

Building Categories That Perform



Portfolio.

Pranav Kumar Pandey

Head Designer / Category Lead / Business Builder

CAREER EXPLORATION BOARD

A JOURNEY THROUGH RETAIL, EXPORT, MERCHANDISE, B2B, & E-COMMERCE.

CAREER VISION

To leverage 19 years of diverse commercial experience to lead innovative omni-channel retail and global commerce operations.

VISION METRICS



RETAIL MASTERY



GLOBAL EXPORT



MERCHANDISE BRANDING



B2B ACCOUNT MANAGEMENT



E-COMMERCE GROWTH

PROFESSIONAL SPECTRUM

TOTAL EXPERIENCE: 19 YEARS
CURRENT TOTAL : 19 YEARS

RETAIL



B2B EXPORT



CHARACTER MERCHANDISE



B2B



E-COMMERCE



RETAIL SEGMENT PROFILE



- AGE**
25 – 45 years
- LIFESTYLE**
Urban lifestyle
Fast paced life
- MINDSET**
Style aware
Value conscious
Quality seeker
- OCCASION**
Work | Casual | Browsing
Weekend | Travel
- SHOPPING BEHAVIOR**
Omni channel shopper
Fit & look aftern
Mix of value + aspiration

PROFESSIONAL PROGRESSION

OPERATIONS



Operations account operations and communications operations.

GLOBAL LOGISTICS



Global logistics merchandise is to create a global cargo cord by containers.

BRAND DEVELOPMENT



Model looking at shelf of licensed merchandise like Marvel figurine figurings.

OMNI-CHANNEL SETUP



Omni-channel setup with environment a order-tracking communication devices.

CAREER MILESTONES

- Key achievements in Key achievements in the television
- Base achievements in the Retail operation warehouse-stores

- Key achievements with brand achievements in B2B Export
- Key achievements in lead sales in B2B Global Logistics

- Key achievement raised to brand merchandise brand management B2B
- Raised achievements in their corporate environment

- Environment appropriate offline meeting at E-commerce E-commerce
- Build consistent challenges in action of shipping customers

RANGE ARCHITECTURE



- RETAIL**
(7 YRS, 36.8%)
- EXPORT**
(2 YRS, 10.5%)
- E-COMMERCE**
(6 YRS, 31.6%)

TOTAL CAREER DISTRIBUTION (19 YEARS)



- RETAIL**
(7 YRS, 36.8%)
- EXPORT**
(2 YRS, 10.5%)
- CHARACTER MERCHANDISE**
(2 YRS, 10.5%)
- B2B**
(2 YRS, 10.5%)
- E-COMMERCE**
(6 YRS, 31.6%)

EXPERTISE PILLARS



RETAIL EXCELLENCE

To set 19 years of diverse commercial to lead a register retail.



GLOBAL SOURCING

Consistent global sourcing with optimal mechanics.



BRAND DEVELOPMENT

To reorganize to commercialize and conservative brand development.



E-COMM (OMNI)

Focus on digital marketing and omni-channel opportunities.



VALUE CREATION

Value creation and contrast to the value of the experience.



RIGHT EXPERIENCE



RIGHT PARTNERSHIPS



RIGHT TIMING



RIGHT STRATEGY

BUILT ON EXPERIENCE. DESIGNED TO LEAD.

CATEGORY BUILDER | MENSWEAR LEADERSHIP

DESIGN × BUSINESS × EXECUTION



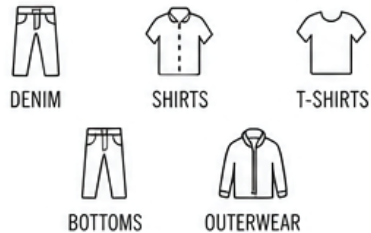
END-TO-END RANGE OWNERSHIP



Own the complete journey from consumer **insight** to **store**.



MULTI-CATEGORY EXPERTISE



Create balanced ranges across categories that drive **growth** and build **brand**.



DESIGN + BUSINESS ALIGNMENT

- Product built for **SELL-THROUGH**
- Balanced **CORE + FASHION + PREMIUM**
- Price & **margin** aware decisions
- Trend right, **commercially** right
- **Data** driven range planning

Design with **purpose**.
Build for **performance**.



STRONG EXECUTION SYSTEMS

- **Speed-to-market** driven plans
- Cross-functional **alignment**
- Robust product **development**
- **Quality**, fit & cost control
- **Scalable** product architecture

Systems that deliver **consistency**,
speed and **scale**.



OWNERSHIP

I OWN THE OUTCOME



SCALE

I BUILD FOR GROWTH



SPEED

I EXECUTE WITH SPEED



IMPACT

I DELIVER BUSINESS IMPACT

CATEGORY UNIVERSE

COMPLETE MEN'S &
WOMEN'S WESTERN WEAR

ONE UNIVERSE. ENDLESS POSSIBILITIES.

