

## Redefining brand experience

It is the megabrand that launched the super-premium, readymade garment category in the Indian market. Now Louis Philippe is all set to scale new heights. Having become the benchmark for world-class shopping experience for the Indian consumer, Louis Philippe already has seven premium stores



spread across the length and breadth of the country. There is a growing realisation that customers are moving from large format department stores to shopping in stand-alone stores in search of better brand experience. Madura Garments will now cater to this need by rolling out brand stores across the market.

### The Louis Philippe premium store

Outstanding features that are highlighted in the inviting Louis Philippe premium stores are varied. First is the sheer size. A typical premium store is 2500 sq ft in size; larger ones like Louis Philippe Connaught Place occupy nearly 3500 sq feet. The consumer gets to browse the store, sees much more variety in the merchandise on offer and shopping is an enjoyable experience.

The layout of the store focuses on presenting the garments in a consumer-friendly manner. There is lot of emphasis on displaying the merchandise in a manner that reveals the latest collections and designs. The layout also allocates a lot of space for accessories like ties, belts, socks, wallets and cufflinks, in keeping with Louis Philippe's status as a complete wardrobe brand.

The identity of the Louis Philippe premium store is a contemporary version of an original retail identity developed by French architect Jean Claude Pannighetti. The store is envisaged as a gallery to showcase merchandise and the display inside the store is designed to highlight the merchandise-like products of art. There is a play of dark and light in terms of materials and lighting. It is this play of contrasts which lends to an unique impression and impact in the mind of visitors and customers. The end result: that much-needed formal look in the entire setting.



The store combines two important aspects of retailing, visual impact and customer comfort. The former is achieved through a play of materials, lighting, visuals, graphics and merchandise. The latter has been taken care of by providing a luxurious seating lounge, ample space to browse and move around in the store and seating arrangement in the trial room.

Mr. Hemchandra Jhaveri, President, Madura Garments, says, "Every element in the store talks the language of the brand and the international imagery it has; be it the classic French paintings, the

blues and jazz music being played in the store, the soft lighting from Ansorg, Germany, the contemporary signage or the stylish mannequins."

Louis Philippe in Vasanth Vihar, New Delhi is the brand's fifth premium store after the ones in Brigade Road (Bangalore), Connaught Place (New Delhi), Somajiguda (Hyderabad) and Noida (Uttar Pradesh). Three premium stores have been added recently at Junglee Maharaj Road (Pune), Nungambakkam High Road (Chennai) and C G Road (Ahmedabad). By September 2005, Louis Philippe will have additional stores in South Extension (New Delhi) and its first premium store in Mumbai.

Apart from these stores, Louis Philippe has its exclusive brand outlets in other high streets and malls and is present in Planet Fashions, Trouser Towns, key departmental stores and high quality multi-brand outlets.

In the coming years, Louis Philippe expects to further strengthen its position in the branded apparel segment. Many factors have contributed to the edge it has gained in the market

Firstly, the Indian market is different from the international market. For the international market, the shirt is an innerwear item of clothing. But in India, it is the outerwear garment. Again, the brand's sharp knowledge of the Indian consumer over 15 years of consumer bonding and market research ensures that it does not make the merchandise mistakes a lot of international brands are bound to make. Moreover, the brand has superior distribution strengths and is accepted well even in multi-brand outlets. Finally, Louis Philippe is rapidly redefining consumer experience with its chain of exclusive flagship stores in the top cities in the country.



### **Spring Summer 2005 — The Spirit of Italy collection**

A large part of this growth will come from exclusive lines like the Spirit of Italy collection, which Louis Philippe has launched in spring/summer 2005.



The birth of contemporary Italian fashion can be traced back to 1952. It relies on an adherence to the country's rich cultural heritage. But, what is so elegant, so endearing, about the Italian look? Is it the flair for sophistication, exquisite craftsmanship, and technology? Surely it is also the meticulousness and character they bring to fashion that makes it so distinctively Italian? Now in celebration of 50 years of Italian fashion, Louis Philippe has attempted to capture the spirit of these unique people and their couture.

The Louis Philippe spring/summer line of 2005 is inspired by the latest colours of the season and the flamboyance of Italian style. The range encapsulates the joie de vivre of the season in bright colors of pink, turquoise, green, yellow and orange.

