The Brand 83 will fill the void for a cricket-based lifestyle Brand

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1 - Apparel and retail after Covid-19

We believe most retailers will pursue a step-by-step approach to reopening stores like a gradual ramp-up in staff, digital engagement with loyal customers to invite them back to stores, testing of localized promotions, and compliance with local requirements. The crisis may have changed consumer behavior and preferences, so forward-thinking retailers must reopen with a new operating model centered on customer engagement and styling, for example, floor-space resets to facilitate seamless in-store pickup of online orders, and scannable products that connect shoppers to online product reviews, etc. As our country emerges from lockdown, it is essential for retailers to create safe store environments for their customers to return to. Initially, a store's lower footfall is expected, storefronts and window displays can still offer opportunities to gain brand awareness and attract customers while queuing systems outside of stores and malls are in place to manage the number of people entering every single time.

One-way systems and making sanitary hand gel available at the entrance are such simple steps and important to reassure customers, an introduction of contactless payment and mobile POS for faster checkout can be practical steps. To reduce queues, online booking systems can be implemented in front of stores and virtual appointments with sales assistants can offer a safe and efficient alternative for both staff and customers. The pandemic has compounded the demand for all things digital, which in turn has enabled innovation, efficiency, and new ways for businesses to scale up. The shift can be permanent and can continue to create opportunities to build smooth, smarter operating models and differentiated customer propositions that are more personalized to each customer. Equally, the crisis has emphasized the need to move to more sustainable and responsible ways of working in all areas of the value chain. As the number of demands for slow fashion and products may rise for fashion players, their response to this need continues to grow. It will prove to be a long-term boon to companies, workers, customers, and the planet. We have seen a rise in casual wear and environmentally-friendly clothing. Customers look for durability as well. Based on the sales post lockdown, we have witnessed an increasing demand for t-shirts, boxers, and casual denim.

2- Brand Movement

On the back of Kabir Khan's "83" that releases on 4th june 2021, Spykar and Swag Fashions have joined hands to create the 83 Fashion line. The Broad idea is to build the Brand 83, as a lifestyle brand by launching categories in fashion and beyond. In a country, where billion people are crazy for cricket, the Brand 83 will fill the void for a cricket-based lifestyle Brand.

The Brand 83 roots the cricketing emotion of India and & signifies India's World Cup glory that transformed Cricket from a sport into a religion. It's is an expression of India's cricketing passion. The Brand resonates confidence and reflects following values i.e. Team Spirit, Triumph, Euphoria, Self-Belief & Determination. The Brand 83 has two aesthetic tones: One that reflects heritage with subtle expression & the other is contemporary & sports-lifestyle, which is colorful & relevant to the Millennial.

Spykar, with an edge & experience in creating fashion products, would bring-in trendy 83 fashion wear which are currently available on Myntra.

Additionally, for the Einstein Campaign, Spykar is getting a full fledged access to official assets and fanbase to make the campaign a huge success. This includes trademarks, image rights to photographs, access to his archives, and access to his twitter and Facebook base.

3- New product development by Spykar

Spykar has added a new SS '21 collection in the latest offerings. Its traditional craftsmanship and artistry as detailing elements are the key highlights. Cut and sew paneling on garments, color blocking, bright stripes, all-over floral and placement prints, multidirectional graphics, handmade details, and outdoor scenic prints are the highlights of this collection. We have added new trousers, shirts, socks with new accessories such as wallets, belts, perfumes have been added.

We also have a men's athleisure collection, both sporty and street wear for all-day comfort, sophisticated and aesthetic look with reflective and high contrast prints, and dark colors such as plum and teal. As the distinction between physical and virtual becomes more blurred, fun and experimental print direction which focuses on escape is key, the prints and patterns are inspired by e-sports and imagined through a digital lens. Artificial colors, exaggerated forms, distorted or consciously fake print, and patterns are pulled together with a level of sophistication rather than any hint of gimmick. Prints and patterns are clean and minimal and its fabric and fiber innovations add value to the garments. It has subtle sculpting like paneling, pintucks, piping, and bold color-block. The prints and graphics are pixelated and liquid hydrographic with high contrast.