

Issue 10

APRIL, 2024

Jain Amar House of Fashion

THEBUZZ

MONTHLY NEWSLETTER



*Moment of the Month: Madame SS'24 Collection launch

Message From The Chairperson

As we enter 2024, let's remember that our greatest asset lies not just in our products or services, but also in the people who make it all possible—#PeopleOfJainAmar.



As April unfolds, I am profoundly grateful for the unwavering dedication and passion exhibited by each member of our fashion brand. Despite the myriad challenges that confront us, your unwavering commitment to excellence serves as a beacon of inspiration for us all. This month, let us unite our efforts in a shared pursuit of innovation, collaboration, and the relentless exploration of creative boundaries. Together, we possess the collective power to achieve remarkable milestones and further cement our imprint on the ever-evolving landscape of the fashion industry. I extend my heartfelt appreciation to each and every one of you for your tireless hard work and unwavering determination. Let us embark on the journey ahead with confidence and optimism, knowing that our collective efforts will lead us to success. Here's to a month filled with triumphs, breakthroughs, and the fulfillment of our shared vision.

Together, we possess the power to accomplish extraordinary feats and further solidify our presence in the fashion landscape. I extend my heartfelt appreciation for your relentless efforts and resilience. Here's to a fruitful year ahead filled with success and triumph!

Warm regards,

A handwritten signature in black ink that reads "K. U. Duggar Jain".

*Chairperson
Jain Amar*

DIRECTOR'S DESK



“At the heart of our vision for months ahead, lies a steadfast commitment to quality, service, productivity.”

As we step into the new financial year, I am thrilled to share our ambitious plans for the months ahead. April marks the beginning of a journey where we strive to set higher benchmarks in quality, service, and productivity. Our relentless pursuit of excellence will drive us to exceed expectations and elevate customer experiences. With a renewed focus on consumer connect, we are inching closer to our goal of fostering stronger relationships and deeper engagement with our audience. I am excited to announce the relaunch of our new concept stores, where innovation meets convenience to redefine the retail experience. As we embark on this exciting chapter, let us continue to embrace change, challenge the status quo, and deliver unparalleled value to our customers. Together, let's make this financial year our most successful yet.

Warm Regards,



Executive Director

Engaged in the business for the last two decades, Akhil, leads Jain Amar's strategy function, that has helped create a multi-dimensional, fast-fashion powerhouse. Under his leadership, the group has seen aggressive expansion across geographies and channels. Akhil also championed the digital transformation within the group, and launched glamly.com – a premium one-stop destination for fashion-conscious people. A fitness enthusiast, Akhil is an ultra-marathoner, who loves running & hiking globally.

HR COLUMN

At the heart of every successful organization is a commitment to nurturing the growth of its employees. As we embark on a new financial year, let's strive to create an environment where learning is encouraged, feedback is valued, and collaboration thrives. Together, we can cultivate a culture of continuous improvement and personal development.

Change is inevitable, and it's how we adapt to it that defines our success. Whether it's adjusting to new policies, procedures, or team dynamics, embracing change with an open mind and a positive attitude sets the foundation for innovation and progress. Let's remember that change is not a challenge but an opportunity for growth.

Amidst the hustle and bustle of our daily tasks, it's important to pause and celebrate our achievements, both big and small. Whether it's reaching a milestone, exceeding targets, or demonstrating exceptional teamwork, let's take a moment to acknowledge the hard work and dedication of our colleagues. By recognizing and appreciating each other's contributions, we embrace unity within our team.

Let's commit to nurturing a culture where learning is not just encouraged but celebrated—a culture where each individual is empowered to reach new heights and contribute to the collective success of our organization.

