

Issue 12

JUNE, 2024

Jain Amar House of Fashion

THEBUZZ

MONTHLY NEWSLETTER

NEXT LEVEL CUSTOMER
EXPERIENCE

AFRESH IN
A WHOLE
NEW VIBE

CAPTIVATING AMBIANCE
TOP-NOTCH BROWSING
LATEST AUGMENTED TECHNOLOGY

ALL SET TO
REVOLUTIONISE
RETAIL

madame

BE EVERYONE U R

*Moment of the Month: Madame new concept store at Rajouri Garden, Delhi

Message From The Chairperson

“Every challenge we overcome strengthens our resilience and determination.”



I am immensely proud of the collaborativeness and dedication displayed at the recent Townhall Meeting 2024. The discussions, insightful presentations, and team-building activities underscore our collective commitment to excellence. The transition from the previous session to the new year was marked by a sense of optimism and enthusiasm, reflective of our shared vision for success. I commend Executive Director Akhil Jain for his leadership in facilitating meaningful dialogue and encouraging a culture of openness and transparency.

I extend my gratitude to all department heads, leaders, and employees who actively participated in the launch of our new stores throughout May, and who have been part of our other events and achievements. Your contributions are instrumental in driving our organization forward and realizing our goals.

As we embark on the journey ahead, let us continue to uphold our core values. Together, we have the power to overcome challenges, seize opportunities, and make a positive impact in our industry and beyond.

I encourage each of you to remain focused, resilient, and inspired as we work towards our shared objectives. With unity and determination, there is no limit to what we can achieve. Thank you for your unwavering commitment to our organization's success.

Warm regards,

A handwritten signature in black ink, reading "K.L. Duggar Jain". The signature is fluid and cursive.

**Chairperson
Jain Amar**

DIRECTOR'S DESK



"Success is not just about reaching the destination; it's about the journey, the challenges, and the growth along the way."

As we step into the new financial year, I am thrilled to share our ambitious plans for the months ahead. June 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. In every journey, there are inevitable challenges and obstacles that we encounter. However, it is how we navigate through these challenges that defines our success. Each hurdle we overcome, every setback we face, is an opportunity for growth and learning. Success is not merely reaching a destination; it's about the resilience, determination, and perseverance we exhibit throughout the journey. It's about embracing the process, learning from our experiences, and continuously striving to improve ourselves. So, let us approach every challenge with optimism and determination, knowing that each step we take brings us closer to our goals.

Sunil Kumar Jain

Director - Managing Director

With an experience of over five decades, Sunil Kumar Jain heads Jain Amar's finance, compliance, and code-of-ethics functions. His financial acumen, along with his analytical skills has ensured that group's financial health, along with cash flows has stayed at-par with the best industry benchmarks. That apart, Sunil has been a key proponent of the sustenance campaign, and has been driving the group's vision in that direction.



EDITORIAL

June marks another milestone in our journey, and as we turn the pages of our employee newsletter, we pause to reflect on the events that defined the month of May and major achievements.

From the unveiling of Madame's groundbreaking store concept to the electrifying store events hosted by Camla Barcelona and Madame teams, the fashion landscape was transformed through creativity and innovation. These initiatives not only showcased our brands' unwavering commitment to pushing boundaries but also reaffirmed our pledge to empower women and encourage community connections.

The town hall meeting 2024 emerged as a beacon of our organizational ethos - collaboration, excellence, and inclusivity. Led by our esteemed Executive Director Akhil Jain, the event served as a melting pot of ideas, insights, and inspiration, emphasizing the significance of communication and collective synergy in propelling us towards greater heights.

As we bid adieu to May and embrace the dawn of June, let us carry forward the lessons gleaned and the momentum garnered. Let us continue to innovate, collaborate, as we chart our course towards a future brimming with success and significance.

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



SHALABH DHINGRA
AVP SALES



MANPREET SINGH
FASHION DESIGNER



SACHIN CK
RM SOUTH - LFR



FAHAD HASAN
SITE SUPERVISOR



SUNIL KUMAR
ASM SIS-DELHI NCR



JOGINDER SINGH
HR MANAGER-PAYROLL



SANYA ARORA
HR MANAGER-
RECRUITMENT



KRITI RUHELA
RVM UP/UK

We're thrilled to welcome aboard our newest team members who have joined us in May 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

NEW STORE CONCEPT

madame



Madame's recently unveiled innovative new store concept embodying its philosophy of "Be Everyone U R" represents a significant shift in the retail landscape offering a next-level customer experience.

