

Issue 9

MARCH, 2024

Jain Amar House of Fashion

THEBUZZ

MONTHLY NEWSLETTER



*Moment of the Month: #WomenOfJainAmar at AW'24 Roadshow

Message From The Chairperson

Let's take a moment of joy to celebrate the radiant showcase of AW'24, a testament to our dedication and vision. On the occasion of International Women's Day, let's appreciate the growth in our women employee percentage, and celebrate the femininity that continues to light up the world.



First and foremost, I want to express my gratitude to each and every one of you for your hard work and dedication in preparing for this roadshow. Your creativity, passion, and commitment are truly inspiring. Our roadshow was not only an opportunity to showcase our latest collections and innovations but also a chance to strengthen relationships with our partners, customers, and stakeholders.

Simultaneously, the anticipation for the International Women's Day celebration is building, where we will spotlight the phenomenal #WomenOfJainAmar. Their unwavering commitment and remarkable achievements deserve a day dedicated to honoring their impact on our community. Let's celebrate unity, empowerment, and keep inspiring inclusion.

Warm regards,

A handwritten signature in black ink that reads "K. U. Duggar Jain". The signature is written in a cursive style.

*Chairperson
Jain Amar*



Director's Desk

“Together, let's redefine what it means to be empowered in fashion.”

Fashion, for us, transcends mere design. We are orchestrators of self expression. Recognising the significant impact women have had on our business and culture, we honour their contributions on International Women's Day by celebrating femininity and empowerment. Aiming to empower women to confidently and gracefully accept their individual identities, Jain Amar House Of Fashion embraces diversity and inclusivity. As we forge ahead in moulding the fashion industry, let us remember the tenacity, imagination, and ingenuity of women around the world. Let us press on as a united front, building a society where every person is valued and appreciated. Sending best wishes on this unique occasion for women!

Warm Regards,

A handwritten signature in black ink that reads "Bipan Jain". The signature is fluid and cursive, with the first letters of "Bipan" and "Jain" being capitalized and prominent.

Director – Operations

Bipan is a graduate in Commerce, has been the group's driving force in developing newer categories and products for the group. His consumer-focused approach, coupled with solution-driven attitude has kept the Jain Amar at the forefront of the design and innovation curve. An avid cyclist, and a permaculture enthusiast, Bipan strongly believes in sharing knowledge for collective growth. Under his leadership, the Jain Amar has created many a valued IP assets.

EDITORIAL

As we delve into the pages of March, a month of vibrant celebrations, we are thrilled to share the exciting endeavors unfolding within Jain Amar.

Our Roadshows of Autumn/Winter 2024 were a splendid showcase and a commendable achievement by our teams. We introduced Shanaya Kapoor as face of Madame and launched Chaleur, another premium French fragrance.

With this, we're all set to march into a new month with excitement. Our upcoming EBO in Yamunanagar, Haryana too promises a captivating shopping experience, featuring both Madame and Camla Barcelona.

Simultaneously, as the world embraces Women's History Month, we're all set to celebrate the extraordinary Women of Jain Amar. These phenomenal individuals, whose contributions are invaluable, will take center stage on International Women's Day. This dedicated celebration reflects our acknowledgment of the resilience, leadership, and creativity that define the #WomenOfJainAmar.

Maya Angelou once said, "Each time a woman stands up for herself, she stands up for all women." So, together, let us revel in the successes of our brand and honor the remarkable women who are continuously contributing to Jain Amar House of Fashion.

IWD EXCLUSIVE

Inspiring Inclusion: Jain Amar's Remarkable Strides in Gender Diversity

In alignment with the latest International Women's Day campaign theme, #InspireInclusion, Jain Amar proudly reflects on its commitment to diversity and empowering women within the workplace. A noteworthy achievement that speaks volumes about our dedication is this year's appreciable growth in the percentage of female employees, that has grown by more than 45%.

As we celebrate this milestone, it is more than a numerical increase; it signifies a profound shift in our organizational culture. Jain Amar has actively worked towards creating an environment where talent knows no gender, and opportunities are accessible to all. The rise in the representation of female employees reflects our ongoing efforts to break barriers, challenge stereotypes, and provide equal footing for professional growth.

While #InspireInclusion is 2024 IWD campaign theme; it's a lived reality at Jain Amar. Our female workforce contributes significantly to every aspect of our operations, from innovation in design to leadership excellence. As we continue this journey of progress, we reaffirm our commitment to cultivating an inclusive workplace where every individual, regardless of gender, thrives and succeeds.