Wishing you all the very best 2024-25

Warm Regards,
HR

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



ARFAT AMBER
REGIONAL MANAGER
(EAST)



RAJIV KUMAR
VIDEO EDITOR



AKASH SUDHERA
SR. DESIGNER-MEANSWEAR



HARPREET KAUR
EXECUTIVE
MERCHANDISER



MAYANK KHANTWAL
TEAM LEAD



VEER SINGH
STORE MANGER



SACHIN NARAYM GHURE
REGIONAL MANAGER



ANAND SINGH KSHATRIY
STORE MANGER

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



MIRZA FAHEEM HASAN
HR MANAGER



ADITYA JHA
EXECUTIVE - MIS AND PLANNING



DEEPAK KUMAR
STORE MANAGER



KHUSHI GARG
SEO EXECUTIVE

We're thrilled to welcome aboard our newest team members who have joined us in March 2024. Each of them brings a unique set of skills, experiences, and perspectives that will enrich our work environment and contribute to our collective success. As they embark on their journey with us, let's extend a warm welcome and offer our support as they integrate into our team. Together, let's create a welcoming and inclusive atmosphere where everyone can thrive and excel. We look forward to the valuable contributions our new colleagues will make as we continue to push boundaries and redefine fashion excellence. Welcome to the team!

LAUNCH

SPRING/SUMMER '24

madame



In March, we had the privilege of launching our latest collection at an event graced by the presence of the stunning Shanaya Kapoor. The event was a celebration of a woman's discerning taste for fashion. From mesmerizing collection displays to interactive styling sessions, it was an unforgettable showcase of our brand's vision and creativity. Shanaya Kapoor's charisma added an extra layer of glamour to the event, making it a resounding success. We received rave reviews from attendees and media alike, solidifying our position as a trendsetter in the fashion industry. This event was not just about launching a collection; it was a testament to our commitment to empowering women with fashion.

LAUNCH

SPRING/SUMMER

madame



#FashionIsMe

HOLI 2024

#JainAmarWaliHoli



Celebrating Holi 2024, we came together as a family for the vibrant festival of colors. The day was filled with laughter, joy, and camaraderie as colleagues joined in various activities and festivities. From colourful celebration to mouth-watering delicacies, the atmosphere was brimming with happiness and positivity. It was a moment to cherish and strengthen the bonds that unite us beyond the workplace. As we splashed colors and exchanged warm wishes, we reaffirmed our commitment to diversity, inclusion, and unity. This Holi celebration was a reflection of our vibrant culture and the spirit of togetherness that defines us as a team.

HOLI 2024

#JainAmarWaliHoli



IN THE NEWS

Madame Unveils Spring/Summer'24 Collection in Collaboration with Shanaya Kapoor

A leading name in the world of fashion, has announced the successful launch of its Spring/Summer'24 Collection in collaboration with the new face of the brand Shanaya Kapoor. The event was held on March 12, at the prestigious Estella, Juhu.

City Air News Mar 19, 2024 08:04

Facebook Twitter LinkedIn WhatsApp Pinterest Tumblr Print



Following the presentation, guests had the opportunity to explore the collection first-hand at the brand's exclusive pop-up. The hands-on experience allowed attendees to look at their favourite pieces and a sneak peek into what Madame is going to offer through the season.

Madame's Spring/Summer'24 Collection is more than just clothing; it is a celebration of modern femininity, empowerment, and style. With Shanaya Kapoor as the face of the Brand, Madame continues to redefine the boundaries of fashion excellence, inspiring women to embrace their unique style with confidence and grace, while providing looks for every season and styles for every reason.

A leading name in the world of fashion, is thrilled to announce the successful launch of its Spring/Summer'24 Collection in collaboration with the new face of the brand Shanaya Kapoor. The event was held on March 12, 2024, at the prestigious Estella, Juhu.

The launch event witnessed the presence of esteemed guests, fashion enthusiasts, and industry insiders. The "Fashion Is Me" campaign, featuring the stunning Shanaya Kapoor, served as the centrepiece of the evening. Embracing the ethos of self-expression and individuality, the campaign celebrates the confidence and empowerment that come with embracing one's unique fashion sense. Shanaya Kapoor, with her innate grace and style, perfectly embodies the spirit of the campaign and the brand.

The Spring/Summer'24 Collection embodies the essence of modern femininity, offering a curated selection of ensembles designed to celebrate the spirit of the season. From chic daywear to elegant evening attire, the collection caters to the diverse fashion preferences of contemporary women, reflecting Madame's commitment to creating pieces that are both stylish and versatile.

"I am excited to be a part of Madame's Collection launch," said Shanaya Kapoor. "The collection perfectly captures the essence of spring with its vibrant colors, modern silhouettes, and effortless style. It has been an absolute pleasure collaborating with Madame, and I am excited to see the collection resonate with fashion-forward individuals."

