Reebok HSR.

At the outset, I am totally overwhelmed by working with my colleagues. We develop our selling skills in with regards to our selling parameters. Right execution and bifurcation of target amongst the staffs helped us a lot to analyze and scrutinize.

Chinmoy,UCB Orion



It was a team work that helped us in achieving our target. Clear understanding of individual targets and concentration on individual KPI's and product Knowledge at the briefing helped us to do better.

Tabrez Pasha, Levi's Orion Mall

Top Stores Of The Month



Reebok 
HSR Layout



Orion Mall

UNITED COLORS
OF BENETTON.

Indiranagar

Top Fashion Consultants



Bikas
Levi's Orion Mall
146%



Khadeer
Reebok URS Road
148%



Subash
UCB Indiranagar
120%



Yunus
Pepe Kamanahalli
105%

Best stores in terms of KPI's

L2L

- Orion Mall with 47% growth
- 2014 - 19.5 L, 2015- 28.5 L

RPS

- Phoenix with RPS of 3290
- Total Store Area- 960 sq ft

ATV

- Jayanagar
- ATV of 5505

UPT

- Jayanagar
- UPT of 2.66



L2L

- Indiranagar with 7% Growth
- 2014- 34.6 L 2015- 36.9L

RPS

- ORION – 1303.57
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 3781

UPT

- Indiranagar
- UPT of 2.48

UNITED COLORS OF BENETTON.

L2L

- Urs Mysore with 48% Growth
- 2014- 5 lacs, 2015- 7.10 L

RPS

- Urs Mysore RPS of 1161
- Total Store Area- 612sq ft

ATV

- JP Nagar
- ATV of 900

UPT

- BEL Road
- UPT of 1.97



WOW Bills at EMDEE Stores

Reebok

John from HSR
Layout for **Rs. 20,180/-**

Stephen from
Marathalli for
Rs. 17,296/-

Khadeer from
URS Road for
Rs 16,998/-

UNITED COLORS
OF BENETTON.

Rakesh from
Bel Road for **Rs. 33,984/-**

Ramu from
Indiranagar for
Rs. 33,480/-

Salman from
Indiranagar for
Rs 30,583/-

Levi's

Rupini from
Orion Mall for
Rs 41,113/-

Kumar from
Manthri Mall
for **Rs 40,887/-**

Vishalini from
RMM for Rs
34,996/-

Pepe Jeans
LONDON

Ali from
Kamanahalli
for **Rs. 16,195/-**

Simon from
Kamanahalli
for **Rs. 15,892/-**

Yunus from
Kamanahalli
for **Rs. 15,393/-**

New Product- UCB



SHIRTS

Italian garden.
Minute and macro floral
patterns in a range of
color options.
Small collars and a
super-feminine fit.
Pick your flowers!



FLORAL SHIRTS

The Italian Garden

Floral patterns, micro or macro, in a wide range of colors. Small collars and a feminine fit. The new **United Colors of Benetton collection** gives a warm welcome to the new season with tons of **shirts** draped in flower print, paving the way for a blooming good time.

The color palette draws from delicate pastel colors: **pink**, **light blue** and **cream** with hints of fuchsia and red. Shades that line up perfectly with your **spring ensembles!!**

UNITED COLORS
OF BENETTON.

New Product- UCB



Miniature patterns, checks and classic solid colors: shirts lose their formal look to become an everyday hit, thanks to their light cottons and modern fit. Wear one today.

The color palette is inspired mainly by the nuances of the sky in blue and light blue, embellished by hints of red and white. Fancy a stylish look that doesn't go unnoticed? Go for **micro flowers** or **polka dots**. If, instead, you're looking for a more casual style, bank on **checks**: large or small squares, your choices are abundant. A classic **solid color** complements your office look or more elegant outfits.

Event- Pepe

Pepe on Facebook



Pepe Jeans
LONDON

#DenimOnDenim

1. Like us on @GraziaIndia and @PepeJeansLondon
2. Send us a picture of your unique Denim on Denim look with the #DenimOnDenim and stand a chance to walk the red carpet at GYFA & exciting goodies from Pepe Jeans
3. Tag @pepejeanslondon, @graziaindia and use the #DenimOnDenim

GRAZIA

Pepe Jeans
LONDON

New Product- **Levis**



1. Utility waistband specially designed for U-lock storage
2. Higher back rise provides additional coverage
3. Reinforced fabric crotch, back pockets, and belt loops for long-lasting durability
4. 3M™ Reflectivity & 3M™ Scotchlite™ Reflective Tape to be seen at night. 3M™ Reflectivity uses special technology to reflect much more light than normal materials so your commuter will stand out more on the road.