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



SHIVANI SEKHON
HEAD-HUMAN RESOURCE



KULDEEP DIXIT
MANAGER-HUMAN
RESOURCE

A warm welcome to our newest team members! Your individual skills and talents enrich our growing family. We look forward to achieving new milestones together. Here's to an exciting journey ahead!

ROADSHOW

madame | M^mSECRET®

AUTUMN/WINTER '24



In a spectacular showcase of style and innovation, our recent roadshow of Madame and MSecret unfolded as a dazzling collection preview for upcoming season in the B2B sphere. The event served as a testament to the seamless collaboration and dedication of our outstanding design, marketing, and planning teams.

Our design team, with their creative genius, brought forth a breathtaking array of fashion-forward pieces that left a lasting impression on attendees. Their meticulous attention to detail and trend-setting vision showcased the brand's commitment to pushing the boundaries of style.

The marketing team played a pivotal role in translating the essence of our collection into a compelling narrative. Their strategic approach in communicating the brand's message ensured that Madame became more than a preview.

A heartfelt appreciation extends to our planning team, whose organization and execution turned Madame into a seamlessly showcased event. Their dedication ensured that every aspect, from logistics to presentation, contributed to the overall success of the roadshow, creating an immersive experience for our valued B2B partners.

The event not only unveiled a remarkable collection but also underscored the brand's commitment to excellence in design, marketing, and event execution.

ROADSHOW

madame | **SECRET**[®]

AUTUMN/WINTER '24



ROADSHOW

CAMLA

BARCELONA

AUTUMN/WINTER '24



In a dazzling showcase of Camla Barcelona's AW'24 offerings, the event unfolded as a testament to the collaborative brilliance of our dedicated teams. The design team curated an exquisite collection that epitomized the confident fashion synonymous with Camla Barcelona.

A profound appreciation goes to #PeopleOfJainAmar, whose coordination and flawless execution transformed the roadshow into a seamlessly orchestrated event. Their dedication ensured that every logistical detail, from venue setup to guest interactions, contributed to the overall success of Camla Barcelona's showcase, creating an immersive and memorable experience for our valued B2B collaborators.

As we applaud the triumph of the Camla Barcelona roadshow, we honor the collective efforts of our teams, whose unwavering commitment has set the stage for a remarkable season ahead. The event not only unveiled a captivating collection but also underscored the brand's dedication to excellence in fashion.

ROADSHOW

CAMLA

BARCELONA

AUTUMN/WINTER '24



JUST LAUNCHED



*In a strategic move, our brand proudly unveiled **Shanaya Kapoor** as the new face of Madame, with the campaign - **Fashion Is Me**, coinciding with the Spring/Summer'24 Collection. The collaboration with Shanaya, known for her innate style and charm, perfectly embodies the essence of the season.*

This wouldn't have been possible without the tireless efforts of our exceptional marketing team, who brought the Fashion Is Me campaign to life, and played a pivotal role in successfully launching Shanaya Kapoor as the brand's new style icon. Furthermore, we extend heartfelt appreciation to Shanaya's team, whose collaboration and commitment have been instrumental in seamlessly integrating her personal style with our brand identity. Together, they have created a powerful synergy that resonates with our audience, establishing a fresh and captivating narrative for Fashion Is Me.

The future looks promising, and we eagerly anticipate the continued success of Fashion Is Me under the influence of our stellar marketing team and the dynamic partnership with Shanaya and her team.

JUST LAUNCHED



*Elevating our brand essence to new olfactory heights, we proudly introduced our latest fragrance, **Chaleur**, with **Shanaya Kapoor**. Chaleur, meaning warmth in French, encapsulates the essence of sensuality and sophistication, providing an aromatic journey that transcends conventional boundaries.*

Shanaya Kapoor, with her innate grace and charm, seamlessly embodies the spirit of Chaleur. Her magnetic allure enhances the fragrance's narrative, creating a captivating synergy that resonates with our audience. As the face of Chaleur, Shanaya brings a modern and timeless elegance that aligns seamlessly with the essence of our exquisite fragrance.

The launch of Chaleur stands as a testament to our commitment to delivering a premium experience that transcends expectations. From its luxurious olfactory profile to its packaging, every detail has been meticulously curated to reflect the opulence and allure synonymous with our brand.