DENIM



MEN'S

- Core to premium
- Multiple fits
- Trend-led washes



WOMEN'S DENIM

- Flattering fits
- Modern silhouettes
- Versatile washes



SHIRTS



- Casual & smart
- Solids, checks, prints
- Premium fabrics



T-SHIRTS



- Basics & essentials
- Graphics & prints
- Relaxed to slim fits



BOTTOMS (CHINOS / JOGGERS)



- Chinos for smart casual
- Chinos for sneakers
- Joggers for comfort
- Tailored & relaxed fits



OUTERWEAR



ACTIVE WEAR



- Performance + style
- Comfort engineered
- Gym to lifestyle



BUILT AROUND THE MODERN CONSUMER

Style. Comfort. Versatility.



ONE STOP WARDROBE SOLUTION

Everything in one universe.



DESIGNED TO SELL

Ranges that drive
choice & repeat.



SCALE & CONSISTENCY

Structured for growth.



MEN'S & WOMEN'S INTEGRATED

Unified design language.

CATEGORY STRATEGY

DESIGN × BUSINESS × PERFORMANCE
BUILDING CATEGORIES THAT DELIVER

Insight led. Consumer focused. Business driven. Execution obsessed.

DENIM



CONSUMER AT THE CENTER

Urban Men
20-35 Years



WORK



EVERYDAY



WEEKEND



ACTIVE

One Life. Many Moments.

One Wardrobe.

ACTIVEWEAR



RANGE ARCHITECTURE

CORE

VOLUME DRIVER



- Essential styles
- Strong repeat
- High sell-through
- Best price value

50-60%

FASHION

TREND DRIVER



- Seasonal updates
- New washes / colors
- Trend led fits
- Freshness creation

30-35%

ULTRA

BRAND BUILDER



- Premium fabrics
- Statement pieces
- Trend ed editions
- Image & aspiration

10-15%

RIGHT MIX. RIGHT PRODUCT. RIGHT PRICE.

PRODUCT STRATEGY INTEGRATION

DENIM LOGIC



WASH DEPTH
Light | Mid | Dark



FIT MATRIX
Slim | Straight |
Relaxed | Loose



FABRIC & STRETCH
Comfort | Performance |
Rigid



CORE STYLES
Repeat. Reliable. Scalable.

ACTIVE LOGIC



PERFORMANCE FABRICS
Moisture wicking |
Breathable | Stretch



FUNCTIONAL DETAILS
Zips | Pockets |
Reflective | Panels



MOVEMENT FITS
Ergonomic | Flexible |
All-day comfort



VERSATILE STYLES
Gym to Street |
Train to Travel

OUTCOME
PERFORMANCE
DRIVEN
LIFESTYLE
PRODUCT

PRICE & BUSINESS STRATEGY

ENTRY

₹799 - ₹1199



BROAD PRICE
COVERAGE

For every
consumer

CORE

₹1299 - ₹2499



MARGIN
AWARE DESIGN

Right fabric.
Right costing.

RECOVER

₹2499 - ₹4999+



SKU
BALANCE

Core strength
with fresh fashion

PREMIUM

₹2499 - ₹4999+



PROFITABLE
GROWTH

Volume + Value =
Sustainable business

BUILT FOR VOLUME. DESIGNED FOR PROFITABILITY.

EXECUTION ENGINE



INSIGHT

Market study
Consumer insights
Trend intelligence



RANGE PLAN

Category structure
SKU planning
Price architecture



DESIGN

Concept to range
Fit, fabric, details
3D & prototypes



DEVELOPMENT

Sampling
Fit approval
Costing & BOM



SOURCING

Fabric selection
Vendor partnerships
Quality assurance



GO TO MARKET

Merchandise plan
Launch strategy
In-store & online



REVIEW & OPTIMIZE

Sell-through analysis
Consumer feedback
Continuous improvement



RIGHT PRODUCT
FOR THE RIGHT CONSUMER



RIGHT MIX
CORE + FASHION + ULTRA



RIGHT EXECUTION
SPEED + QUALITY + SCALE



RIGHT IMPACT
SELL-THROUGH + PROFIT + GROWTH

RANGE ARCHITECTURE

THE RIGHT MIX. THE RIGHT IMPACT.

CORE (50–60%)

VOLUME DRIVERS

-  High sell-through
Everyday essentials
-  Repeat styles
Consistent demand
-  Strong price value
Broad consumer reach



FASHION (30–35%)

TREND-DRIVEN | SEASONAL

-  Trend led styles
Newness creation
-  Seasonal updates
Fresh colors & washes
-  Style led
Differentiation



ULTRA (10–15%)

IMAGE BUILDERS

-  Premium styles
Elevated design
-  Image & aspiration
Brand storytelling
-  Higher value
Lower volume, high impact



CORE STAPLES. CONSISTENT PERFORMERS.

DENIM

BASICS

SOLID SHIRTS

CHINOS



50–60%

FOUNDATION OF THE BUSINESS

NEWNESS THAT DRIVES EXCITEMENT.

FASHION DENIM

PRINTS & PATTERNS

TREND SHIRTS

COLOR BOTTOMS



30–35%

FRESHNESS. RELEVANCE. DIFFERENTIATION.

ASPIRATIONAL. PREMIUM. BRAND BUILDING.

PREMIUM DENIM

STATEMENT SHIRTS

PREMIUM OUTERWEAR

LIMITED EDITIONS



10–15%

BUILDS BRAND EQUITY & DESIRE



**BALANCED MIX.
MAXIMUM IMPACT.**

Volume + Value + Brand



**CORE BUILDS
THE BASE**

Drives volume &
consistent revenue



**FASHION DRIVES
GROWTH**

Creates excitement
& drives traffic



**ULTRA BUILDS
THE BRAND**

Creates aspiration
& long-term equity



**RIGHT PRODUCT.
RIGHT PLACE.
RIGHT CUSTOMER.**

Sustainable, Scalable, Profitable.

