



Emdeee Apparels
Newsletter

Jan '15

EDITORIAL

It was the EOSS season all January for all our brands at Emdee Apparels Pvt Ltd. commendable performance by all.

Kudos to Team Levis led by Syed Imran, fabulous performance by them, with record numbers this holiday season. The team at Ucb Indiranagar has been top notch, with all their wow bills coming from their store.

Think we could improve, mail us at editorial@emdeeapparels.com

Top 10 Stores of Emdee Apparels– Jan '15



Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	Orion Mall	25 lacs	33.85 lacs	135%
2	Levis	Jayanagar	38 lacs	46.5 lacs	122%
3	Levis	Banashankri	18 lacs	21.4 lacs	119%
4	Levis	RMM	15 lacs	17.78 lacs	119%
5	Levis	JP Nagar	15 Lacs	17.71 lacs	118%
6	Levis	Vijayanagar	8 Lacs	9 .03Lacs	113%
7	UCB	RMM	15 lacs	16.73 lacs	112%
8	UCB	Indiranagar	75 lacs	84.14 lacs	112%
9	Reebok	Banashankri	12 lacs	12.29 lacs	102%
-	Hayaa		10 Lacs	11.5 Lacs	-

Managers Speak



It's a great pleasure to be in top of the table after a long time, first and foremost I would like to thank my team members for their support and continues follow up with the consumers updating them about in store offers

Mastan, Reebok Banashankri.

It was indeed a splendid moment for us. This obviously happens because of the immense support of my colleagues. The commandments of customer service was followed religiously by my colleagues, which ends by achieving 134% of the target. And last but not the least our customers, who have been very cooperative and adaptive, help us to enroll the numbers

Chinmoy,UCB Orion



Consistency is the key and once you are a winner, you need to compete with your own self. We as a team, believe that we need to perform better than yesterday which keeps the winning spirit alive.

Anthony Vinoy, Levi's Jayanagar



Top Stores Of The Month



Reebok 
Banashankri


Jayanagar



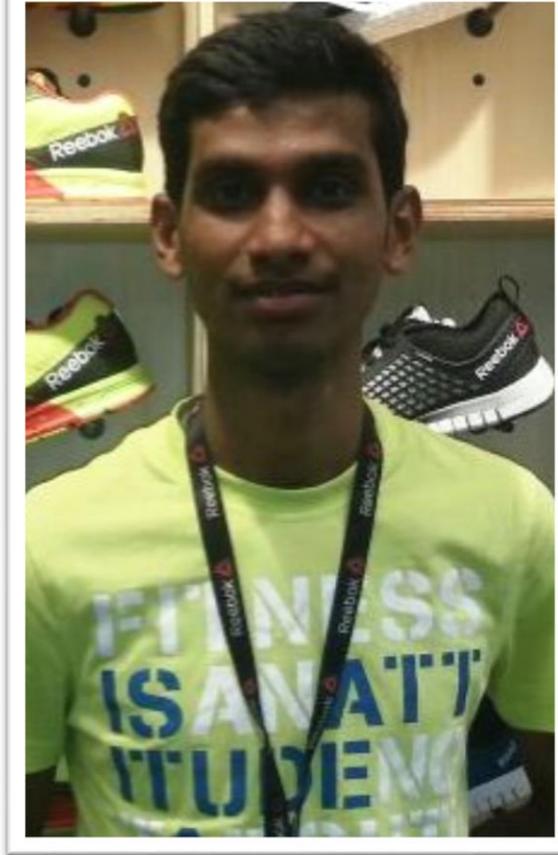
UNITED COLORS
OF BENETTON.

Orion Mall

Top Fashion Consultants



Aisha
Levi's Phoenix Mall
194%



Raghu
Reebok Banashankri
102%



Ramu
UCB Indiranagar
110%

Best stores in terms of KPI's

L2L

- Commercial St. with 97% growth
- 2014 - 17.3 L, 2015- 33 L

RPS

- Phoenix with RPS of 4138
- Total Store Area- 960 sq ft

ATV

- Jayanagar
- ATV of 4528

UPT

- JP Nagar
- UPT of 2.47



L2L

- HSR Layout with 62% Growth
- 2014- 4.24 L 2015- 6.86 L

RPS

- ORION – 2708
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 3103

UPT

- Indiranagar
- UPT of 2.76

UNITED COLORS OF BENETTON.