Ms. Sumedha Jain, MarCom Head at Madame, expressed her delight with the event's success, stating, "We are thrilled to present our latest Spring/Summer'24 Collection with Shanaya Kapoor as the new fashion face, whose style and elegance perfectly complement the ethos of our brand. The positive feedback received from attendees reaffirms our commitment to delivering collections that inspire confidence and celebrate individuality."

The event commenced with a captivating fashion presentation, where guests had the opportunity to preview the latest trends and must-have pieces from the Spring/Summer'24 Collection. Attendees were enamoured by the collection's versatility and attention to detail, applauding Madame's dedication to creating fashion-forward yet timeless ensembles.

Madame unveils Summer 2024 collection with Shanaya Kapoor

Share Via: WhatsApp Facebook Messenger Email LinkedIn

Madame introduced the collection in an event, held on March 12, 2024, at Estella, Juhu, Mumbai.

Madame, a fashion brand, has announced the launch of its Spring/Summer'24 collection in collaboration with the new face of the brand Shanaya Kapoor. The event was held on March 12, 2024, at the prestigious Estella, Juhu.

The launch event witnessed the presence of esteemed guests, fashion enthusiasts, and industry insiders. The *Fashion Is Me* campaign, featuring Shanaya Kapoor, served as the centrepiece of the event. Embracing the ethos of self-expression and individuality, the campaign celebrates the confidence and empowerment that come with embracing one's unique fashion sense. Shanaya Kapoor, with her innate grace and style, embodies the spirit of the campaign and the brand.

The Spring/Summer'24 Collection embodies the essence of modern femininity, offering a curated selection of ensembles designed to celebrate the spirit of the season. From chic daywear to elegant evening attire, the collection caters to the diverse fashion preferences of contemporary women, reflecting Madame's commitment to creating pieces that are both stylish and versatile.

BUZZING NEXT

NEW STORE CONCEPT



Brands: Madame

Store Type: EBO

Location: Rajouri Garden, Delhi

We are thrilled to announce the grand opening of our innovative store in Rajaouri Garden, Delhi. Introducing a groundbreaking concept that promises an effortless and enjoyable shopping experience for our customers. Located in a prime area, our new store aims to revolutionize the way people shop by offering a seamless browsing experience.

With an emphasis on accessibility and convenience, our store features clear signage, spacious aisles, and strategically arranged displays to enhance visibility and encourage exploration. Whether you're on a mission to find a specific product or simply browsing for inspiration, our store layout is designed to accommodate your needs and preferences.

Our new store in Rajaouri Garden represents a bold step forward in redefining the retail experience. By prioritizing ease of browsing and customer convenience, we're confident that our innovative concept will resonate with shoppers and set a new standard for retail excellence in the heart of Delhi. We invite everyone to join us for the grand opening and experience the future of shopping firsthand

INTERNATIONAL DENIM DAY

Denim Day: A Symbol of Solidarity, Awareness, and Empowerment

In a world where fashion trends often dominate headlines, there's one particular day each year when denim takes on a deeper significance beyond style. Denim Day, observed annually on last Wednesday of April, serves as a powerful reminder of the ongoing fight against sexual violence and the importance of supporting survivors. Originating from a remarkable protest in Italy, Denim Day has evolved into a global movement, symbolizing solidarity, awareness, and empowerment.

The roots of Denim Day can be traced back to 1992 in Italy, where a landmark court case sparked international outrage and advocacy. The case involved an 18-year-old girl who was raped by her driving instructor. Despite the perpetrator's conviction initially, the Italian Supreme Court overturned the ruling, arguing that since the victim wore tight jeans, she must have helped her assailant remove them, thus implying consent.

Outraged by this unjust decision, women in the Italian Parliament protested by wearing jeans to work. This act of solidarity captured the attention of the world and ignited a movement that would later become known as Denim Day. The symbolism of denim—common attire worn by people of all genders and ages—emerged as a powerful statement against victim-blaming and the culture of sexual violence.



DENIM
DAY

24 APR, 2024

INTERNATIONAL DENIM DAY

Since its inception, Denim Day has expanded beyond Italy and gained momentum as a global campaign to raise awareness about sexual assault and support survivors.

Organizations, communities, schools, and individuals worldwide participate by wearing denim and engaging in discussions, workshops, and fundraising activities focused on sexual violence prevention, survivor support, and advocacy for policy changes.