In this collaboration, we extend our sincere appreciation to Shanaya Kapoor for her remarkable contribution, adding a touch of glamour and sophistication to Chaleur and to all our contributing teams. We anticipate that Chaleur will create an indelible mark on the world of fragrances, thanks to the perfect fusion of our visionary teams, collaborators, and Shanaya's captivating presence.

IN THE NEWS



“Excited to be collaborating with Madame”, Shanaya Kapoor, on her new association with Madame

As Madame introduced Shanaya Kapoor as the brand's new fashion face, with the campaign 'Fashion Is ME', the bollywood actress shared her views on the new association. "Fashion is a very personal affair. It's the mood-board for my self-expression. I am excited to be collaborating with Madame, and look forward to sharing my own fashion

[Read more](#)



Shanaya Kapoor graces Madame as new Face of the Brand

Madame announces Shanaya Kapoor, as face of the brand for its fashion business, with the launch of its first campaign with Shanaya – 'Fashion is Me', a distinct take on the role of fashion in one's life. Given Shanaya's inimitable style and charm, this collaboration is all set to usher in a new phase of

[Read more](#)



Madame's Autumn/Winter '24-25 Roadshow, creates a buzz in the biz world

Madame's and MSecret's AW'24 Collection preview, held from 6th to 8th February, at the illustrious Grand Hyatt, Gurgaon was an extravagant exhibition of cutting-edge trends and breakthroughs in fashion and lifestyle, the event is ready to offer an exclusive insight into the future of sartorial elegance. Set against the backdrop of the Grand Hyatt in

[Read more](#)

IN THE NEWS

THURSDAY, FEBRUARY 15, 2024
ADVERTORIAL, ENTERTAINMENT INDUSTRY
PROMOTIONAL FEATURE

Delhi Times

Any feedback related to stories in Delhi Times? ✉️ Mail us @delhi.times@timesgroup.com OF INDIA



Sumedha Jain and Shanaya Kapoor

Shanaya Kapoor roped in as the face of a fashion brand

Shanaya Kapoor has been signed on by Madame – one of India's leading women's fashion brands – as the face of the brand. With this collaboration, the brand also announced the launch of its campaign Fashion is Me, which explores the role of fashion in an individual's life.

Expressing her excitement, Sumedha Jain, MarCom Head, Madame, said, "In any collaboration, alignment around a brand's core values is essential. Shanaya's distinct approach to fashion, and her firm belief in the role that fashion plays in her life, makes her the perfect choice for our brand." She added, "We are thrilled to introduce our first campaign with her – Fashion is Me – that also aligns with our Spring-Summer 2024 collection launch."

On her association with the brand, Shanaya Kapoor said, "Fashion is a very personal affair. It's the mood-board for my self-expression. I am excited to be the face of the brand and look forward to sharing my own fashion philosophy with millions of our collective fans and followers."

The new campaign celebrates personal style and self-expression over transient fashion trends.



Follow the brand on Instagram

'Fashion is Me'

Madame, one of India's leading women's fashion brands, today announced signing up the gorgeous Shanaya Kapoor, as face of the brand for its fashion business. Given Shanaya's inimitable style and charm, this collaboration is all set to usher in a new phase of style and glam in the brand's journey. The brand also announced the launch of its first campaign with Shanaya – 'Fashion is Me', a distinct take on the role of fashion in one's life. Sumedha Jain, MarCom Head, Madame, expressed her enthusiasm about the collaboration, stating, "In any collaboration, alignment around brand's core values is essential. Shanaya's distinct approach to fashion, and her firm beliefs around the role that fashion plays in her life, make her the perfect choice for Madame." She further added, "We are thrilled to introduce our first campaign with her – 'Fashion is Me' that also aligns with our Spring-Summer 2024 collection launch." Commenting on her association with Madame, Shanaya Kapoor said, "Fashion is a very personal affair. It's the mood-board for my self-expression. I am excited to be collaborating with Madame, and look forward to sharing my own fashion philosophy with millions of our collective fans and followers." Over the next few weeks, Madame will aggressively target multiple platforms for the launch of its new campaign – 'Fashion is Me', a campaign that celebrates personal style and self-expression over transient fashion trends. At the heart of the campaign is the celebration of the modern young woman, who views fashion as self-expression, and a mood-board for the extension of her identity. The Spring-Summer 2024 Collection, showcasing Shanaya Kapoor, promises an array of trendy and versatile pieces, including chic cropped tops, stylish tees, elegant trousers, coordinated sets, and standout workwear. Designed for the contemporary young woman, this collection features a vibrant and summer-full colour palette. This collection will be available across all Madame stores, on glamly.com, and across major e-commerce platforms.