L2L

- Marathalli with 47% Growth
- 2013- 11.7 L, 2014- 17.1 L

RPS

- URS Road RPS of 2000
- Total Store Area- 612sq ft

ATV

- Banashankri
- ATV of 2854

UPT

- Banashankri
- UPT of 2.22



WOW Bills at EMDEE Stores

Reebok 

Swamy from
Marathalli 2 for
Rs. 69706/-

Swamy from
Marathalli 2 for
Rs. 35,604/-

Kiran from
Banashankri for
Rs 34,998/-

UNITED COLORS
OF BENETTON.

Ramurthy from
Indiranagar for
Rs. 52,684/-

Salman from
Indiranagar for
Rs. 28,172/-

Riaz from
Indiranagar for
Rs 29,684/-

Levi's 

Rupini from
Orion Mall for
Rs 35,992/-

Anil from Bel
Road for **Rs
30,916/-**

Anl from Bel
Road for **Rs
27,912/-**

New Product- UCB



Let's rock! The new **United Colors of Benetton collection** for spring invites your child to a real party. Sweatshirts, shirts and pants are illuminated by bright shades like yellow, orange and light blue, further brightened by fluorescent touches.

UNITED COLORS
OF BENETTON.

New Product- Reebok

CARDIO ULTRA

Upper:

- ADAPTAMOVE: 360 Upper Support; An upper fit system that flexes and supports the foot. Layer 1: Zoned support fabric bonded to stretch mesh. Layer 2: Structural and flexible synthetic cage.
- Midfoot panel of strong/non-flex textile or synthetic to provide lateral support
- STRONG AND THICK HEEL COUNTER: Provides stability and enables the foot to use its natural cushioning.
- PlayDRY collar and tongue lining

Midsole:

- TRI LAYER FOAM FOREFOOT CUSHIONING: A combination of foams provide the ultimate in forefoot cushioning: 1. CARBONATEDFOAM. 2. R (Rebound Foam). 3. Blown Rubber
- MEDIAL ARCH SUPPORT: Arch support provided through two integrated elements helps reduce localized pressure points. Medial midsole ride created more contact between the foot and the midsole, providing more cushioning. Wider base under the foot creates more ground contact and allows energy to disperse.
- Molded internal tuck board provides midfoot support and stability
- Women's specific last
- EVA Stroble
- Molded Ortholite Sockliner



Outsole:

- WOMEN'S FLEX STORY: Radiating flex grooves for 360 degrees of mobility. 70% / 17 degree flex angle: The point at which a woman's foot naturally flexes (70% the length of the foot, 17 degree angle from medial to lateral).
- ICONIC STUDIO PIVOT POINT: TurnZone
- Non-Marking Outsole

New Product- **Levi's**



Made first by Levi's®. Worn by pioneers, outliers and outcasts. Levi's® icons—501® jeans, Standards Shirts and Trucker jacket—have been tested by generations.