At the heart of Madame's new concept is the celebration of womanhood in all its forms. It goes beyond traditional fashion retailing by acknowledging and embracing the multifaceted roles that women embody in their daily lives. Whether as professionals, mothers, caregivers, or trendsetters, Madame recognizes that women juggle numerous responsibilities and identities with grace and strength.

The store layout and design reflect this inclusive approach, with distinct sections dedicated to different aspects of a woman's life. From workwear essentials to casual chic ensembles, each corner of the store caters to a specific role, ensuring that every woman finds something that resonates with her.

Moreover, the interactive elements within the store provide a unique shopping experience.

In essence, Madame's new store concept transcends the boundaries of conventional retailing. It's a testament to the brand's commitment to empowering women and celebrating their diversity. By embracing the mantra of "Be Everyone U R", Madame invites women to express themselves authentically, confidently, fashionably .

LAUNCH

NEW STORE CONCEPT
madame



FASHION MEET-UPS

madame



Madame recently hosted a spectacular celebratory event at our new store in Rajouri Garden, drawing the attention of top fashion influencers from the town. The event served as a vibrant celebration of our brand's innovative new store concept, which emphasizes fashion as tool of empowerment. Another event was held as we launched Glam Getaway at our store in Indore, MP.

Throughout the evenings, guests mingled and networked, sharing their excitement and admiration for Madame's visionary approach to fashion. The events buzzed with style and creativity, reflecting the dynamism of our brand.

As influencers explored the Rajouri Garden store and interacted with our team, they discovered the endless possibilities for self-expression and empowerment that Madame embodies. By collaborating with these influential voices in the fashion community, we reaffirmed our commitment to inspiring and uplifting women of all backgrounds.

Launched at Indore store, Madame GlamGetaway empowers women to make every vacay moment special with fashion, and celebrate it with their glamsquad like a total fashionista.

We look forward to continuing to inspire and empower women through our innovative store concepts and fashion-forward collections.

FASHION MEET-UPS

madame



TOWN HALL 2024



The town hall meeting in Jain Amar was a dynamic gathering, marking the transition from the closing of the year 2023 to the commencement of 2024. Led by Executive Director Akhil Jain, the event encouraged a sense of community and collaboration among attendees.

A panel discussion featuring department heads provided a platform to address pertinent issues and celebrate achievements, encouraging alignment within the organization. Exclusive presentations by key leaders, including AVP Shalabh Dhingra, Brand Manager Kavita Pant, and the HR Head Shivani Sekhon, offered insights into upcoming projects and initiatives, setting the stage for future success.

Following the informative sessions, attendees enjoyed a networking lunch, providing an opportunity for meaningful connections and conversations. A team-building activity organized by the HR department further strengthened bonds among employees, through a cohesive and supportive work environment.

Mr. Jain's closing address, charging up the entire team with enthusiasm and determination for the year ahead. His inspiring words underscored the organization's collective vision and commitment to excellence, energizing everyone to work towards common goals.

Overall, the town hall meeting served as a platform for reflection, collaboration, and inspiration, setting a positive tone for the year ahead and reaffirming Jain Amar's position as a leader in its industry.

TOWN HALL 2024



IN THE NEWS

Madame introduces next-level customer experience with innovative store concept

EOI CORRESPONDENT

NEW DELHI, MAY 29/--/ Madame, women's fashion brand, introduced a new store concept that promises to revolutionize shopping with an ultimate premium experience for fashion-forward women. Incorporating innovation, sustainability, and the latest technology, the new concept goes beyond aesthetics, focusing on a premium shopping experience.

The redefined premium ambience features a seamless blend of aesthetics and functionality, integrating cutting-edge interior design elements. Incorporating reduced use of paper marks the brand's another move towards sustainability. The use of natural lights and a linear product display, and a spacious cash counter, will offer added convenience to the customer, besides the use augmented reality to help customers visualize outfits and make informed purchases,

and an Instagram Wall for social media engagement especially the Gen Z, will further enhance the customer experience.