PRICE LADDER

COMPLETE VALUE SYSTEM

ONE STRUCTURE. CLEAR PROGRESSION.

ENTRY

₹799 – ₹1199



Accessible styles

Everyday value

Built for volume



CORE

₹1299 – ₹2499



Proven fits

Repeat purchase

Business driver



PREMIUM

₹2499 – ₹4999+



Elevated styling

Better fabrics

Brand value



ENTRY BUILDS BASE

Accessible pricing.
Wider reach.



CORE DRIVES BUSINESS

Highest sell-through.
Strong repeat.



PREMIUM BUILDS BRAND

Higher value.
Better margins.



STRUCTURED FOR SCALE

Right product.
Right price. Every time.

MENSWEAR CONSUMER BOARD

ONE CATEGORY. COMPLETE WARDROBE.

VISION

To build a strong, balanced and aspirational menswear category that delivers style, quality and value across every occasion.



₹10 Cr
CURRENT



₹30 Cr
VISION



100-150
SKUS



>70%
SELL THROUGH

CATEGORY UNIVERSE

DENIM



SHIRTS



T-SHIRTS



BOTTOMS



OUTERWEAR



CONSUMER IN ONE LINE

URBAN. STYLISH.
CONFIDENT.

20 - 35 YRS | URBAN METRO
WORK + WEEKEND + SOCIAL

CONSUMER SEGMENT



- AGE**
20 - 35 Years
- LIFESTYLE**
Urban / Metro
Fast paced life
- MINDSET**
Style aware
Value conscious
Quality seeker
- OCCASION**
Work | Casual | Evening
Weekend | Travel
- SHOPPING BEHAVIOUR**
Omni channel shopper
Fit & look driven
Mix of value + aspiration

OCCASION JOURNEY

WORK (DAY)



Smart / Neat
Shirts, Chinos, Denim

TRANSITION (EVENING)



Layered / Relaxed
Shirts, Jackets, Denim

WEEKEND



Comfort / Easy
T-Shirts, Denim, Joggers

SOCIAL / NIGHT



Trend / Statement
Fashion Fits, Jackets

PURCHASE DRIVERS



FIT



LOOK



QUALITY



VALUE

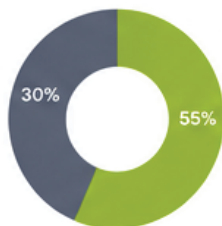


VERSATILITY

PAIN POINTS

- Inconsistent fit across styles
- Limited stylish options in right price
- Over complicated choices
- Lack of outfit versatility

RANGE ARCHITECTURE



- CORE (55%)**
Volume drivers, everyday essentials, repeat styles.
- FASHION (30%)**
Trend led, seasonal updates, style statements.
- ULTRA (15%)**
Premium, image builders, aspirational pieces.

PRICE LADDER

ENTRY

₹799 - ₹1299



Basics | Value
High Volume

CORE

₹1299 - ₹2499



Best Sellers
Strong Repeat

PREMIUM

₹2499 - ₹4999



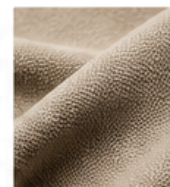
Differentiated
Aspirational

DESIGN PILLARS



FIT FIRST

Better fit.
Better confidence.



QUALITY FABRICS

Comfort, durability
and performance.



ON TREND

Right updates,
right time.



VERSATILITY

Easy to style,
across occasions.



VALUE FOR MONEY

Style + Quality
at right price.



RIGHT PRODUCT



RIGHT PRICE



RIGHT TIME



RIGHT CONSUMER

BUILT TO SCALE. DESIGNED TO PERFORM.

DENIM HERO CATEGORY

THE FOUNDATION OF MENSWEAR. THE LEADER OF THE CATEGORY.

CATEGORY VISION

₹10 Cr → ₹30 Cr

CURRENT

VISION

100-150 SKUs | 20-35 YRS | URBAN MALE

WHY DENIM IS OUR HERO CATEGORY



HIGHEST
CONTRIBUTION

Drives topline
revenue



REPEAT
PURCHASE

Strong consumer
loyalty



OUTFIT
ANCHORED

Pairs with every
category



SEASONLESS
RELEVANCE

All season,
every occasion

DENIM RANGE ARCHITECTURE

CORE (50-60%)

Volume Drivers
Everyday Essentials



FITS THAT SELL.
WASHES THAT REPEAT.

FASHION (30-35%)

Trend Right Styles
Seasonal Updates



FRESH STYLES.
NEW APPEAL.

ULTRA (10-15%)

Premium & Statement
Image Builders



DISTINCT DENIM.
BRAND BUILDERS.

BALANCED PORTFOLIO. MAXIMUM IMPACT.

