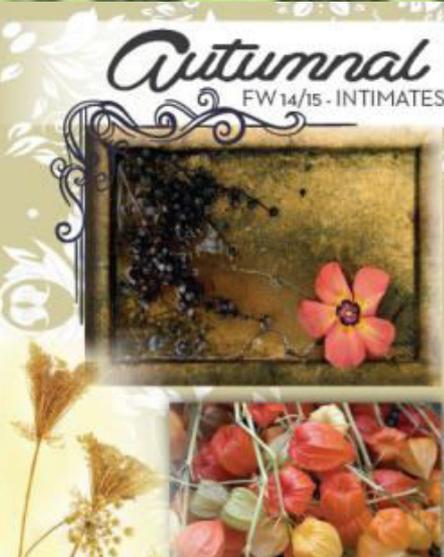
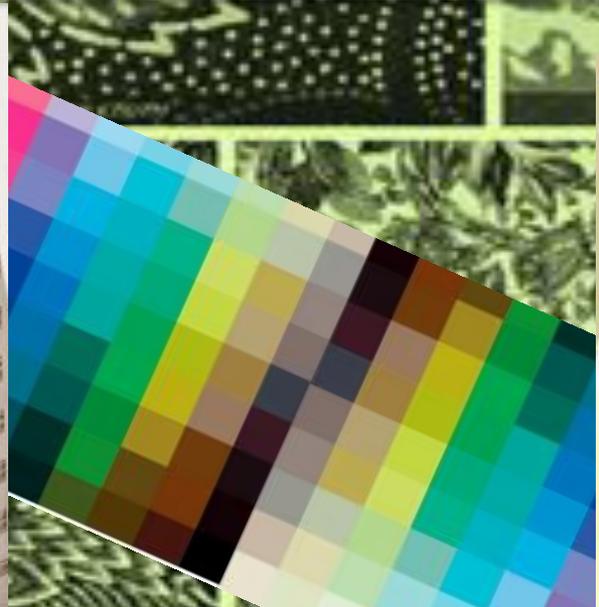
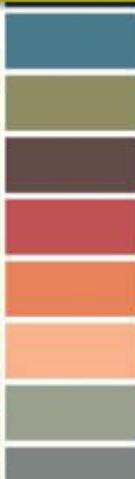


Season launch AW'14

EMDEE NEWSLETTER



SEP'14



EDITORIAL

The prospect of new seasons is the idea of reinvention. Fashion doesn't change intrinsically, it just wears a new skin. And as much as you would like it doesn't require a wardrobe overhaul. It only needs the addition or removal of a few key pieces. A good practise is to pick one within that's within your comfort zone and one that's far out.

It was Coco Chanel who said fashion is about dressing the way you feel when you wake up. Some days are for boyfriend jeans and some days are for the chiffon dress stowed away in the closet. With the new season attire now in stores it's a moment of joy.

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

Top 10 Stores of Emdee Apparels– Aug'14



Standing	Brand	Store	Target	Achieved	% Achieved
1	UCB	Bel Road	9 Lacs	12.5 Lacs	135%
2	Levis	Banshankari	15 Lacs	18.62 Lacs	124%
3	Reebok	Manipal	3 Lacs	3.33 Lacs	111%
4	Levis	Jaynagar	30 Lacs	32 Lacs	110%
5	Levis	HSR Layout	12.59 lacs	13.82 Lacs	110%
6	UCB	RMM	9 lacs	9.8 lacs	109%
7	Levis	Phoenix	29.26 lacs	31.12 Lacs	106%
8	Levis	RMM	12.46 Lacs	12.78 Lacs	103%
9	Reebok	Indiranagar	20 Lacs	20 Lacs	100%
-	Hayaa		11 Lacs	10 Lacs	-

Managers Speak



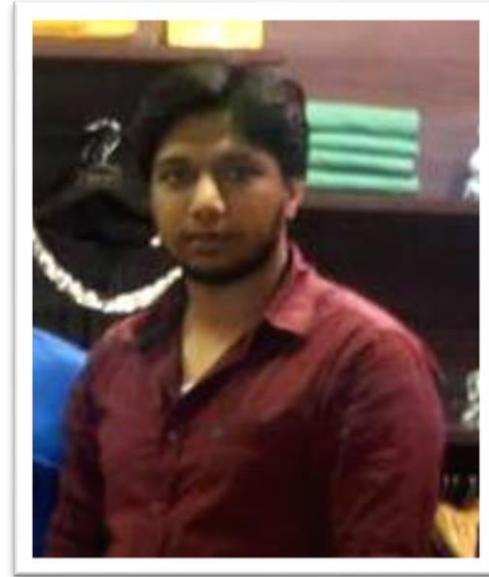
First of all I would like to thanks' to Allah!
It is all team work & regular follow-up In-terms of retail basics & store operations

Vali, Reebok Manipal

Discounting helped us very well in terms of getting footfalls, attracting customers and increasing our basket size.