Based on a modern, bold, minimal theme, the new store concept keeps sophistication at the center stage. The reflective surfaces capture and reflect light in a spectrum of colors, symbolizing the diversity and vibrancy of the customers' lives. The interior combines a clean, minimalist design with bold, expressive colors, reinforcing the idea that fashion is not just clothing but a canvas for personal expression. Thus, the concept also resonates with the brand's aim of empowering women to elevate their flawless fashion narratives with their own vibrant vibe. It's a space designed to inspire and empower, taking customers on an exciting journey to rediscover their unique sense of style.

Madame's store at Rajouri would be the first in line to get transformed as per the new design. This store has been

playing a pivotal role with its sizable footfall. Its spacious layout with an area of appx. 2000sq. ft. marks a big move towards expansion into the

to introduce our fresh new store concept that redefines shopping experience for our customers" says Akhil Jain, Executive Director at Madame.



vibrant market with significant growth potential. The new concept is planned to roll out strategically over the upcoming months. "We are incredibly excited

"The new concept is based on a modern and minimal design with expressive colours that underscores our philosophy - Be Everyone U.R. Resonating with the multi-faceted roles that

modern women embrace, the concept is blend of aesthetic and technological advancements. We aim to make our stores more than just a shopping destination - we want them to be a haven for self-expression and discovery."

Since its inception in 1993, Madame has been at the forefront of women's fashion, offering a diverse range of trendy apparel and accessories that cater to every style and occasion. From casual chic to glamorous party wear, Madame's collections are designed to empower women to express themselves with confidence and flair. This new store concept marks another milestone in Madame's journey towards empowering women to embrace their individuality and celebrate their own spotlight.

Madame continues to set new standards in the retail industry, solidifying its position as a premium fashion brand committed to create a dynamic, immersive shopping experience.

Navigating the fashion industry's shift towards micro-seasons

Traditionally, the fashion industry has been anchored in a bi-annual schedule, releasing vast Spring/Summer and Autumn/Winter collections. This model, while time-honored, has often led to significant waste, with unsold items contributing to the industry's substantial environmental footprint. The advent of micro-seasons introduces a paradigm shift, proposing a model where smaller, more frequent collections can minimize waste, respond more agilely to consumer trends, and foster a closer connection between brands and their audiences.



Akhil Jain • ETRetail
Updated On May 16, 2024 at 07:25 PM IST



Representative Image

In the dynamic world of fashion, an intriguing trend is reshaping the industry's traditional seasonal structure: the rise of micro-seasons. This innovative approach, where brands launch small, thematic collections throughout the year, signals a strategic

evolution towards sustainability, heightened consumer engagement, and a new economic paradigm. As the industry grapples with the challenges of environmental sustainability and rapid changes in consumer preferences, micro-seasons emerge as a forward-thinking solution, marrying the desire for novelty with the imperative for ecological responsibility.

Madame Unleashes Next-level Customer Experience with Innovative Store Concept

By Fact Maker

BLOG



Madame, the well-known women's fashion brand, is thrilled to introduce a new store concept that promises to revolutionize shopping with an ultimate premium experience for fashion-forward women. Incorporating innovation, sustainability, and the latest technology, the new concept goes beyond aesthetics, focusing on a premium shopping experience.

The redefined premium ambience features a seamless blend of aesthetics and functionality, integrating cutting-edge interior design elements. Incorporating reduced use of paper marks the brand's another move towards sustainability. The use of natural lights and a linear product display, and a spacious cash counter, will offer added convenience to the customer, besides the use augmented reality to help customers visualize outfits and make informed purchases, and an Instagram wall for social media engagement especially the Gen Z, will further enhance the customer experience.



IN THE NEWS

Embracing The Nuance Of Micro-Seasons

Akhil Jain, Executive Director, MADAME, decodes why micro-seasons are dominating the fashion scene.

The fashion world is buzzing with an innovative trend that's reshaping our closets more frequently than ever before: Micro-seasons. Imagine getting fresh fashion doses multiple times a year, each collection telling its own story, drawing from the pulse of current events, arts, and individual creativity. This dynamic approach is a far cry from the conventional Spring/Summer and Fall/Winter releases, and speaks directly to a society that craves personal expression and immediacy.

Going Micro

Micro-seasons are more than just a succession of new lines; they represent a dialogue between culture and wardrobe, a narrative that weaves personal identity with global threads. Each collection is a chapter in a broader story, reflecting everything from blockbuster movies and viral social media trends to emerging global movements. This rapid-response fashion allows us to wear our reactions to the world's events, turning every garment into a conversation starter.

