

Jain Amar House of Fashion

Issue 2 | Aug 2023

# The Buzz

Monthly Newsletter

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\*Moment of the Month: Madame design team at the Roadshow SS'24

# Message From The Chairperson

**Greetings to all #PeopleOfJainAmar!**  
As we find ourselves in the midst of another exciting month, I want to take a moment to reflect on the incredible journey we've embarked on together.



The world of fashion is ever-evolving, and it's our collective creativity and dedication that continue to push boundaries and redefine industry standards. Each day, I am amazed by the passion and innovation that you bring to our brand. Our success is a testament to the hard work and determination of each individual on this team.

Many may congratulate to the achievers of the month. It's commendable to see the grand success our major events, i.e. the Pret-a-porter Roadshows have achieved. As we dive into this month's projects and initiatives, I encourage you all to remain inspired and open to new ideas. Let's continue to collaborate, challenge norms, and bring fresh perspectives to the table. Remember, our designs not only reflect trends but also shape them.

I would like to express my heartfelt appreciation for your unwavering commitment. Your contributions drive us forward, and I am confident that together, we will achieve even greater heights. Keep up the exceptional work, and let's make this month another step in our journey toward excellence.

Wishing you all a month filled with inspiration, innovation, and endless possibilities.

With gratitude and excitement,

**"Consistency turns actions into habits, dreams into reality, and ordinary moments into extraordinary achievements."**

*K.L. Duggar Jain*

Chairperson, Jain Amar

# Director's Desk

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**"Fashion's evolution is propelled by innovation, stitching together tradition and transformation into Design"**

As we navigate the ever-evolving trends and preferences of our discerning customers, let's remember that innovation knows no bounds. Our commitment to quality and originality sets us apart, and I have no doubt that this month will be another chapter of excellence. Your collective efforts are appreciated beyond words. Your dedication to perfection, your collaboration across teams, and your unwavering commitment to delivering the best deserve nothing but applause. Here's to a month of inspiration, collaboration, and remarkable breakthroughs. Together, let's embrace the challenges and opportunities that lie ahead and continue to shape the world of fashion.

**Bipan Jain**  
Director - Operations



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Mr. Bipan Jain has been Jain Amar group's driving force in developing newer categories and products for the group. His consumer-focused approach, coupled with solution-driven attitude has kept 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.

**Let's e-connect with him**

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**Congratulations!**

**Your dedication has always  
made us proud.**



## Employee of the month



**Shilpi**

Designer  
Camla Barcelona



**Shreya Singh**

RVM  
LFR



**Baljeet Singh**

Sr. Executive  
Ecommerce



**Dinesh Rawat**

Zonal Manager  
EBO

# Welcome Onboard

## New #PeopleOfJainAmar

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**Shivendra Sahai**

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Business Manager  
Camla Barcelona



**Devesh Pattnaik**

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Business Manager  
LFR



**Yash kalra**

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Sr. Executive  
Merchandising



**Aman Sethi**

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Catalogue Executive  
Ecommerce



**Hrithik Singh**

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Executive  
CRM



**Damini Wali**

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Sr. Manager  
Design



**Niten Pokhriyal**

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Head of Design  
Camla Barcelona

