

The Buzz

Monthly Newsletter



#WeAreTheBest

*Moment of the Month: Madame receives MAPIC India Most Admired Retailer of The Year - Womens Westernwear

Message From The Chairperson

Dear Team,
First and foremost, I'd like to extend my heartfelt thanks for the warm birthday wishes I received. I am grateful to be leading such wonderful #PeopleOfJainAmar.



As we step into the fashionable embrace of October, we must acknowledge that September brought with it a bouquet of memorable moments and accomplishments for the JainAmar family, and I am elated to congratulate the #PeopleOfJainAmar.

Next, let's celebrate our achievers of the month. Be it employees of the month or the quiz winners, the honor recognizes outstanding dedication, passion, and hard work. Kudos to you all for your exceptional contributions. You are the backbone of our brand, and we're grateful for your unwavering commitment.

Madame AwesomeAutumn'23 has made its grand entrance last month. The launch event was a triumph of creativity and style. We've got even more autumnal magic in store with the launch of 'Cozyfeels, the 2nd Look from AwesomeAutumn'23. But that's not all. September witnessed a sartorial excellence at the Camla Barcelona AutumnAffair'23 Collection Launch event. Heartiest congratulations at the launch of our yet another Madame store. It's a thrilling step by our brand. It has been a month of commendable show by all the teams.

Thank you, for your hard work and dedication throughout September. You've made it a month to remember. Here's to a festive October!

Warm regards,

K.L. Duggar Jain

Chairperson
Jain Amar



Director's Desk



“Challenge the norms, explore uncharted territories, and bring forth ideas that push the boundaries of what's possible.”

In the world of fashion, we aren't just designers; we're creators of self-expression, ambassadors of style, and champions of innovation. It's both our privilege and our responsibility to lead the way in shaping the fashion landscape. Our Research and Development (R&D) department stands at the forefront. Our mission is to enable our customers to look and feel their best, to empower them to express themselves with confidence, and to inspire them to embrace their individuality.

Ashish Jain

Director – Research and Development

A handwritten signature of Ashish Jain in black ink.

Mr. Ashish Jain, Director - Research & Development, Jain Amar, brings fresh thinking and international appeal to all our brands. 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.

Let's e-connect with him





TOP PERFORMERS

Congratulations!

Your dedication is off the charts. Your enthusiasm is amazing & your willingness to lend a hand is next level awesome!

Employee of the month



Loknath Thakur

Senior Executive
Merchandiser



Gautam Aggarwal

Territory Manager



Dinesh Chaudhary

Executive
Merchandising



Welcome Onboard

New #PeopleOfJainAmar



Pawan Kumar

Manager
ERP



Jatin Singh

Area Sales Manager
SIS



Zubair Hussain

Manager
Retail Merchandiser



Vishal Singh

Store Manager
Jalandhar



Ritesh Soni

Senior Executive
Marketing



Sagar Upadhayya

MIS Executive
(Buying & Merchandiser)



Santosh Kumar

Senior Executive
IT



Anjay Kumar Karn

Senior Executive
CAD (Production)

Just Launched

Brand: Madame

Store Format: COFO

Store Type: EBO

Carpet Area: 503 sq. ft.

**Address: B-2/16, ROAD, Jwalaheri
Village, Paschim Vihar, Delhi**

The splendid addition occupies a generous 503 square feet in our coveted COFO format. This venture represents not only a strategic move but also a testament to the confidence and trust we have in our brand and team. Paschim Vihar holds immense promise, with its bustling foot traffic and discerning clientele. It's poised to become a hub of fashion-forward enthusiasts seeking the latest trends and timeless classics.

We're confident that our dedicated team will bring the same level of passion and commitment that has defined our brand to this new endeavor. Let's continue to create exceptional shopping experiences and deliver the quality our customers know and love.

A heartfelt thank you to each one of you for contributing to the milestone. Your hard work and dedication have made this expansion possible.



Events at a glance



Camla Barcelona AutumnAffair23 Collection Launch

Autumn Collection amidst an atmosphere of elegance and excitement. From the warm welcomes to the conversations, every aspect of the event was a testament to our brand's excellence in style, quality, and innovation. The event was graced by the top fashion enthusiasts of the town.

Embodying the essence of Barcelona's chic and cosmopolitan vibe, the AutumnAffair23 Collection continues our commitment to providing our consumers with the latest in contemporary fashion. Our designers have seamlessly curated classic elegance with the cozy warmth that autumn brings.



Madame AwesomeAutumn23 IG Live session

The Madame AwesomeAutumn23 IG Live session, orchestrated by our marketers team, proved to be a remarkable triumph. It not only delivered valuable insights and autumn-inspired creativity but also showcased our unwavering dedication to connecting with our audience through imaginative and interactive means. We eagerly anticipate forthcoming thrilling events and extend our gratitude to our steadfast supporters. Keep an eye out for further updates and upcoming events from our marketing team!

 [Watch Now](#)

In The News



AutumnAffair'23, Camla Barcelona Autumn/Winter'23 Collection Now Out

Camla Barcelona, the renowned fashion brand synonymous with elegance and contemporary style, is all set to introduce its highly anticipated Autumn-Winter 2023 (AW'23) Collection. This season, Camla Barcelona invites you to embrace the changing seasons with a collection that beautifully blends latest fashion trends and comfort. Design Inspiration Camla Barcelona's AW'23 Collection is a feast

[Read more](#)



Madame Unveils AwesomeAutumn'23, the Autumn/Winter'23 Collection

Madame, the western wear fashion brand, unveils its AW'23 Collection. This season, the brand is all set, to set a benchmark in the fashion world, and it's all about the women of today! Featuring a array of designs, Madame's AW'23 Collection is a symphony of style, sophistication, and playful exuberance. The spotlight is on silhouettes

[Read more](#)

What's Next?