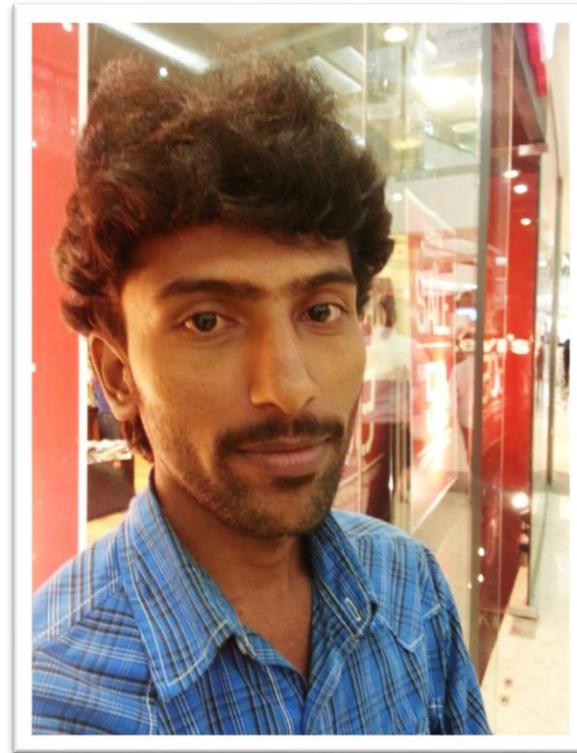
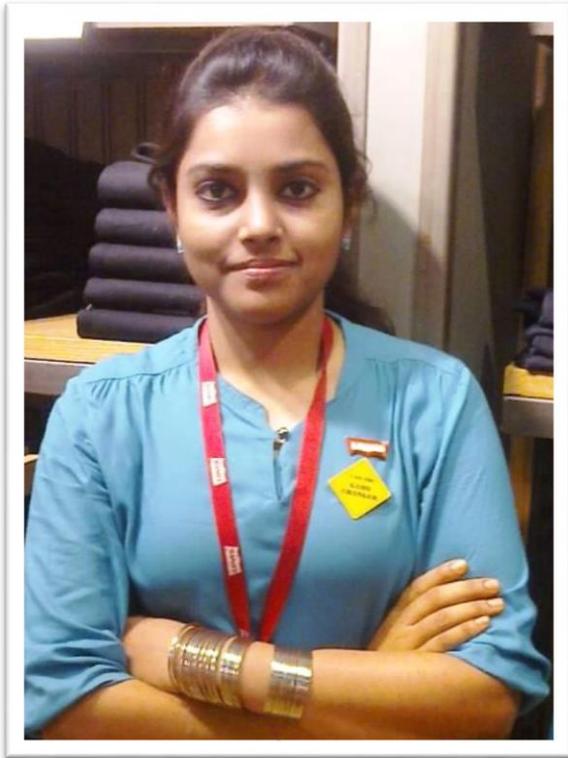
Like the people who dress in our clothes, we're always thinking forward. Every season, we take our signature pieces and elevate them, being open to innovation, beauty, sustainability and the times we live in.

Honoring the spirit, attention to detail and craftsmanship of the original, we transform, take risks and evolve



Awards - **Levis**

Service Excellence Recognition- 'Golden Card Certificate'



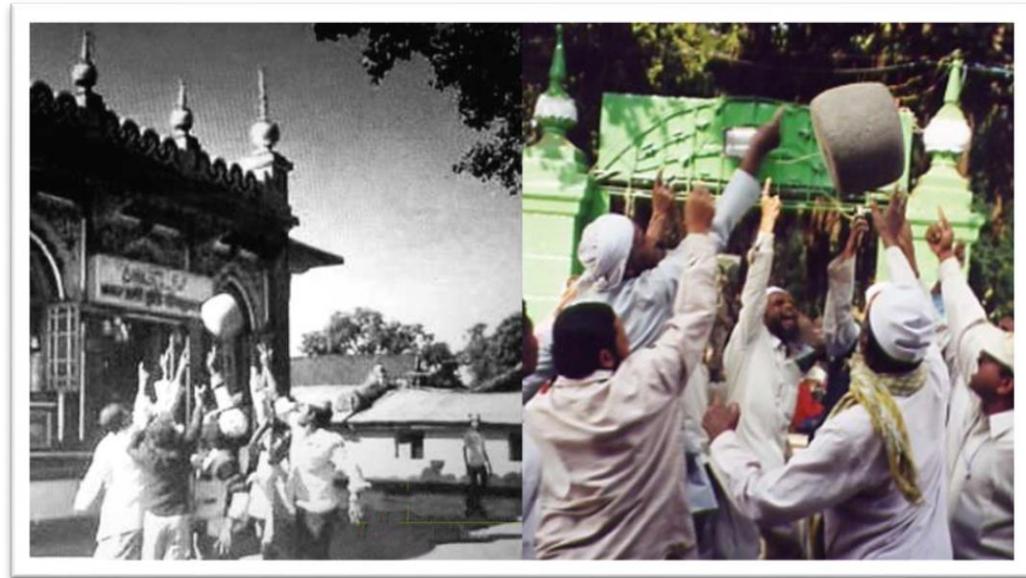
Senior Stylist Vishalini and Kumar have given constant, consistent and committed service to customers and have done extremely well with quantity and quality of service!



8 Unusual Things And Places You Won't Believe Existed In India

1. Levitating Stone - Shivapur, Maharashtra

Somewhere in Pune, in a quaint little hamlet called Shivapur, lies the Hazrat Qamar Ali Darvesh that has a magical story to tell. The current shrine was a gymnasium, 800 years ago. A Sufi saint called Qamar Ali was taunted by the wrestlers there. The saint placed a spell on the rocks that were used for body-building. The 70 kg rock can only be lifted by 11 finger tips touching it and calling out his name loudly. Till date, the Stone of Qamar Ali can be magically lifted by chanting his name!