# Just Launched

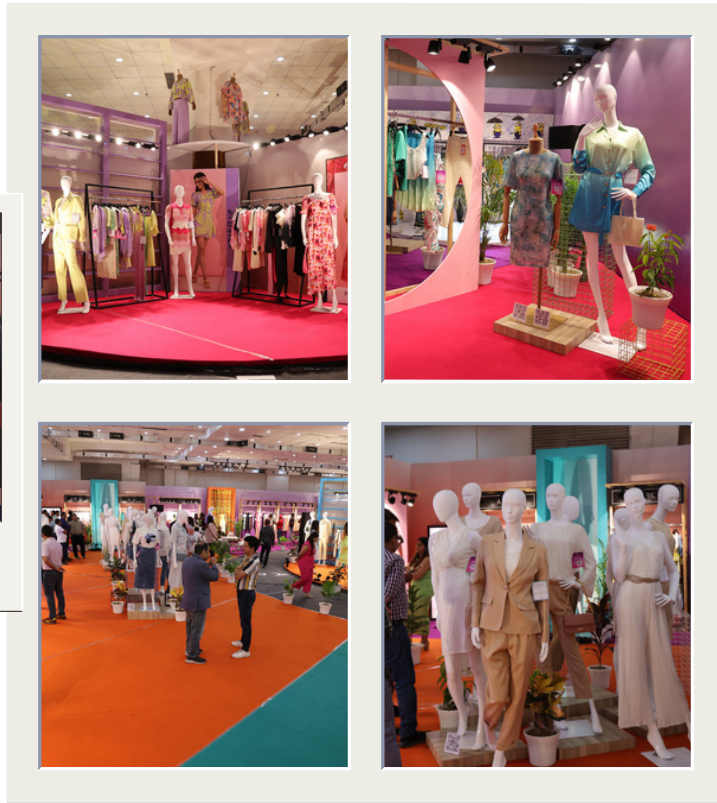
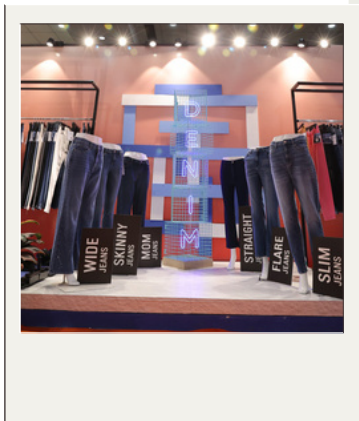
**Brand:** Camla Barcelona  
**Store Format:** COCO  
**Store Type:** EBO  
**Carpet Area:** 584 sq. ft.  
**Address:** Pavilion Mall, Ludhiana

 **Sneak peek!**

The grand opening of our new Camla Barcelona store in Ludhiana marks a significant stride in bringing our brand closer to fashion enthusiasts in the vibrant city. The store showcases the essence of Camla Barcelona's unique style and sophistication, offering a curated collection that embodies modern trends and timeless elegance. We extend our heartfelt gratitude to our dedicated team whose hard work and creativity have made this venture possible.



# Events at a glance



## Pret-A-Porter Spring-Summer'24 Roadshow

The spotlight of the month, Pret-a-porter Spring-Summer'24 Roadshows (25-27 July - Madame | Camla Barcelona - 8-9 Aug) featuring our three premium brands - Madame, Camla Barcelona, and MSecret were a grand success. These exclusive events provided our valued distributors and partners with an enticing sneak peek into the upcoming styles that each brand has to offer. Showcasing innovation and creativity inherent to our designs, the shows received an overwhelmingly positive response, reaffirming our commitment to setting new standards in the fashion industry. Full of hard-work and candid moments of joy, the event not just brought closer the Jain Amar teams, but also solidified our position in the industry.

# Events at a glance



## Kudos to our commendable teams!

Here's to everyone who played a pivotal role in making the roadshows an incredible success. From the meticulous planning and coordination to the impeccable execution, each of you contributed your expertise, passion, and dedication to ensure these events surpassed all expectations. Your hard work behind the scenes truly shone through, and it's your commitment that allowed Jain Amar to present the upcoming styles in such a captivating and engaging manner.

As we continue to push boundaries and set new standards in the fashion industry, your efforts serve as an inspiration to us all. Thank you for your unwavering support and for being an integral part of our journey to excellence.



# In The News



## Madame's Mar-Com Head Sumedha Jain on Leading the Fashion Brand's Foray into E-Commerce

Sumedha Jain is a mission-oriented Marketing and Communications Head at MADAME. Ever since joining MADAME in 2017, Sumedha has played an instrumental role in strategizing and driving integrated marketing and communications campaigns from end to end for the D2C market for the Jain Amar group. She has launched MADAME's online shopping portal glamly.com. Her collaborative

[Read more](#)



## Bossbabe Style Decoded by Parika Rawal, Design Head, On Madame's Bossbabe Collection

Style tips by fashion expert, Parika Rawal, Design Head, Madame on how to dress like a boss babe in while stepping into the boardroom or hitting the town with your girlfriends with confidence. Fashion Tips: Fashion is not just about what you wear; it is a powerful means of self-expression and a reflection of your outlook

[Read more](#)

# What's Next?

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Madame is all set to rekindle the fires of inspiration within its audience with another electrifying message through another campaign that pulses with life and fashion. The eagerly awaited opus, "Fashionable and Free", is a series of two films. While part 1 is now live, part 2 goes live on 14 Aug.

