

NINE WEST

MARKET

Nine West was created to satisfy an unmet need, a craving...A desire by women all over the world for fashionable, aspirational shoes at accessible prices. Thus the Nine West Brand was born in 1978 and flourished around the world, making the brand a well known and trusted fashion destination and editor.

Creating and satisfying her insatiable desire for fashion has been the mantra and raison d'être of the brand. 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 58 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.

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. 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 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.

ACHIEVEMENTS

Nine West was recently awarded the "Best Footwear Retail Store" in Bahrain City Centre during the annual award ceremony held by the mall and MAF group.

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

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.

Nine West ranks number one in brand awareness, favourite brand of consumers, self-identification and repurchase intent. With 2.5 out of every 10 pairs purchased, the brand retains the highest closet share at 25%! Nine West consumer brand appeal transcends all ages, representing a strong brand affinity across critical female age segments ranging from ages 18 to 54.

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

Nine West has recently added to its portfolio another brand by the name of Vintage America. Inspired by a rich American heritage and the craftsmanship of objects collected over time, Nine West Vintage America Collection reflects a life well lived through an aged appearance, design details and the worn feel of fabrics. Nine West Vintage America collection is the ultimate in forever fashion.

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 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 and 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.

At Apparel, Nine West's parent company, 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 it is not in stock or offer an alternative item.

Things you didn't know about NINE WEST

Fred Allard has been the award winning Creative Director of the Nine West brand. His vision, talent and inspiration brings innovation. Fred Allard has been featured in trade and consumer press through Q&A's and interviews, is the host for branded events, as well as the voice of Nine West's social networks. In 2009, Fred Allard won the Ace Award for "Influencer of The Year".

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

Superbrands