



THE GLOCAL BRAND

INSPIRED BY GERMAN VALUES, ANGO MODE HAS BEEN INFLUENCING CANADA'S MEN'S FASHION INDUSTRY FOR THE LAST 30 YEARS. HÖRST, ITS LABEL, HAS ENTERED INDIA WITH ITS WORLD-CLASS COLLECTION. JEAN SEBASTIAN OCTEAU, PRESIDENT, ANGO MODE INC, SHARES HIS BUSINESS STRATEGY AND PLANS FOR THE BRAND.

•BY PRIYANKA SAHA



What made you enter India?

The opportunity to enter a booming market and cater to fashion enthusiasts.

Why did you zero down on Hörst? Do you plan to launch other labels as well?

We chose to launch our brand Hörst since it is our most complete collection and with a better price-point for mass consumers. We also plan to launch Klaus Boehler, which is a high-end brand, in a year or so.

Tell us about your collaboration with Jain Enterprise.

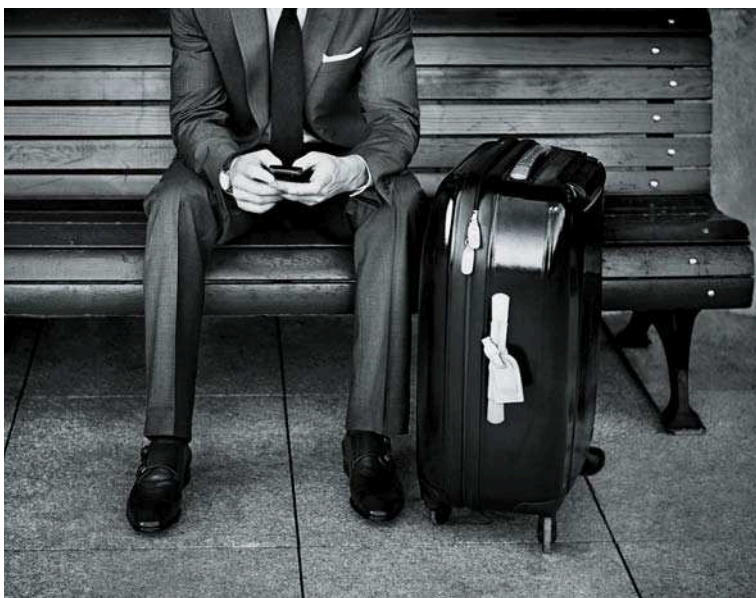
Jain Enterprise is our Indian partner who will distribute our collections. We found them to be the most suitable partner since they have been in the business for the last five decades.

What is the USP of your brand?

To bring the best in latest fashion, premium quality and maintain a price ratio.

There are many international brands in India. How do you plan to strengthen your customer base?

We intend to strengthen our brand presence by using the media to spread awareness about it. Then we will also plan to organise a fashion show for consumers in April 2014 so they get an opportunity to see the Hörst collection.



Many international brands scale down their prices when they are launched in India. How important is pricing to succeed in the Indian market?

Pricing is very important to us in order to succeed. Indians are very price conscious. We are, thus, adapting our prices in order to enable the middle class consumer to buy and experience the Hörst brand.

Which retail formats are you planning for India?

We are looking into wholesale as well as the SIS (shop-in-shop) format.

What criteria do you follow to decide the store location?

Where is the first store coming up?

We have plans to start in Delhi and other cities of North India. We have scheduled meetings with retailers from 11 November to 13 November 2013, to determine the location of the stores where our brand will be available.

Tell us about the store design, visual merchandising and other elements. Will it be similar to international stores?

It will be similar in design to Benetton and USPA.

Who is the Hörst customer in India? How do you think this customer is different from the Canadian counterpart?

Consumers who are fashion conscious will be the customers for Hörst. All around the world, fashion is consumed in the same way. Brand and quality are important to all.

Have you done any localisation to meet the Indian requirements of size and sensibility?

Yes, Indian specifications have been taken into consideration. Designing and styling will be done in Canada, but the production will happen in India, so that the product becomes more affordable.

Tell us about the product range and price-points.

We have a complete collection for men comprising shirts, polos, T-shirts, trousers, sweaters, jackets, suits, et cetera. The price range is from ₹1,500 onwards.

WE AIM TO OFFER INTERNATIONAL FASHION PRODUCTS THAT MEET THE CONSUMER'S EXPECTATIONS. MOST IMPORTANTLY, WE WANT TO CREATE A LIFETIME PARTNERSHIP WITH OUR CONSUMERS BY MARKETING AND PROVIDING QUALITY PRODUCTS

What will be the marketing strategy?

To introduce the brand values of Hörst to the consumer via a well selected media mix as well as induce product experiences, which, indeed, is the real USP of the brand. Initially, we will use the MBO platform to have a closer understanding of the Indian consumer, following which we will have our own EBOs.

What challenges do you foresee in the Indian fashion market?

To make the brand known to consumers and create consumer loyalty, so that they come back to buy the Hörst brand every season are likely to be a few of the challenges.

What are your own aspirations for the brand?

To attend to all our consumers and understand their mindset and lifestyle, so that we are able to offer them products and services of outstanding quality. We also aim to offer international fashion products that meet the consumer's expectations. Most importantly, we want to create a lifetime partnership with our consumers by marketing and providing superior products and services for the fashion industry.

What is your opinion on single global ad campaigns? Do you think the local ethos needs to be figured into a campaign?

It is important that the local philosophy be figured in a campaign, but one should always keep in mind the global aspect of the campaign.

How do you see the brand five years down the line?

To have our brand occupy a dominant retail floor space in every key menswear store in India, North America and other countries. We also look forward to opening exclusive Hörst stores in India, like the one we unveiled in 2012 in Montréal, Canada. **BoF**