



Portfolio.

Denim Category Leadership – Pranav Kumar Pandey

Built scalable denim category driving ₹10Cr → ₹50Cr growth

DENIM

CATEGORY STRATEGY & SCALE

DESIGN. RANGE. SCALE. PROFIT.



ENGINEERED FOR STYLE.
BUILT FOR LIFE.



PREMIUM FABRICS
Durable. Comfortable. Built to last.



SUPERIOR FIT
Precision fit. All day comfort.



CRAFTED DETAILS
Finest stitching. Signature finishes.



TIMELESS APPEAL
Versatile styles. Endless possibilities.

1. CATEGORY FOCUS

MEN'S DENIM + WOMEN'S DENIM



Dual-gender strategy
to maximize category
width.



Covers core essentials
+ fashion-led styles.



Built for everyday wear
+ trend adoption.

2. BUSINESS SCALE VISION

CURRENT

₹10 Cr



TARGET

₹30 Cr



GROWTH DRIVERS



Range
Expansion



Depth in
Core SKUs



Faster Trend
Rotation

4. PRICE STRATEGY

PRICE RANGE

₹1,499 - ₹4,999

ENTRY

₹1,499 - ₹2,499

Volume driver

CORE

₹2,499 - ₹3,499

Margin + scale

PREMIUM

₹3,499 - ₹4,999

Brand elevation

ACCESSIBLE ENTRY. ASPIRATIONAL TOP-END.

6. PERFORMANCE TARGET



ENABLED BY



Strong core
replenishment



Right fashion
drops



Controlled
SKU depth

7. KEY STRENGTH

CORE + FASHION + ULTRA FASHION BALANCE



CORE

Stability & repeat
through strong
essentials.



FASHION

Freshness & trend
pull with relevant
styles.



ULTRA FASHION

Brand image &
aspiration through
statement pieces.

BALANCE DRIVES SCALE. FASHION DRIVES DESIRE.

5. TARGET CONSUMER

URBAN | AGE 20-35



Fashion aware but
value conscious.



Seeks fit + comfort
+ trend.



Shops across online
+ retail formats.

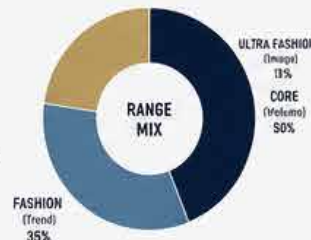
STYLE DRIVEN. PRICE AWARE. REPEAT BUYER.

3. RANGE ARCHITECTURE

SKU COUNT

100-150
SKUS

Balanced mix across
Core, Fashion &
Ultra Fashion.



SCALABLE BUSINESS

Clear path from ₹10 Cr
to ₹30 Cr and beyond.



STRONG RANGE ARCHITECTURE

100-150 SKUs with the right
balance of core, fashion & ultra.



HIGH SELL-THROUGH

90%+ target backed by smart
planning & execution.



CONSUMER-FIRST APPROACH

Right product. Right price.
Right consumer.

DESIGNED TODAY.
DELIVERING TOMORROW.

LIGHT WASH

STONE WASH

MID WASH

DARK WASH

RAW DENIM

WHY THIS DENIM RANGE WILL WIN ★

RIGHT FIT. RIGHT WASH. RIGHT PRICE.
EVERY TIME.

01 CORE FITS DRIVE REPEAT PURCHASE



Proven core fits consumers love and come back for.



Consistency in fit builds trust and reduces returns.



High repeatability drives volume and business stability.



**FIT LOYALTY.
REPEAT REVENUE.**

CORE FITS THAT WIN



SLIM FIT



SKINNY FIT



TAPERED FIT



STRAIGHT FIT



BOOT CUT

02 WASH STRATEGY ENSURES DEPTH



A complete wash spectrum for every style and mood.



From light to raw, we cover every occasion.



Depth in washes drives choice, conversion & sell-through.



**DEPTH IN WASHES.
DEPTH IN BUSINESS.**

WASH SPECTRUM



LIGHT
LIGHTER



STONE



MID



VINTAGE



DARK



RAW
DARKER

03 PRICE LADDER COVERS MASS → PREMIUM



Entry price drives reach and volume.



Mid tier delivers value and strong pull.



Premium tier drives aspiration and margin.



**EVERY WALLET.
ONE BRAND.**

SMART PRICE LADDER

ENTRY	CORE	PREMIUM
₹1,499 – ₹2,499	₹2,499 – ₹3,499	₹3,499 – ₹4,999
Volume Driver	Value + Scale	Aspiration + Margin

ACCESSIBLE. ASPIRATIONAL. ACHIEVABLE.

04 SEASONAL DROPS MAINTAIN FRESHNESS



Curated seasonal drops keep the collection new and exciting.



Drives repeat visits and higher engagement.



Trend-right styles that stay true to our DNA.



