

NINE WEST

MARKET

Nine West is affordable chic, modern and trend-right...satisfying the Nine West customer's craving for diverse, sexy, fresh fashion that's on trend, at attainable prices. Since 1978 more than 280 million pairs of Nine West shoes have been sold and more than 100 million women have walked in their shoes. Nine West has flourished around the world, making the brand a well known and trusted fashion destination by channeling the love, lust and shoe envy women feel into trend inspired styles that create obsessive needs and satisfy her passion for what is new, hot and next in fashion.

Over the past 33 years Nine West has grown from an American footwear manufacturer to a global authority in woman's handbags, accessories, outerwear, denim and much more. Now sold in over 60 countries in over 1,000 points of distribution, Nine West is recognised globally as a premier lifestyle brand offering runway looks interpreted into real life fashion.

ACHIEVEMENTS

Nine West hit the pavement in New York City for Fall 2011 Fashion Week to raise funds and awareness for Fashion Targets Breast Cancer, The Council of Fashion Designers of America's charitable organisation. The Jones Group is



and fittings to post-fashion show fêtes. Each step that was taken in the boot equaled a pre-determined monetary amount that [Jones/ Nine West] donated directly to Fashion Targets Breast Cancer.

To date over 2.1 million steps have been taken and Nine West

partnered with CFDA to create Nine

West's Runway Relief Programme, an initiative aimed to marshal the forces of the fashion and modeling industries to step for a cause.

Nine West's Runway Relief Programme enlisted top fashion models including Coco Rocha, Jessica White, Michelle Alves and Lisalla

Montenegro as well as other models participating in New York Fashion Week to wear a limited edition, Nine West boot. These unique boots, equipped with an Omron GOsmart Pocket Pedometer (HJ-303), tracked how many steps each model took while going from castings

Runway Relief has generated over 350 million impressions, over 100 mentions and 7 TV features, not including the collective reach of over 60 million through social media. Runway Relief will be marching forward for 2011 in New York City to gain momentum and viability with future launches in international markets planned.

In addition an exclusive design collaboration with multi-platinum recording artist Joss Stone for the Nine West Vintage America Collection was also launched in fall 2010 and debuted worldwide at select Nine West retailers. Spearheaded by Nine West Creative Director Fred Allard, the limited-edition footwear collaboration embodied Stone's personal inspirations and whimsical style to seamlessly fit with the Vintage America Collection's rich craftsmanship and authentic charm.

Joss hosted two very special Fashion's Night Out events in celebration of the new collection. To kick off the energetic evening, Stone made a personal appearance for a customer meet and greet at the largest Department Store in the World, Macy's Herald Square. Guests at the store had the chance to chat with Stone and receive

an autographed version of her latest album. Later in the evening she made her way to the Nine West flagship store in midtown to perform a very special in-store concert that is not to be missed. In addition to performing all of her chart-topping hits, the Grammy Award-Winning recording artist also performed her brand new song "Back in Style", which was written and recorded exclusively for the Nine West Fall 2010 Vintage America Collection.

Shoe lovers had the chance to purchase Joss' limited edition styles at both Fashion's Night Out events. A portion of all proceeds from the collection was donated to Soles4Souls, a non-profit charity organisation that facilitates the donation of shoes to aid those in need worldwide.

HISTORY

The Nine West story begins with a college thesis. In his 1953 Wharton Business school thesis, Jerome Fisher recognised the demise of the New England shoe industry. Identifying this market opportunity would eventually lead him to join forces with Vince Camuto and launch the top-selling brand of women's shoes in America.

The original founders saw the potential to bring American women high-quality footwear at lower price points. This ingenuity paired with their resourceful eye brought them to discover Brazil as a valuable resource in shoe manufacturing. Thus Nine West was born... aspirational yet attainable.

PRODUCT

Nine West continues to satisfy her passion for what is new, hot and next in fashion by delivering product that is versatile, affordable, reliable, accessible and that offers quality and value. Through culturally relevant partnerships Nine West product is original, thoughtful in design and perpetually cool. Each new season elicits new fashion cravings.