IN THE NEWS



Executive Director Akhil Jain with industry stalwarts at the ET Retail GIRS, Mumbai



Team Madame at the India Fashion Forum, Bangalore

BUZZING NEXT



Brands: Madame and Camla Barcelona

Store Type: EBO

Carpet Area: 4560 sq.ft.

Excitement is building in Yamunanagar as we eagerly anticipate the grand opening of our new Exclusive Brand Outlet (EBO) featuring the iconic fashion brands Madame and Camla Barcelona. Nestled in a sprawling 4560 sq.ft carpeted space, our upcoming store promises to be a style haven in the heart of Yamunanagar.

As the city welcomes this chic addition, fashion enthusiasts can look forward to exploring the latest from both our brands under one roof. The EBO format ensures a curated shopping experience, where every corner of the store is dedicated to showcasing the diverse collections, embodying modern and edgy flair.

Yamunanagar, with its vibrant spirit, provides the perfect backdrop, known for our commitment to quality and style. From casual chic to timeless classics, the Madame and Camla store will cater to diverse fashion preferences, offering a myriad of choices for every occasion.

The launch is not just about inaugurating a new store; it's a celebration of fashion and confident styling, amid the uniqueness of Yamunanagar.

FASHION FORMULA

MARCHING INTO STYLE



March weather can be unpredictable, so mastering the art of layering is key. Pair a lightweight sweater or a stylish jacket with a top for a versatile and weather-appropriate look.



Florals are a timeless spring trend. Whether it's a floral dress, top, or accessories, let your wardrobe bloom with the essence of March.



March calls for footwear that can handle both lingering winter chill and the promise of warmer days. Ankle boots and stylish sneakers are versatile choices that blend fashion with functionality.



March is the perfect time to bring out your favorite denim pieces. Pair jeans with a lightweight blouse or denim jacket for an effortlessly cool and casual vibe.



Experiment with different textures to add depth to your looks. Combine lightweight fabrics like cotton or linen with richer textures like suede or leather for a well-balanced ensemble.

INTERNATIONAL WOMEN'S DAY 2024

A symphony of voices,
a chorus so strong,
#InspireInclusion is where
we all belong

HAPPY
INTERNATIONAL
Women's Day

happy
Holi

QUICK QUIZ

MARCH

1. *Who is Madame's New Face of the brand?*
2. *What's the title of Madame's latest campaign?*
3. *What is Madame's spring collection titled as?*
4. *What is Camla Barcelona's spring collection titled as?*
5. *What's the title of Camla Barcelona's latest campaign?*
6. *What is the name of Madame's newest fragrance?*
7. *What is the meaning of Madame's new fragrance?*
8. *Where is Madame's new fragrance sourced from?*

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

Mail us your answers at hr@jacpl.com

QUICK QUIZ

FEBRUARY QUIZ ANSWERS

Note: Words are hidden in all directions including backwards and diagonally.

J Y C S E G A T N I V S L F C G A T Y D
W W G T Q O X D V X G R U B V O N A E K
H Y Y D N E A M Z S S N E H D A E T C E
S I N P E E K Q D F K P L F R X A X K E
I I O B F M M N T Y A S D B I C D Q Q L
D T D U T Y E E D Y H J I R I N O L J S
O J R G A R S V T A D V K T O S E E O L
M Q N W T P P E R A W N S G T T R D A B
S P N D V C Z P I M T I E R D W F M T K
H U A I Z O I W H R H S E R Q P I J A F
R F P M Z U S P S P O E A O T N J H F R
C I K J B T C S O E T S X R I Q W U M K
O E F S X U L S E W S L S M O D N J E B
O R Y A Y R O Q E L U B Z E A W P A J T
L C E C S E D A E X T L O P C T U T N S
L E T A S H R A U R M R P Z W C L P T H
M I U Q A X I R Y I R E O D G E A Y K N
A L A B L G Y O V S R K W F F V L S N W
L F H I C T H B N L N Z X Z F E A I E L
G U M G O P V W E C M B V R B E B F R M

Dapper	Streetwear	Sophisticated	Accessories
Modish	Refined	Statement	Sharp
Runway	Edgy	Trends	Fierce
Style	Vintage	Haute	Classy
Trendy	Effortless	Sleek	Vibrant
Luxury	Couture	Glam	Cool
Funky	Fashion	Bold	Minimal

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 AW'24 Roadshow event.*

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



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