

Madame opens its Exclusive Store in Delhi

Madame strives to maximize its reach to the customers by opening exclusive outlets

New Delhi, Delhi, IND, 2007-10-24 15:28:38 (IndiaPRwire.com)

A renowned name in Women Fashion wear **Madame**, opened its exclusive store at V3S Mall, New Delhi. And the present tally has reached a number of 37 in India. The 700 sq. ft franchisee outlet stocks the entire Madame merchandise. Madame is the brand of Jain Amar Clothing Pvt. Ltd. The opening forms Madame's retail strategy, which includes plans to open exclusive stores & shop-in-shops in all major fashion markets across the country. The brand is also marketed through the big-format stores including Lifestyle and Central.

Madame positions itself strongly in the trendy casualwear segment. Quality stands as the cornerstone of the brand's business philosophy.

Speaking on the occasion, **Mr. Bipan Jain, Director, Jain Amar Hosiery Pvt. Ltd.**, said, "Exclusive retail presence ensures increased brand equity and opportunity to gauge customer response directly. We plan to set up 42 Exclusive Outlets by the end of year 2007" The Brand has a strong Representation Network of over 500 Multi Brand Outlets and 37 Exclusive brand outlets. The Company's vision is to be an Indian Multinational Fashion Brand.

Mr. Akhil Duggar, the designer coordinator of Madame, believes that every woman is unique and their clothing should be an extension of their personality. The clothes are designed with women's needs and desires in mind. In fact Madame gives an opportunity to the contemporary women to be what they are by adopting their own style from the chic collection.

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Madame is a brand known for clothing that spell class, panache, style, quality and above all, comfort. A pioneer in recognizing fashion trends, Madame has experienced 100% growth for last three years. Madame has been able to create a niche for itself amongst contemporary women by offering ramp to road women wear (i.e. innovative yet wearable range). A brand that breaks conventions by venturing into different retail formats. A team of seasoned designers is bent on innovating something new to enhance God's most beautiful creation- Women. Quality has been the cornerstone for Madame. So has been the focus on Research and Development. The Company believes in Building and Retaining a Good and Constructive Relationship with not only the Customers But also the Suppliers who are equal Partners in the path of Success.

For more information, Please contact:

Kiran Joshi

principal consultant - Blue Lotus communications
0172-5016962

You can also visit www.madameonline.com for more information.