KEY FITS

SLIM FIT



Close fit through
thigh & leg

STRAIGHT FIT



Straight from
hip to hem

TAPERED FIT



Room at thigh,
narrow at hem

RELAXED FIT



Relaxed through
thigh & leg

BOOTCUT FIT



Fitted thigh,
flare at hem

WASH STRATEGY

LIGHT
Clean & Fresh



MID
Versatile & Balanced



DARK
Sharp & Elevated



CLEAN | VINTAGE | DESTROY | SPECIAL EFFECTS

FABRIC STRATEGY

COMFORT STRETCH
Easy Movement



Better
Comfort

PERFORMANCE STRETCH
Enhanced Recovery



Shape
Retention

RIGID & AUTHENTIC
Premium Feel



Long Lasting



Breathable

HERO PRODUCTS (VOLUME DRIVERS)

CORE HERO
EVERYDAY ESSENTIAL



MID BLUE | SLIM FIT | STRETCH

FASHION HERO
TREND LED STYLES



TREND WASH | TAPERED FIT | STRETCH

ULTRA HERO
PREMIUM & STATEMENT



PREMIUM WASH | SLIM/RELAXED | PREMIUM FABRIC

KEY NUMBERS



100-150
SKUs



60+
FITS & WASHES



4
SEASON DROPS



>70%
SELL THROUGH



RIGHT FIT
For Every Body

+



RIGHT WASH
For Every Style

+



RIGHT FABRIC
For Every Need

+



RIGHT PRICE
For Every Pocket

=



MAXIMUM SELL THROUGH
MAXIMUM GROWTH

ONE CATEGORY. ENDLESS POSSIBILITIES. MAXIMUM IMPACT.

SHIRTS

HERO CATEGORY

THE STYLE FOUNDATION. THE EVERYDAY HERO.

CATEGORY VISION

₹8 Cr → ₹20 Cr

CURRENT

VISION

100-120 SKUs | 20-35 YRS | URBAN MALE

WHY SHIRTS ARE OUR HERO CATEGORY



VOLUME

High repeat purchase



VERSATILITY

Work, casual, weekend, event



WARDROBE ESSENTIAL

A must-have in every closet



STYLE MULTIPLIER

Easy to style, elevates every look

RANGE ARCHITECTURE

CORE (55-60%)

Volume Drivers
Everyday Essentials



Reliable styles in solids, checks & staples.

FASHION (30-35%)

Trend Right Styles
Seasonal Updates



Fresh prints, textures & fashion-forward styles.

ULTRA (10-15%)

Premium & Statement
Image Builders



Premium fabrics, elevated details & sharp fits.

SHIRT FIT GUIDE

SLIM FIT



Closer fit through chest & waist.

TAILORED FIT



Shaped fit for a smart silhouette.

REGULAR FIT



Comfortable fit for everyday.

RELAXED FIT



Roomier fit for easy movement.

OVERSIZED FIT



Loose fit for a modern edge.

FABRIC STRATEGY

COTTON

Breathable & Comfortable



OXFORD

Structure & Durability



POPILIN

Smooth & Crisp



LINEN BLENDS

Lightweight & Stylish



FLANNEL

Warmth & Texture



COMFORT | BREATHABILITY | DURABILITY | EASY CARE

STYLE DIRECTION

SOLIDS



CHECKS



STRIPES



PRINTS



TEXTURES



CLASSIC TO TREND-LED. SOMETHING FOR EVERY PERSONALITY.

COLLAR & DETAILING

SPREAD COLLAR



CUTAWAY COLLAR



BUTTON DOWN



MANDARIN COLLAR



POCKET DETAILS



CONTRAST DETAILS



THOUGHTFUL DETAILS THAT ELEVATE EVERY STYLE.

HERO PRODUCTS (VOLUME DRIVERS)

CORE HERO
EVERYDAY ESSENTIALS



High Volume | High Repeat

FASHION HERO
TREND LED STYLES



Style Appeal | Seasonal Lift

ULTRA HERO
PREMIUM & STATEMENT



Premium Value | Image Builder

KEY NUMBERS



100-120 SKUs



50+ FITS & VARIATIONS



4 SEASON DROPS



>70% SELL THROUGH



HIGH REPEAT PURCHASE RATE



RIGHT FIT
Looks sharp, feels comfortable



EASY TO STYLE
Works across occasions



QUALITY FABRIC
Feels good, lasts long



VALUE FOR MONEY
Style + quality at the right price



RIGHT FIT
For Every Body



RIGHT STYLE
For Every Occasion



RIGHT FABRIC
For Every Need



RIGHT PRICE
For Every Pocket



MAXIMUM SELL THROUGH
MAXIMUM GROWTH

ONE CATEGORY. ENDLESS STYLE POSSIBILITIES. MAXIMUM IMPACT.

T-SHIRT MASTER BOARD

THE EVERYDAY ESSENTIAL. REIMAGINED.

OUR VISION

To be India's premium licensed t-shirt destination, and accessive t-shirt market share.