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## **Madame New Outlet**

Brand: Madame

Store Format:- COFO

Store Type:- EBO

Carpet Area:- 380 Sq. Ft.

Address:- Madame, 1, Palm Spring Building, Lokhandwala Complex, Andheri West, Mumbai, Maharashtra 400053

# Lights, Camera, Action



## The Barbie Bash

Embracing the iconic Barbie trend, our employees stepped into the limelight dressed in various shades of pink, radiating style and flair. The spirit of individuality and self-expression that Barbie has embodied for generations shone through.

Until the next trendsetting gathering, let's keep the spirit of Barbie alive in our work and play!

 **Sneak peek!**

## Friendship Day On-fleek

Bond of friendship illuminated our stores as our brand ambassadors came together in a radiant sea of yellow to celebrate Friendship Day. This special occasion served as a heartwarming reminder of the camaraderie and support that make our team a close-knit family.

Let's carry the spirit of friendship and togetherness with us, not just on special occasions, but in our daily interactions and collaborations.



# Pretty in pink, and all!

## 5 ways to style your swanky pink shirt

It has been the month of Barbie. Barbie-pink hues have been in. That's why the now so famous pink shirt has become the staple in everyone's wardrobe. It can also be a risky color which needs extra attention when it comes to styling. So here are some of the best pink shirt outfit ideas for you!



**CO-ORDINATE SET - PINK SHIRT WITH STRAIGHT RELAXED FIT PANTS**

This co-ord ensemble is comfortable, vibrant and airy. Simplest way to get rid of the confusion of matching the outfits. Make it comfy yet stylish by just adding your golden contemporary earrings.



# Pretty in pink, and all!



## **KNOT PINK SHIRT AND BLACK**

To amplify the look, give a knot to your pink shirt. Pair it with the classic black shorts. Add any contrast color accessory like bag/caps etc.



## **PINK SCHIFFLI SHIRT IN FORMAL INFORMAL**

Create several looks with your pink shirt. Carry a crop tank inside with linen pants and pink shirt on top. Fly out your buttons for perfect evening making your outfit stylish, turning all the heads.



## **PINK SHIRT WITH CONTRAST COLORED PANTS /JEANS**

Showcase your modish diva in contrast colored outfit. Pair your pink shirt with jeans or violet shade to bring the experimental side in you.



## **BUTTONED UP PINK SHIRT WITH SEQUINS SKIRT**

Slay the buttoned up cuffs, tucked in tonal sequin skirt. Add layered chain jewelry and overrule every party.



## Answers:

- Slay
- Snacc
- Salty
- SUS
- Snatched
- Stan
- Simp

## Quiz Winner



**Payal Sharma**

# Quick Quiz

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

- 1. In which year was Jain Amar established?**
- 2. In which year was Madame established?**
- 3. How many Madame stores are there in India?**
- 4. Which event did Madame recently win?**
- 5. Who's the celebrity face of Madame?**
- 6. What's the meaning of the name of Madame's recently launched perfume?**
- 7. Which new category has Madame recently started?**
- 8. What is Madame's Instagram tagline?**

- *Mail us your answers at [hr@jacpl.com](mailto:hr@jacpl.com)*
- *First entry with maximum correct answers wins a surprise gift*
- *Here's a cue: Visit [@jacpl39](#) & [@madamefashions](#) on Instagram.*

AUGUST



HOLDING HIGH OUR FREEDOM TO BE  
FASHIONABLE AND FREE



# The Buzz

## Monthly Newsletter

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

- Want to get your picture with the #PeopleOfJainAmar featured in the next newsletter? Mail us at [hr@jacpl.com](mailto: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](mailto:hr@jacpl.com).

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**JAIN AMAR HOUSE OF FASHION**

