

# NINE WEST

## MARKET

Nine West Group, Inc. is a leading designer, developer, and marketer of women's casual and dress footwear, offering a full selection of women's shoes.

Nine West has realised considerable success in both wholesale and retail operations, and the company's footwear is available through department, specialty and independent stores nationwide in addition to the company's own retail outlets.

The company's nationally recognised brands include Enzo Angiolini, Calico, Spa, and Westies.

In 1999, in the wake of slumping sales and an SEC investigation of the company's accounting practices, Nine West was purchased by Jones Apparel Group, Inc., becoming a wholly-owned subsidiary.

At present, Nine West is a total life-style brand offering not only footwear but handbags, sportswear, dresses, outerwear, sunglasses, jewelry, belts, hats and cold weather accessories.

Nine West is a trusted fashion advisor in every category and is recognised as a brand offering runway looks interpreted into real, everyday fashion.

Sold in 58 countries Nine West is recognised around the world as a premier lifestyle brand offering runway looks interpreted into real life fashion. The company delivers a large variety of high quality and modern fashion, sportswear and accessories to aspirational, chic women who

demand what's hot and what's new.

In the UAE Nine West is marketed 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 40 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 387 stores in the UAE, Kuwait, Qatar, Bahrain, Oman, India, Poland, Singapore, Indonesia, Jordan, Saudi Arabia, Russia, Thailand and Malaysia. Additionally, clear strategies are in place to enter emerging markets such as Czech Republic, Hungary, Pakistan, Philippines and Egypt.

Showcasing a plethora of world class brands in fashion, accessories and lifestyle living, the Apparel Group endorses a global style of living, which is well clothed in its local flavours. With more than 40 (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.

## ACHIEVEMENTS

Recently NINE WEST was awarded the Best High Street Accessory Brand 2005 from Emirates Women Magazine.

The ceremony for the Awards took place on 2nd of April 2006 at Bateaux Dubai, Dubai.

The Award was received by Mr. Govind Bharwani, President – Apparel Group from Ms. Gina Johnson – Sr. Group Editor, Emirates Woman.

## HISTORY

Nine West was founded in 1977 as a women's fashion footwear brand. Taking the name from its first address at 9 West 57th Street in New York City, Nine West was one of the first companies to utilise the expertise in leather and shoemaking in Brazil. Nine West quickly became known for style and quality at an affordable price. In 1997 Nine West added handbags and small leather goods as a natural extension to the brand. Through licensing agreements, Nine West grew into a total lifestyle brand with sunglasses, legwear, outerwear, jewelry, belts, watches, cold weather accessories, hats, and eyewear.

Once known only for shoes, Nine West is now a trusted fashion advisor in every category. Nine West offers a quick edit of the runways - pinpointing the "must-have" looks through the Hot 9. Consumers have come to rely on the Hot 9 for the latest and hottest looks each season.

## PRODUCT

With its fashion footwear selection, exceptional customer service and global retail presence Nine West enjoys a large loyal customer base who come back season after season. Women know that Nine West stays ahead of their ever-evolving lifestyles and needs... always offering fresh product, packaging and image.

The number one footwear and accessory brand in the US, Nine West ranks above all others in areas of styling, variety of colours and fashion leadership. Almost 90% of women say that Nine West delivers the best styles and more than 78% of U.S. consumers polled described Nine West as the brand that delivers "what she needs."



The key to Nine West's success is its ability to deliver on consumer emotional triggers: fun, hip, everyday chic, trend influenced style that gives the look. This keeps Nine West first in the hearts and minds of its customers.

