

Splash

MARKET

Headquartered in Dubai, Splash is the Middle East's largest fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East and India. Founded in 1993 as a single brand store in Sharjah, Splash has grown to over 125 Splash stores and 50 branded boutiques across ten countries.

An 'Eye' for the latest global trends in fashion design offered at fabulous value is the soul of Splash which has carved a niche for itself as one of the most successful local players in the region's high-street fashion category. Splash showcases popular collections for men, women and teens with a wide offering of fashion apparel and accessories to suit the customer's every lifestyle need.

Shopping in the UAE is considered a national pastime and fashion enthusiasts have plentiful choices in the state-of-the-art malls existing hand in hand with a multitude of traditional souqs. Over the years the UAE has garnered a reputation as one of the fastest growing global fashion capitals where all leading international brands have set up shop. The number of international retail brands represented in Dubai alone has witnessed a boom rising to well over 425 from less than 20 in 1985. The market offers a diverse portfolio for every age group, ethnicity and people from all walks of life.

The economic slowdown in recent years has resulted in a sharp increase in competition, particularly in the high street fashion segment, because of consumers shifting focus to value shopping. Even brands higher up the ladder have been trying to grab a slice of this segment that targets the value conscious consumer. Splash has not only managed to maintain its market share, but has also shown rapid growth during this difficult period. This is primarily because of the brand's competitive edge and its consistency in offering the latest in fashion at great value.

Although relatively young Splash boasts a total retail floor space of over 1.5 million square feet and a retail footprint of over 125 stores, of which 28 are in the UAE. Currently present in ten countries that include UAE, Qatar, Oman, Kuwait, Saudi Arabia, Bahrain, Jordan, Egypt, Lebanon and India, the company has aggressive plans to add over 35 stores and five more countries to its global footprint by the end of 2012.

ACHIEVEMENTS

Splash has, over the years, become synonymous with constantly evolving and raising the bar in every initiative undertaken which has also resulted in the brand gaining several significant industry accolades.



Splash achieved Superbrands status in 2011 for the second time in a row. The brand has been listed in Forbes Arabia's "Top 40 Arab Brands" list and has been awarded by Dubai Customs for being the highest importer of readymade garments in the UAE. It has also been the recipient of several significant marketing awards over the years.

HISTORY

Splash started its journey with a single store in Sharjah in 1993, at a time when there was a glaring gap in the region for fashion retailing and no established brands with a loyal customer base. This opportunity was recognised by Mr. Micky Jagtiani (Chairman of the Landmark Group) who introduced Splash with the aim of filling this gap.

The initial groundwork for Splash, such as preliminary market research and team selection, was done by Mrs. Renuka Jagtiani (the then MD of Splash), and laid a strong foundation for Splash in the region. Initially it was mainly a trading company which used to buy and sell merchandise without any customisation of the consumer offering. This trading focus continued till 1998 when the company started to evolve along the buying cycle.

This buying focused approach saw Splash differentiate itself by selling products which were carefully selected to suit the needs and style preferences of customers. In 2000 the company progressed from a trading setup to a retail based organisational framework.

In 2004 Splash started shifting its focus from being buying based to a more product centric, design oriented approach which corresponded with the change in logo, to reflect the brand's ambition to compete with the international brands present in the market.

Design teams were created and frequent buying trips and trade show visits to every significant show around the world were arranged for the design teams. Splash progressively became a design oriented fashion retailer with a central focus on developing its own style for each collection. This design focus came to final fruition in the form of the 'Eye of Design' brand campaign in 2007 and from then onwards the focus has been, and continues to be, providing a fashionable, stylish product with top value.

The first store opening in Sharjah was followed by an overseas store in Doha in 1994, 1995



saw Splash enter Bahrain followed by KSA (Dammam and Riyadh) and Kuwait in 1996. In 1997 Splash set up stores in Jeddah and in 1998 the company expanded the brand presence to Oman. Since then Splash has opened stores in Jordan, India, Egypt and recently Lebanon and has plans to expand to at least five new countries before 2012.

PRODUCT

Splash offers fashion for men, women and teens with a wide selection of apparel and accessories to suit every lifestyle need. Each store is housed with a total of 35 brands of which 24 are designed in-house and eleven are international brands.

The product offering is runway trends at an affordable price, but keeping in mind the sensibilities of the Arab audience. The stores are designed on a bar-code and yin-yang style format with value and style in mind. At Splash you can find the perfect fit at prices that range from as little as AED 30 to AED 300.