I used to conduct daily briefing about the individual targets We focused on Conversion and tried our level best to cross sell more and more

Syed Saqlain, UCB Bel Road



This was possible by conducting daily briefing focusing on store target and individual target and also briefing based on KPI helped us in achieving our target for the month.

I personally took initiative and challenged myself to perform in this given platform along with my teams support

Syed Rizwan, Levi's Banashankri



Top Stores Of The Month



Reebok 
Manipal

UNITED COLORS
OF BENETTON.

BEL Road



Levi's

Banashankri

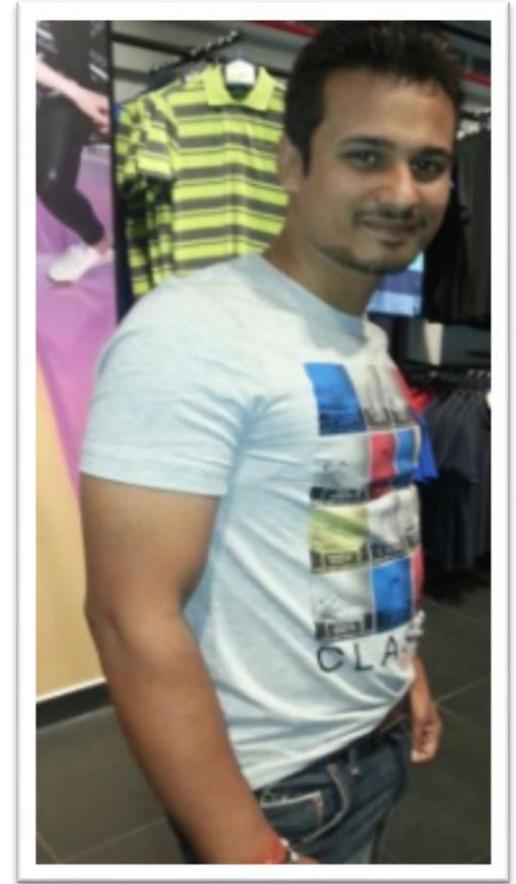
Top Fashion Consultants



Kumar
Levi's Phoenix Mall
161%



Suman
UCB Bel Road
157%



Sonu
Reebok Indiranagar
127%

Best stores in terms of KPI's

L2L

- Levi's Phoenix with 76% growth
- 2013-17.7Lacs, 2014-31.12L

RPS

- Phoenix with RPS of 3242
- Total Store Area- 960 sq ft

ATV

- HSR Layout
- ATV of 4937

UPT

- HSR Layout
- UPT of 2.55



L2L

- Bel Road with 56% Growth
- 2013- 7.62 Lac 2014- 12.15 Lac

RPS

- ORION - 1441
- Total Store Area- 1250sq ft

ATV

- Indiranagar
- ATV of 2674

UPT

- Indiranagar
- UPT of 2.38

UNITED COLORS OF BENETTON.

L2L

- Indiranagar with 36% Growth
- 2013- 14.68 Lacks, 2014- 20.01 Lacks

RPS

- Forum Mall RPS of 1741
- Total Store Area- 750 sq ft

ATV

- Indiranagar
- ATV of 4275

UPT

- Indiranagar
- UPT of 2.03



WOW Bills at EMDEE Stores

Reebok 

Sanad from City Center for Rs. **112,500/-**

Liyakath from Bel Road for Rs. **112,489/-**

Swamy from Marathalli 2 for Rs. **44,342/-**

UNITED COLORS OF BENETTON.