## RECENT DEVELOPMENTS

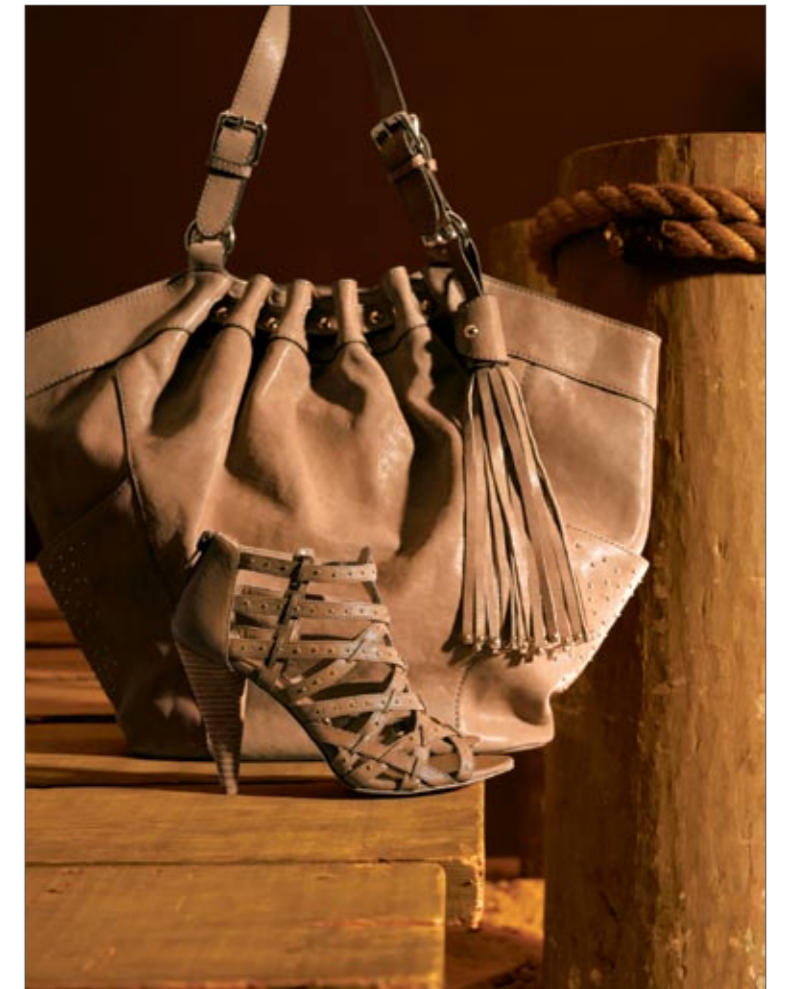
An exciting development is the Footwear News Shoe Star program in US. As the industry leader, they are sponsoring a contest to find the next great shoe designing talent. F.I.T. (Fashion Institute of Technology) opened up the challenge to 60 senior students. Seven finalists will be selected to compete in six different challenges, ranging from a runway challenge (where each contestant will submit a sketch, color palette, material swatches, heel material and/or hardware) to a green challenge (where each contestant will create the upper of an eco-friendly sandal). Fred (Nine West-Product Creative Director) will be one of the panel judges for all of the challenges. One contestant will be eliminated after each challenge until a final winner is announced at June shoe show. The grand prize is a one year position as Junior Designer under Fred.

## PROMOTION

Every year Nine West likes to make sure that the brand remains healthy. They use this research to help identify strengths and weaknesses. The exciting news about their findings is that they do not have an aging customer base that faces a lot of other brands. It also represents an opportunity to attract younger consumers which currently represent only about 13% of their retail customers.

For 2008 they will continue to maintain the "hip factor" of the Nine West brand at all touch points, offering fashion product that continues to engage influencers who attract the masses, which achieves a wider reach and ignites an insatiable desire for the brand.

They will, once again, present a strong image campaign in key fashion magazines to further elevate the perception of the brand, and will create major impact with consecutive spreads, back covers and other prime positions. They will utilise single page advertisements



strategically for specific categories, such as sunglasses, eyewear and denim.

## 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.

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, APOLOGISE if not in stock or offer ALTERNATIVE item.

## Things you didn't know about NINE WEST

Aid for Breast Cancer - a product was launched for the Breast Cancer aid foundation and 9% of the sales of that product was donated to the charitable fund.

9 West got its name from its first address...9 West 57th street in New York City.

Natasha Poly, the famous Russian Model, is the new face of the Brand.

Superbrands