₹4 Cr
CURRENT



₹15 Cr
VISION



150-200
SKUS



>75%
SELL THROUGH

CATEGORY UNIVERSE



CONSUMER SEGMENT



- AGE**
20 - 35 years
- LIFESTYLE**
Urban / Metro
Fast paced life
- MINDSET**
Style aware
Value conscious
Quality seeker
- OCCASION**
Work | Casual | Craving
Weekend | Travel
- SHOPPING BEHAVIOUR**
Omni channel shopper
Fit & look acionw
Mix of value + aspiration

OCCASION JOURNEY

WORK (Casual)



Superman AOP
under blazer

WEEKEND (Statement)



Captain America tee
Captain America tee

EVENING (Premium)



Punisher (Premium)
Fatition Jasetet

FESTIVAL



Nirvana tee
Black S/J

PURCHASE DRIVERS



GRAPHIC
FIDELITY



FABRIC
COMFORT



LICENSING



FIT

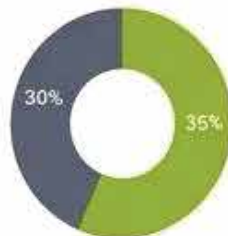


VALUE

PAIN POINTS

- Inconsistent fit across styles
- Limited stylish options in right price
- Over completated choices
- Lack of crofit versatility

RANGE ARCHITECTURE



- CORE (55%)**
Volume blivers, everyday essentials,
repeat styles.
- FASHION (15%)**
Trend led, sessional updates,
style manmanes.
- ULTRA (15%)**
Premium, image, builders,
aspirational places.

PRICE LADDER

ENTRY
₹799 - ₹999



BASIC AOP
Superman AOP

CORE
₹1299 - ₹1999



STATEMENT GRAPHIC
Deadpool tee

PREMIUM
₹2499+



ULTRA/LIMITED
Star Wars

DESIGN PILLARS



FIT FIRST
Better fit.
Better confidence.



QUALITY FABRICS
Comfort, dorability
and performance.



ON TREND
Right updates,
right time.



VERSATILITY
Easy to style,
across accasions.



VALUE FOR MONEY
Style + Quality
at right price.



RIGHT PRODUCT



RIGHT PARTNERSHIP



RIGHT TIME



RIGHT CONSUMER

BUILT TO SCALE. DESIGNED TO PERFORM.

BOTTOMS (NON DENIM) HERO PRODUCTS

BUILT FOR COMFORT. STYLED FOR EVERYDAY.
The perfect balance of fit, fabric and function.



VOLUME DRIVERS
Everyday essentials
that sell all year



VERSATILE STYLES
Work, weekend
and everything in between



COMFORT FIRST
Better fabrics, better
movement, all-day comfort



VALUE FOR MONEY
Right quality at the
right price



REPEAT PURCHASE
Fits that work.
Always.

CATEGORY OVERVIEW

CHINOS

Smart, versatile
and timeless.
Perfect for work
and smart casual
looks.



JOGGERS

Comfort meets
style. Made for
movement and
everyday ease.



CASUAL TROUSERS

Clean. Modern.
Effortless.
Elevated everyday
smart wear.



UTILITY PANTS

Functional design.
Utility details.
Trend-led styles
for the new age.



HERO PRODUCT LINE-UP

CHINOS

 Soft Handfeel
Cotton Stretch

 Smart Look
Structured Yet
Comfortable

 All Day Wear
Breathable &
Easy Movement

 Versatile Styling
Work to Weekend



BEIGE
Classic & Clean

NAVY
Smart & Sharp

OLIVE
Fresh & Versatile

JOGGERS

 Stretch Comfort
Move Freely

 Tapered Fit
Modern Silhouette

 Elastic Waist
Snug & Flexible Fit

 Everyday Utility
Travel | Lounge |
On-the-go



GREY MELANGE
Light & Sporty

BLACK
Sleek & Versatile

OLIVE
Utility & Trendy

CASUAL TROUSERS

 Premium Fabric
Soft & Durable

 Tailored Fit
Clean & Modern

 Crease Resistant
Easy Care

 Smart Versatility
Work | Dinner |
Events



STONE
Neutral & Minimal

NAVY
Sharp & Refined

CHARCOAL
Dark & Sophisticated

UTILITY PANTS

 Utility Pockets
Functional Design

 Durable Fabric
Built to Last

 Relaxed Fit
Comfort First

 Street Ready
Trend Driven



KHAKI
Rugged & Classic

BLACK
Bold & Urban

GREY
Modern & Versatile

FABRIC & MATERIAL DIRECTION



COTTON TWILL
Soft & Durable

STRETCH TWILL
Flex & Comfort

DOBBY / STRUCTURE
Texture & Depth

RIPTOP
Strength & Utility

KNIT JERSEY
Soft & Flexible

FIT GUIDE



SLIM TAPERED
Clean & Modern

TAPERED
Balanced Fit

STRAIGHT
Classic Fit

RELAXED
Easy & Comfortable

COLOR PALETTE



BEIGE

STONE

OLIVE

NAVY

GREY

BLACK

KHAKI

KEY NUMBERS



60+
Styles

4
Sub Categories

12
Month Wearability

High
Repeat Rate

RIGHT FIT. RIGHT FABRIC. RIGHT STYLE. **EVERYDAY.**

MENSWEAR **OUTERWEAR** MASTER BOARD

THE DEFINITIVE OUTERWEAR COLLECTION.
BUILT FOR ALL CONDITIONS.

OUR VISION

To build a strong, balanced and aspirational menswear outerwear that delivers style, quality and value across every occasion.