Athing from Indiranagar, for Rs. **37,438/-**

Ayan from Indiranagar for Rs. **29,585/-**

Athing from Indiranagar for Rs **29,448/-**

Levi's 

Asra from Jayanagar for Rs **41,183/-**

Rupini P from Orion Mall for Rs **35,983/-**

Kiran Eregowda from Orion Mall for Rs **31,393/-**

New Product- Reebok



Unveiling **Reebok Z Electrify** with Z Rated outsole to provide optimized ground contact and carbonated foam for a lightweight, cushioned and a more responsive ride. Get ready for an electrifying supercharged run!

The **Z Electrify** running shoes, which combine technology with comfort. The features of these shoes include better stability, comfortable cushioning and vents to help cool your feet. One of the best features of the Reebok Z Electrify is that it will provide better cooling and ventilation, irrespective of the weather, because of the Nano Breeze technology that has been used in the shoes.

New Product- UCB

It's Jeggings Time!



Blue, green or fuchsia... a color palette with a smile! Pair any solid colored **jeggings** with a sweater or cardigan, an ideal mix for a day at the jungle gym.

UNITED COLORS
OF BENETTON.

New Product- **Levis**



Khadi is made from natural fiber like cotton, silk or wool. Spun into yarn on a spinning wheel called a charkha. The small weaving irregularities give it the particular Khadi charm. It is a versatile fabric with a unique property, keeps cool in summer and warm in winter.

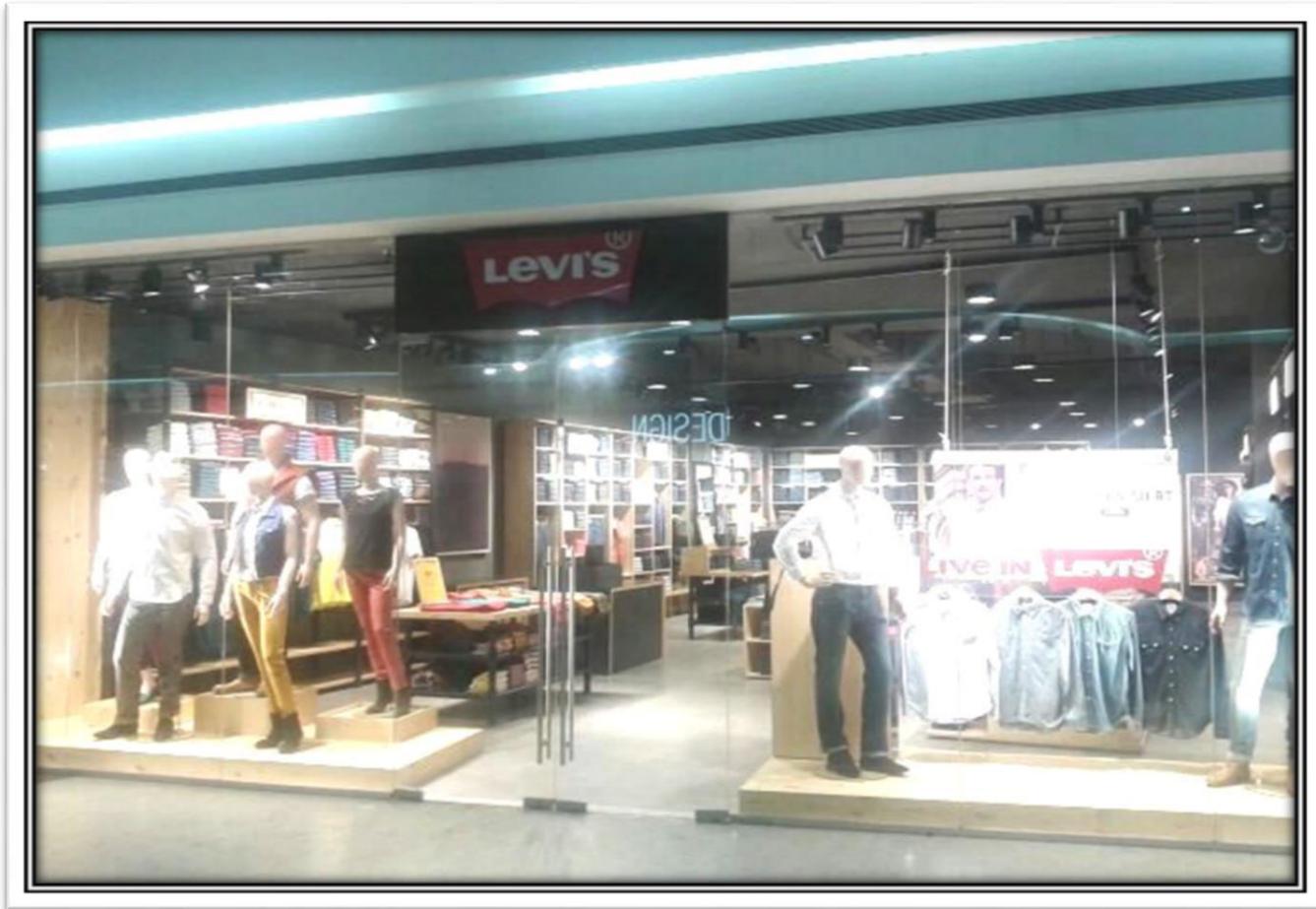
The more you wash it, the better it looks and feels. Khadi is woven in rural areas where there is no electricity. Everything is done by hand. Often small stains, discolouring and even bird droppings can be found on the cloth before washing (all Khadi products are washed and pre-shrunk) and sewed.

