

Issue 13

JULY, 2024

Jain Amar House of Fashion

THEBUZZ

MONTHLY NEWSLETTER



*Moment of the Month: #WPeopleOfJainAmar on International Yoga Day

Message From
The Chairperson



"Cultivate your potential with each step forward, for true growth blooms from the seeds of determination."

We are delighted to announce the grand opening of our newest store in Yamunanagar, marking a major milestone in our retail expansion. This store promises a premium shopping experience, showcasing collections from both Madame and Camla Barcelona. In addition, we are excited to reveal upcoming store openings in Ludhiana and Jaipur, further broadening our reach and enhancing our customer base.

Our recent celebration of the International Day of Yoga was a great success, encouraging well-being and togetherness among employees. The inclusive session, led by a qualified trainer, rejuvenated everyone involved.

We also welcome our new team members, whose fresh perspectives and skills will enhance our company culture and success.

Lastly, don't miss our most prominent event of the year: Jain Amar Stylecast 8.0 from July 30, 2024, in Gurugram. We will showcase our latest collections and offer valuable networking opportunities.

Thank you for your continued commitment and contributions to our success.

Warm regards,

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

Chairperson
Jain Amar

DIRECTOR'S DESK



10 July marks Global Energy Independence Day. Let's remind ourselves of the importance of exploring alternative energy sources and fostering a sustainable future. As Nelson Mandela wisely said,

"We can change the world if we have courage to dream a little dreamer and walk the talk."

As individuals we can reduce the use of non renewable sources of energy, reduce energy consumption, and use it consciously. From switching off lights when not in use to reduced use of paper, embracing sustainable practices can secure a brighter future for our planet.

Let's all strive to be more conscious of our energy consumption, both at work and at home. Together, we can make a difference.

With optimism,

Ashish Jain

Director - Research and Development

A graduate in Business Management, Ashish Jain brings fresh thinking and international appeal to the Jain Amar. Under his leadership, the group expanded outside India, to establish presence in the GCC as well as EU. His entrepreneurial drive led the group to bring a JV with CAMLA Barcelona, that captures the relentless spirit of young fashion-conscious men and women.

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



SUNEEL MISHRA
ERP MANAGER



VED PRATAP
PROJECT MANAGER



VINEET RAWAT
PROGRAM MANAGER



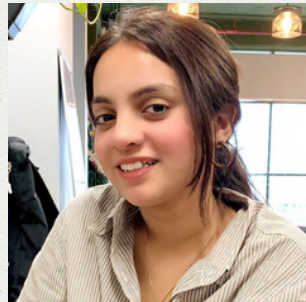
SAKSHI SHAH
B&M



YOSHITA GUPTA
B&M



JAPNEET
B&M



FALAK NAAZ
SOCIAL MEDIA
STRATEGIST



SHIDDHI SINGH
CONTENT WRITER

Welcome Aboard, New Team Members!

We're thrilled to welcome our newest team members to the Jain Amar family! This month, we've had the pleasure of onboarding talented individuals to various departments, and we're excited to see the fresh perspectives and skills they bring to our company.

We are confident that our new joiners will have a successful and rewarding career at Jain Amar. We look forward to their contributions and the positive impact they will have on our company culture.

Let's give a warm welcome to our newest team members! (List the names and departments of the new joiners)

NEW JOINEES

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



MEHAK SHARMA
FASHION DESIGNER



SONIA WADHWA
FASHION DESIGNER



PALAK MITTAL
FASHION DESIGNER



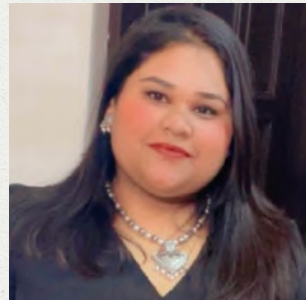
DIKSHA GUPTA
FASHION DESIGNER



ANCHAL TIWARI
FASHION DESIGNER



PUNEET WALIA
FASHION DESIGNER



SARUCHI
EXECUTIVE QUALITY



NANDINI SINGLA
EXECUTIVE
MERCHANDISER

STORE LAUNCHES



A Fashionable Oasis Arrives in Yamunanagar!

We're thrilled to announce the grand opening of our newest store in Yamunanagar! This exciting launch marks a milestone as it's one of the spaces that showcase our recently introduced retail concept, bringing together the best of both worlds under one roof: Madame and Camla Barcelona. Stepping into the Yamunanagar store, customers are greeted by a spacious, light-filled environment designed to elevate the shopping experience. In this 2.5 sq. ft. store, Customers can explore the latest collections from both Madame and Camla Barcelona displayed on sleek fixtures, allowing for a seamless browsing experience.

This expansion wouldn't have been possible without the exceptional contributions of all our teams. From design and construction to merchandising and marketing, everyone played a crucial role in bringing this project to life.

