



Emdeee Apparels Newsletter
Mar '15

EDITORIAL

Hi guys,

Another feather in the hat of Emdee Apparels in the form of Pepe Jeans.
Our first store opened at kamanahalli on 16th feb. March is going to be their first full month and things look very positive for the brand. Here's wishing Pepe team the very best!.

To all those who thought Reebok's days of glory are behind them here's a surprise in their performance, an excellent performance by them.

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



Top 10 Stores of Emdee Apparels – Feb'15

Standing	Brand	Store	Target	Achieved	% Achieved
1	Reebok	HSR Layout	6 lacs	7.39 lacs	123%
2	Reebok	URS Road	7 lacs	7.9 lacs	113%
3	Reebok	BTM Layout	6 lacs	6.20 lacs	103%
4	Reebok	BEL Road	9 lacs	9.11 lacs	101%
5	Levis	RMM	12.5 lacs	12 lacs	96%
6	Levis	BEL Road	17 Lacs	16.15 lacs	95%
7	Levis	Jayanagar	28 lacs	25.75 lacs	92%
8	UCB	Orion Mall	15 lacs	11.78 lacs	79%
9	Pepe	Kamanahalli	-	2.15 lacs	-
-	Hayaa		14 Lacs	12 Lacs	-

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



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 
HSR Layout

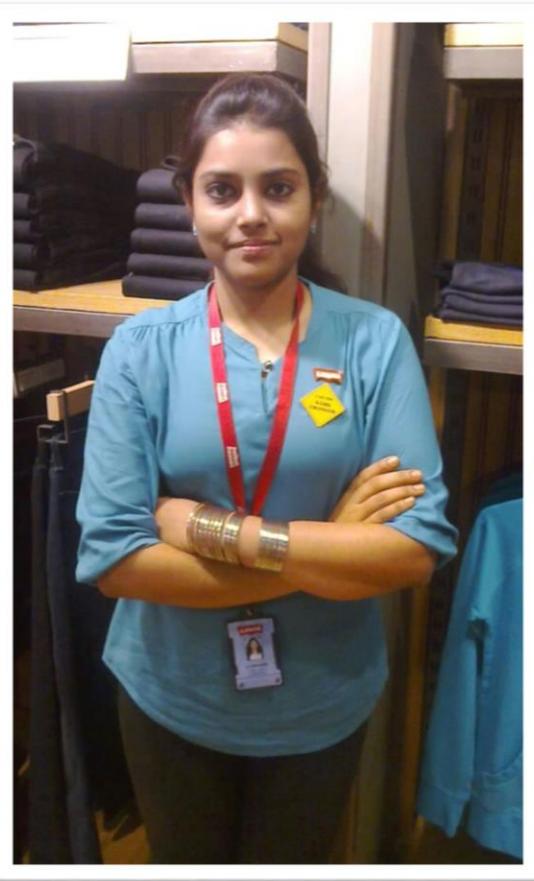


Levi's 
Jayanagar

UNITED COLORS
OF BENETTON.

Orion Mall

Top Fashion Consultants



Vaishali
Levi's RMM
133%



Amjad
Reebok BTM Layout
164%



Ajit
UCB Orion Mall
147%

Best stores in terms of KPI's

L2L

- Forum Value with 62% growth
- 2014 - 17.5 L, 2015- 33.56 L

RPS

- Phoenix with RPS of 2713
- Total Store Area- 960 sq ft

ATV

- Phoenix Mall
- ATV of 4140

UPT

- JP Nagar & RMM
- UPT of 1.87



L2L

- Indiranagar with 3% Growth
- 2014- 29.4 L 2015- 30.5L

RPS

- ORION – 944
- Total Store Area- 1250sq ft

ATV

- Orion Mall
- ATV of 2827

UPT

- Indiranagar
- UPT of 2.48

UNITED COLORS
OF BENETTON.

L2L

- Marathalli with 48% Growth
- 2013- 8.07 L, 2014- 11.9 L

RPS

- Marathalli RPS of 1386
- Total Store Area- 612sq ft

ATV

- Bell Road
- ATV of 2938

UPT

- HSR Layout
- UPT of 2.12



WOW Bills at EMDEE Stores



Swamy from
Marathalli 2 for
Rs. 69706/-

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

Kiran from
Bananashankri for
Rs 34,998/-



Ramurthy from
Indiranagar for
Rs. 52,574/-

Salman from
Indiranagar for
Rs. 43,221/-

Sujjath from
RMM for **Rs
26,182/-**



Usman from
Orion Mall for
Rs 58,731/-

Asra from
Jayanagar for **Rs
34,221/-**

Yathrong from
Phoenix Mall
for **Rs 32,912/-**

New Product- UCB



Fresh colors, timeless shapes: chinos are ideal for the spring. In classic navy blue or new, more delicate shades, they are the very essence of a relaxed style. The soft cotton makes them wonderful to wear, and the perfect fit won't go unnoticed.