EVENTS - Reebok



Zumba, Yoga & Cross Fit -activities, all part of Reebok Forum Mall Re-Launch.

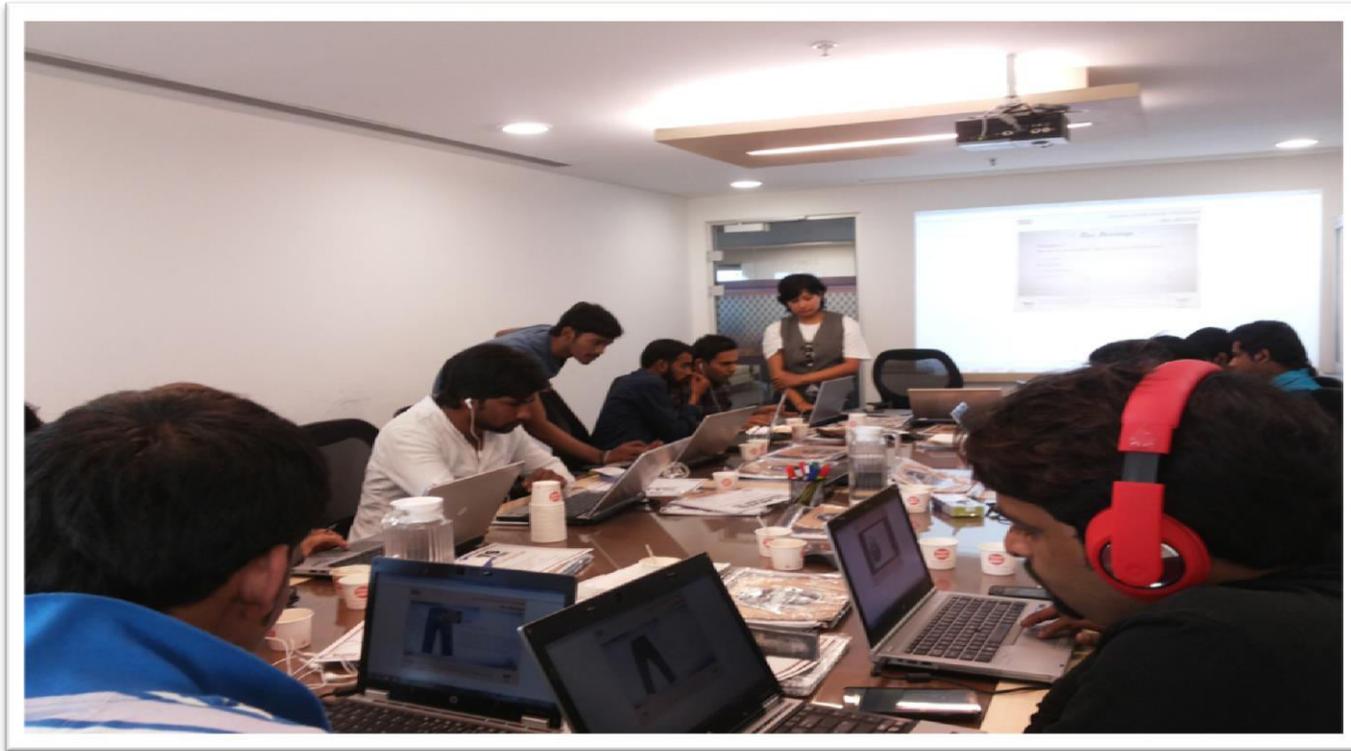
EVENTS - Levis



Levis Mantri Square Renovation in its new format was opened this month on August 27th 2014, expected to be one of Emdee's highest revenue generating store with maximum inventory stacked