RECENT DEVELOPMENTS

On January 17, 2011, Nine West announced the launch of "Shoelaborations™," a creative platform that seeks talented individuals doing original work in their unique artistic areas and allows them the opportunity to collaborate on a rotating basis with Nine West. Through this collaboration Nine West will be able to bring the visions of these choice international trendsetters, artists and designers to consumers worldwide.

Stacy Lastrina, Chief Marketing Officer of The Jones Group, said: "Through Shoelaborations™ Nine West is lending over 33 years of expertise in footwear to up-and-coming designers, artists and musicians. This new platform will serve as a springboard for discovery and recognition of emerging talent, bringing a constant source of fresh product offerings to the marketplace."

Nine West Shoelaborations™ is already well



underway and will feature collections from Sophie Theallet for spring/summer 2011 and Giles Deacon for fall 2011 and will be available globally, in limited distribution at the top Nine West retail stores.

PROMOTION

The guiding principal of Nine West brand marketing and communications strategy is to continue to create insatiable desire for a covetable brand. The marketing, advertising, social media and public relations platforms are all dedicated to the story telling about what's next, new and hot about the must-have trends each season as well as how to navigate, enjoy and wear them.

BRAND VALUES

The driving force behind Nine West's success lies in the tremendous energy and dedication of their dynamic team of associates. They believe in delivering the very latest looks and must-have styles in apparel and footwear fashion. Their finely detailed designs are tailored to meet the needs and expectations of their ever growing, diverse and savvy customer base.

In the UAE Nine West is distributed by the Apparel Group whose vision aims at being the premier source of contemporary fashion in the region offering world-class excellence in quality and value. Having its milestones imprinted across the world-map, Apparel's mission to completely satisfy its multicultural customer base through the best of international brands that offer the latest

trends and contemporary design has come into existence with its strong partnership with prestigious world class labels.

At present the Apparel Group has grown to include 54 international brands under its portfolio from US, Canada, Europe, Australia and the Far East and continues to target various other segments in the market. Due to the integration and recourse of chic fashion labels from the West to the Middle East, along with its associates, the company now operates 540 stores in the UAE, Kuwait, Qatar, Bahrain, Oman, India, Poland, Singapore, Indonesia, Jordan, Saudi Arabia, Russia, Thailand and Malaysia.

With more than 54 (and still growing!) world conquering brands at the choice of its customers they strive to satisfy every whim and desire of anyone who steps into their stores. Their focus is to be your constant companion, your guide in all matters related to good shopping and better living.

At Apparel, the following guidelines are given to every member of staff on the sales floor:

- Customers should be made to feel welcome and comfortable while entering the store and throughout their visit.
- Help is always available and offered when needed.
- When help is sought nothing is too much trouble.

- Customers do not want to be hassled.
- But customers do not want to be ignored.
- Customers never want to be kept waiting.
- Acknowledge a customer even when engaged in a conversation or bogged down in tasks.
- Never say no when a customer asks for an item. Apologize if it is not in stock and offer an alternative item.

Things you didn't know about NINE WEST

Nine West brand appeal transcends all ages. Representing strong brand affinity across critical female age segments, consumers consider Nine West, "a brand for me". Rated number one in brand awareness and a favorite brand of customers, Nine West has the highest closet share at 25% (shoes-2.5 of 10 pairs purchased)!

In addition Nine West is a multi functional brand that caters to numerous shopping personas:-

Sexy Professional - fashion that takes her from day into night...from a business meeting to social girls' night out.

Going Out and Occasions - items that seal the deal - pulling together the looks that meet an active social lifestyle.

Fashion First "It" Girl - Emotional purchase focus that is driven by trend, newness and experimentation.

With Creative Director Fred Allard leading the way in design, Nine West is a brand that is perpetually cool and chic - which feeds the attraction to the masses.