THE PERFECT CHINO

Pastel colors and timeless shapes: **chino pants** are ideal for the spring. In classic navy blue or new, more delicate shades, they're guaranteed to fit in with all of your looks.

Quintessential for a casual style, they are a must-have addition to the season's wardrobe: soft cotton and a perfect fit make them flawless with every outfit. **Don't miss out on this chance, the price is unbeatable!**

UNITED COLORS
OF BENETTON.

New Product- UCB

With their versatile choice of classic colors and prints, these chinos are ideal for casual Friday at the office. With a relaxed fit that goes perfectly with T-shirts, shirts and unstructured jackets.



THE PERFECT CHINO

With their versatile choice of classic colors and prints, these **chinos** are ideal for casual Friday at the office. With a **stretch** fit and **slim** cut that goes perfectly with T-shirts, shirts and unstructured jackets, these chinos give off a unique and original style. Available in many micro patterns such as stripes, geo designs and houndstooth.

The price is unbeatable!

UNITED COLORS
OF BENETTON.

New Product- Reebok



ZPump Fusion is made up of just three key parts, meaning no rigid components that restrict movement in the foot. Each of the three parts in the **ZPump Fusion** works together to deliver improved fit and control.

1. The Pump technology – The revolutionary air-filled cage is lightweight and fully customizable that pumps up and wraps around the individual shapes and contours of the foot to deliver a custom, locked-in fit to achieve maximum performance.

2. The Fusion Sleeve – The Fusion Sleeve is a four way stretch sleeve that holds together the key components of the **ZPump Fusion**. A lightweight and seamless compression sleeve, it fuses The Pump technology to any runner's foot to provide improved control and comfort as they run.

3. ZRATED outsole – The high-speed, underfoot performance that is essential to any high tempo running shoe is provided by the ZRATED outsole. Inspired by high performance ZRATED tires, the edges and underfoot grooves provide increased handling and control so runners can stop, start and turn on a dime.

New Product- Levis

- ◆ Patched, repaired, Cropped, Painted or Shredded, the 501 jeans reflects how people have and continue to live their lives. And how they have made it their own.
- ◆ That's where the 501® Customized and Tapered (CT) comes in. Inspired from the streets; custom tapers, we took the 501® Jean and did the work for our consumers, crafting the perfect tapered fit.
- ◆ Wear it relaxed and classic or downsized and modern, it all depends on your style.
- ◆ For 2015, we took inspiration from the latest customization style.

INTRODUCING

501® CT
A CLASSIC
GETS
CUSTOMIZED,
NOW WITH
A TAPERED
LEG.



New Product- Levis

DOWN SIZE



TRUE SIZE



UP SIZE



Sits below waist
Eg: Size 30
Slim through the thigh
Tapered leg
Button fly
The look of a modern slim with a low-slung, easy wear feel through the hips and thighs.

- ◆ Sits below waist
- ◆ Eg: Size 32
- ◆ **Regular through the thigh**
- ◆ Tapered leg
- ◆ Button fly
- ◆ A tried and tested regular-fit, brought in just enough from knee to ankle to smarten the look.

◆ Sits below waist
◆ Eg. Size 34
◆ **Relaxed through the thigh**
◆ Tapered leg
◆ Button fly
◆ With a drop-crotch and extreme taper, the most progressive sizing option gives guys a new blend of baggy and slim.

ORGINAL 501®

- ◆ Front Rise 11 $\frac{1}{4}$ "
- ◆ Thigh 23"
- ◆ Leg Opening 16"



501®CT

- ◆ Front Rise 12"
- ◆ Thigh 23 $\frac{3}{4}$ "
- ◆ Leg Opening 13 $\frac{3}{4}$ "



Awards - Levis

Service Excellence Recognition-'Golden Card Certificate'

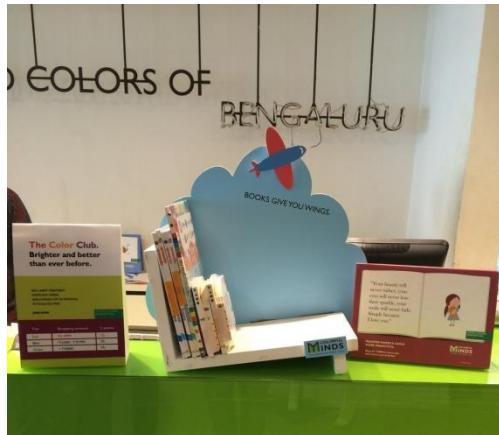


Nagarathna have given constant, consistent and committed service to customers and have done extremely well with quantity and quality of service!



