

French Fashion brand **PIERRE CARDIN** set to debut shoes in India



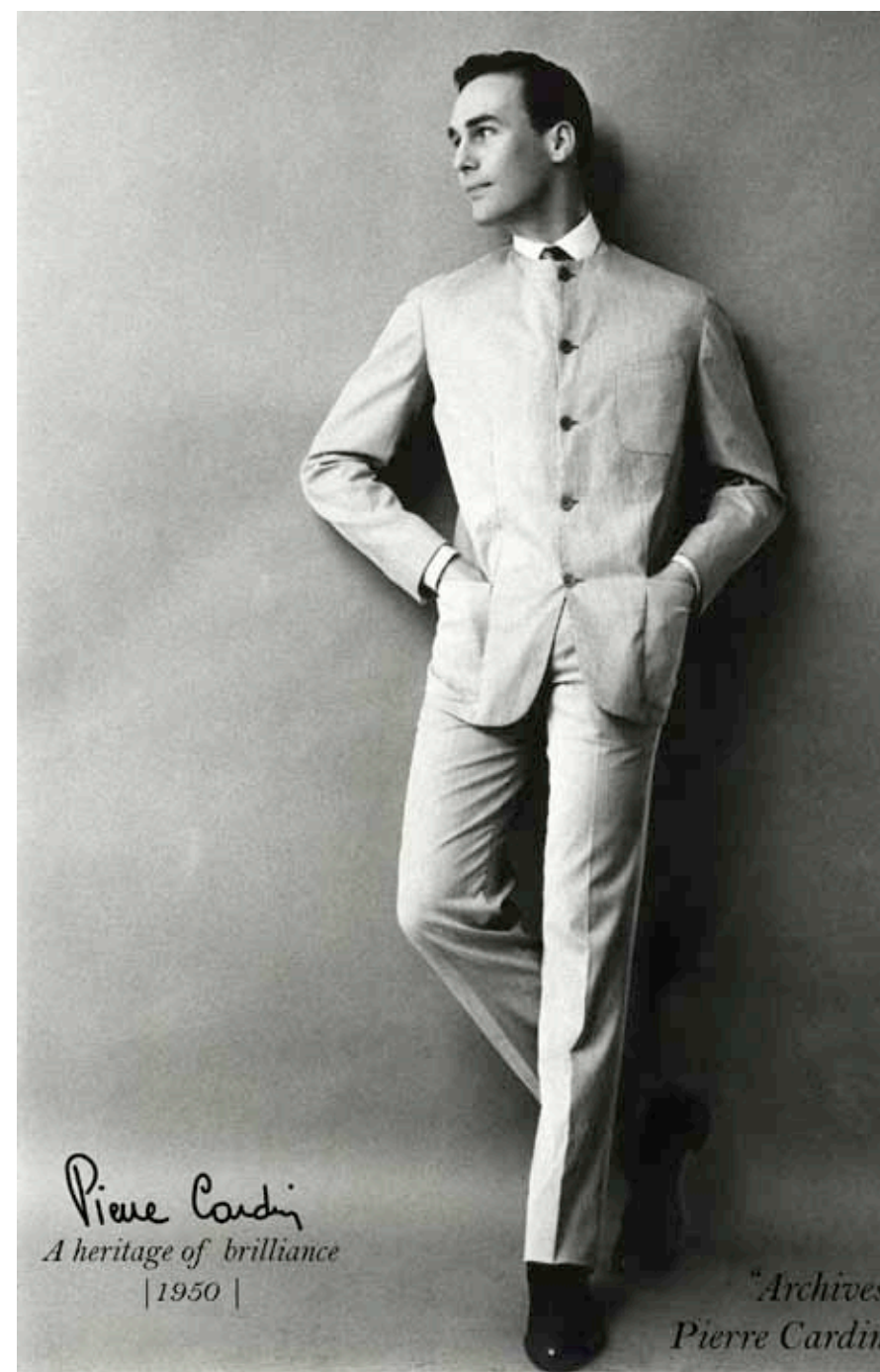
Eltus Mode Pvt. Ltd. Pvt. Ltd. has entered into an exclusive long-term licence agreement with Pierre Cardin for its footwear and accessories range.