**FRESH DROPS.
FRESH DEMAND.**

SEASONAL DROP CALENDAR



SPRING
Fresh & Light



SUMMER
Cool & Easy



FALL
Richer Tones



WINTER
Deep & Warm



BUILT ON CONSUMER INSIGHT

Designed for how consumers live, style and shop.



BACKED BY STRONG BASICS

Core strength ensures stability, season after season.



DRIVEN BY FASHION ENERGY

Relevant styles that keep the brand young, fresh and desirable.



BUILT TO DELIVER RESULTS

Higher sell-through, repeat business and profitable growth.

**RIGHT RANGE.
REAL IMPACT.**

MARKET POSITIONING

CLEAR DIFFERENTIATION. STRONG RELEVANCE.

Levi's®

POSITION: PREMIUM HERITAGE



Strong heritage & authenticity
Iconic brand with legacy.



Premium quality & durability
Built to last. Timeless appeal.



Higher price, premium perception
Aspirational & trusted worldwide.

CORE STRENGTH

Heritage, Quality, Authenticity

ZARA

POSITION: FASHION DENIM



Trend-led & fast fashion
Quick to market with latest looks.



Style variety & standout designs
Wide range of fashionable silhouettes.



Mid to premium pricing
Fashion focus over function.

CORE STRENGTH

Trend, Style, Fashion-Forward

H&M

POSITION: VALUE FASHION



Affordable & accessible
Budget-friendly for mass market.



Wide reach & availability
High volume, global presence.



Basic styles with trend touch
Fashion elements at value pricing.

CORE STRENGTH

Accessibility, Affordability, Volume

PROPOSED RANGE

POSITION: BALANCED CORE + TREND DENIM



Core fits for everyday relevance
Reliable fits that drive repeat purchase.



Trend-right styles to stay fresh
Updated washes, finishes & details.



Right balance of value & style
Quality, fashion & price in harmony.

CORE STRENGTH

Balance, Relevance, Repeatability

**OUR
DIFFERENTIATOR**



WE COMBINE THE RELIABILITY
OF CORE WITH THE ENERGY
OF TREND.



WE SERVE THE REAL NEEDS
OF TODAY'S CONSUMER –
EVERYDAY AND EVERY OCCASION.



WE DELIVER STYLE, QUALITY
& VALUE IN THE RIGHT
PROPORTION.



**BUILT TO WIN TODAY.
DESIGNED TO LEAD TOMORROW.**

ROADMAP & INTER-DEPARTMENT ACTIVITIES

★ — DRIVING IMPACT TOGETHER — ★

ROADMAP



PHASE 1 FOUNDATION 0-3 MONTHS

- Market & consumer deep dive
Fit, wash & price research
- Build core fit & wash library
Establish quality benchmarks
- Range architecture & pricing
SKU planning (100-150)
- Strong vendor onboarding
Capability & compliance setup

PHASE 2 BUILD & SCALE 4-9 MONTHS

- Develop core + fashion range
Sampling & fit validations
- Wash development & approvals
Lab dips & bulk production
- Assortment finalization
GO-To-Market planning
- Channel readiness
Visuals, VM & training

PHASE 3 ACCELERATE 10-18 MONTHS

- Seasonal fashion drops
Trend-led capsule collections
- Scale bestsellers & winners
Optimize inventory & supply
- Digital & marketing activations
Campaigns & influencer tie-ups
- Performance tracking
Analytics & consumer insights

PHASE 4 LEAD & EXPAND 18+ MONTHS

- Expand distribution
New markets & geographies
- Premiumization & innovation
Fabric, fit & finish upgrades
- Sustainable & responsible denim
Process & material innovation
- Brand love & loyalty
Community & repeat engagement

INTER-DEPARTMENT ACTIVITIES

MERCHANDISING Right product, right mix, right price.



- Market & trend analysis
- Range planning & SKU mix
- Sales forecasting & OTB
- Performance reviews

DESIGN Design led. Consumer focused.



- Trend research & mood boards
- Fit development & tech packs
- Wash & detail innovation
- Proto sampling & approvals

SOURCING & PRODUCT DEVELOPMENT Quality. Cost. Speed. All in balance.



- Fabric sourcing & development
- Wash lab & bulk approvals
- Costing & negotiation
- Quality audits & compliance

PLANNING & SUPPLY CHAIN Right inventory. Right time. Right place.



- Demand planning
- Capacity & line planning
- Inventory management
- On-time delivery

MARKETING Build desire. Drive demand.



- Brand & campaign strategy
- Digital & social activations
- Content & influencer collabs
- Go-to-market promotions

SALES & RETAIL Execute well. Win at shelf.



- Retail training & enablement
- Visual merchandising support
- Sell-out monitoring
- Customer feedback loop

FINANCE Drive profitability. Enable growth.