## **Merchandise**

The shirts bring together bright bold colours in solids, checks and stripes. These shirts, when paired with a white trouser, create a unique look hitherto unseen in its flamboyance in the Indian market. Apart from the focus on the white trouser as a fashion statement (especially with the Spirit of Italy shirt), Louis Philippe has one more innovation up its sleeve, which is set to be the next big innovation in menswear: the Spirit of Italy cotton yarn dyed trouser.

Unlike typical cotton trousers, which are piece dyed (leading to a very uniform colour across the fabric), these trousers have yarns that are dyed. Different colour yarns are woven into subtle stripes and textures to give a very refreshing look to cotton trousers. The trousers are wrinkle-free and are priced at Rs. 1699.

## **Gods & Kings line**

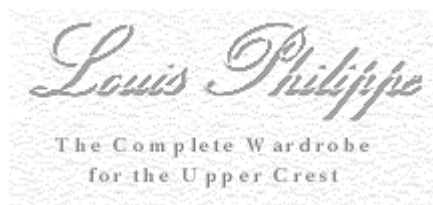
Louis Philippe's merchandise successes have been underlined by the success of its Gods & Kings line, thereby becoming the only brand to have a range of shirts above Rs. 2000 and trousers above Rs. 2500. This line featured suvin shirts, Italian shirts and pure wool and 4 ply trousers. This, along with the Permapress line of shirts and trousers and the Luxury line range makes Louis Philippe the clear merchandise leader.

## **The upper crest**

Louis Philippe managed to catch the attention of the upmarket Indian shirt buyer in the very first year of its debut (1989). The shirts were made from the finest mill-made cotton fabrics in designs inspired by the latest international trends. The shirts were mitered - lines making up stripes and checks were all matched to perfection on all the different parts of the garment. This was a first for the Indian market.

Side seams were double-stitched for reinforcement. The shirts used international quality of trims, imported interlining (which did not bubble or lose shape even after repeated washes) and imported buttons.

Embellished with the Crest embroidered on the cuff, the truly international shirts announced to the world that you had arrived. The launch coincided with the liberalization of the Indian economy and successfully created the super-premium segment in the readymade apparel industry.



Today over 88 million shirts are sold in the Indian market which is growing at a blistering 100 per cent annually. The premium shirts segment which has been growing at a more modest 15 per cent since 1997 has seen a slight decline in growth rates after 2000. (Source: Images KSA Technopak Study 2002). However, the potential for branded shirts is huge as changing lifestyles and exposure to western trends has made Indian men more fashion-conscious than ever before.

## Recent developments

Louis Philippe draws its inspiration from the era of King Louis Philippe of France, who, for his generosity of spirit and his appreciation of the arts, was known as the Citizen King. It symbolizes the elegance, class and status of that era, while addressing the needs of the style-conscious contemporary man. The brand is owned by Madura Garments, a company adjudged as India's most admired garments company for three years (2000, 2001 and 2003) at the Images Fashion Awards — seen by many as the Indian fashion industry's equivalent of the Oscars.

Louis Philippe has been taking great strides in establishing itself as a lifestyle wardrobe brand. Known till a couple of years ago only for its shirts, it is known today for its range of shirts, trousers, suits, knitted wear, jackets and accessories. A slew of new lifestyle accessories is to be launched in the near future. Louis Philippe has also cemented its position in the semiformal wardrobe category by its Luxury linen range in spring/summer 2004.

In the same year, Louis Philippe launched its unique and exclusive Made to Measure offering. This new and unique concept gives Louis Philippe aficionados the choice of fabric and the luxury of a perfectly fitting and finely crafted factory made suit and trouser. The Louis Philippe customer has a varied choice of fabrics to choose from. For suits and trousers, he is served with a wide variety in the finest of wools in Super 110s, 130s and 160s, all from the best mills in Italy.

The combination of size fit and the fabric selected by the customer is sent to the state-of-the-art suits factory near Bangalore. The outcome is a unique, customized garment, just for the Made to Measure client/customer. All this is completed within a short span of two weeks.

### For information on Louis Philippe, Contact us:

Email: [vineesh.chadha@maduragarments.com](mailto:vineesh.chadha@maduragarments.com) [sooraj.bhat@maduragarments.com](mailto:sooraj.bhat@maduragarments.com)

### More interesting information on Louis Philippe

- ✦ Things you didn't know about Louis Philippe
- ✦ Advertising and promotion
- ✦ Milestone achieved
- ✦ Innovation leader in shirts and knitted shirts
- ✦ Complete product range