The Brand showcased its footwear & accessories collection that will be impacting the men's market into AW'19 and beyond. Eltus Mode Pvt. Ltd. team revealed the key styles and themes certain to be essential to the next men's collection. Pierre Cardin, a name that exemplifies fashion and innovation, spanning over seven decades, would introduce an exclusive collection of designer leather shoes for the

cosmopolitan Indian man. The Italian-born Frenchman is lauded for his 20th century pieces that looked as though they were from the 25th century. For the first time select Indian, Luxury retail outlets will offer the legendary French designer Pierre Cardin's hand crafted leather footwear for men, in a range of styles from elegant to casual with the new fall winter collection 2019. As the Indian consumer's taste and preferences evolve along with their aspirations for a genuine international

brand offering elegance, fashion and premium leathers, Pierre Cardin will fill this gap with its luxury shoes for the Indian man.

Pierre Cardin continues to be one of France's most disruptive and commercially successful designers. Renowned for his avant-garde, futuristic and space age designs, to creating an out-of-the-box fashion that traverses generations. One of the most accomplished designers the world has seen, Pierre Cardin



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– Ajinder Singh.

democratized fashion by pioneering concepts like ready-to-wear and licensing, which were far ahead of their time and also a testimony to his visionary capabilities. Such is his contribution to the world of Fashion that he has a dedicated museum in Paris that beautifully depicts his illustrious career of almost seven decades. His elegant designs found patrons among wealthy socialites and the likes of US First Lady Jacqueline Kennedy.

Creating elite offerings, the Pierre Cardin brand will exemplify the spirit of 'Make in India' by manufacturing its premium, genuine leather footwear collections here. It will also use new age –emerging digital technologies to add efficiencies in product distribution and to enhance customer experiences – making them truly unforgettable! As the iconic French fashion brand makes a foray into designer men's footwear in India, Eltus Mode Pvt. Ltd. looks forward to taking its legacy and eclectic offerings to India, Bangladesh, Bhutan, Nepal and Sri Lanka.

Eltus Mode Pvt. Ltd. is founded by Bhai Ajinder Singh, having 25 years of leadership excellence in footwear manufacturing, distribution and retail. Along with being an erstwhile pioneer in launching international brands such as Lee Cooper, Geox and Merrell in India, built one of the most respected premium footwear companies in India. Ajinder Singh stated, "India is a key market and we would be looking to plug it as the brand steadily expands its operations. Globally, Pierre Cardin has a strong presence in fashion, including in markets such as France, Italy, Russia, Japan and UK." This is Eltus's maiden venture with the company looking to make a retail splash across formats like footwear, belts, socks and wallets categories. "Pierre Cardin products will be available through Multi-brand stores and premium department stores in all major cities across India," he added.



USP

"Our Brand is the biggest differentiator and the fact that we are offering a premium product at attractive prices. It's the right product, right time and right price. The focus will be on quality, design and innovation." Says Ajinder Singh. "We are looking at enhancing the use of technology in our business model, unlike the traditional way to creating distributor / stockists and retailers, we are eliminating and stream lining the process to get closer to the retailer with just the distributor acting as order taker and financier essentially the model will be on the concept of bill to ship to, bringing about transparency between all stake holders and ensuring the most optimum utilization of resources. Under this model with the help of technology we are seeking to gather real time information on sales and customer trends to eventually make products to cater to the customer's needs. Also, what differentiates this model is that we aim to reduce dead stock in the system by creating a go to production system. So rather than having inventory piled up and then selling shoes in EOSS (End of season sale) to get rid of excess stock and dead styles we would be able to control the same right at the production level itself. Additionally, the products that

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have a higher demand will be continuous production again never making the stock redundant at the retailer level." He added.

Collection

The launch collection is spread over multiple categories and the range will initially spread over Trendy, Formal, Casual and comfort category. In the formals category, details and trims bring new levels of embellishing men's footwear, hauling up classic staples with vogueish components. Formal footwear gets an upgrade with a host of exciting detailing's. Classic Derby's & moccasin's in premium polished leathers are hoisted by subtly conceptual components and trims. A wide range of Sandals get a sporty rework and have extra cushioning. The idea is to offer fashionable, premium quality leather shoes (NO SYNTHETIC) at attractive prices to the Indian consumer. The brand would focus to be within the reach of the consumer at all times and not only during

the EOSS. The collection is focused at the daily working consumer looking for comfort and style in a shoe.

Target Market

The growing Lower Middle class to the upper middle class seeking quality shoes at affordable prices. Essentially the Young from the age bracket of 25 onwards to the middle-aged man of 45 years. The trend conscious youth to the sober seniors. The comfort seeker to the style seeker. The office goer to the Wedding collection. The shoe industry is continuously evolving from being an average black and brown to exotic colours/ designs. With the Import duties being enhanced quality shoes are expensive, so definitely an opportunity.