₹20 Cr
CURRENT



₹50 Cr
VISION



100-150
SKUS



>70%
SELL THROUGH

CATEGORY UNIVERSE

DENIM JACKETS



DENIM JACKETS

LIGHTWEIGHT JACKETS



LIGHTWEIGHT JACKETS

HEAVY-DUTY OUTERWEAR



HEAVY-DUTY OUTERWEAR

TECHNICAL OUTERWEAR



TECHNICAL OUTERWEAR

LUXURY COATS



LUXURY COATS

CONSUMER IN ONE LINE

URBAN. STYLISH.
CONFIDENT.

20 - 35 YRS | URBAN METRO

WORK + WEEKEND + SOCIAL

CONSUMER SEGMENT



- AGE**
20 - 35 years
- LIFESTYLE**
Urban / Metro
Fast paced life
- MINDSET**
Values durability,
Technical performance,
and style statement
- OCCASION**
Work | Casual | Evening
Weekend | Travel
- SHOPPING BEHAVIOUR**
Online channel chopper
Fit & look driven
Mix of value + aspiration

OCCASION JOURNEY

WORK (Commute)



WORK (Commute)
Structured coat

WEEKEND (Explorer)



WEEKEND (Explorer)
Technical jacket

TRAVEL (Versatile)



TRAVEL (Versatile)
Packable shell

EVENING (Statement)



Evening (Statement)
Leather or premium cloth

PURCHASE DRIVERS



FIT



LOOK



QUALITY



VALUE

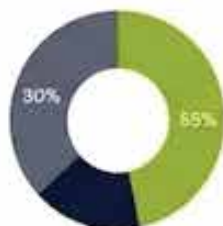


VERSATILITY

PAIN POINTS

- Inconsistent fit across styles
- Limited stylish options in right price
- Over complicated choices
- Lack of outfit versatility

RANGE ARCHITECTURE



- CORE (55%)**
Volume drivers, everyday essentials, repeat stylos.
- FASHION (30%)**
Trend led, seasonal updates, style statements.
- ULTRA (15%)**
Premium, image builders, aspirational pieces.

PRICE LADDER

ENTRY

₹799 - ₹1299



Basic canvas or
nylon jacket

CORE

₹1290 - ₹2499



Mid-weight technical
shell or utility jacket

PREMIUM

₹2499 - ₹3000



Premium leather or
wool blend coat

DESIGN PILLARS



DURABILITY
Reinforced seams



PERFORMANCE
Water-repellent
fabric detail



ON TREND
New silhouette



VERSATILITY
Multi-pocket or
reversible feature



VALUE FOR MONEY
Price tag on a
multi-season jacket



RIGHT PRODUCT



RIGHT PRICE



RIGHT TIME



RIGHT CONSUMER

BUILT TO SCALE. **DESIGNED TO PERFORM.**

ACTIVE WEAR MASTER BOARD

PERFORMANCE & STYLE, EVERY DAY, UNSTOPPABLE.

OUR VISION

To build a strong, balanced and aspirational monobrand category that delivers style, quality and value across every occasion.


₹12 Cr
CURRENT


₹45 Cr
VISION


150-200
SKUS


>80%
SELL THROUGH

CATEGORY UNIVERSE

TRAINING



RUNNING



ATHLEISURE



OUTDOOR



RECOVERY



CONSUMER IN ONE LINE

URBAN. STYLISH, CONFIDENT.

 20 - 35 YRS |  URBAN METRO
 WORK + WEEKEND + SOCIAL

CONSUMER SEGMENT



-  **AGE**
20 - 33 years
-  **LIFESTYLE**
Active / Dynamic, Fast paced
-  **MINDSET**
Performance driven, quality conscious
-  **OCCASION**
Gym | Track | Urban | Travel
-  **SHOPPING BEHAVIOR**
Omni-channel, Tech-savvy

OCCASION JOURNEY

TRAINING (Gym)



Smart / Thart
China, Gymn

RUNNING (Outdoor)



Running Shorts,
Technical Tee

ATHLEISURE (Travel)



Comfort / Eraciets,
T-Shirts, Airport

RECOVERY (Relaxation)



Trend / Stenent
Fashts, Joggers

PURCHASE DPOTLIGHT


FABRIC
TECH


DURABILITY


FIT


STYLE


PRICE


VERSATILITY



HERO FEATURE
360-DEGREE SUPPORT
MATERIAL
RECYCLED POLYESTER
KEY BENEFIT
FASTER RECOVERY

RANGE ARCHITECTURE



- CORE PERFORMANCE (60%)**
Volume drives, everyday, essentials, repate state.
- ATHLEISURE (30%)**
Tred, lead, rman, builders, style stemaots.
- INNOVATION (10%)**
Premium, image builders, aspirational plants.

PRICE LADDER

TRAINING
₹799 - ₹1299



Basics / Value
High Volume

RUNNING
₹1299 - ₹2499



Best Sellers
Strong Repeat

PREMIUM
₹2499 - ₹2499



Differentiated
Aspirational

DESIGN PILLARS



TECHNICAL WEAVE
Better fit,
Better confidence.



MOISTURE WICKING
Comfort, durability
and performance.



4-WAY STRETCH
Easy to style,
right time.



LIGHTWEIGHT
Easy to style,
across occasions.



SUSTAINABLE
Style + Quality
at right price.