Awards – **Levis**

Service Excellence Recognition- 'Golden Card Certificate'

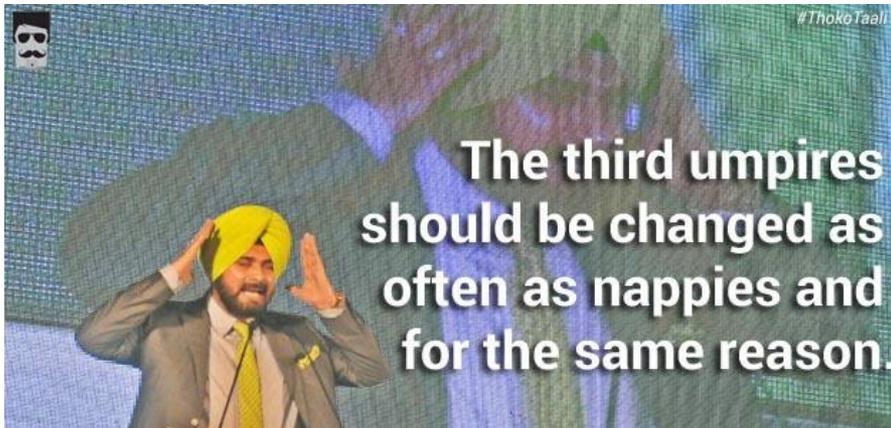


Senior Stylist **Robert** from **Banshankari** has given constant, consistent and committed service to customers and has done extremely well with quantity and quality of service!

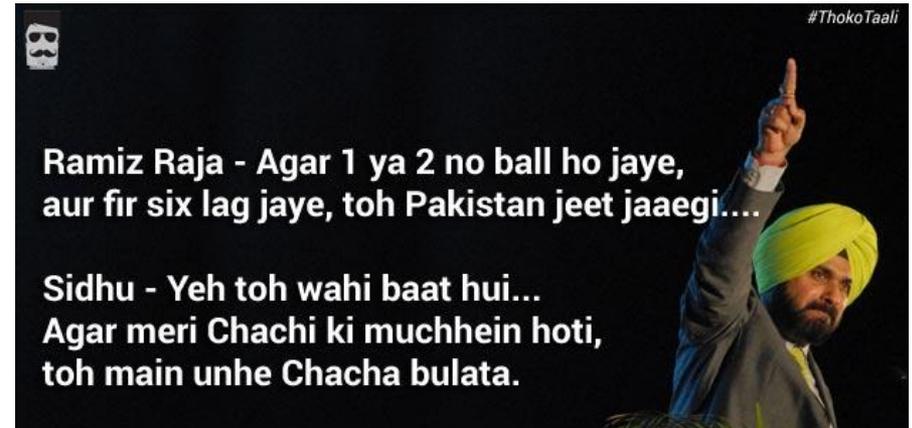


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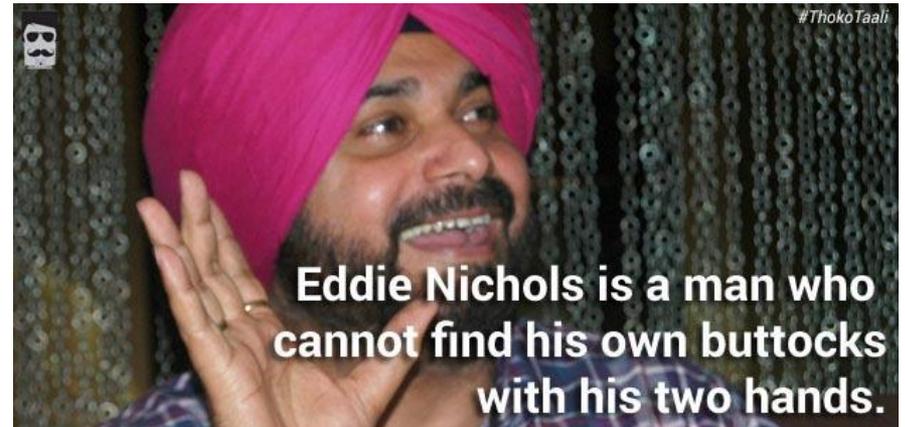
Navjot Singh Sidhu Quotes That will Make You Question Your Own Sanity (And His)



