

Madura Garments — a cutting edge Company, unravels Summer Collections at Planet Fashion

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Briefing the media on Madura Garments' ongoing plans at Planet Fashion in Mumbai, Madura Garments distinctive specialty store for menswear, Mr Vikram Rao, Group Executive President, said "As market leaders in branded menswear, we will continue to sustain our number one position. Our vision is to build large profitable brands in every opportune market segment."

To take Madura Garments vision forward, intensifying interaction with leading global manufacturers for strategic technology alliances is very much a part of Mr Rao and his team's game plan.

As a forward step in this direction, Madura Garments have taken on board, Mr Stephen King, an international design consultant. A constant focus on innovation and design has and continues to ensure that Madura Garments is always on the cutting edge of fashion. For developing new technologies, it has allied with leading technical professionals from Europe, remarked Mr Rao.

Consequent to these initiatives, the Company was able to launch a series of line extensions. Foremost among these have been Allen Solly's "Uncrushables", Van Heusen's "Durafresh", "Super Permapress" from Louis Philippe and San Frisco's "Zero Wrinkle". The "Louis Philippe stretch", a first in the Indian market, proved very successful innovation as well. Brand extension such as "Spiritus" from Louis Philippe and "Elements" from Peter England, aided the process of innovation with speed. As recently as four weeks ago, Madura Garments launched the Monet collection from Louis Philippe and formal flat fronts from Van Heusen. The splendid summer collection which was flaunted through a bevy male models drove this point further.

Mr Rao mentioned that Madura Garments aims to step up growth through accelerating conversions from the ready-to-stitch mindsets to ready-to-wear customer delight.

Elaborating on Madura Garment's growth strategy going forward, Mr Rao said that it was multi-pronged. "Our focus is to grow in revenues and earnings and to enlarge our markets in an extremely competitive environment through leveraging our brand equity".

Madura Garments thrust is to be strengthening of marketing and distribution efforts, development of the market through launching a slew of new collections, periodically, raising its global presence manifold, optimising costs and tapping new growth segments.

In the last one-year, Madura Garments has beefed up its distribution network significantly. Plans to enlarge the retail space by atleast 35 per cent, have been chalked out.

Madura Garments new retail formats Planet Fashion is proving to be extremely popular with customers, providing as it does a superior quality retail experience wherein all leading brands of Madura Garments are available under a single roof. Take the example of Planet Fashion in Mumbai. What sets this store apart from any other store is the vastness and range of choice. 'You can get to see more than 6000 garments in the store'. There is an exclusive selection for formals where you can have more than 500 blazers / suits. All of the menswear can be globally benchmarked. So why do you have to go to London, Paris or Milan for shopping, when you get relevant prestigious name choice amidst an equally enjoyable ambience? quizzed Mr Rao.

The Planet Fashion in Mumbai has been designed by the renowned French Architect Jean-Claude Pannighetti, and its visual merchandising has been conceptualised by Mr Mark Bell who is the Visual Merchandising Consultant to Madura Garments.