Events – UCB

Benetton Kids Initiative



Published by a very big international player called Dorling Kindersley - known for high quality content offering .

Exclusively books for Benetton customers who are making a purchase of Kid swear for Rs 2999 and above gets a set of books from a big selection of Titles The Titles come in series, and if the customer collects the complete series, he would also be eligible for a Mega Prize !



Events – Pepe Jeans

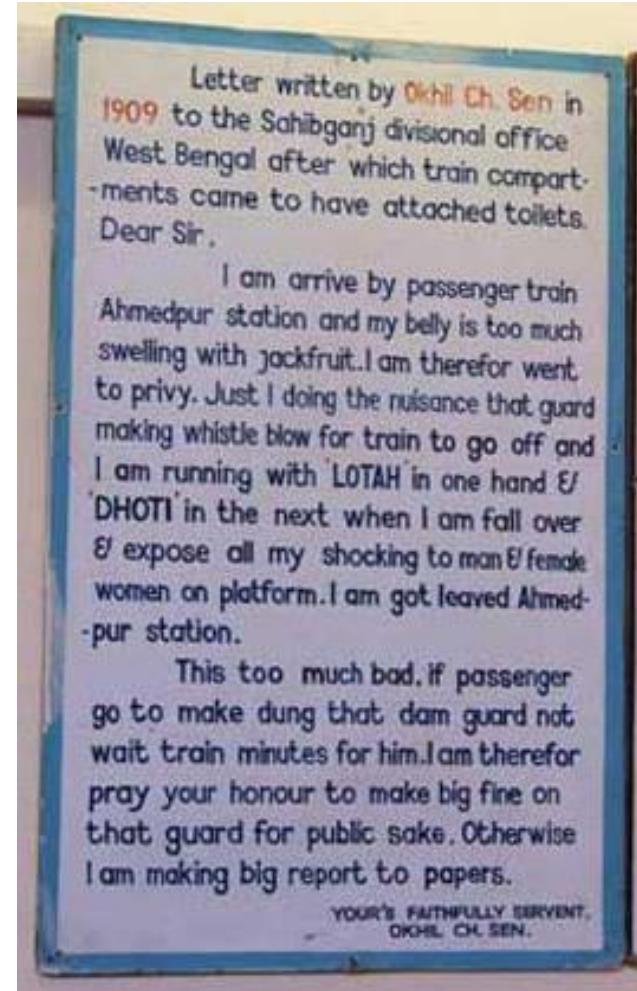
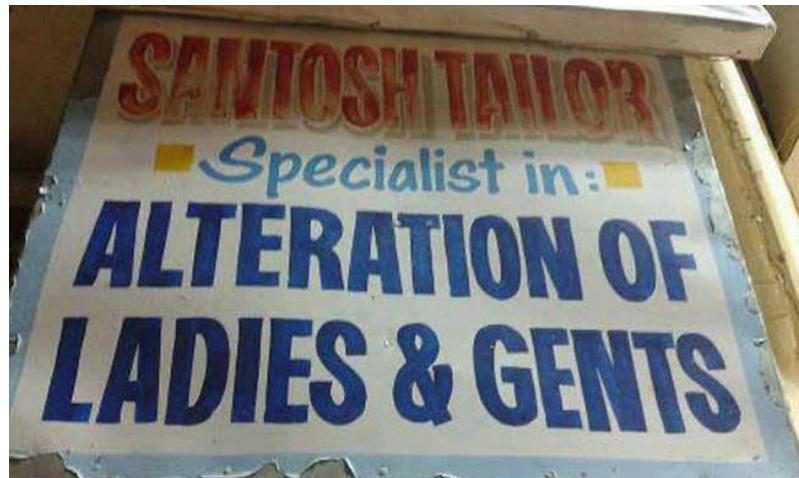
Launch of Pepe Jeans stores!