GOSSiP



GOSSiP



IN THE NEWS

Levi's wants consumers to wash their jeans less: Michael Kobori,

*Live in denims, but wash it less. American denim brand Levi's isn't just preaching, but practicing sustainability at home. Chip Bergh, president and chief executive of Levi Strauss & Co, doesn't wash his pair of denims before it is worn 10 times, while **Michael Kobori**, the company's global vice-president (sustainability) repeats his for at least six months or about 20 times. Levi's loyalists, meanwhile, are taking the WashLess pledge to wipe off the stigma from the garment that in its lifecycle uses 3,800 litres of water*

Denim traditionally has been known to be one of the most polluting textiles. How does Levi's propose to correct that?

In order to understand the life cycle of denim, Levi's undertook a lifecycle assessment study in 2007 whereby every aspect of the product cycle was scientifically analysed. So the entire value chain from the cotton, yarn, fabric, garment, shipment, right up to the consumer, the water usage was mapped. The study showed a single pair of Levi's uses 3,800 litres of water in its entire lifecycle. What was however, surprising was the fact that contrary to the perception, manufacturing a pair of Levi's consumed a mere 7% of it. Majority 68% was being used up in farms (to grow cotton) and 23%, consumers



We want them to wash jeans less, in cold water. We don't want consumers to dump jeans when they are finished with it. We seek it be given to charity.

IN THE NEWS

While Levi's continues to have programmes with its suppliers to ensure minimum water usage during the manufacturing process, the brand has since focused its efforts on cotton growers and consumers. Under the Better Cotton Initiative, Levi's and other brands like M&S, H&M, Nike, Adidas along with cotton traders and NGOs are teaching farmers across India, Pakistan, China, Brazil, the US and Africa how to grow cotton sustainably and improve yields. Since 2013, Indian BCI (Better Cotton Initiative, Levi's and other brands like M&S, H&M, Nike, Adidas along with cotton traders and NGOs are teaching farmers across India, Pakistan, China, Brazil, the US and Africa how to grow cotton sustainably and improve yields. Since 2013, Indian BCI (Better Cotton Initiative) farmers have used 14% less water than their peers and have been 44% more profitable, too. Worldwide, near 1 million farmers are under the BCI programme, accounting for 11% of world cotton produced. This is quite an achievement for any sustainability programme, considering most of the other programmes are struggling at 2-3%.

What about the 7% water used up in factories that manufacture Levi's?

While introducing WaterLess products, we had to change certain recipes. We had to ensure same designer look to the garment with less water. For instance, we brought down wash cycles from three to two, the duration of those cycles from 20 minutes to 10 minutes. We introduced ozone gas instead of water in washing machines to give the bleached look to the jeans. Likewise, we brought in lasers to get distressed look in the garment. The technological interventions did need investment but those of our suppliers who did, saved water and costs. When the campaign made financial sense, others joined in. In the past five years, 90 million pair of jeans were made on WaterLess programme.

IN THE NEWS

What percentage of your product basket is now WaterLess?

In the last four years, we have achieved to make 20% of Levi's on WaterLess techniques. By 2020, the Levi's brand aims to make 80% of its products using WaterLess techniques.

And then began the WashLess campaign. We started the outreach and education campaign for our consumers. We want them to wash jeans less, in cold water (since hot water uses energy) and advocate line drying. Also, we do not want consumers to dump a (pair of) jeans when they are finished with the garment. We seek it be given to charity so that it gets recycled. The Care Tag sewn into Levi's jeans has been promoting WashLess concept. Our CEO's statement that he never washes his jeans went viral and eventually, consumers spread it through word of mouth.

How many consumers have taken the Levi's online WashLess pledge?

An average consumer in the US and elsewhere washes his jeans after two wears. Although it is hard to track behaviour, consumers seemed to have liked the message.

Levi's is now trying to work out a system to track the behaviour. More than 17,300 people have taken the online "Are You Ready to Come Clean?" quiz to understand their behaviour and have pledged to wash less and are urging others to do so through the social media.

Finally, how many times do you wear your denim before giving it a rinse?

The one I am wearing right now, has not gone for a wash in the last six months. I have already worn it more than 20 times.