

THE BUZZ

MONTHLY NEWSLETTER
AUG 2024

People
Of
JainAmar

LEADING
MULTI BRAND
FASHION
CONGLOMERATE

madame CAMLA SECRET

stylecast

SS'25 roadshow



Message From
The Chairperson

"Cultivate your potential with each step forward, for true growth blooms from the seeds of determination."

July has been an incredibly exciting month for us at Jain Amar. We are thrilled to announce the grand opening of our newest store in Yamunanagar. This store is a testament to our commitment to providing you with an unparalleled shopping experience. We will soon be reopening our store at Pavilion Mall, in Ludhiana. Expect a grand celebration with top fashion faces of the town. Both these stores follow our latest design concept, which we believe truly captures the essence of our brand. We invite you to visit and immerse yourself in this new and inspiring retail space.

Another highlight of the month was the resounding success of our roadshow. It was an incredible opportunity to connect with our valued partners and showcase our upcoming collection. Your enthusiasm and positive feedback have been truly inspiring. We are excited to bring these new designs to life and share them with our customers.

As we move forward, we remain committed to delivering exceptional fashion and building lasting relationships with our customers and partners. Your support and loyalty mean the world to us. Thank you for being a part of our journey

Warm regards,

A handwritten signature in black ink that reads "K. L. Duggar Jain". The signature is written in a cursive style.

*Chairperson
Jain Amar*

DIRECTOR'S DESK



Dear Team,

"I am filled with immense pride for each one of you. Let's take a moment to bask in this victory, and then, with renewed vigor, embark on our next journey."

The whirlwind of activity that was Stylecast 8.0 is finally settling down. Looking back, we've packed an entire season's

worth of work into a single month. The dedication, passion, and tireless efforts of each one of you have been instrumental in making the event a resounding success.

As Henry Ford once said, "Coming together is a beginning. Keeping together is progress. Working together is success." Your collective efforts have not only made this event a success but have also strengthened our bond as a team.

Thank you for being an integral part of the Jain Amar family.

With optimism,

A handwritten signature in black ink that reads "Akhil Jain". The signature is fluid and cursive.

Executive Director

Engaged in the business for the last two decades, Akhil, leads Jain Amar's strategy function, that has helped create a multi-dimensional, fast-fashion powerhouse. Under his leadership, the group has seen aggressive expansion across geographies and channels. With over 150 EBOs, the premier brand Madame is one of the fastest growing women fashion brands in India. Akhil also championed the digital transformation within the group, and launched glamly.com – a premium one-stop destination for fashion-conscious individuals. A fitness enthusiast, Akhil is an ultra-marathoner, who loves running & hiking globally.

NEW JOINEE

WELCOMING OUR NEWEST
#PEOPLEOFJAINAMAR



SNEHA CHOHALA
SR. MANAGER VISUAL
MERCHANDISING



NISHANT ARORA
RETAIL EXCELLENCE
MANAGER



SOMA DAS GUPTA
STORE MANAGER (PUNE)



SALONY VERMA
EXECUTIVE MIS

Welcome Aboard, New Team Members!

We're thrilled to welcome our newest team members to the Jain Amar family! This month, we've had the pleasure of onboarding talented individuals to various departments, and we're excited to see the fresh perspectives and skills they bring to our company.

We are confident that our new joiners will have a successful and rewarding career at Jain Amar. We look forward to their contributions and the positive impact they will have on our company culture.

Let's give a warm welcome to our newest team members! (List the names and departments of the new joiners)

stylecast 8.0

SS'25 roadshow



Jain Amar's Stylecast 8.0 was a resounding success, painting the town with a vibrant canvas of fashion, graced by our top business partners. The roadshow unveiled Spring-Summer'25 collections of Madame, Camla Barcelona, and MSecret with a bang.

The runway came alive with the essence of each brand. From Madame's enchanting blend of floral, coastal, and crochet to Camla Barcelona's empowering silhouettes and MSecret's effortlessly chic comfort, Stylecast 8.0 was a stunning showcase of fashion. Direct interactions with directors and designers provided invaluable insights, making the event an enriching experience for all.

Stylecast 8.0 was more than a display of fashion, it was a platform for connection, inspiration, and business growth. We are immensely proud of the team's united effort and the overwhelming response from our esteemed guests. Jain Amar's vision of unity and collaboration shone through, making Stylecast 8.0 an unforgettable experience for all.

stylecast 8.0

SS'25 roadshow



STORE LAUNCHES



A Fashionable Oasis Arrives in Meerut!

Meerut is in for a style upgrade! Madame has unveiled its newly transformed store and has turned it into a fashion haven. The store has undergone a complete makeover, aligned with the brand's latest concept. With a focus on enhancing customer experience, the renovated space boasts modern installations and designs. The revamped store promises to offer customers a fresh and elevated shopping experience. Prepare to be captivated as you explore the revamped space.