Splash offers a complete wardrobe solution for a wide target audience that includes teenagers, families as well as working professionals. Splash also caters to niche markets such as apparel for plus size men and women. While the store appeals to a cross section of age groups, the core target audience is between 16 and 35 years of age.

Due to the strong focus on product development many of the popular brands designed in-house at Splash include:

Ms: a collection aimed at the trendy fashion conscious girl

Retro: An Italian inspired line for the metro-sexual male

Nexus: Stylish collections for the more mature and sophisticated man and woman

ZYNC: Fashion basics with simple styling and universal appeal

Friday-Kinyobi: The Japanese inspired lifestyle collection

Maxim and Scarlet: Plus size fashion collections for Men and Women respectively

Splash's international brand portfolio comprises renowned brands exclusively distributed throughout the region:

Lee Cooper: The popular UK denim brand

Kappa: The lifestyle and sportswear brand with Italian heritage

Maui & Sons: California based beach and swimwear brand

UMM: The music inspired Italian lifestyle brand

Yishon: The casual wear brand from China

Zodiac: The business shirt and tie brand

Arrow: The authentically-American apparel brand
Smiley World: The popular apparel and accessory brand from UK based around expressions and fun



RECENT DEVELOPMENTS

A brand which constantly believes in raising the bar, Splash is acknowledged as a trendsetter in the region. The Splash Fashion Show, held twice every year, is by far the most popularly awaited event in the social calendar of the region. Another first for the brand, and in the region, is the Splash Limited Edition 2011 Calendar launched in January 2011.

Future growth for the brand includes expansion plans into Indonesia, Malaysia, Philippines, Africa as well as Russia besides

consolidating its presence in the GCC. In 2010 Splash entered India and has consolidated its presence with ten stores across Delhi, Bangalore, Hyderabad, Chennai and Pune. 2010 also saw Splash expand its reach with four new stores in UAE and 22 new stores in the rest of GCC of which 20 were in Saudi Arabia alone. There are 30 new stores planned to be opened by 2012 in the GCC.

PROMOTION

In the initial period most of the Splash promotions were tactical and not focused on the brand or brand building. The objective was clear, to draw customers to the store by advertising product and price.

During this period the business was new and the brand was not widely known. The brand reached to a mass audience by retaining a 'value' proposition using the tag line 'Fashion for real people'.

In 2004 Splash underwent a complete corporate identity change, the tag-line was dropped and the logo was redesigned to reflect the Brand's international outlook. In 2005 and 2006 the Splash campaigns changed from being product based to being very stylised



and dramatic. These artistic and eye-catching campaign visuals were prevalent on windows, billboards, shopping bags, etc. helping cement the new brand perception among consumers.

In 2007 Splash introduced a "barcode" motif in all its communication, and also in the stores, as it served as a representation of both fashion and retail. Also for the first time in 2007 Splash introduced its now immensely popular seasonal fashion shows which are attended by over 7,000 fashion lovers. Sponsoring local music talents like Amr Diab, for the Arab audience to presenting Komic Sutra for a more global audience to sponsoring the Desert Rock festival, Splash is reaching its customers

in every form and manner. Splash has also partnered with Dubai Fashion Week to serve as a launch platform for budding talent. The Splash Limited Edition Calendar was introduced this year and it portrayed fashion as art, worthy of gracing art galleries, homes and offices alike. It has become the prized possession of the extremely select set of 400 individuals who received it.



BRAND VALUES

The Essence of the Splash brand is very simply "Latest in International Fashion at Great Value".

www.splashfashions.com

Things you didn't know about Splash

The Brand is called 'Splash' as it was inspired by a "Splash of Colours". This core philosophy of being vibrant and colourful is very much evident in the collection on the shop floor

Over 30,000 new designs featuring the latest trends are introduced in store annually by the in-house design team at Splash

The average age of the workforce at Splash is barely 26 making it a very young team which is reflected in the brand persona

In the last ten years the number of stores has grown from thirteen stores to now 125 stores making the decade 2000-2010 a period of aggressive growth for Splash.

Splash organises the largest fashion shows annually where 45 models are flown in from around the world. Over 7,000 people comprising students, customers and socialites in the region attend the fashion shows, which have grown in popularity to feature prominently in the social calendar of Dubai.

Superbrands