

PARK AVENUE

ZERO GRAVITY
SUITS/JACKETS



WHAT ?

CONCEPT : Time, Money, Space , Comfort & Care - to cater to the essentialities of Men.

0 GRAVITY : Direct relation to a state where weight doesnt exist.
NAME State of free floating.

WHAT ?

PARK AVENUE & ITs need :

Park Avenue since 1986 has been leading apparel brand in India. The Brand is known for Key Innovation in Product categories thus we realised few facts listed below:

Consumers today have a lifestyle:

- * Travel is a regime now & has become a part of work.
- * Multipurpose to suffice a travellers need.

WHAT ?

USP : * Light Weight * Wrinkle resistant Pure Wool
* Travel friendly * Premium * Pack to the size of a laptop

WHAT ?

POTENTIAL : **TO BE A CORE PRODUCT** - slowly establish a wardrobe. Start with Jackets, then to suits.

WHY ?

BUY : Carry more than 1 Jacket while travelling. Save time to iron the jacket. Save Space while Packing. No need to pay excess luggage.

CONCEPT

ZERO GRAVITY JACKET/SUIT

WHO ?

CONSUMER : A globetrotter, who is updated, well informed, technosavy
Who likes to travel light & sensible above 28 yrs
who loves being comfortable all the time.

WHO ?

LIFESTYLE:

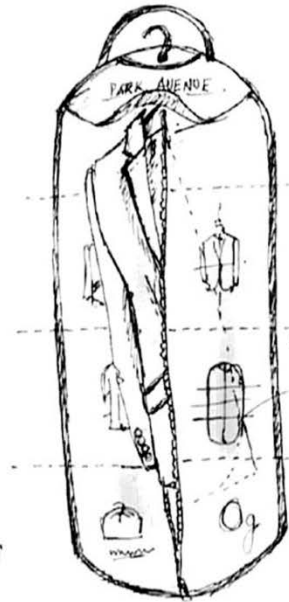


CONCEPT

ZERO GRAVITY JACKET/SUIT



NO SHOULDER PAD
Extended shoulder
piece.



FOLD LINE

FOLD LINE

HOW TO
FOLD
THE
JACKET



- * ALL WOOL
- * WRINKLE RESISTANT
- * LIGHT WEIGHT
- * PACK TO THE SIZE OF A LAP TOP.
- * TRAVEL LIGHT

ZERO GRAVITY
PACKS IN ITS
WEIGHT BEST OF ONE



PARK AVENUE



ALL WOOL FABRIC – Breathable tropical weave to make people aware that ‘Wool keeps you warm’ is a mis concept whereas the TR & PV is. Promote ‘Cool Wool’

WRINKLE RESISTANT

PACKAGING – SIZE OF A LAPTOP (Quilted packaging which doesn’t allow pressure to fall on garment when packed)

Packaging has the direction of how to pack the jacket.

Light weight

Travel friendly (while travelling pack 5 zero gravity jacket in the space and same weight of a traditional regular jacket)



PILOT RUN : in Nov 2012 .
1000 Jackets produced & sold at an MRP of 8999/-
Secondary sale through of 90% through EBO's

LAUNCH: Feb 2013 (SS13)
1200 Suits & 1600 Jackets
Suits:12,999 & jackets: 8,999
Pcs Sold at Full MRP: 820 suits & 1300 Jackets
Channels : EBO & LFS

AW13 (Sep 2013)
1500 suits & 1600 Jackets
760 Suits & 1000 jackets sold till date
Channels : EBO , LFS & MBO

Orders for SS14:
1000 Pcs : Zero gravity Trans Jackets
2200 pcs : Zero gravity Jackets
1000 pcs : Zero gravity Suits

Business in 1 year from 1 fabric base and three solid color options:

5500 pcs

$5500 * 10,500$ (avg MRP) = 57750000 INR

(Also placed an indirect business of 17000 metre of fabric to raymond textiles at the cost of 650 INR/metre.)

Has become a core product within a span of 6 months.

After our pilot run & launch, a lot of global brands also launched The same concept but not with a complete packaging solution but only on the lightweight benefits and without any product plus features.

WINDOW

ZERO GRAVITY JACKET



“A man should look as if he has bought his clothes with intelligence, put them on with care, and then forgotten all about them.”

-Hardy Aime



PARK AVENUE

STORE WINDOW

ZERO GRAVITY JACKET



PARK AVENUE

Autumn Winter 13



CAMPAIGN

ZERO GRAVITY SUIT/ JACKET



Spring Summer 13

PARK AVENUE

CAMPAIGN

ZERO GRAVITY SUIT/ JACKET



Autumn Winter 13



PARK AVENUE

Our next step & refined Zero gravity in the next slide:

If a regular jacket with packaging weighed 2.25 kgs, zero gravity weighed 900 gms and now we launch Zero gravity Trans jacket which weighs 300 gms.

**PARK AVENUE
TRANS JACKET**

Trans - Jacket 1
Breezy
Twice quick-drying ability as fast, compared to 100% cotton.

Trans - Jacket 2
Light
Same weight as 1.5 shirt by 1 ply well-tailored.

Trans - Jacket 3
Easy-to-move
No stress without lining or shoulder pad. No stress with stretch material.

Trans - Jacket 4
Wrinkle free
A smooth touch at any time, dried fast after washing even while traveling.

And yes, we Park Avenue owns the Zero Gravity Space.

Good Taste is priceless. But it doesn't cost a thing



at PARK AVENUE