



fabulous, as I am

Enamor is a range of premium quality intimate wear catering to the needs of the independent, confident, successful and fabulous Indian woman of today. Created in 2001 as a joint venture between Gokaldas Images Private Limited, one of India's largest apparel exporters and Barbara of Paris, who brought to the table technical know-how and fitting expertise, Enamor continues to design and present lingerie styles that meet global standards and keep up with the ever changing consumer tastes. Enamor has now grown to 27 exclusive brand outlets (EBO) and over 4,000 points of sale across India, and the brand that makes lingerie, shapewear, sportswear, athleisure and loungewear also sells its products online.

Market

The innerwear category in India has broadened from being a basic requirement to designer wear with emphasis on styling and comfort. The women's innerwear story is no more a closeted segment but an evolved one with women demanding attractive, innovative pieces that enhance their looks and thereby the confidence with which they carry themselves. Once controlled substantially by the unorganised sector, and almost wholly limited to rough cottons and locally made elastics, this business is now giving way to the march of technology and thus to the growth of the organised sector and the emergence of several fashion brands in the category.

The innerwear category is currently estimated to be worth ₹25,034 crore and accounts for 8% of the total apparel market in India. This is a substantial growth from 2016, when the women's innerwear segment was estimated to be worth ₹16,259 crore and accounted for 5% of the total apparel market. The category will grow at a CAGR of 14% to reach ₹31,306 crore in 2021 and ₹60,277 crore in 2026. Bras and panties contribute to 85% of the total women's lingerie segment and Enamor is at the forefront of this style revolution.

Achievements

In its history of more than two decades, Enamor has come a long way and established itself as a market leader in fashion lingerie. Enamor is the only lingerie brand to have won the Superbrands award for brand excellence three times in a row – 2015-16, 2017-18 and 2019-20. Enamor formed a part of a very exclusive group of winners voted by over 18,000 customers. This provides high endorsements to the efforts that have gone into establishing the brand to its present position.

This powerful endorsement provides evidence of the brands' exceptional status for existing and potential customers in India, dealers, vendors, the media, suppliers, joint venture partners, investors,



lingerie and nightwear in 2015 and also recognised as the Most Admired Retailer by Oberoi Mall. Enamor also won the Best Lingerie Brand at the Mynta Brand Summit – 2014. In 2008, and right up to 2014, without a break, it won the Shoppers Stop Award for the Best Lingerie Brand.

History

Enamor started in collaboration with the French lingerie

financial institutions, members of the board, shareholders and even present and future employees.

In 2019, Enamor was conferred with the award for Best Organisation for Women's Empowerment at the Great Indian Women Leadership Awards by UBS Forum. The forum, recognises and awards organisations that have provided valuable service by contributing to the empowerment of woman in business and the efforts to encourage, engage and support them professionally.

Enamor has a host of more awards under its belt. The Central Brand Icon Award and the VMRD Best Retail Window Award across the Asia-Pacific Region. It was bestowed the Retail Excellence Award for the Most Admired Store in

brand, Barbara in 2001. Back then only a few brands catered to the women of the upper echelons of society. Gokaldas understood and addressed the need to present a range exclusively for this segment. The company invested heavily in understanding body shapes and sizes of Indian women across different age groups and ethnicities, including their habits, usage and attitudes.

Enamor initially tied up with 100 multi-brand outlets and approximately twenty national chain stores in 2003. It set up its first ever exclusive brand outlet (EBO) in Delhi's Khan Market in 2007.

Enamor repositioned first as Beautiful Inside. It repositioned itself in 2009 to Transform Yourself – educating its customers about pain points in fits. Today, Enamor is positioned as – Fabulous As I Am, celebrating the specialness of every woman.

Product

While impeccable fitting and unmatched comfort is what the brand is known for, since 2003, Enamor has focused its efforts on offering some of the most astounding internationally-styled lingerie in innovative designs finely crafted from fabrics, laces, embroideries, embellishments and trimmings from across the globe.

What makes Enamor stand out is the inclusive world it has built over the years by broaching serious and hitherto hush-hush topics and giving them its trademark fabulous spin. A team of talented designers work together to develop styles and categories ranging from high fashion to exquisite everyday styles of lingerie for the new, emerging modern Indian women across segments and social strata. This made lingerie a high-involved purchase instead of just a bare necessity.



www.enamor.co.in FIND YOUR NEAREST STORE OR SHOP ONLINE
 EXCLUSIVE ENAMOR OUTLETS: BANGALORE: Garuda Mall | Market Mall | Phoenix Market City | 100 Feet Road, Indiranagar | Chord Road, Rajajinagar.
 AVAILABLE AT SELECT CENTRAL STORES: Central Mall, Sakinaka | Central, J.P. Nagar | Central Plaza Mall, Residency Road.
 ONLINE PARTNERS: Flipkart, Paytm, Nykaa | FOR BUSINESS ENQUIRIES: Contact Jyoti Suresh Kumar (9843870089) and Sanketh Srinivas (9845506036).

Over the years the customers have grown to be far more exposed to trends, fabrics and technology, which made Enamor bring a change to its product offerings, shifting its base from a fashion oriented brand to that of a basic comfort wear brand. Enamor is widening its comfort wear range to cater to the growing appetite of the customers who demand more 'easy-to-wear' and 'easy-to-understand' styles – adding Enamor's touch of elegance and contemporariness.

No matter what the style, the brand's mantra is to use better technology to build comfort and enhance its philosophy of 'feels like nothing'

Enamor Athleisure, launched in spring-summer 2018, is a versatile wellness and yoga-inspired range, designed for an active lifestyle which helps women transition seamlessly from workouts to city life and stay comfortable all day long.