The Yamunanagar store is poised to become a hub for fashionistas in the region, offering a unique shopping destination for both Madame and Camla Barcelona. Let's look forward to welcoming our customers and providing an unparalleled shopping experience



STORE LAUNCHES



BUZZING NEXT

stylecast 8.0 SS'25 roadshow

STYLE TAKES CENTER STAGE

We're thrilled to announce Stylecast 8.0, our much awaited upcoming Roadshow Spring Summer'25.

Mark your calendars for July 30 onwards in Gurugram as we ace up to showcase the latest collections from all three of our powerhouse brands: Madame, Camla Barcelona, and MSecret.

What is Stylecast?

Stylecast is a unique expo by Jain Amar House Of Fashion, aimed at providing a preview of our upcoming products. It is designed to bring the brilliance of our brands directly to our Business Partners, providing them potential collaborations and networking opportunities.

What to Expect at Stylecast 8.0:

- *Latest trends from across the globe presented with a unique flair by all three of our brands.*
- *Exquisite collection and a fashion forecast of the year ahead.*
- *Networking Opportunities with fashion experts, industry professionals, and business leaders.*
- *Experience of our products firsthand through digital displays and exclusive presentations.*
- *Valuable insights into the design process, materials, and inspiration behind each collection straight from our designers.*

Stylecast 8.0 is a perfect platform to connect, network, and get a sneak peak into everything fashion 2025.

Stay tuned for further updates!

GLOBAL ENERGY INDEPENDENCE DAY



Every year on July 10th, Global Energy Independence Day, a day to raise awareness about the importance of exploring alternative energy sources and fostering a sustainable future is observed. Our reliance on fossil fuels has a significant impact on the environment. By transitioning to renewable energy sources like solar, wind, and hydro power, we can reduce greenhouse gas emissions and combat climate change.

Global Energy Independence Day is also a call for energy diversification. By depending on a mix of energy sources, we can ensure energy security and reduce our vulnerability to price fluctuations. There are many ways we can all contribute to a more sustainable energy future. At homes and offices, we can conserve energy by switching to LED lightbulbs, using energy-efficient appliances, and practicing eco-conscious habits.

Global Energy Independence Day is a reminder that we all have a role to play in creating a cleaner, brighter future. By working together, we can make the shift towards a more sustainable energy system.

CARRY RESPONSIBLY WORLD PAPER BAG DAY



Every year on July 12th, World Paper Bag Day is observed to raise awareness about the environmental benefits of using paper bags over plastic bags.

Plastic bags are a major environmental concern. They can take hundreds of years to decompose, often ending up in landfills or polluting our oceans. Paper bags, on the other hand, are a more sustainable option.

Made from renewable resources, paper bags are biodegradable and can be recycled multiple times.

Here are some key benefits of using paper bags:

- **Biodegradable:** Paper bags decompose naturally, reducing landfill waste and pollution.
- **Recyclable:** Paper bags can be recycled multiple times, conserving resources and reducing our environmental footprint.
- **Renewable resources:** Paper bags are made from wood pulp or recycled paper, a renewable resource.
- **Sturdier:** Paper bags are generally more sturdier than plastic bags, making them ideal for carrying essentials.

By making the switch to paper bags, we can all help to protect our environment. So next time you're at the store, remember to bring your reusable bags or opt for paper bags over plastic.



JULY TRIVIA DID YOU KNOW?

Blast from the Past: Did you know? On July 4, 1776, the United States declared its independence, kicking off fireworks and celebrations that continue to this day! Ever wondered what July 20, 1969, and Neil Armstrong have in common? They mark the day humans first set foot on the moon during the Apollo 11 mission. One small step for man, one giant leap for mankind!

Celebrate Culture: July 14 is Bastille Day in France, celebrating their national day with parades, fireworks, and a whole lot of French flair. Vive la France! July 18 is Nelson Mandela International Day, honoring a champion of peace and equality who dedicated his life to fighting for justice.

Sky High Wonders: Look up! The Delta Aquariids meteor shower dazzles the night sky in late July, shooting stars like glitter in a cosmic dance party. Brace yourself! July often marks the start of tropical storm season in the Atlantic, a reminder to keep an eye on the weather.

Sports and Thrills: Love tennis? Wimbledon, the oldest tennis tournament in the world, serves up strawberries, cream, and epic matches every July. Pedal power! The Tour de France, a grueling cycling race across picturesque French landscapes, pedals into action, showcasing endurance and breathtaking views.

Science Marvels: Pluto, the tiny planet that could, was discovered on July 14, 1930, proving that even the farthest reaches of our solar system have surprises in store. Double helix delight! On July 25, 1953, scientists James Watson and Francis Crick unlocked the secrets of DNA's structure, setting the stage for genetic discoveries.