- Budgeting & cost control
- Margin & P&L tracking
- Investment prioritization
- Business performance

TOGETHER,
WE DRIVE IMPACT.



Aligned Teams
One Goal



Shared Ownership
Better Decisions



Seamless Collaboration
Faster Execution



Consumer First
Business Always

ONE TEAM.
ONE PLAN.
MAXIMUM IMPACT.

CATEGORY ARCHITECTURE – DENIM

STRUCTURED FOR SCALE. DESIGNED FOR BALANCE.

TOTAL RANGE
202
SKUs

MEN
150
(60%)

WOMEN
52
(40%)

1. TOTAL RANGE OVERVIEW

202
TOTAL SKUs

MEN
150
(60%)

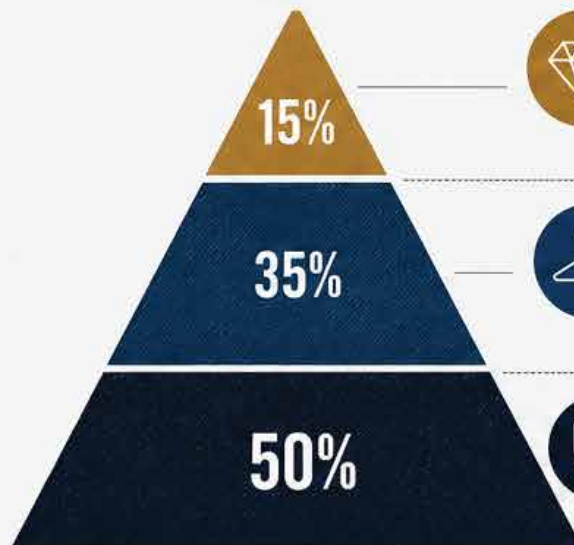
WOMEN
52
(40%)



INSIGHT:

Men drives volume.
Women drives fashion growth.

2. CATEGORY PYRAMID (CORE STRUCTURE)



ULTRA FASHION

Image Driver
• Statement styles
• Experimental fits
• Brand elevation & differentiation



FASHION

Growth Driver
• Updated silhouettes
• Trend washes & details
• Freshness & consumer excitement



CORE

Foundation | Volume Driver
• Essential fits
• Key washes
• Repeat purchase & stability

CORE BUILDS BUSINESS. FASHION BUILDS MOMENTUM. ULTRA BUILDS BRAND.

3. RANGE DISTRIBUTION LOGIC



BY GENDER

- Men – Structured, fit-led, depth focused
- Women – Trend-led, silhouette-driven



BY FIT

- Core fits dominate (Slim, Straight, Skinny)
- Fashion fits add expansion (Wide, Baggy, Tapered)



BY WASH

- Core washes – Mid / Dark / Black
- Fashion washes – Vintage / Tint / Light

4. FLOW ARCHITECTURE (HOW RANGE WORKS)



CORE

Always Available

- Continuity
- Everyday essentials
- High repeat & stability



FASHION

Seasonal Refresh

- Trend led updates
- Newness every season
- Drives excitement



ULTRA FASHION

Capsule Drops

- Limited run styles
- High impact designs
- Creates differentiation

STABLE BASE + CONTINUOUS NEWNESS

5. BUSINESS IMPACT



**HIGH
SELL-THROUGH**
Right mix drives
higher conversion



**CONTROLLED
INVENTORY RISK**
Balanced depth
reduces markdowns



**STRONG
MARGIN MIX**
Core for scale,
fashion for margin



**CONSUMER
RELEVANCE**
Right fits, right washes,
right price points



INSIGHT: Right architecture = predictable performance.



BALANCE

Balanced mix for
scale & sustainability



DEPTH

Right depth in key fits
& washes



FLOW

Continuity in core,
freshness in fashion



IMPACT

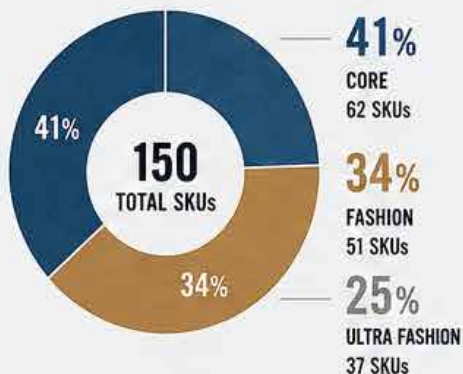
Stronger sell-through,
better business results

JEANS RANGE PLANNING

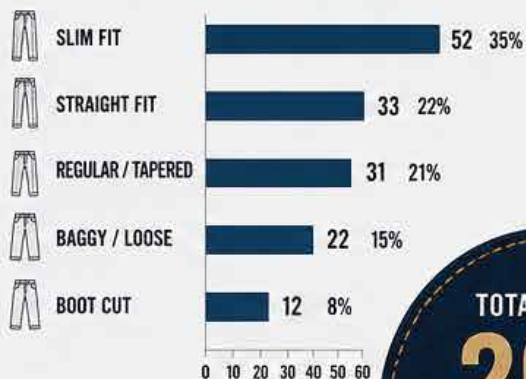
BALANCED ASSORTMENT.
MAXIMUM REACH. HIGHER SELL-THROUGH.