GOSSiP

2. Mass Bird Suicide - Jatinga, Assam

The idyllic village of Jatinga is snugly nestled amongst the Borail Hills of Assam. Every monsoon, this scenic village witnesses an uncanny phenomenon. Between September and October, especially during dark and foggy nights, hundreds of migratory birds fly full speed towards trees and buildings, crashing to death. This 'mass bird suicide' was first brought to global attention by famous naturalist E.P. Gee in the 1960s. Ever since, it has remained one of the world's unsolved mysteries.



GOSSiP

3. The Curious Case Of Twins - Kodinhi (Kerala) and Umri (near Allahabad)

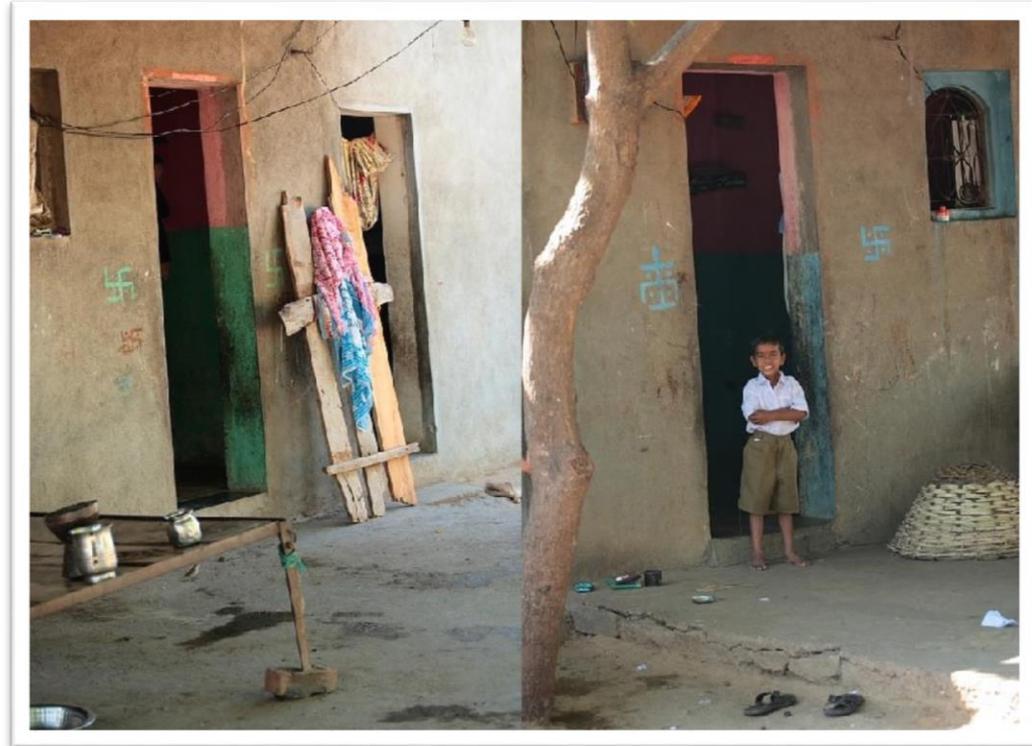
Kodinhi, a sleepy little town in the Malappuram district of Kerala, has managed to baffle scientists across the world. In a population of 2000, Kodinhi has 350 pairs of identical twins! It has rightfully earned the title of 'Twin Town.' 6 pairs of twins in every 1000 births is considered a high twinning rate. Kodinhi has a rate of 42 twins per 1000 births. This means, almost every family in Kodinhi has more than one pair of twins!



GOSSiP

4. Village Without Doors - Shani Shignapur, Maharashtra

Located 35 kms from Ahmednagar, Maharashtra, Shani Shinagpur . This village has never witnessed any crime, and that is attributed to the blessings of Shani Dev. The villagers have full faith in their god, and have completely entrusted their safety into his hands. That is why homes and commercial buildings in this village has no doors, or even a door frame. Taking note of the near-zero crime rate, the UCO Bank has also opened a 'lock-less' branch in this village, the first of its kind in India.