BUZZING NEXT

NEW STORE



We are thrilled to announce the opening of our store at Pavilion Mall, Ludhiana, afresh in a whole new vibe. Located at one of the bustling spots of the city, the store will attract customers not just from Ludhiana, but also from other nearby cities. This marks another exciting milestone in our journey to bring to our customers the latest fashion trends and exceptional shopping experiences. You can expect to find our latest collections, curated to cater to the discerning tastes of the Ludhiana fashion community.

Stay tuned for more deets.

INDEPENDENCE DAY

A REFLECTION ON FREEDOM AND PROGRESS



Independence Day is more than just a national holiday; it's a reminder of the unwavering spirit that drives progress. Our nation's journey from colonial rule to a global leader is a testament to the resilience and ingenuity of its people.

As we celebrate this momentous occasion, let's take a moment to reflect on the sacrifices made by our forefathers. Their courage and determination laid the foundation for the India we know today. Their legacy inspires us to strive for excellence in all that we do.

In the workplace, independence signifies autonomy, innovation, and the power to shape our future. It's about embracing challenges, taking risks, and finding new solutions. Let's channel the spirit of independence into our professional lives, fostering a culture of innovation and growth. Just as our nation is a diverse tapestry of cultures and perspectives, our company is enriched by the unique contributions of each employee. Let's celebrate our differences while remaining united by a common goal: to build a stronger, more prosperous future together.

WOMENS EQUALITY DAY

EMPOWERING WOMEN, INSPIRING CHANGE



Women's Equality Day, observed annually on August 26th, commemorates the ratification of the 19th Amendment, granting women the right to vote. It's a day to reflect on the progress we have made and to recommit ourselves to the ongoing pursuit of gender equality.

At Jain Amar, we believe in the power of every woman to shape her own story. Our brand is a celebration of individuality, confidence, and style, and we are proud to be a part of a world where women are increasingly empowered to express themselves authentically.

While we've come a long way, there's still work to be done. We are committed to fostering a workplace culture that values diversity, equity, and inclusion. We believe in creating opportunities for women to thrive, both personally and professionally.

Let's continue to inspire and uplift each other. Let's celebrate the incredible women who have paved the way for us and those who are breaking new ground today. Together, we can create a future where gender equality is a reality for all.

How can you get involved?

Support women-owned businesses: Explore and support brands that empower women.

Mentor and sponsor women: Share your knowledge and experience to help other women succeed.

Speak up: Challenge gender stereotypes and biases when you see them.

Let's make every day Women's Equality Day by championing equality and empowering women.

NATIONAL SPORTS DAY

CELEBRATING THE SPIRIT OF SPORTSMANSHIP



Every year on August 29th, India comes together to celebrate National Sports Day, a tribute to the legendary hockey player, Major Dhyan Chand. Known as the "Wizard of Hockey," his unparalleled skills and three Olympic gold medals for India have made him an icon in the world of sports.

Why is Sports Important?

Beyond the thrill of victory and the agony of defeat, sports offer a myriad of benefits.

Physical Health: Regular physical activity improves cardiovascular health, builds strength, and helps maintain a healthy weight.

Mental Well-being: Sports can reduce stress, anxiety, and depression, boosting overall mental health.

Discipline and Teamwork: Sports instill discipline, time management, and the importance of teamwork.

Leadership and Confidence: Participating in sports can help develop leadership qualities and boost self-confidence.

Let's make National Sports Day a reminder to prioritize our physical and mental well-being. By incorporating sports into our lives, we can lead healthier, happier, and more fulfilling lives. Remember: Even small steps like taking the stairs instead of the elevator or going for a brisk walk during your lunch break can make a difference.

Let's celebrate the spirit of sportsmanship and make fitness a priority!

NATIONAL SPORTS DAY

CELEBRATING THE SPIRIT OF SPORTSMANSHIP



*As they say, with great power comes great responsibility, Jain Amar came forward to mark the day with a memorable CSR initiative. Our recent initiative focused on making a positive impact on the lives of underprivileged children in Ludhiana. Led by **Vibhav jain, Director of Operations**, Jain Amar team generously donated shoes to these young ones, enabling them to engage in physical activity and sports with even more enthusiasm. We hope these efforts go a long way in fostering a healthy and active lifestyle among our future generations.*

SPORTS TRIVIA QUIZ

As we celebrate the national sports day on 29th Aug, let's make it little fun with these questions to test your sports knowledge:

- *Who is considered the greatest basketball player of all time?*
- *Which Indian cricketer holds the record for the most Test centuries?*
- *Which sport is often referred to as the "king of sports"?*
- *Which country has won the most FIFA World Cups?*
- *Which team won the Cricket World Cup 2023?*
- *Who won the Wimbledon Men's Singles title in 2023?*
- *Which Indian badminton player won the Olympic gold medal in 2020?*
- *Who won the Australian Open Men's Singles title in 2024?*
- *Which country hosted the FIFA World Cup 2022?*
- *What is the theme for Summer Olympics 2024?*
- *How many players from India are in the Olympics in 2024?*



IN THE NEWS

Employee Engagement Maestro

Surnedha Jain
MarComm Head - Jain Amar

Being entrusted with the stewardship of premium brands Madame, Camla, Barcelona and Msecret, my journey has been an enriching blend of dedication, innovation, empathy and leadership. I have led various projects and fashion events, while driving corporate initiatives that reflect our brand's values. I have organised retail shows that resonate with our audience and embody our ethos, alongside impactful CSR activities supporting the community. Balancing the functioning of multiple departments and brands, I have championed a culture of employee engagement, nurturing talent and fostering a sense of belonging within our organisation.

This approach has led to a 25% increase in employee retention rates and a more cohesive and motivated team. However, the journey has not been without challenges. Overseeing multifaceted projects while balancing the demands of motherhood has been challenging but has pushed me to my fullest potential. Conquering the challenges of work-life integration has allowed me to thrive both personally and professionally.



Womenswear brand Madame, which already has a couple of stores in Varanasi, is now setting its sights on Ayodhya. "Footfall is a significant factor. However, the main advantage is increased visibility. Even if tourists don't make immediate purchases, the exposure helps in building brand recognition, leading to sales in other locations where these tourists live," said **Akhil Jain, Director of Madame.**

Madame boasts a network of over 150 exclusive stores across India and posted an annual turnover of Rs. 370 crore during FY 2022-23. The brand sells over 30 lakh units annually and sources 15 to 30 per cent of its products from India.



IN THE NEWS


Stylecast 8.0 Set New Trends with MADAME, CAMLA Barcelona, and MSecret

Praveen | August 7, 2024 | 3 minutes read

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Bengaluru, 7th August, 2024: Stylecast 8.0, the Spring-Summer'25 Collection B2B Preview by renowned fashion brands MADAME, CAMLA Barcelona, and MSecret, made a grand comeback on July 30th.

Like its previous edition, the roadshow drew significant appreciation from the industry; it's a preview of the brands' 2025 summer collections. Conceptualized and hosted by Jain Amar, the parent company of these brands, Stylecast 8.0 showcased the collections and offered pre-order options for distributors and partners.



Stylecast 8.0 was held at Grand Hyatt, Gurugram, from July 30 to August 01 and welcomed guests from across the country, including franchise partners, LFR & SIS partners, and more.

Graced by top fashion experts and industry leaders, the exhibition featured vibrant and unique range of clothing, embodying the brand's philosophies and distinctive designs. The Spring Summer Collection 2025 is characterized by signature styles from each brand which offered a variety of bold, assertive, and contemporary looks to suit every taste.

"The roadshow allows our partners to experience firsthand, our next year's summer offerings. Stylecast 8.0 was a thrilling event and we're delighted to see the great response," said Mr. Akhil Jain, Executive Director of the Jain Amar.

Jain Amar is one of India's leading fast fashion conglomerates with a portfolio of brands, Madame, Camla Barcelona, MSecret. MADAME, a premium women's westernwear brand; CAMLA Barcelona is known for providing premium fashion for both men and women, and MSecret, further diversifies the offerings with comfortwear for women.



FASHION FORMULA

Fall 2024



Black is your body's best friend! This classic hue has a slimming effect, making you appear taller and leaner. So, embrace the power of black and slay your outfit!



Autumn is your runway! Unleash your inner stylist by layering different textures and colors and let your wardrobe be your canvas for endless stylish possibilities.



Embrace tights! Not only do they bridge the gap between seasons, but they also add a playful touch to your fall outfits with colors, textures, and patterns.



Inspired by the season experiment with the classic fall colors. The warmth of neutrals with pops of burgundy, with jewel tones or vibrant accents.



Don't underestimate the power of accessories. Hats, scarves, and boots are your outfit's secret weapons. Command attention with a bold hat, and strut your stuff in stylish boots, while necklaces and earrings add the finishing touches.



A perfect fit is the unsung hero of every outfit. Clothes that hug your curves without squeezing or drown your frame without swallowing it are your style's secret weapon. Remember, it's not about the label, but how the label looks on you.

THE BUZZ

MONTHLY NEWSLETTER

JAIN AMAR HOUSE OF FASHION IS ONE OF INDIA'S LEADING
MULTI-BRAND FASHION CONGLOMERATES.

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

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

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

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JAIN AMAR HOUSE OF FASHION



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