MEN'S JEANS

CATEGORY MIX (BY SKU)



FIT DISTRIBUTION (BY SKU)



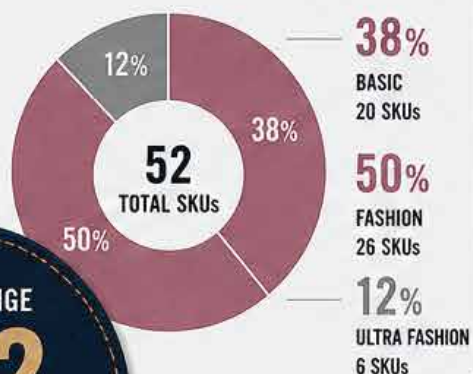
COLOR / WASH STRATEGY (90 OPTIONS)



INSIGHT: MID + DARK + BLACK DOMINATE = HIGH SELL-THROUGH ZONE

WOMEN'S JEANS

CATEGORY MIX (BY SKU)



FIT DISTRIBUTION (BY SKU)



COLOR / WASH STRATEGY (52 OPTIONS)



INSIGHT: MID BLUE = HERO WASH FOR WOMEN

TOTAL RANGE
202
SKUs
MEN: 150 (60%)
WOMEN: 52 (40%)

RANGE STRATEGY



- Right fit mix for every consumer
- Balanced core + fashion + ultra
- Optimized depth in key washes
- Drives availability, freshness & margins

CORE PRINCIPLES



CONSUMER CENTRIC
Fits, washes & styles
designed for real needs



BALANCED ASSORTMENT
Right mix to drive volume
and profitability



TREND + CORE HARMONY
Core for stability,
fashion for growth



CONTINUOUS FRESHNESS
Seasonal updates to keep
the range dynamic

AT A GLANCE

MEN
150 SKUs
60%

WOMEN
52 SKUs
40%

TOTAL
202 SKUs
100%



RIGHT FIT



RIGHT WASH



RIGHT PRICE



RIGHT MIX



RIGHT IMPACT

WASH STRATEGY

DEPTH IN WASH.
STRONGER SELL-THROUGH.



RIGHT WASH
For every consumer



RIGHT DEPTH
Across price points



RIGHT MIX
For higher impact



RIGHT RESULT
Better business



1. CORE WASHES (BUSINESS DRIVERS)

Volume | Repeat | Stability
All season, all occasion

CONTRIBUTION
~60%



DARK BLUE

Top seller
(All season)



MID BLUE

Daily wear
essential



BLACK

Urban &
premium consumer



CLEAN INDIGO

Smart casual
crossover



WASH SPECTRUM (VISUAL FLOW)



LIGHT
Fresh &
summer



MID
Everyday
versatility



DARK
All season
favorite



BLACK
Urban &
premium



RAW / INDIGO
Clean &
timeless



2. FASHION WASHES (GROWTH DRIVERS)

Trend | Freshness | Visual Pull
Keeps range exciting

CONTRIBUTION
~30-35%



LIGHT WASH

Youth +
summer appeal



VINTAGE FADE

High visual
character



GREY / TINT

Modern
differentiation

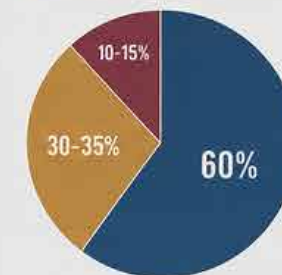


HEAVY WHISKER

Retail shelf
impact



WASH MIX STRATEGY



- CORE WASHES (Business Drivers)
- FASHION WASHES (Growth Drivers)
- ULTRA WASHES (Image Builders)



3. ULTRA / STATEMENT WASHES (IMAGE BUILDERS)

Brand | Aspiration | Differentiation
Low volume, high attention

CONTRIBUTION
~10-15%



DISTRESSED

Bold fashion
statement



ACID WASH

Trend
capsule



PATCHWORK

Designer
influence



HIGH CONTRAST

Editorial
look



STRATEGIC
LOGIC



CORE ENSURES CONTINUITY

Strong repeat.
High sell-through.
Business stability.



FASHION ENSURES FRESHNESS

Seasonal updates.
Trend relevance.
Consumer excitement.



ULTRA ENSURES ASPIRATION

Limited drops.
High attention.
Brand elevation.

CORE BUILDS SCALE.
FASHION BUILDS ENERGY.
ULTRA BUILDS BRAND.