GOSSiP

5. Dining with the Dead - New Lucky Restaurant, Ahmedabad

Now, here's something that is morbid and fascinating at the same time. The New Lucky Restaurant has an ambience *to kill for*. This coffee house is built on a centuries-old Muslim cemetery. The graves lie between the tables, and are said to belong to a 16th CE Sufi saint. The restaurant is always bustling with guests and the owner says that the graves are his lucky mascots.



6. Red Rain - Idukki, Kerala

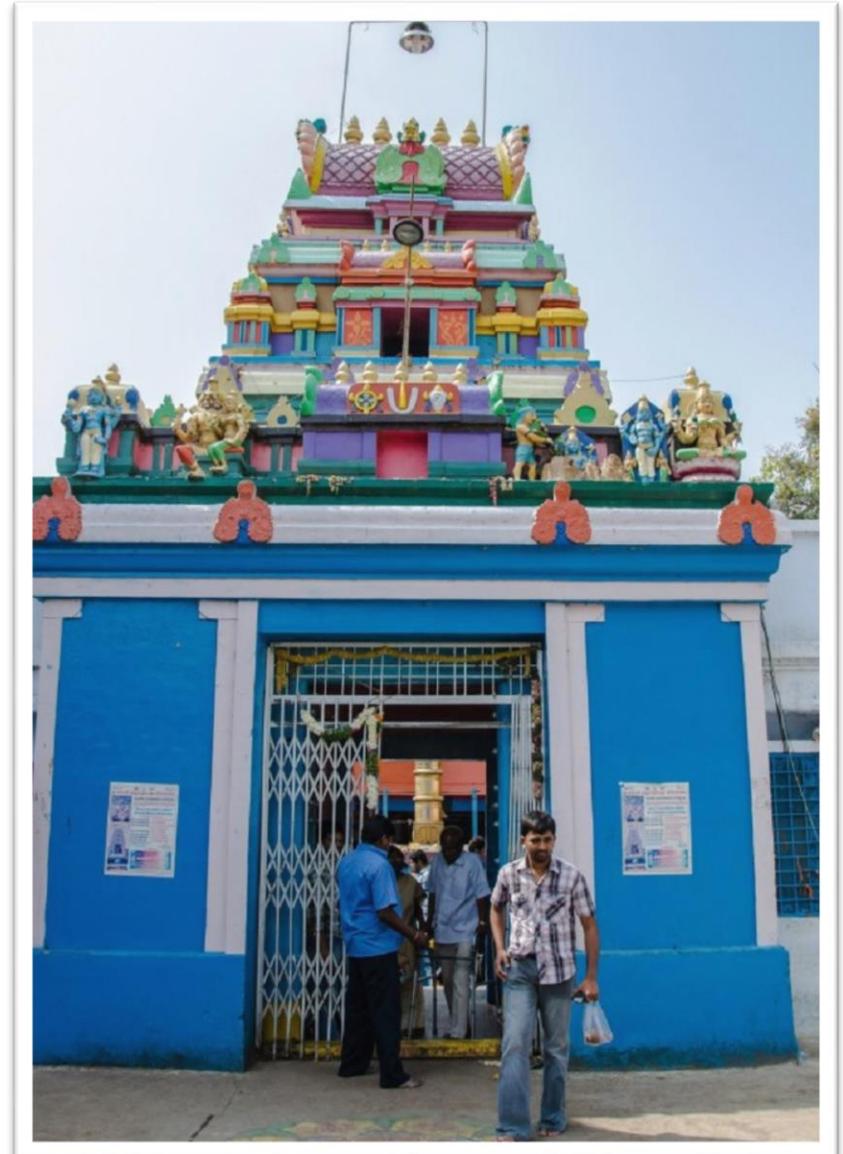
Idduki is known for a strange phenomenon called 'Red Rain'. Ever since, Idukki has witness this unusual sight intermittently. Idukki has been classified a 'Red Region'. In Hinduism, red rain is the wrath of the Gods, punishing sinners. It signals a wave of destruction and woe. Some believe the killing of innocents leads to red rain. Scientists are yet to come up with an explanation.



