

# RIG

AUTUMN WINTER-13



**Annual Turn over of the Brand (only for Central Stores  
Pantaloon stores not included) : 7 Cr.**



# RIG

## RIG- BRAND DESCRIPTION

"RIG"- Rig is a brand which symbolizes the outdoor adventure nature of humans. The colors primarily are earthy&Pastels. Rig showcases a world of surreal, where nothing is imaginary and everything fantastical has a place. The graphics and prints are characterized by outdoor prints. Camouflage prints/yarn dyed checks are the key elements used across all the categories in Rig. Brasso tops, pleated pants and shorts are one of the strong statements in Rig which differentiates its identity from other Brands.

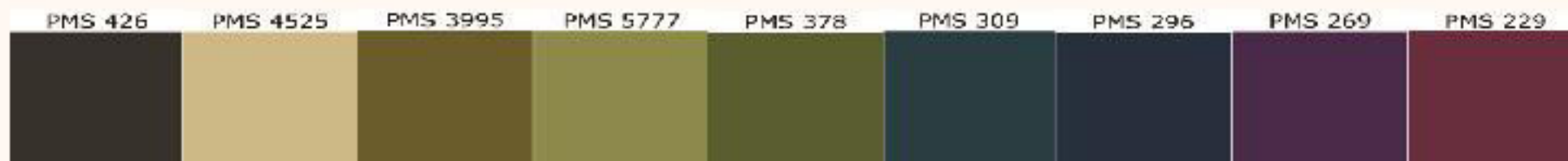
GENDER :WOMEN

## TARGET CUSTOMER:

The target audience are the fashion forward girls (18-28 yrs) with style statement of an urban chic. They want their style to be unique and consistent with their own personal self expression, but still adhere to current-season trends.

PERCEPTION: LIFESTYLE FASHION

The winter season will combine the keen sense of adventure of iconic explorers with a renewed fascination for the great outdoors.



# Blooming Backwoods

*Relates to the life in  
forest, nature  
and creation blena  
in rustic yet  
floral story...  
Showing different  
shades  
of nature*



## STORY: BLOOMING BACKWOODS

"BLOOMING BACKWOODS", a majestic flux of oriental fashion and the beauty of the forests. The collection relates to the oriental fashion with its extensive use in the collection. Rig sets the new autumn- winter style statement with very stylish collection comprising of the beauty of the forest. It re-introduces itself in a new line that shows the different shades of natures, it is more of a colourful story with a softer and sophisticated look that adds character and individuality.

### KEY HIGHLIGHTS FOR THE SEASON:

- **Floral prints at its best in bright combination with oriental feel.**
- Cotton dresses and tops in interesting combination of solid and print.
- Sweatshirts, hoodies in floral print looper fabric.
- Placement prints on tees with foil print.
- Straight fit pants in earthy solid colours. Faded print shorts & jeggings.
- Shirts and tops in floral prints, bright and oriental in feel.

### CONSUMER RESPONSE AND BUSINESS RESULTS:

- All-over floral print sweatshirts were extremely popular with an excellent response.
- Basic jackets with accessories were popular too.
- Combination of solids with Prints used for tops and tunics were best sellers.



KEY FEATURE: FLORAL PRINTS ON JACKETS AND SWEATSHIRTS  
(All-over and Placement floral prints)



CROPPED SWEATSHIRT  
CT ORDER QTY :106  
CT SALE: 78  
CT SL: 74%



SWEATSHIRTS  
CT ORDER QTY :106  
CT SALE: 75  
CT SL: 71%



HOODED SWEATSHIRTS  
CT ORDER QTY :152  
CT SALE: 132  
CT SL: 87%

KEY FEATURE: MIX-MATCH OF FABRIC  
(Solids with prints & checks, check with prints)



SHIRT TUNICS  
CT SL: 59 %



BLOUSES(SHEER-SOLID)  
CT ORDER QTY : 324  
CT SALE: 216  
CT SL : 66%



SHIRTS WITH PRINT PANNELS  
CT ORDER QTY :506  
CT SALE: 407  
CT SL: 80%

# AD CAMPAIGN & VISUALS





AUTUMN WINTER-13

• Total Net Sales Value (only for AW-13 & only Central stores) :	4 Cr.
• Brand growth over 2012 (over all- Year On Year) :	30%
• Story Concepts - Total net sales value : Blooming Backwood	1Cr. 70 lacs
• Production Quantity(inwards) :	70000 Pcs.
• Sales Quantity :	40000 Pcs.
• Annual Turn over of the Brand : (Please note all datas are only for Central Stores. Pantaloon store's datas are not available. End of season sale's datas are not included)	7 Cr