FIT & FABRIC STRATEGY

ENGINEERED FIT.
ELEVATED FABRIC.
BUILT TO PERFORM.

DENIM
BUILT FOR LIFE

1. FIT ARCHITECTURE (CONVERSION DRIVER)

CORE FITS (VOLUME | REPEAT)

High sell-through
Repeat purchase
Everyday essentials

~60%
CONTRIBUTION

SLIM FIT



Tailored look
without being tight

STRAIGHT FIT



Classic fit
for all body types

SKINNY FIT



Streamlined fit
for modern look

RELAXED FIT



Relaxed through
hip & thigh

TAPERED FIT



Room on top,
narrow at hem

WIDE LEG



Contemporary
wide silhouette

BAGGY / LOOSE



Oversized & relaxed
street style

BOOT CUT



Flared from knee
classic comeback

STATEMENT FITS



Directional fits
for fashion edge

FASHION FITS (TREND | EXPANSION)

Trend adoption
New consumer
Style expansion

~30%
CONTRIBUTION

ULTRA FITS (IMAGE | DIFFERENTIATION)

Brand elevation
Fashion statements
Low volume, high impact

~10%
CONTRIBUTION

FIT CLARITY
Reduces trial confusion
Improves selection ease



BETTER EXPERIENCE
Enhances comfort & movement
Builds consumer satisfaction



DRIVES RESULTS
Higher conversion
Repeat + loyalty

3. FIT × FABRIC MAPPING (CRITICAL LOGIC)

FIT TYPE	IDEAL FABRIC	KEY BENEFIT	CONSUMER NEED
SLIM / SKINNY	STRETCH DENIM (1-3% ELASTANE)	Shape retention Comfort & flexibility	All day comfort Better fit
STRAIGHT	MID-WEIGHT DENIM (10-12 oz RIGID)	Durability Timeless appeal	Everyday wear Versatility
RELAXED / WIDE	LIGHTWEIGHT DENIM (7-9 oz)	Ease & movement Breathability	Comfort Freedom
TAPERED	COMFORT STRETCH (2-4% ELASTANE)	Better mobility Clean silhouette	Active lifestyle Smart look
FASHION FITS	TEXTURED / COATED / PREMIUM DENIM	Unique look Premium feel	Stand out Fashion forward
BAGGY / LOOSE	RIGID / HEAVY DENIM (12-14 oz)	Structure Authentic look	Street wear Statement style
BOOT CUT	MID-WEIGHT DENIM (10-12 oz)	Balanced drape Classic finish	Retro style Occasional wear



INSIGHT: RIGHT FIT + RIGHT FABRIC = HIGHER CONVERSION & LOYALTY

2. FABRIC STRATEGY (PERFORMANCE DRIVER)



CORE FABRICS

- Mid-weight denim (10-12 oz)
- Comfort stretch (1-2% elastane)

BENEFIT:
Comfort + durability +
mass appeal



PERFORMANCE FABRICS

- Bi-stretch / flex denim
- Lightweight summer denim (7-9 oz)

BENEFIT:
Mobility + all-day wear
+ breathability



PREMIUM / FASHION FABRICS

- Rigid denim (authentic look)
- Textured / slub denim
- Coated / fashion finishes

BENEFIT:
Elevated aesthetics +
premium positioning



SUSTAINABLE FABRICS

- Recycled cotton blends
- Low impact dyes
- Water saving techniques

BENEFIT:
Good for planet.
Good for brand.

4. STRATEGIC BALANCE



CORE FITS + CORE FABRICS

Build scale. Drive repeat.
Ensure business stability.



FASHION FITS + FABRICS

Bring freshness. Capture trends.
Expand consumer base.



ULTRA FITS + FABRICS

Create aspiration. Build brand.
High impact, low volume.



**FIT DRIVES CONVERSION.
FABRIC DRIVES EXPERIENCE.**

DENIM CATEGORY MASTER BOARD

BUILDING A SCALABLE, TREND-DRIVEN DENIM BUSINESS



CATEGORY VISION

- Men + Women Denim
- Urban consumer (20–35 yrs)
- Built for everyday wear + fashion relevance

“From core essentials to fashion statements.”