One of the key objectives of Denim Day is to challenge harmful myths and misconceptions surrounding sexual assault, such as victim-blaming and the belief that clothing choices or behavior justify or excuse acts of violence. By wearing denim and sharing the story behind Denim Day, participants contribute to breaking down these damaging stereotypes and fostering a culture of empathy, understanding, and accountability.

As we commemorate Denim Day each year, it's essential to not only raise awareness but also to take concrete action to address the root causes of sexual violence and create safer, more inclusive communities for all. By wearing denim and participating in Denim Day activities, individuals around the world stand together to challenge harmful myths, support survivors, and advocate for a future where everyone can live free from violence and fear. As we unite on Denim Day, let us reaffirm our commitment to justice, equality, and the belief that every voice matters in creating a world where dignity, respect, and consent are paramount.

FASHION FORMULA

DENIMIZE 'EM YOUR WAY



Experiment with pairing denim with different textures like silk, velvet, or even leather for a unique look.



Balance oversized denim jackets or jeans with fitted tops, or vice versa, to create visually appealing silhouettes.



Experiment with cuffing or rolling your jeans to showcase your footwear or add a touch of personality to your outfit.



Embrace the double denim trend by pairing different washes or textures of denim together, ensuring there's enough contrast between the pieces.



Pair colored denim with complementary or contrasting hues for a vibrant and eye-catching ensemble.

QUICK QUIZ

MARCH - ANSWERS

1. SHANAYA KAPOOR
2. FASHION IS ME
3. SIMPLYSPRING'24
4. SPRINGFLING'24
5. TOGETHER
6. CHALEUR
7. CHALEUR MEANS WARMTH IN FRENCH
8. THE HILLS OF GRASSE, FRANCE

Woohoo!!! Looks like our employees are doubling down on brilliance! We recieved two participations in the same mail. Congratulations! With two entries hitting the bullseye, we've hit a tiebreaker dilemma.

However, according to tge quiz rules, there can only be one winner. But worry not, though it becomes a no-winner month, we do have surprise gifts for our enthusiastic participants:

Poonam Dham
Babli Pal
Neha Chaudhary

QUICK QUIZ

APRIL

GUESS THE FIT/STYLE



The first entry with all correct answers gets a SURPRISE GIFT.

Mail us your answers at hr@jacpl.com



WISHING YOU ALL A HAPPY

MAHAVIR JAYANTI

21 April 2024





अहिंसा परमो धर्मः

The Eternal Wisdom of Mahavir Jain Ji: Insights for Modern Living

1. Ahimsa: The Principle of Non-Violence

- Understanding the Depth of Ahimsa
- Practicing Compassion in Daily Interactions
- Ahimsa in a Global Context: Promoting Peace & Harmony

2. Anekantavada: Embracing Multiple Perspectives

- Embracing Complexity: The Essence of Anekantavada
- Fostering Understanding and Empathy
- Overcoming Polarization Through Anekantavada

3. Aparigraha: Non-Attachment to Material Possessions

- Cultivating Contentment Beyond Material Wealth
- Reevaluating the Notion of Success
- Living Simply in a Consumer-Driven World

4. Self-Discipline and Spiritual Awakening

- The Importance of Self-Reflection and Meditation
- Nurturing Inner Peace and Resilience
- Aligning Personal Values with Professional Conduct



WISHING YOU A VERY HAPPY
BAISAKHI

May the festival of Baisakhi fill your
life with abundant happiness and
success!



THEBUZZ

MONTHLY NEWSLETTER

JAIN AMAR HOUSE OF FASHION IS ONE OF INDIA'S LEADING
FAST-FASHION CONGLOMERATES.

**Moment of the month: the cover image of this newsletter is selected from some of the best moments of the month.*

Want to get your picture with the #PeopleOfJainAmar featured in the next newsletter? Mail us at hr@jacpl.com.

We value your unique perspectives and would be honored to feature your voice in our newsletter. Submit your article to hr@jacpl.com.

Credits:

Source: HR Team

Theme & Edit: Renu Jangra

Design & Layout: SP Vinod

JAIN AMAR HOUSE OF FASHION



Log on to www.jacpl.com to stay updated on Jain Amar current affairs!