

Living the Louis Philippe lifestyle

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Louis Philippe, the leader in the Indian super-premium apparel market has a totally new and exciting consumer experience by offering a wide range of exclusive apparel and accessories for every occasion from luxury to formal, informal and party wear.

Louis Philippe is the biggest super premium brand with a large base of consumers. The consumers display strong loyalty to the brand and have been buying different categories of apparel and accessories of Louis Philippe. Today, based on consumer research, and the fast-growing demand for Louis Philippe garments from younger consumers, the brand has expanded its offering with exciting and special apparel and accessories ranges. The success of the IT Industry, the BPO industry and the overall growth in the economy in the country has created enormous purchasing power in the young.

Also, this is a consumer with multiple wardrobes. The consumer has a sport wardrobe for his morning jog, a work wear wardrobe, a semiformal wardrobe for an evening with friends and a party wardrobe for the wilder nights. In addition, he would love it if all of this were available in one brand which understands his taste and guarantees quality.

Louis Philippe with its multiple wardrobes now fulfils this requirement.

As a super premium brand, with international lineage, Louis Philippe is completely integrated into the international fashion cycle as it moves through the fashion capitals of the world.

For the summer of 2005, Louis Philippe launched the "Spirit of Italy" collection, which showcased the latest fashion colour — pink, which took menswear by a storm. Louis Philippe also presented to its consumer a unique summer look — pink shirts coordinated with white trousers.

For winter 2005, in line with the strong "retro" influence sweeping fashion, Louis Philippe unveiled the "Blue Notes" collection inspired by the jazz of the sixties and seventies and interpreted in modern and contemporary styling.

Flagship store at Linking Road

Speaking on the occasion of the launch of the Louis Philippe store at Linking Road, Mr. Vikram D Rao, Group Executive President, Madura Garments, said, "The new strategy is to cater to multiple wardrobe needs of this consumer and strengthen Louis Philippe's image as an international premium lifestyle brand." Towards this effort, Louis Philippe will have a luxury, formal, semi-formal, casual, party and a fashion forward line at the store at Linking Road. The latest flagship store is also its largest — a breathtaking beautiful 4500 sq ft of space.

The evolution of retail in India has seen a few changes in the mindset of consumers. The discerning consumer today is asking for a complete brand experience in the form of exclusive stores. Louis Philippe has opened one flagship store every month in the last eight months. These stores have a unique retail identity emphasising the character of the brand in every element of the store. The uniqueness is expressed in the size of the store (averaging about

3000 square feet) and the layout, which focuses on co-ordination of merchandise (including accessories). The store is conceived as a gallery, where merchandise is showcased as work of art. All other elements — the music playing, the fragrance used and the sitting area has been chosen carefully to give customers an unique and world-class experience.

Louis Philippe has also launched its unique and exclusive made-to-measure suits and trousers. Louis Philippe customers can choose from a wide range of Italian fabrics and enjoy the luxury of a perfectly fitting and finely crafted factory made suits and trousers.

Establishing brand connect with the new consumer

The Louis Philippe campaign for winter has been shot at Paris. Speaking on the occasion of the launch of the Louis Philippe flagship store at Linking Road, Mr. Hemachandra Javeri, President, Madura Garments said, "The picture showcases the brand personality, which is that of a 'charismatic leader', and the luxury of his lifestyle."

The campaign goes beyond showcasing a picture to communicate the brand message; it offers a peek into the mind of the Louis Philippe man through an ingenious device: the mind map.

This device puts together some of the possibilities that can just happen to a Louis Philippe man in a given situation. The results are very interesting, whether the Louis Philippe man adds new businesses to his empire or strikes up some very interesting relationships.

Truly a brand for the arrived global gentleman