BUSINESS SCALE

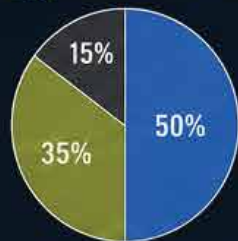
₹10 Cr → ₹30 Cr
Current Scale Target Scale

100–150
SKU Architecture

90%+
Sell-through Target

Scale driven by structure + design clarity

CATEGORY ARCHITECTURE



- CORE (50%)
Volume + repeat
- FASHION (35%)
Trend + freshness
- ULTRA (15%)
Brand + aspiration

Balanced mix = predictable growth

WASH SPECTRUM LIGHT → DARK → BLACK



CORE
Dark / Mid / Black

FASHION
Light / Vintage / Tint

ULTRA
Distressed / Statement

RANGE STRATEGY

MEN

- Fit-led, depth driven
- Strong core fits + fashion expansion

WOMEN

- Trend-led, silhouette driven
- Strong fashion story + silhouette variety



SLIM FIT



STRAIGHT FIT



RELAXED FIT



WIDE LEG

FIT & FABRIC STRATEGY

FIT STRATEGY

CORE FITS

Slim / Straight / Skinny



FASHION FITS

Relaxed / Wide / Tapered



FABRIC STRATEGY

STRETCH DENIM

Comfort + shape retention



RIGID DENIM

Authentic look + longevity



LIGHTWEIGHT DENIM

Breathable + summer ready



Fit drives conversion. Fabric drives experience.

DESIGN LANGUAGE SYSTEM

SILHOUETTE LANGUAGE



Clear fit identity
across range

COLOR & WASH LANGUAGE



Depth in washes
Visual strength

DETAILING DNA



Signature stitch
Contrast details
Controlled distress

TRIM & FINISH LANGUAGE



Premium trims
Clean branding
Quality finish

WHY THIS STRATEGY WILL WIN



CORE DRIVES
REPEAT PURCHASE
Strong basics
High sell-through



WASH CREATES
DEPTH
Full spectrum
for every need



PRICE LADDER
COVERS ALL
Mass to premium
wide consumer reach



SEASONAL DROPS
ENSURE FRESHNESS
Trend-led updates
Keep range exciting



DESIGN & FABRIC TECH
DRIVE EXPERIENCE
Comfort + durability
Performance first



SCALE | DEPTH | BALANCE | IMPACT



STRUCTURED RANGE
ARCHITECTURE
Right mix for
sustainable growth



STRONG VISUAL
IDENTITY
Consistent design
builds brand recall



HIGH SELL-THROUGH
EFFICIENCY
Right product. Right price.
Right consumer.



CONSUMER-FIRST
APPROACH
Built for fit, comfort
and style relevance

HERO PRODUCTS – 3 PILLARS OF DENIM SUCCESS

RIGHT PRODUCTS. RIGHT STRATEGY. REPEATABLE RESULTS.



01 HERO PRODUCT – CORE DRIVER

THE PRODUCT THAT BUILDS SCALE



PRODUCT DEFINITION

- Category
Core Denim (Men)
- Fit
Slim–Straight
- Wash
Clean Dark Indigo
- Occasion
Everyday | Work to Weekend

BUSINESS IMPACT
(REPLENISHED PRODUCT)

6000+
UNITS SOLD
Across 4 Seasons

WHY THIS PRODUCT WINS



All-season
relevance



Proven fit
High conversion



Easy styling
Mass appeal



Right price
Volume driver

STRATEGIC ROLE

- ♦ Forms Core (50%) foundation
- ♦ Drives baseline revenue stability
- ♦ Enables inventory predictability
- ♦ Funds fashion & ultra experimentation

KEY LEARNING

“ If a product repeats →
scale it, deepen it,
never dilute it.

REPEAT | SCALE | STABILITY | PROFITABILITY

02 HERO PRODUCT – FASHION DRIVER

THE PRODUCT THAT CREATES DEMAND



PRODUCT DEFINITION

- Category
Fashion Denim
- Fit
Slim / Tapered
- Wash
Light Vintage Fade
- Occasion
Casual | Weekend
Trend wear

BUSINESS ROLE

- ✓ Drives newness in range
- ✓ Increases store engagement
- ✓ Improves average
basket value

WHY THIS PRODUCT WORKS



High visual
appeal



Trend-driven wash
Excitement



Updated fit
New audience



Social + digital
High traction

STRATEGIC ROLE

- ♦ Supports 35% Fashion mix
- ♦ Works with seasonal drops
- ♦ Refreshes core-heavy assortment

KEY LEARNING

“ Without fashion →
range becomes boring.
With fashion → business
becomes dynamic.

FRESHNESS | ENERGY | ATTRACTION | CONVERSION

03 HERO PRODUCT – ULTRA / IMAGE BUILDER

THE PRODUCT THAT BUILDS BRAND



PRODUCT DEFINITION

- Category
Ultra Fashion /
Statement
- Fit
Baggy / Loose /
Experimental
- Wash
Distressed / Acid /
Patchwork
- Occasion
Street | Fashion-
Forward

BUSINESS ROLE

- ✓ Builds brand image
& aspiration
- ✓ Attracts trend-first
consumers
- ✓ Creates visual
differentiation

WHY THIS PRODUCT WORKS



Bold design
High visibility



Unique styling
Brand identity



Limited drops
Exclusivity



Trend leadership
Market positioning

STRATEGIC ROLE

- ♦ Supports 15% Ultra mix
- ♦ Works as capsule / drops
- ♦ Enhances overall
range perception

KEY LEARNING

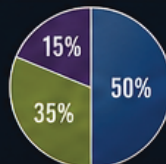
“ You don't build brand
with basics.
You build it with
boldness.