Arts and Inspiration: Wingardium Leviosa! Both J.K. Rowling, the magical mind behind Harry Potter, and her famous wizard share a birthday on July 31. Coincidence? We think not! Brushstrokes of genius! Vincent van Gogh, born on March 30, 1853, left us with iconic artworks that continue to inspire and captivate the world.

Global Buzz: July is not just about heatwaves! It's a crucial time to raise awareness about climate change and the importance of sustainable living. Keep healthy! July highlights include global health initiatives focusing on mental health awareness and preventing infectious diseases.



YOGA DAY 2024



Finding Zen in the Office: Yoga Day Recap

*In June, we celebrated International Day of Yoga with an invigorating session led by **Raman Kumar**, a qualified yoga trainer. The session was designed to be inclusive and catered to all fitness levels. We began with some gentle breathing exercises to focus our minds and ground ourselves. The trainer then guided us through a series of postures that improved flexibility, strength, and balance.*

The session culminated in a guided relaxation to promote inner peace and well-being. Many employees commented on feeling rejuvenated and centered after the session. Overall, it was a fantastic opportunity to bond with colleagues, learn valuable yoga techniques, and unwind in a relaxing atmosphere.

YOGA DAY 2024



IN THE NEWS



Madame launches Bridgerton Collection

by Apparel Resources News-Desk | 28-June-2024 | 1 min read



Madame, the women's fashion brand, has launched a new capsule collection in partnership with Shondaland on Netflix, inspired by the hugely popular Bridgerton series. This declaration follows the release of Bridgerton Season 3.

The Bridgerton series has generated a new interest among its viewers in royal fashion elements like embroidered dresses, floral patterns, empire waists, crystal embellishments, luxurious fabrics, corsets, and graceful cotton gowns. In reaction to this regency trend, Madame has exclusively curated this collection to accomplish the desire for regency fashion with a contemporary twist.

The offerings comprise dresses decorated with elegant A-line silhouettes in the finest fabrics and subtle floral prints, ideal for garden parties, soirées, and evening events. To impart a touch of royalty into casual wear, T-shirts have been planned with golden typography and rhinestone-like embellishments, alluring to Gen-Z customers looking to include Bridgerton flair into their everyday wear. Workwear shirts with elaborate

Parika Rawal, Design Head of Madame, remarked, "Our Bridgerton Collection effortlessly blends the grace of past eras with modern style, permitting wearers to make a prominent impression at any occasion. It offers a unique opportunity for our customers to embrace Bridgerton's royal charm while creating a modern statement in today's ever-changing fashion landscape."

IN THE NEWS

Madame introduces Bridgerton Collection Merging Netflix Regency with Contemporary Fashion

EOI CORRESPONDENT

GURUGRAM, JUNE 29/--
/Madame, the premium womenswear fashion brand unveiled its collaboration with Shondaland at Netflix; the brand has launched their latest capsule collection inspired by the highly popular Bridgerton series. The announcement comes post the launch of Bridgerton's Season 3. This collaboration marks a celebration of the European elegance fused with the brand's contemporary allure.

The Bridgerton Series has ignited among its viewers, a resurging preference for regal elements like embroidered dresses, empire waists, crystal encrustments, floral patterns, luxurious fabrics, corsets, flowy cotton gowns, etc. In response to this



regency trend, Madame has curated the collection exclusively for its customers to meet these regency fashion desires with a contemporary twist.

Featuring a range of limited-edition styles, each piece exudes a luxurious feel reminiscent of historical splendor.

The offerings showcase

dresses adorned with graceful A-line silhouettes in premium fabrics and delicate floral prints, tailored for garden parties, soirées, and evening events.

For a touch of regality in casual wear, t-shirts have been designed with golden-hued typography and rhinestone-like embellishments, perfect for the gen-Z customers looking to add a Bridgerton flair to their everyday outfits. The workwear shirts, designed with ornamentally adorned buttons, bring a sophisticated touch to professional attires.

Parika Rawal, Design Head of Madame, expressed: "Our Bridgerton Collection seamlessly blends the elegance of bygone eras with contemporary style, offering the wearers a stunning presence at any occasion. It's a unique opportunity for our customers to embrace Bridgerton's regency while making a modern statement in today's continuously evolving fashion scene."