GOSSiP

7. Temple of the Visa God- Balaji Temple, Chilkur, Hyderabad

Some Gods bring you prosperity, some grant you protection, but the 21st CE God of the Balaji Temple in Chilkur, on the outskirts of Hyderabad, has the power to grant you a Visa to the US! Now popular as Visa Balaji Temple, many dollar-driven people, even those from other religions, come here to take the blessings of Visa Balaji before their Visa interviews. If they get a visa, they must keep their vow and take 108 rounds of the inner shrine. Laugh if you want, but this is one admirable example of an old world existing in a new one.



GOSSiP

8. The Motorcycle God - Bullet Baba Shrine, Bandai, Rajasthan

If there is any place in the world where you'll come across a shrine where flowers and liquor bottles are offered to a motorcycle, it has to be in India! At Bandai, Jodhpur, Om Singh Rathore died when he crashed his Bullet into a tree while riding drunk. The police claimed the bike and took it to the station. The next day, the bike was found at the spot of the accident. They brought it back to the station, emptied the fuel tank and chained it. Yet the bike miraculously found its way back to accident spot the next day. The motorcycle was moved permanently to the location and the Om Baba (or Bullet Baba as it is popularly called) Shrine was erected. Every day many passers-by come to offer their prayers.



IN THE NEWS

Trends That Will Revolutionize The Retail Industry

In retail, innovation is the name of the game. Increasingly, retailers are staying ahead through unique in-store experiences that inspire shoppers through social lifestyles.

Take a look at STORY, a Manhattan retailer that continually changes everything in store, from products to fittings to events based upon different themes like “Love” or “Made in America.” They are described as a monthly magazine, meets art gallery, meets retailer concept. Taking the in-store experience to a whole new level, IKEA recently hosted a “one-night-only” sleepover for shoppers at its store near Sydney. Rooms that were advertised on Airbnb described in detail themes for individual suites, such as “reminiscent of a Swedish summer cottage.” And Burberry is bringing fun and engaging in-store experiences to the luxury retail scene with digital rainstorms and a digital runway nail bar.

These and many other forward-thinking retailers are changing the way we think about how we tie digital to physical in-store, by morphing product and channel focused “customer experience” to “experiential,” blazing trails using community and entertainment as their primary differentiators. This is where retail is heading – toward a beautiful fusion of exciting invention and customer-focused retail concepts:



IN THE NEWS

Face-to-Face Interaction

The assumption that digital and mobile self-service will drive sales will shatter starting with Millennials, who are twice as likely as their predecessors to shop with others and avoid isolation. Human interface and interaction across channels will be considered table stakes in the next 10 years. Hated interactive voice response (IVR) menus will disappear when customer service operators, following Zappos' lead, realize IVR increases attrition and is less profitable than live customer service representatives.

Clunky online chats will move over to Skype-type conversations, where the reps assigned to take shoppers' calls will be matched by personality, health, life, and career goals and aspirations.

Socially Enriching Experiences All the Rage

To magnify the in-store experience, retailers, airlines, banks, gyms and laundromats will see a surge of even more cafés, bars, living rooms, dance clubs, gaming centers, wellness classes and organic klatches.

In the next 10 years, the real retail winners will be those who move to fit in with those existing social hotspots to enhance the experience, rather than try to become a new hangout. Pop-up shops will continue to pop up and pop down, parking lots will be full of self-drive electric cars, and the concept of "retailtainment" will again be front and center. As Generation Z's inclination toward shared experiences over possessions endures, the retail industry should be prepared to adjust for these elevated perspectives on value.

IN THE NEWS

What's more, we will see a stream of urban migration to smaller city apartments by Generation Z, resulting in a rise of "customer closets in the cloud," inspired by e-retailers like Rent the Runway. H&M and Zara fast fashion will still be a "go-to" retail concept, but "wear-it-once" fashion for single events and occasions will soar in popularity. The rental subscription model will explode and provide consumers with options that go beyond clothing — from event organizers renting wedding gowns and party dresses to furniture retailers renting seasonal furnishings and one-time home entertaining decor.

In retail today, retailers' battle cries include "customer-focused," "customer-engagement" and "omni-channel," but their hyphenated focus is primarily on operations, channels, delivery, discounts and products — not people. The retailers who will make it big in the next 10 years will be those who innovate and differentiate around people rather than channels. The best of the best, however, will make it a point to entertain, not just "engage," their customers — after all, share of time equals share of wallet.

The face of retail is constantly changing, and over the next decade retailers will continue to dazzle us with the latest product innovations and in-store experiences. However, our bet is that it will still be all about the customer.