Pepe Jeans
LONDON

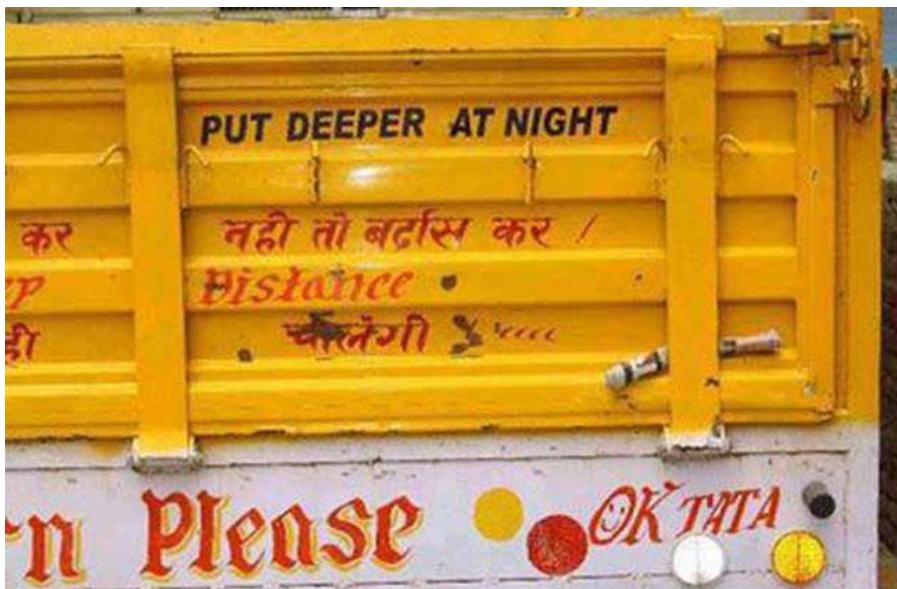


Emdee Apparel's first Pepe Jean store at Kamanahalli.

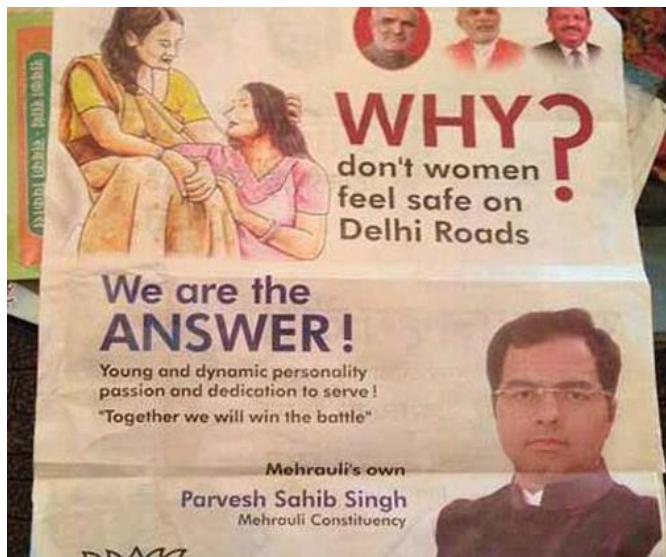
Epic Sign Board Fails You Can Only Find In India!



GOSSiP



GOSSiP



GOSSiP



IN THE NEWS

Mynta, Jabong eye fatter margins; prefer private fashion labels over other brands

Fashion and lifestyle brands that have seen online sales zoom are staring at order cancellations and inventory pile-ups as the nation's top fashion e-tailers, Mynta and Jabong, are pushing fatter-margin private labels and brands with which they have exclusive arrangements.

After burning thousands of crores in discounts and other promotions to lure buyers, India's online retailers are working on costs and margins as pressure builds on them to turn profitable. While they have already started cutting down on discounts, selling more of their own brands could quicken the efforts.

Industry executives say private label fashion and accessories offer margins as high as 55-65 per cent, compared with 30-40 per cent from selling other brands.



IN THE NEWS

"Now they are buying much less than they had forecasted," said the managing director of an Indian apparel and lifestyle brand. "I think, gravity is finally entering and they are having the feel of the gravity as they are under pressure to make profit."

A person familiar with Jabong's plans said the company is reducing orders by as much as 30 per cent at a time when online sales of fashion apparel are growing.

Its plan is to push its own private labels and brands that have exclusive deals with them, this person added. "Brands are our partners. We work very closely in partnership with them to improve sales, stock management and brand visibility," a company spokesperson said, without answering specific questions on order cancellations in an emailed response to ET. Myntra declined to comment. Funding from deep-pocketed foreign investors had helped online retailers give deep discounts.

Retail industry experts estimate that online retailers could have spent more than Rs 3,720 crore only in discounting products during the three months around last Diwali, the main shopping season in the country. Investors now want the companies to focus on profitability even as there are talks of some of them mulling public listing.



IN THE NEWS

For example, if they had ordered 100 pieces, they are now only taking delivery of 70, that too in a delayed manner," said the chief executive of a brand that sells on both Myntra and Jabong.

"This essentially means we will see a correction and cancellations of about 20 per cent orders. Such drops only happen when there is a slowdown." He said his brand, in turn, has started cancelling orders to its own suppliers.

Several others said they could be staring at huge inventory pile-up, as they have placed orders with their vendors based on earlier orders from both Myntra and Jabong.