ASPIRATION | DIFFERENTIATION | VISIBILITY | BRAND POWER



THE COMPLETE STRATEGY

CORE drives repeat. FASHION drives
growth. ULTRA drives brand.



- CORE (50%) – Volume + Repeat
- FASHION (35%) – Trend + Freshness
- ULTRA (15%) – Brand + Aspiration

RIGHT PRODUCT. RIGHT PRICE.
RIGHT CONSUMER.
THAT'S HOW WE WIN.



STRONG PRODUCTS
STRONG SELL-THROUGH
STRONG BUSINESS

WOMEN'S DENIM – 3 HERO PRODUCTS. 3 PILLARS OF SUCCESS.

RIGHT PRODUCT. RIGHT STRATEGY. REPEATABLE RESULTS.

01 HERO PRODUCT – CORE DRIVER

THE PRODUCT THAT BUILDS SCALE



PRODUCT DEFINITION

- Category: Core Denim (Women)
- Fit: Slim / Straight
- Wash: Clean Dark Indigo
- Occasion: Everyday | Work Smart Casual

BUSINESS IMPACT
(REPLENISHED PRODUCT)

5500+
UNITS SOLD
Across 4 Seasons

WHY THIS PRODUCT WINS



All-season
relevance



Proven fit
High conversion



Easy styling
Mass appeal



Right price
Volume driver

STRATEGIC ROLE

- Forms Core (50%) foundation
- Drives baseline revenue stability
- Enables inventory predictability
- Funds fashion & ultra experimentation

KEY LEARNING

“ If a product repeats → scale it, deepen it, never dilute it.

REPEAT | SCALE | STABILITY | PROFITABILITY

02 HERO PRODUCT – FASHION DRIVER

THE PRODUCT THAT CREATES DEMAND



PRODUCT DEFINITION

- Category: Fashion Denim
- Fit: Straight / Slight Flare
- Wash: Light Vintage Fade
- Occasion: Casual | Weekend Trend wear

BUSINESS ROLE

- ✓ Drives newness in range
- ✓ Increases store engagement
- ✓ Improves average basket value

WHY THIS PRODUCT WORKS



High visual
appeal



Trend-driven wash
Excitement



Updated fit
New audience



Social + digital
High traction

STRATEGIC ROLE

- Supports 35% Fashion mix
- Works with seasonal drops
- Refreshes core-heavy assortment

KEY LEARNING

“ Without fashion → range becomes boring. With fashion → business becomes dynamic.

FRESHNESS | ENERGY | ATTRACTION | CONVERSION

03 HERO PRODUCT – ULTRA / IMAGE BUILDER

THE PRODUCT THAT BUILDS BRAND



PRODUCT DEFINITION

- Category: Ultra Fashion / Statement Denim
- Fit: Wide Leg / Loose
- Wash: Distressed / Acid Patchwork
- Occasion: Street | Fashion-Forward

BUSINESS ROLE

- ✓ Builds brand image & aspiration
- ✓ Attracts trend-first consumers
- ✓ Creates visual differentiation

WHY THIS PRODUCT WORKS



Bold design
High visibility



Unique styling
Brand identity



Limited drops
Exclusivity



Trend leadership
Market positioning

STRATEGIC ROLE

- Supports 15% Ultra mix
- Works as capsule / drops
- Enhances overall range perception

KEY LEARNING

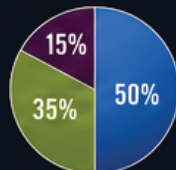
“ You don't build brand with basics. You build it with boldness.

ASPIRATION | DIFFERENTIATION | VISIBILITY | BRAND POWER



THE COMPLETE STRATEGY

CORE drives repeat.
FASHION drives growth.
ULTRA drives brand.



- CORE (50%) – Volume + Repeat
- FASHION (35%) – Trend + Freshness
- ULTRA (15%) – Brand + Aspiration

“ RIGHT PRODUCT.
RIGHT PRICE.
RIGHT CONSUMER.
THAT'S HOW WE WIN.



- ✓ STRONG PRODUCTS
- ✓ STRONG SELL-THROUGH
- ✓ STRONG BUSINESS

SPEED-TO-MARKET SYSTEM

1000+ STYLES. 3 MONTHS. ONE TEAM. ONE SYSTEM.



