

## **D'Cot's promise is to retain people's enthusiasm and satisfy their urge to be stylish!**



**Akash Manwani, Assistant Vice President, D.Cot by Donear.**

- **Tell us about the history and legacy of the brand.**

Donear Industries Ltd., the 'Made in India' brand, is well-recognized in India and overseas as one of the best-quality product manufacturers and innovators, who have been an integral part of the textile/fashion/apparel business for 40+ years. The group has different textile brands under its portfolio including Donear, GBTL (formerly GRASIM Suitings), Graviera, OCM to name a few for fabrics; and D'Cot & Donear NXG as their apparel brands.

Known for superior quality product at pocket-friendly prices, the retail brand D'Cot is a complete fashion house with fabulous & appealing style wear. D'Cot has successfully and consistently introduced innovative stylewear made from the finest fabrics and materials that come with vibrant colours, designs & patterns.

Known for superior quality product at pocket friendly prices, the brand began its journey with 20 stores in 2007 and has now reached to 275 EBO's.

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Superior quality, fast fashion product at pocket friendly price, is the one value at the core of the brand.

With a high flair for quality & trends in its DNA, it caters to the Menswear apparel segment, between the age group of 18 to 40 years.

D'Cot has also won accolades such as, *Emerging Brand & Retail Icon of the Year* in the past. With a vast retail footprint, there are numerous entrepreneurs and seasoned retail entrepreneurs who hold D'Cot franchisees. Most of them have been associated with D'Cot for over a decade, operating multiple D'Cot stores and are reaping good returns.

- **How has the brand fared over the years?**

Ever since the brand's inception, we have been well received by our consumers and franchise partners alike.

We believe delivering superior quality products, the right merchandise mix, seamless customer experience, stores at prime locations and having true-value have been some of the major factors that play a vital role in driving the outstanding business growth for us. This very unique mix of getting everything right helps us maintaining our competitive edge in the market to deliver customer trust.

- **What are the garments offered by D'Cot? Could you share some details on the Upcoming collection/s**

D'Cot is recognized as authentic casual wear men's apparel brand, which offers wide merchandise mix like Casual and Formal Shirts, Denims and T-Shirts, Casual and Formal Trousers, Athleisure, Suits and Blazers and accessories. Our upcoming collection for Autumn Winter is going to be mix of varied fabrics specially crafted for winter season featuring radiant and alluring designs.

- **Covid-19 impacted all industries alike. What were the Challenges and Opportunities during the pandemic?**

The past 15 months have been the toughest not only for business but for the mankind itself, posing a lot of challenges and then again, a lot of opportunities. While the challenges we faced included - store closures, declining sales, inventory piling, fixed store rental cost and so on; at the same time, the pandemic opened the doors for opportunity as well like athleisure and relax wear as an emerging category gained upward swing as its consumption increased tremendously.

Lockdown has prompted huge catatonic shifts in fashion consumption particularly in tier 3 and 4 cities, as consumers started spending more time on the digital space. Some markets which were dominated by local players, have increased market share because consumers were seeing fashion on digital and wanting to shop at their favorite stores. It is justified to say that fashion awareness has increased by this new trend of media consumption.

- **Expansion plans for D'Cot**

D'Cot has successfully upheld the vision of offering stylish and trendy, quality-wear clothing at pocket-friendly prices. We're seamlessly operating 275 stores across the subcontinent and furthermore plan to reach 500 EBOs in the next two years.

We are delighted to share that D'Cot has gained immense popularity in Tier 1, 2 and 3 cities as well, while establishing the brand's footprint in major metro cities.

We are now thrilled to launch D'Cot exclusive flagship stores respectively at Linking Road, Khar (Mumbai) and soon in Connaught Place, (Delhi). We aim to provide value, a great safe shopping experience and look forward to seeing all our customers very soon.