Pricing

Speaking on its price positioning, Ajinder Singh said that "Pierre Cardin will bridge the gap between quality and fashionable shoes in terms of its pricing. We will be largely filling up the gap. Our product pricing has been kept in between to attract wider footfall. Currently the market sits at either a price range of ₹2400 and lower or manufactures offering shoes at ₹8000 and upwards. There is a gap in the shoe industry offering quality shoes in leather at an attractive price. We would be primarily targeting

men consumers and holding the price band in the range of ₹2500-₹6,999. Also, we are looking at reducing the time to market and inventory holding there-by increasing efficiency and reducing dead stock. We will have over 500 stock keeping units to begin with," he said, adding the target consumer will be in the 25-45 age group.

Sales Network

The brand would focus on all four main channels for selling the product in the Indian market.

The distribution Network

The stand-alone retails multi-brand outlets across the country essentially focusing on the customer looking for shoes in the range of ₹3000 to ₹5000/- there are currently about 500 retail outlets that we would use to retail our products.

The key Account networks

These are essentially the target format retail multi-brand outlets such as metro shoes, shopper stop, lifestyle, reliance retails etc. They have a presence across India and offer many brands under one roof. Players such as metro have approx. 400 POS around the country.

The Franchise/ Exclusive company retail outlets

Essentially creating a presence through exclusive brand franchisee or own outlets showcasing the entire product range with exclusive brand presence.

The online Market

A growing market expect a lot of changes in the coming years – currently being classified as a discount market offering bargains to the consumer.

Ajinder Singh said, "We are offering a considerate margins and shall be engaging in marketing & retail spends. We shall be going for more depth than width of distribution. We plan to have rationalised distribution and are choosing to be available on selective counters

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where we have strong visibility and sales. Regarding our trade channel strategy, we have deployed our distribution strategy with a focus on providing varied choices and experience for consumers.

Sourcing

Asked if Pierre Cardin sources from India, he said, "India has a diverse consumer base, so the range would from multiple manufacturing bases. We shall be sourcing and marketing the best possible merchandise from various countries. A substantial chunk would be from good quality suppliers of India. We have tied up with the pioneers in the shoes industry to produce for us. In the first stage we are running with New Designs as well as some existing industry established styles with a few improvements as these designs are well perceived well in the market. Gradually will replace with newer and trendier designs bringing about freshness in the product offering. Production is spread across domestic manufacturers and exporters to ensure the best possible quality as each manufacture has a particular style and handwriting, thus ensuring we get the best of the best for each respective category. Quality will be of





utmost importance; the quality control will be inhouse."

Eltus Pvt Ltd. Is focusing on pivoting their business to the fastest-growing areas of footwear retail to align with consumers' desire for quality fashionable products. Through quality innovations they plan to attract the consumers across India. The brand intends to deliver a powerful presence in the face of external global volatility and one of the biggest moments of change in the economic changes in the country."We are well positioned to deliver sturdy growth as we deploy a reputed brand portfolio to consumers through our retail associates and vibrant product pipeline, and concentrated expansion for mid-priced SS'19 collection," Ajinder Singh stressed.

The brand claims that initially efforts will be made to expand its retail presence in the Northern and Western parts of the country, which make up the largest market in the country. In addition to the metros, the brand has the plan to target tier-2 and tier-3 cities in the North. On what is driving premium footwear brands, he said, "There is a paucity of quality product at sweet spot prices. Today, the consumer has an eye for quality and enduring footwear."

Legacy

Cardin's fashion empire spanned the globe with his trademark licensing.



Products identified by the Cardin brand range from accessories and handbags to home interiors, luxury cars, and luggage, as well as to such personal items as Fashion Tress wigs, introduced in 1973. The ubiquitous brand name is recognized around the world.

Future Plans

Ajinder Singh stressed, "The company shall expand and continuously enhance the offering to bring in new focus areas such as sports, ladies, young casual. We are working with International designers to create world class shoes designs and bring about new innovations and designs in the current offering too."

About Eltus Mode

Eltus Mode Pvt. Ltd. head quartered in Delhi, with a focus on the footwear industry, has the exclusive licence from Pierre Cardin Paris for 21 years using their brand to manufacture and distribute footwear and footwear accessories in India, Bangladesh, Bhutan, Nepal and Sri Lanka. The company is led by a skilled team of professionals and partners in Finance , Sales , Production and Merchandising from India and Europe, having a collective shoe industry experience of more than 100 years.