1. TIMELINE (12 WEEKS)

W1-2



INSIGHT

Trend + Consumer Research

W3-4



PLAN

Range Planning + SKU Strategy

W5-7



DESIGN

Concept + Design Development

W8-10



DEVELOP

Sampling + Sourcing + Costing

W11-12



DELIVER

Production + Launch + Go to Market



2. PROCESS



INSIGHT

Market Research



PLAN

Category + SKU Plan



DESIGN

Create + Develop



DEVELOP

Sample + Approve



DELIVER

Produce + Launch



3. TEAM



DESIGN



MERCHANDISING



SOURCING



PRODUCTION



QUALITY



MARKETING



1000+ STYLES



3 MONTHS



ONE TEAM ONE SYSTEM



SPEED

Fast decisions.
Faster execution.



STRUCTURE

Clear process.
Strong system.



COLLABORATION

One team.
One goal.



SCALE

High output.
Maximum impact.

BUSINESS IMPACT

DESIGN THAT DELIVERS
BUSINESS RESULTS

1. REVENUE IMPACT

₹10 Cr → ₹30 Cr

FY 2022

FY 2024

STRONG CATEGORY EXPANSION



2. RANGE OUTPUT

100-150 SKU RANGE

BALANCED ACROSS CORE / FASHION / ULTRA

STRUCTURED FOR SCALE



3. SELL-THROUGH PERFORMANCE

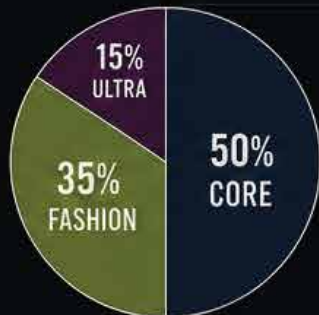


STRONG PRODUCT
ACCEPTANCE



LOW
INVENTORY RISK

4. CATEGORY CONTRIBUTION



CORE
Volume driver



FASHION
Growth driver



ULTRA
Brand builder

BALANCED BUSINESS MODEL

5. CONSUMER IMPACT



RIGHT PRODUCT



RIGHT PRICE



RIGHT TIME



HIGH SATISFACTION + REPEAT PURCHASE

6. OPERATIONAL IMPACT



FASTER
GO-TO-MARKET



STRONG
CROSS-FUNCTIONAL ALIGNMENT



EFFICIENT
PRODUCTION CYCLES



REVENUE GROWTH
3X GROWTH IN 2 YEARS



HIGH SELL-THROUGH
90%+ PERFORMANCE



SCALE WITH STRUCTURE
1000+ STYLES IN 3 MONTHS



CONSUMER FIRST
STRONG TRUST. REPEAT BUSINESS.

STRATEGIC DESIGN. SMART EXECUTION. STRONG IMPACT.



COLLABORATION MODEL

ONE TEAM. ONE GOAL. **CONSUMER FIRST.**

1. CROSS-FUNCTIONAL FLOW



2. CORE TEAMS

- DESIGN
- MERCHANDISING
- SOURCING
- PRODUCTION
- MARKETING
- PLANNING & FINANCE

ALIGNED FOR EXECUTION

3. HOW WE WORK



PARALLEL DEVELOPMENT



WEEKLY ALIGNMENT



FAST DECISION CYCLES

4. SHARED OBJECTIVE



CONSUMER DELIGHT

- ✓ RIGHT PRODUCT
- ✓ RIGHT PRICE
- ✓ RIGHT TIME

5. IMPACT



FASTER GO-TO-MARKET



BETTER QUALITY OUTPUT



HIGHER SELL-THROUGH



COLLABORATION

Stronger together



ALIGNMENT

One plan. One direction



SPEED

Fast decisions. Faster execution



EXECUTION

Deliver results. Drive impact

WHY I WIN IN DENIM

DESIGN × BUSINESS × EXECUTION



01 CATEGORY MASTERY



- 100+ SKU depth
- Core + Fashion + Ultra balanced architecture
- Strong understanding of fits, washes & consumer needs



02 COMMERCIAL IMPACT



- ₹10 Cr → ₹30 Cr growth vision
- 90%+ sell-through focused design
- Design that drives business results



03 EXECUTION POWER



- 1000+ styles / 3 months
- Strong sourcing + production alignment
- Speed with control & quality



04 PRODUCT CLARITY



- Fit × Wash × Fabric system
- Clean, consistent design language
- Recognizable product DNA



05 LEADERSHIP & COLLABORATION



- Cross-functional team alignment
- Clear ownership + fast decisions
- Consumer-first approach



I DON'T JUST DESIGN DENIM.
I BUILD DENIM BUSINESSES.



SCALE

Think big.
Build for growth.



SPEED

Fast decisions.
Faster execution.



STRUCTURE

Clear systems.
Scalable architecture.



IMPACT

Consumer delight.
Business results.



Thank You

PRANAV KUMAR PANDEY

Head Designer with 18+ years of experience combining design, product development, and technical understanding to build performance-driven apparel categories. Specialized in structured range planning, product development, and bridging design with “production feasibility”.



<https://www.behance.net/gallery/85665629/RISE-UP-COLLECTION>



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Timeless by Design