BOOK OF RECORDS



We are proud to announce that 11 Levis Managers from Emdee group were a part of first DLP-Expert level Program launch in south region which was witnessed by Training head India –Mrs Radika Pange ,AMA –Training head Ms Kia



AWARDS



Consistency is their mantra for Success, Mystery Audit Score of **100%** to our **Levis Phoenix Team**



Levis Jayanagar team has scored **92%** in Mystery Audit



IN THE NEWS

Top Ideas for Store Makeover

Ashmit S Alag shares how to put knowledge into practice. Cultivate, create and constantly keep a watch for ever-progressive results:

1: Be consistent. Of course, in an 'up' way! Improve your services, product offerings, merchandising and visual merchandising in a gradual upkeep manner. Do not give jolts to the audience. People hate change; we, as humans, are by nature resistant to it. This is psychology, and it is as much relevant to retail as water is to fish. Constant upkeep is necessarily a part of this – only consistent brands occupy the mind of the consumer. Predictability brings conformity; yet a little unpredictability is important and evolutionary.

2: Try putting 'Yellow' or 'Amber' colour lighting on the merchandise and see the merchandise GLOW! Par lamps, QR111s and MR16, all in the halogen family, still dominate the arena. Use white light emitting lamps to open up the space and give a spacious look. White light is also good for bringing energy into the needed areas. So while whitish light can be used for areas to speed up visitor movement, in areas like the corridor, etc., use yellow light to slow them down and to enable better merchandise visibility and focus.



IN THE NEWS

3: Eliminate lesser words like trial room and toilet. Rechristen them changing room, or better still, wardrobing room and restroom, respectively. Cheap words imply cheap. Even if you are a value-store, remember consumers want value, or cost-effective products, not cheap products.

4: Value comes with abundance. You must add or subtract merchandise quantity to make use of this principle. Increase quantity of displayed merchandise to lower the price perception and reduce merchandise to an excessively low quantum to convey exclusivity. Observe the merchandising differences in value-, mid-, premium- and luxury-retailing.

5: Experiment with your visual merchandising. Use it to communicate, entertain and educate. Mannequins have body language. Get a book on the subject and utilise it to generate life and expression in mannequins. Used well, you will be surprised by the results!

6: For emerging and new stores, watch for the transitional space. It is the space the prospective client walks through: between departments, store-to-store or generally the negative-space area. Improve the space management there. This is the area where a client is oblivious to products or any communication; do not waste anything on that area. Pleasing sound or music gives this transitional area a boost to enable the client cut-off from external nuances or any of their previous experiences.

IN THE NEWS

7: New store renovation must also include customer seating whenever possible. Apparel stores must provide adequate mirrors. As a thumb rule, the size of the mirror increases with the price-point of the merchandise. Remember that for important handbags or footwear – be it in terms of importance (expensive) of price or the occasion the consumer is buying this piece of accessory for – women like to see themselves in full-body mirror. Similarly, when men buy important merchandise or sunglasses, they naturally prefer to look themselves in larger mirrors and not table-top face mirrors. If you have an apparel store, observe that even though we wear all clothes vertically (in the standing position), we are likely to put it ?at on a horizontal table and then review it. The fact is we are not going to lie down in those clothes but that is a strange way Indians observe things. Respect cultural differences and behavior and reflect their convenience in your store design.

8: In the retail environment and reduce housekeeping hazards:-When the white light emitting lamp is turning its light into bluish-white, it is time to replace it. The bulb is showing signs of wearing out and can fuse shortly. Similarly, when the yellow light emitting lamp is turning orange, it is a sign that it may die out soon.-Wipe the rods of a shoulder out or any horizontal hanging ?xture using butter or wax paper. This will provide a smooth top coating to the rod and allow the hangers to 'glide' in place. This is exceptionally helpful when a bunch of hangers are just thrown of the rod – the hangers schematically make their space.-Use an A4 size handy folding-board for folding apparel. This basic tool enables cleaner folds and hence lesser creases on folded merchandise. Insert paper sheets to bring crisp and ?rm contours and shape.