Madame, the premium womenswear fashion brand, has dropped yet another buzz for its customers with the unveiling of its collaboration with Shondaland at Netflix; the brand has launched their latest capsule collection inspired by the highly popular Bridgerton series. The announcement comes post the launch of Bridgerton's Season 3. One of its kind, this collaboration marks a celebration of the European elegance fused with the brand's contemporary allure. The Bridgerton Series has ignited among its viewers, a resurging preference for regal elements like embroidered dresses, empire waists, crystal encrustments, floral patterns, luxurious fabrics, corsets, flowy cotton gowns, etc. In response to this regency trend, Madame has curated the collection exclusively for its customers to meet these regency fashion desires with a contemporary twist. Featuring a range of limited-edition styles, each piece exudes a luxurious feel reminiscent of historical splendor. The offerings showcase dresses adorned with graceful A-line silhouettes in premium fabrics and delicate floral prints, tailored for garden parties, soirées, and evening events. For a touch of regality in casual wear, t-shirts have been designed with golden-hued typography and rhinestone-like embellishments, perfect for the gen-Z customers looking to add a Bridgerton flair to their everyday outfits. The workwear shirts, designed with ornamentally adorned buttons, bring a sophisticated touch to professional attires. Parika Rawal, Design Head of Madame, expressed: "Our Bridgerton Collection seamlessly blends the elegance of bygone eras with contemporary style, offering the wearers a stunning presence at any occasion. It's a unique opportunity for our customers to embrace Bridgerton's regency while making a modern statement in today's continuously evolving fashion scene." Madame's Bridgerton Collection is designed to transport wearers into the realm of Bridgerton's aristocratic society through these carefully selected vintage styles, without compromising on the brand's modern flair. The launch underscores the brand's commitment to offering the latest in fashion to its customers.

IN THE NEWS

RETAIL PULSE INDIA

07 Madame

Amidst the emergence of numerous international brands, local retailers are grappling to secure their position in the country's retail landscape. However, Madame, a brand established in 1993 under Jain Amar Clothing Pvt. Ltd., has managed to establish itself and competes effectively against its global counterparts.

Underscoring the importance of market responsiveness, **Akhil Jain, Director, Madame**, stated, "We take pride in our in-house manufacturing unit (in Ludhiana), which allows us to swiftly respond to market demands and evolving fashion trends. With this facility, we can restock within just seven days, enabling us to refresh our stores approximately six times a year. At any given time, a Madame store showcases over 3,000 options, with stock rotation occurring regularly."

He added, "What we've come to realise is that we understand the Indian consumer better than many new entrants in the market. It's rewarding to still be able to serve someone who was once a 15-year-old girl and is now likely 45 years old."

“

We take pride in our in-house manufacturing unit (in Ludhiana), which allows us to swiftly respond to market demands and evolving fashion trends. With this facility, we can restock within just seven days, enabling us to refresh our stores approximately six times a year. At any given time, a Madame store showcases over 3,000 options, with stock rotation occurring regularly.

Akhil Jain
Director, Madame

However, Jain said in a competitive landscape, it's not about outpacing others. "It's not about who comes first, second or third; it's about being the best

version of ourselves. Take design and trends, for instance. Many brands closely follow international runways, but what sets us apart is our agility in translating those trends into commercial products and getting them onto retail shelves faster than others. That's our edge."

In the design process, the brand begins by creating mood boards at least nine months ahead of collection launches. These boards encompass silhouettes, colours, target demographics and trends. Following this, their designers attend European fashion shows to align international trends with the mood boards, ultimately making informed decisions on which trends to incorporate.

The brand covers a wide range of categories, spanning from tops like T-shirts to bottoms including sweatshirts, sweaters, jerseys, jackets, coats, skirts and dresses. Additionally, it offers accessories such as handbags, imitation jewellery and belts. "Recently, we expanded our product line to include fragrances, with our first fragrance featuring Shanaya Kapoor as the brand ambassador. With such a diverse range of offerings, we provide a complete lifestyle solution for women," emphasised Akhil.

Madame, which boasts a network of over 150+ exclusive stores across India, is expected to report a turnover of Rs. 470 crore in 2023-24 after posting an annual turnover of Rs. 370 crore during FY 2022-23. The brand sells over 30 lakh units annually and sources 15 per cent – 30 per cent of its products from India.



July 2024 | AO India 19



FASHION FORMULA

Monsoon Must-Haves: Dress for the Season in Style



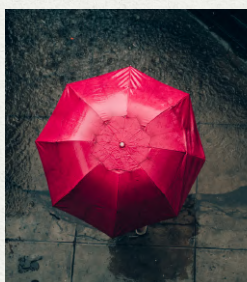
Embrace lightweight, breathable fabrics like cotton, linen, and chambray. They dry quickly and keep you comfortable in humid weather.



Say goodbye to soggy shoes and invest in stylish rain boots. Opt for knee-high boots for a chic look, or shorter booties for practicality.



A timeless trench coat is a must-have for the monsoon. It's water-resistant, adds a touch of sophistication, and can be layered for cooler weather.



A compact, foldable umbrella is essential. Choose a fun pattern or bright color to add a pop to your outfit.



Opt for midi skirts or flowy dresses that keep the hem away from puddles. Play with bold prints or elevate your look with a statement necklace.

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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