Take, for example, a recent capsule collection inspired by the vibrant street art of Berlin. The line includes splashy, colorful motifs on jackets and accessories, transforming ordinary apparel into wearable art pieces. Or consider the eco-conscious swimwear line launched in sync with World Oceans Day, featuring recycled materials and patterns inspired by the sea.

Each micro-season collection offers pieces that let individuals stand out, reflecting their personal style stories.



Here To Stay

These collections do more than dazzle with their relevance and aesthetics; they also represent a conscientious shift toward more sustainable and ethical fashion practices. Moving away from mass-produced gear, designers focusing on micro-seasons often emphasize quality and craftsmanship, utilising eco-friendly materials that appeal to environmentally aware consumers. This shift is a reflection of a broader societal move towards valuing longevity and the narratives behind our clothes rather than merely chasing the latest trend.

Collaborations, too, are vital in this new fashion era. Designers are teaming up with artists, musicians, and tech innovators, creating cross-disciplinary collections that blur the lines between different art forms. These partnerships bring fresh energy and diversity to collections, like a recent team-up between a well-known singer and a fashion label, which produced a line that perfectly echoes the music's emotional resonance.

Going Digital

Social media and technology are the linchpins in the success of micro-seasons. Platforms like Instagram and TikTok not only serve as showcases for the latest fashion drops but also create communities of fashion enthusiasts who engage and share their styles in real-time. Brands leverage these platforms for storytelling, building anticipation with sneak peeks and behind-the-scenes content, making each release an event of its own.

The Personal Touch

Personalisation is another cornerstone of micro-seasons. In a world brimming with mass production, the allure of owning something unique or limited edition is stronger than ever. Each micro-season collection offers pieces that let individuals stand out, reflecting their personal style stories and ensuring that what they wear truly represents who they are.

Fashion Forward

However, the excitement of micro-seasons comes with its set of challenges. The need for agile, responsive production cycles can put pressure on supply chains and manufacturing, demanding innovation in how fashion is created and delivered. And while exclusivity adds allure, it also raises questions about accessibility and inclusivity in fashion.

Moving away from mass-produced gear, designers focusing on micro-seasons often emphasize quality and craftsmanship, utilising eco-friendly materials that appeal to environmentally aware consumers.

Despite these hurdles, the shift toward micro-seasons paints a promising picture of the future of fashion — one that is more responsive, more sustainable, and more intertwined with our cultural fabric. Through micro-seasons, fashion is not just about clothing; it's about making a statement, owning our identity, and dressing for the narrative we want to live.

Each collection is a chapter in a broader story, reflecting everything from blockbuster movies and viral social media trends to emerging global movements.

Society
ACHIEVERS



WORLD ENVIRONMENT DAY

As we commemorate World Environment Day on 5 June, it's essential to reflect on one of the most pressing environmental issues of our time: global warming. This phenomenon, driven primarily by human activities, poses a significant threat to the planet's ecosystems, biodiversity, and human well-being.

At its core, global warming refers to the long-term increase in Earth's average surface temperature. This warming trend is primarily attributed to the greenhouse effect, wherein certain gases in the atmosphere trap heat from the sun, leading to a gradual rise in temperature.

The primary driver of global warming is the emission of greenhouse gases, such as carbon dioxide (CO₂), methane (CH₄), and nitrous oxide (N₂O), primarily from the burning of fossil fuels, deforestation, and industrial processes. These emissions have intensified since the Industrial Revolution, leading to a rapid increase in atmospheric concentrations of greenhouse gases.

The consequences of global warming are far-reaching and profound. Rising temperatures contribute to the melting of polar ice caps and glaciers, leading to sea-level rise and coastal erosion. Extreme weather events, including heatwaves, droughts, hurricanes, and floods, are becoming more frequent and severe, impacting communities worldwide.

Moreover, global warming poses significant risks to biodiversity, as shifting climate patterns disrupt ecosystems and threaten the survival of numerous species. Coral bleaching, loss of habitat, and altered migration patterns are just some of the consequences observed in response to changing temperatures.

However, amidst these challenges, there is hope. Addressing global warming requires collective action on both individual and societal levels. Transitioning to renewable energy sources, improving energy efficiency, protecting and restoring forests, and promoting sustainable practices are crucial steps in mitigating greenhouse gas emissions and curbing global warming.

Education and awareness also play a vital role in combating global warming. By understanding the causes, effects, and solutions to this pressing issue, individuals and communities can make informed choices and advocate for policies that prioritize environmental sustainability.

