Redefine contemporary fashion with D'Cot by Donear

Latest Spring Summer Collection'19 now in stores with exciting offers!

A complete fashion house with fabulous & appealing clothing line(s), D'Cot by Donear, from the House of Donear Industries Ltd, is an exclusive mid-priced retail chain that is redefining contemporary fashion with its unique yet innovative range of apparels catering to men's Ready-to-wear category. Being a youthful and trend-setting brand, it has a wide range of apparels which include Shirts, Trousers, Core & Fashion Denim, T-Shirts, Suits & Blazers, Winter Wear, Koti and accessories as well.

In a step to reinforce its leadership in the market and to take the brand to the next level, D'Cot by Donear has associated with Bollywood's heartthrob **Hrithik Roshan** as their brand ambassador. Hrithik Roshan's image is in perfect sync with the brand attributes and they believe that this association will give a new face to the brand further enabling a wider reach nationwide.

D'Cot by Donear's thorough understanding of the fashion industry in India gives it a clear edge over others. Coming from the House of Donear, D'Cot has inherited a legacy of exceptional values like development, innovation in terms of designs, new Trends, patterns and styles, which go a long way in establishing D'Cot as a successful Quality-wear Indian brand. With over 10 lakh consumers, it also offers fashion solution for lifestyle & value with its trendiest range of products that are well researched and analyzed with an emphasis on making the same available to the consumers.
From appealing apparels to enchanting accessories, D'Cot by Donear is the one-stop-shop for all your fashion needs! The product range truly combines style & fashion with great panache. Its versatility makes it suited for any mood, occasion and help fashionistas stay abreast with the changing trends. Its wide range of products includes:

Apparels

- Formal Wear - Shirts, Trousers, Suits
- Casual Wear - T-Shirts, Shirts, Denims, Jackets / Blazers, Pullover, Cargos
- Party Wear - T-Shirts, Shirts, Denims, Jackets

Accessories

- Neckties & Pocket Square
- Belts & Wallets
- Inner Wear
- Handkerchief & Socks
- Lowers & Bermudas

And more.

The latest Spring Summer'19 collection is now available at stores with exciting offers! Around 400+ new styles have been launched at D'Cot by Donear's exclusive stores. The new collection offers a varied line across all categories, especially for the marriage season. Newly launched 'Skinny Fit' in denims under Miami collection, which is targeted at young peers from 18 - 24 years, which has all aqua theme colors is the latest 'cool quotient' of the brand.

Currently operating 200 Franchise Owned-Franchise Operated (FOFO) Exclusive Brand Outlets (EBOs) under the Sale-or-Return model, it has its footprints in 15 states & 3 union territories across Metros, Tier 1, Tier 2, Tier 3 and Tier 4 towns. The key elements of franchising include that of loyalty, satisfaction and market presence; D'Cot by Donear also has some franchise who are operating multiple D'Cot stores.The brand operates under the discount format, wherein consumer gets discount from 20% to 60% throughout the year, depending upon the season cycles & stock ageing.

Speaking about the personality of the brand, **Akash Manwani, Assistant Vice President, D'Cot by Donear,** said *"Our brand creations stem from the concept of realizing aspirations and achieving our goals in life. Experience and expertise are intertwined beautifully to craft timeless and high quality products, which reflect youthfulness, exuberance, elegance, passion, class and style. At D'Cot by Donear, we offer fashion solutions at pcoket friendly prices and it has always been our endeavour to give the best value for money to every customer."*

On endorsement of the brand D'Cot by Donear, **Hrithik Roshan** said, *"I am delighted to be associated with D'Cot by Donear as I have always related the brand with great quality and a wide range of menswear apparel. I have always admired Donear Industries, a highly respected organization which has built a strong brand and recall value among men from different generations. An absolute focus on making it a one-stop-shop show the commitment of the D'Cot by Donear management. Given the strong brand image and the quality that the company is known for, I am sure that D'Cot by Donear will further enhance its position as the most preferred fashion brand for Menswear in India."*

ABOUT D'COT BY DONEAR –

D'Cot by Donear is a quality wear clothing brand from the House of Donear Industries Ltd, catering to menswear ready-to-wear apparels. D'Cot stands for men's complete trend setting & quality wear clothing, available at pocket friendly prices. D'Cot by

Donear is best known for its casual clothing line. The brand has grown & is charming the Nation with its product style, retail concept & superior quality.