Madame New Outlet

Brand: Madame

Store Format:- FOFO

Store Type:- EBO

Carpet Area:- 610 Sq. Ft.

Address:- Hoshiarpur, Punjab

Madame is set to open a new store in Hoshiarpur, Punjab with a spacious retail area of 610 square feet. This store will follow the FOFO (Franchise-Owned Franchise-Operated) format. Madame is renowned for its stylish and diverse range of fashion, and this new store will provide an excellent shopping destination for the residents of Hoshiarpur, offering them a curated selection of fashion items in a contemporary and inviting retail environment.

Snag the Bags

FASHION *Formula*

5 bags to slay your autumn style



A blingy clutch or a mini handbag can be a game-changer for transitioning from a professional setting to a night on the town. After work, swap out your larger tote or briefcase for a glitzy clutch.

Choose a statement sling with metallic accents for a night out. A crossbody bag with metallic accents can also be your go-to accessory. The shimmering details catch the light and add a touch of opulence to your outfit.



Pair a neutral sling bag with your casual attire for an effortlessly boho-chic look. A neutral sling bag complements the outfit beautifully, creating a laid-back yet stylish boho-chic aesthetic.

For a modern twist, choose from the geometric-shaped bags that are highly in, to make a statement. Geometric-shaped bags are a fashion-forward choice that adds a bold and contemporary edge to any outfit, in a variety of patterns, the most popular being the animal print.



Consider pairing a minimal clutch or a mini strap bag with a comfy dress and sneakers. The combination radiates a carefree and approachable vibe, perfect for laid-back outings.





Happy Dussehra



Slay the demons within and shine out in style
#SlayAndShineOut

**Happy
Navratri**

Quick Quiz

Here are the answers for the September Quiz:

1. What year did Camla Barcelona make its debut? **2015**
2. When was MSecret introduced? **2018**
3. When was glamly.com launched? **2018**
4. In which city did Camla Barcelona open its first store? **Chandigarh**
5. Where is Camla Barcelona's most recent store located? **Indore**

Winner

Amanjeet Singh

Thank you all for your participation!



Quick Quiz - 4 | October 2023

How well do you know your brands? Let's check out!

1. Name the latest perfume by Madame.
2. What is Madame Autumn Collection titled as?
3. What is Camla Barcelona Autumn Collection titled as?
4. What is Msecret Autumn Collection titled as?
5. What recent award has Madame received?

- Mail us your answers at hr@jacpl.com
- First entry with maximum correct answers wins the quiz



The Nine Divine

As the nine divine nights commence from October 15th, let's grasp the significance of each manifestation of Mother Goddess Durga.



1. Shailputri

The first form of Goddess Durga, is revered as the daughter of the Himalayas. She embodies purity and devotion. Adorned with a crescent moon, she rides a bull, symbolizing strength and determination.



2. Brahmacharini

The second form, Brahmacharini, signifies the pursuit of knowledge and austerity. She holds a rosary and a water pot, emphasizing her meditative and ascetic nature. Devotees seek her blessings for inner strength.



3. Chandraghanta

The third manifestation, derives her name from the half-moon shaped like a bell on her forehead. She is a fierce warrior, ready to combat evil. Her presence inspires courage and fearlessness.



4. Kushmanda

Goddess Kushmanda, the fourth form, is the creator of the universe. She is depicted holding a mace, lotus, discus, and a jar of nectar, symbolizing her power to bestow life and energy upon the world.



5. Skandamata

The fifth form, is worshipped as the mother of Lord Skanda, also known as Kartikeya. She cradles him in her lap, symbolizing maternal love and protection. Devotees pray to her for nurturing qualities.



The Nine Divine



6. Katyayani

The fierce form of Durga, emerged to vanquish the demon Mahishasura. She is depicted with multiple arms, holding various weapons. Her presence is invoked for courage and triumph over adversity.



7. Kaalratri

The seventh form, is a dark and formidable incarnation. She wields a sword and a fiery trident, dispelling darkness and ignorance. Devotees seek her blessings for inner strength and fearlessness.



8. Mahagauri

The eighth form, symbolizes purity and serenity. She is depicted in white attire, radiating a peaceful aura. Worshippers believe that her blessings grant clarity of thought and inner peace.



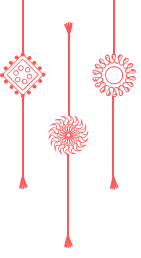
9. Siddhidatri

The ninth form of Goddess Durga, embodies spiritual wisdom and fulfillment. She bestows knowledge and grants boons to her devotees. Siddhidatri's worship leads to enlightenment and spiritual growth.

These nine forms of Goddess Durga exemplify various aspects of femininity, strength, and spiritual power, providing devotees with inspiration and guidance in their lives.

Just like Goddess Durga, every woman needs to **slay the demons within, and shine out in style.**





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*Moment of the month: the cover image of this newsletter is selected from some of the best moments of September 2023.

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

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

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JAIN AMAR HOUSE OF FASHION



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