As we observe World Environment Day, let us renew our commitment to protecting the planet and addressing the urgent threat of global warming. Together, we have the power to create a more sustainable and resilient future for generations to come.



WORLD ENVIRONMENT DAY



It's essential to reflect on our collective responsibility towards the planet and how each of us can make a meaningful contribution. Here are some practical ways we can all contribute:

Reduce, Reuse, Recycle: Let's minimize waste by using reusable containers, opting for digital over paper, and recycling whenever possible

Energy Conservation: Advocate for energy-efficient practices such as turning off lights and electronics when not in use, utilizing natural light, and investing in energy-saving appliances

Green Commuting: Promote eco-friendly commuting options such as carpooling, biking, walking, or using public transportation

Sustainable Procurement: Consider the lifecycle of products and their environmental impact before making procurement decisions. Explore options for eco-friendly office supplies, furniture, and equipment

Support Conservation Efforts: Engage in environmental initiatives such as tree planting, beach cleanups, or habitat restoration projects. Volunteer in local conservation efforts and raise awareness about environmental issues

Green Spaces: Create and maintain green spaces within the workplace environment, such as rooftop gardens or indoor plants, to improve air quality and enhance employee well-being. Consider implementing initiatives to reduce water consumption, such as installing water-saving fixtures and promoting responsible water usage habits

Carbon Offsetting: Support initiatives that contribute to renewable energy development, reforestation, or carbon capture technologies

By adopting these practices we can make a positive impact on the world around us.

If Global Warming is Hitting Hard, Let's Hit Back Harder



FASHION FORMULA



Choose lightweight and breathable fabrics such as cotton, linen, and chambray. These fabrics allow air to circulate, keeping you cool and comfortable throughout the day.



Ditch the dark colours and embrace light, pastel hues that reflect sunlight rather than absorbing it. Not only will lighter colours help you stay cool, but they also exude a fresh and summery vibe.



Choose loose-fitting silhouettes that allow for airflow. Flowy maxi dresses, breezy skirts, and relaxed-fit tops are perfect for keeping cool while maintaining a fashionable look.



Accessorize wisely with statement sunglasses, wide-brimmed hats, and lightweight scarves to add flair to your outfit while protecting yourself from the sun's rays.



Don't forget to stay hydrated and wear sunscreen to protect your skin from the harsh summer sun. With these fashion tips in mind, you'll breeze through the hot weather in style.

QUICK QUIZ

MAY - ANSWERS

Q.1 Who is the current editor-in-chief of Vogue?

A. *Dame Anna Wintour*

Q.2 Which designer is credited with the idea of the necessity of the "little black dress"?

A. *Coco Chanel*

Q.3 Who invented the timeless stiletto?

A. *Salvatore Ferragamo, Roger Vivier and André Perugia*

Q.4 What is the Met Gala 2024 theme?

A. *Sleeping Beauties: Reawakening Fashion*

Q.5 Where is the Met Gala held?

A. *The Metropolitan Museum of Art in New York city*

Q.6 What is the dress code of the Met Gala 2024?

A. *The Garden of Time*



QUICK QUIZ

JUNE

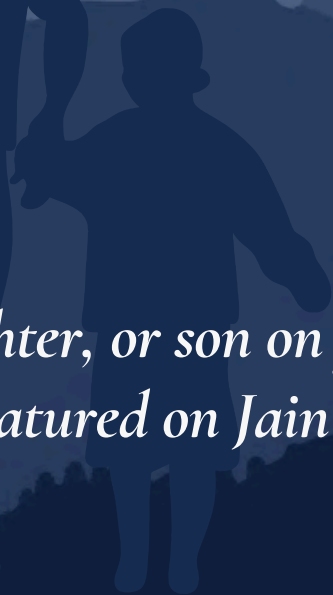
- Q.1 *Madame's philosophy that its new store concept is based on?*
- Q.2 *Madame's 1st store to get transformed as per new store concept?*
- Q.3 *When was Madame's new store concept launched?*
- Q.4 *How many Madame stores have been launched in April-May?*
- Q.5 *List any two of the topics discussed at our annual town hall meeting?*

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

Mail us your answers at hr@jacpl.com



Happy Father's Day



Share a picture with your father, daughter, or son on your instagram and tag @JACPL39 to get featured on Jain Amar's socials this father's day.

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



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