 RIGHT PRODUCT

 RIGHT PRICE

 RIGHT TIME

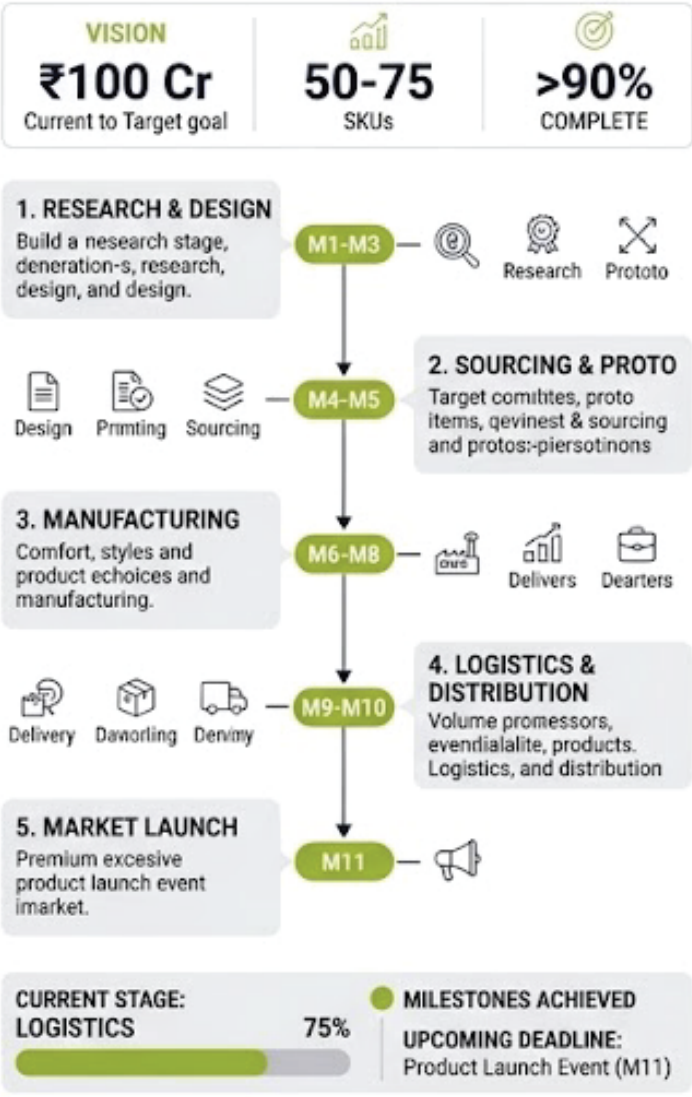
 RIGHT CONSUMER

BUILT TO PERFORM. DESIGNED TO LEAD.

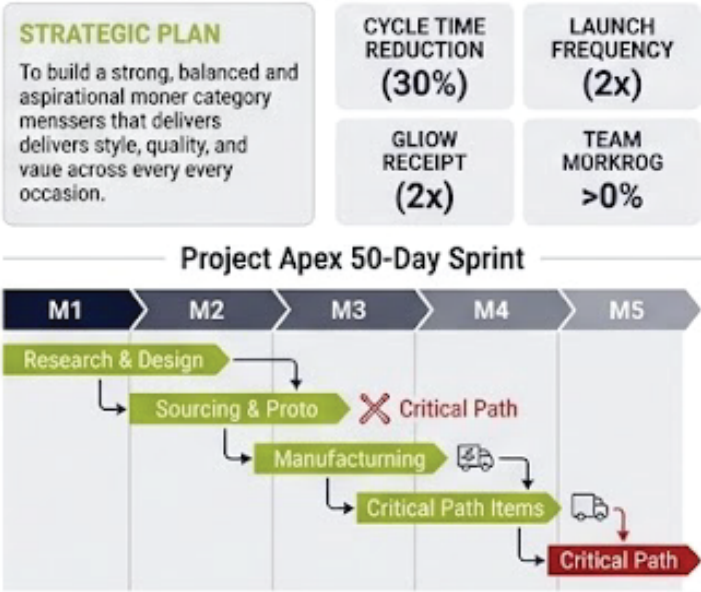
EXECUTION ENGINE: SPEED-TO-MARKET MASTER BOARD

ONE CATEGORY, COMPLETE WARDROBE.

EXECUTION ENGINE (Timeline)



SPEED-TO-MARKET FACTORS



KEY DRIVERS



PEOPLE



RESOURCES



TOOLS



SKILLS

Team Size: 40+ members | Global | Conocity, Collioration

EXECUTION TEAM (Team)



TEAM METRICS



AGILITY



COLLABORATION



DATA-DRIVEN



GLOBAL REACH

BUILT FOR VELOCITY. DESIGNED TO DELIVER.

BUSINESS IMPACT

ONE CATEGORY. COMPLETE WARDROBE.
DESIGNED WITH PURPOSE. BUILT TO LAST.

A COMPLETE MENSWEAR ECOSYSTEM



DENIM



SHIRTS



T-SHIRTS



BOTTOMS



OUTERWEAR

THE VISION

“

To build a strong, balanced and aspirational menswear category that delivers style, quality and value across every occasion.



THE CONSUMER

URBAN. STYLISH. CONFIDENT.