The Essentials range offers comfortable wardrobe must haves while the Hourglass range offers a range of shapewear and performance sportswear with unmatched support.

As a brand, Enamor commits itself to understanding and most importantly, appreciating women in all their facets. It is around the woman that Enamor revolves, responding to her needs and reflecting her personality. Because every woman varies in shape, size and preference, Enamor builds on the belief that all women are fabulous and provides a collection that allows a woman to express her personal sense of style.

Exclusive Business Outlets: Enamor celebrates the fabulous woman and hence a change in retail identity was needed by revamping its EBOs.

Keeping this in mind, Enamor launched its first flagship store in Bengaluru in August 2016. The store is a visual delight that offers an international lingerie shopping experience, showcasing the widest range in the country. By making a distinct style statement, the store is an aesthetic reflection of how Enamor has given lingerie shopping a complete makeover.

The dramatic entrance, exquisite display, and patterned flooring showcase the vibrancy of the brand, while the soft pastel hues and panelled displays create a warm, inviting space to browse through the array of bras, panties, nightwear, shapewear, sports bras, loungewear and athleisure. The thoughtfully designed luxurious trial rooms are semi-private spaces that enable customers to comfortably try on their picks. Equipped with three-way mirrors, the assistance bell, and 'yes, maybe, no' options are helpful little add-ons to provide a relaxed trial experience, so essential to make the right choice.

Enamor's visual merchandising and storytelling elements create just the right ambience to celebrate woman and bring alive the brand with its tag line – Fabulous As I Am. Be it a pop of colour, appealing visuals, and ultra-feminine elements, all design a premium and an elegant shopping experience.

Every season Enamor's windows spells out a story that speaks about the design inspirations behind the collections of that season. Some of the themes have been Birds of Paradise, Victorian Botanical, Oyster Bay and Afro Futuristic.

Recent Developments

To celebrate Women's Day in March 2020, Enamor launched its #AllForSupport campaign. It



appreciates the support system that women can find among close-knit group of friends, family, colleagues, or anyone who makes them feel good about themselves and has their back. That little support is crucial as they strive to achieve their dreams.

The campaign celebrates the women of today and showcases their trials and tribulations – working mothers, entrepreneurs, new brides and more. As strong as she is, it is her fabulous support system that makes her stronger and makes all the difference.

Promotion

Enamor's tag line – Fabulous As I Am – instantly connects with the independent, confident woman of today. Driving this core idea deep into customer territory is the brand's sharp marketing



and advertising strategy. The brand's greatest strength and success is its exciting and inspiring brand imagery and its consistent efforts to connect with and indulge its customers in

exciting new ways. For their new campaign, Enamor communicated aggressively using TV, hoardings, mall branding, newspapers, magazines, digital media and cinema with the highest reach among women, giving the brand maximum visibility. The campaign reached 14 million women at more than three exposures each in twenty major markets that the brand is present in.

Always on top of digital trends, Enamor is present in the digital ecosystem by providing relevant content to its audience which is high on quality, uniqueness, and relatability, taking on topics and initiatives that are engaging and trending. Over the last one year the brand's digital followers have increased by 170%. It has been able to create a robust community who it interacts with on a daily basis, educating women about the right fit, enabling them to come forward and ask questions about which product to choose and why, thereby creating a space where women can just be themselves.

Enamor has a strong database of online customers who repeatedly choose it over other brands not only on its owned platforms but also

on its e-commerce partners' websites such as Myntra, Amazon and Nykaa. Consumers have loved Enamor for its style and quality and the brand takes pride in the fact that it is one the most popular brand amongst leading e-commerce giants. The objective now is to strengthen this partnership by choosing the right marketing initiatives.

The Enamor Style Studio, a first-of-its-kind initiative in the Indian lingerie market is a result of exclusive fit sessions organised by Enamor over the years to educate women about the perfect bra. It brings together all the women in the top management of the brand – designers, marketers and merchandisers to the floor to work with fit consultants. The lingerie stylist on the floor

identifies the perfect bra for the customer based on two major scales – the Enamor bust profile and the five checkpoint fitting system that determines the most comfortable fit. Enamor not only helps women find lingerie that fits like a dream but also provides care instructions to build a perfect lingerie wardrobe. Conversations with customers during these sessions help give the brand remarkable customer insights.

Enamor also conducted its first college-fit session at Mt. Carmel College, Bengaluru where the head of design delivered a talk to students on how to measure, find the right fit, wear a bra correctly and much more. After this, they were given a practical understanding of their body type and bra suitability, information which is hard to come by. This is especially required at their life-stage to enable them to lead happy and active lives.

Brand Values

Over the years Enamor has become synonymous with fabulousness, fun and fashion. As a brand, Enamor commits itself to understanding and most importantly, appreciating all facets of a woman, responding to her needs, allowing her to express her femininity, reflect her personality and appreciate her shape, size and quirks. Enamor provides a collection that allows a woman to express her style with the gumption that she is fabulous as she is.

Things you didn't know about ENAMOR

- * Enamor researched 4,000 Indian women and their body types before developing its range of lingerie
- * Enamor was the first Indian brand to conduct fit sessions to educate customers on the perfect bra for them
- * Enamor is the only brand where all its head-office women employees from across departments participate in fit sessions and directly interact with customers on the floor. This helps them create a strong bond and the brand to stay connected with customers
- * Enamor was the first lingerie brand to set up an e-commerce site
- * 90% of the staff at Enamor are women
- * Enamor is known for its path-breaking campaigns with a reach of over 20 million. The brand campaigns range from the empowering (#WeAreAllFabulous) to the informative (#SizeDoesMatter)