



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.