20 – 35 YRS
URBAN METRO



WORK + WEEKEND
+ SOCIAL



STYLE AWARE
VALUE CONSCIOUS



LOOKS GOOD
FEELS RIGHT

OCCASION JOURNEY

WORK (DAY)



Smart / Neat
Shirts, Chinos, Denim

TRANSITION (EVENING)



Layered / Relaxed
Shirts, Jackets, Denim

WEEKEND



Comfort / Easy
T-Shirts, Denim, Joggers

SOCIAL / NIGHT



Trend / Statement
Fashion Fits, Jackets

BUSINESS IMPACT



CATEGORY SCALE
Complete menswear ecosystem
built for scalable growth



EXECUTION EXCELLENCE
Faster cycles, better accuracy
stronger go-to-market



CROSS-FUNCTIONAL IMPACT
One aligned team, faster
decisions, better execution

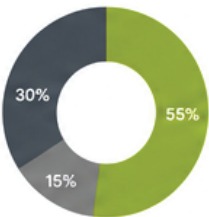


RETAIL & CONSUMER IMPACT
Better assortment, stronger VM,
enhanced shopping experience



LONG-TERM VALUE
Repeatable systems, scalable
framework, sustainable growth

RANGE ARCHITECTURE



- CORE (55%)**
Volume drivers,
everyday essentials
- FASHION (30%)**
Trend led, seasonal
updates, style statements
- ULTRA (15%)**
Premium, image builders,
aspirational pieces.

DESIGN PILLARS



FIT FIRST
Better fit.
Better confidence.



QUALITY FABRICS
Comfort, durability
and performance.



ON TREND
Right updates,
right time.



VERSATILITY
Easy to style,
across occasions.



VALUE FOR MONEY
Style + Quality
at right price.

PRICE LADDER

ENTRY
₹799 – ₹1299



Basics | Value
High Volume

CORE
₹1299 – ₹2499



Best Sellers
Strong Repeat

PREMIUM
₹2499 – ₹4999



Differentiated
Aspirational

KEY NUMBERS



₹10 Cr
CURRENT



₹30 Cr
VISION



100-150
SKUS



>70%
SELL THROUGH

“

Every product is designed with **intent**.
Every range is built with **balance**.
Every decision is driven by the **consumer**.



BUILT TO SCALE.
DESIGNED TO PERFORM.
CREATED TO LEAD.



RIGHT PRODUCT



RIGHT PRICE



RIGHT TIME



RIGHT CONSUMER

ONE CATEGORY. ONE DIRECTION. ONE STANDARD.

COMPLETE WARDROBE. COMPLETE SOLUTION.

READY FOR **TOMORROW**.

WHY I WIN

BUILT FOR COMPLEXITY. DESIGNED FOR IMPACT.

I bring the right blend of creativity, commercial understanding and execution excellence to build products that consumers want and businesses grow with.



STRATEGIC THINKER

See the big picture.
Break it into clear,
actionable roads.



CONSUMER FIRST

Deep consumer
understanding drives
every decision.



COMMERCIAL MINDED

Balance style, value
and business
objectives.



EXECUTION DRIVER

Turn plans into reality
with speed, accuracy
and consistency.



PEOPLE CONNECTOR

Collaborative by nature.
Build strong teams and
win together.

1. END TO END OWNERSHIP



RESEARCH
& INSIGHT

PLAN
& STRATEGIZE

DESIGN
& DEVELOP

SOURCE
& PRODUCE

DELIVER
& REVIEW



I OWN THE PROCESS. I DRIVE THE OUTCOME.

From concept to consumer, I ensure nothing gets lost in translation.

2. PROVEN IMPACT



1000+
STYLES
DELIVERED



3
MONTH
CYCLES



100-150
SKUS
MANAGED



>70%
SELL THROUGH
FOCUS



DELIVERED RESULTS THAT MATTER.

Consistent execution. Measurable business impact.

3. BALANCE OF THREE POWERS



Create with
purpose.



Plan with
business
in mind.



Execute with
precision.



THE SWEET SPOT THAT DRIVES CATEGORY SUCCESS.

4. CONSUMER CONNECT



Understand
their lifestyle



Anticipate
their needs



Design what
they love



Deliver what
they choose



I DESIGN FOR REAL PEOPLE. REAL LIFE. REAL MOMENTS.

5. CATEGORY BUILDER MINDSET



Long term view

Right direction

Strong foundation

Flawless delivery

Sustainable growth



I DON'T JUST EXECUTE. I BUILD THAT LASTS.

6. ADAPTABILITY



Adapt to change
with agility



Solve problems
proactively



Learn fast,
apply faster



Evolve with
the business



BUILT TO EVOLVE. READY FOR ANY CHALLENGE.

7. WHAT SETS ME APART



Detail obsessed, big picture focused



High ownership, zero excuses



Calm under pressure, sharp in decisions



Positive energy, strong influence



Passionate about products and people



PASSION. PURPOSE. PERFORMANCE.

“ I DON'T JUST CREATE COLLECTIONS. I CREATE IMPACT.

RIGHT PRODUCT. RIGHT PRICE. RIGHT TIME. RIGHT CONSUMER.

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>



[linkedin.com/in/pranav-kumar-pandey-7b4436a/](https://www.linkedin.com/in/pranav-kumar-pandey-7b4436a/)



pranavearly@gmail.com