



# P

# ORTFOLIO

## RABHAKARAN





## CONTENTS

### SEASONS BASIC 029 LOOK **4**

An overview of our 3 hottest looks  
- Basics 029, Weekend and ProWeek

### 10 NEW SPACES

Here's a look-out for a store near you!

### THE APPAREL BUSINESS **12**

Unveiling the garment industry

### 14 MUST-HAVES!

Your guide to the season's hottest trends

### 27 CORPORATE MARKETING

A great guide to giveaways

### WE CELEBRATE OUR PEOPLE **28**

A celebration of birthdays

### 30 HR INITIATIVES

A sneak peek at what H&B does right

### DENIM STORY **31**

In the most exciting trend yet to men's favorite beloved cloth, Basics 029 adds gear to the fashion season with its rich new games in denim clothing.



# BASICS 029

Basics 029 has launched two brand new fits in denim:

- Torque (Slim skinny)
- Petal (Slim contour leg)

Basics trousers now sport a slim fit with special washes to give a relaxed casual look.

This season basics 029 shirts are broadly categorized under 3 collections:

- Roadies
- Denim
- Play

Basics 029 has also added a wide range of:

- Shoes
- Socks
- Bags

To its collection of already existing accessories.

Launched this season new lifestyle products from Basics 029:

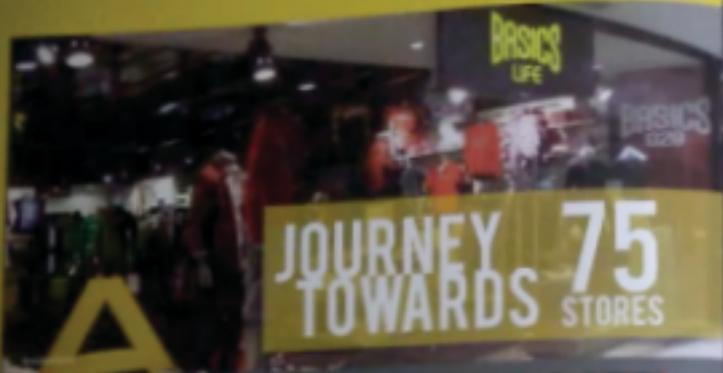
- Inner wear (menswear)
- Bomber jackets
- Washed cotton blazers
- Waistcoats
- Knit jackets
- Funky tees

# BASICS 029

CLOTHING & ACCESSORIES  
[www.Basics029.in](http://www.Basics029.in)

## BASIC HANGOVER





They recently began in 2009 when "Basics" was launched under the Spring collection. "Basics" had a goal of becoming the go-to brand for the design to reach the masses. "Our mission of Basics was the target."

As a retail franchise, "Basics" offers only leading in customer service and design. "Basics" was not designed to be a franchise, but we are in the market of the franchise to make the most of it.

"Basics" offers a wide range of products in a variety of sizes, colors and styles. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it.

"Basics" offers a wide range of products in a variety of sizes, colors and styles. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it. "Basics" was designed to be a franchise, but we are in the market of the franchise to make the most of it.



It would be far easier for the needs of the apparel design team and the communications team to develop a current and future vision to an internal mission.

Customer research leads and measurable results are not an end in a plan. The plan was simple... it is a plan that we created an environment that adds value to what we wanted to sell.

"Basics Life" was an as a result of the window... the way I see it is to look at it as a business to the effort and energy that is necessary being expended to keep the store alive of creating a retail store that is "The ultimate fashion destination for life". Currently, our focus and store merchandising team has grown from strength to strength and is up for the challenge. Visual merchandising, store layout, store maintenance, visual communication, lighting, and signage of general entrance and a lot of the activities that are part of the day to the routine of the department... new focus to say that they are doing a "Basics" job of it.

Our current store strength is close to 60 stores and we hope to grow 100 by the end of the year.

Quality merchandise and quantity is the focus of our retail store as a franchise or store. It is always about changing the rules of the game in our own way. The focus we are doing what we do best. Shopping.





# THE BRANDED

Home Apparel Fashion And Lifestyle Accessories Business

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

Home apparel design - understand the customer, the brand, the business, the market, the supply chain, the distribution, the retail, the marketing, the sales, the service, the support, the logistics, the technology, the innovation, the competition, the trends, the risks, the opportunities, the challenges, the solutions, the future.

The fact that they choose to invest in the consumer through their own resources is a sign of an idea in the fact that they see the potential and are in for the long haul.

Responsible of retail brands by way of retail, primarily it's also for the most part encouraged by the above picture.

"A journey of a thousand miles begins with the first step!"  
The Branded marks apparel fashion and lifestyle accessories business to help bring you the picture.

We at Branded have seen this trend at least 2 years ago - therefore to day the consumer's preference more likely at the right time in life of the brand!

We understand that as designers - we try to design things that are never "in" - so they are never "out".

We also understand that the moment we focus too heavily on what's going on around us is when we have to face our products becoming "in". This "trend" for the most part we focus our energies on great design - which might not have anything to do with "brand".

Home apparel design the following categories in life:

## In Apparel

Tops - Shirts , T-shirts , buttoned jackets , women jackets , casual coats , blouses  
Bottoms - Trousers , dresses , shorts , track pants

## In Accessories

Shoes, Socks, Innerwear , Brasies , Caps, Bags , Hip Bags , Hats , belts, hats, Jewelry, Handbags ,

**WE UNDERSTAND THAT AS DESIGNERS, WE LIVE TO DESIGN THINGS THAT ARE NEVER "IN" - SO THEY ARE NEVER "OUT"**

All of the above we do identify the needs of the consumer when they think our choice is.

The opportunity that's what we sell "to certain segments".

We at Branded are very bullish about our future and are sure will create greater insights with all the experience and domain knowledge that we have gathered so far.

Eventually we believe that it's all about changing the rules of the game - in our own way - so there we are stepping up.



MUST HAVE



All weather,  
100% Cotton  
Multipurpose  
bumper  
jacket.



Perfect For An All  
Season Lifestyle Look.  
Perfect! Durable And  
Washable Action.

Available in men's sizes  
S, M, L, XL, 2XL, 3XL  
and 4XL. Colors: Tan,  
Black, Navy, Olive, Red.



Available in men's  
sizes S, M, L, XL,  
2XL, 3XL, 4XL.  
Colors: Tan, Black,  
Navy, Olive, Red.

Available in men's  
sizes S, M, L, XL,  
2XL, 3XL, 4XL.  
Colors: Tan, Black,  
Navy, Olive, Red.

## BASICS 029 DENIMS FITS



T2199



T2499



T2198



T2196



T2198

### CLIFF

Mid-Low Rise  
Slim Fit  
Straight Leg

### ROCK

Mid Rise Comfort Fit  
Straight Leg

### HUNK

Mid-Low Rise  
Slim Fit  
Boot Cut

### PISTOL

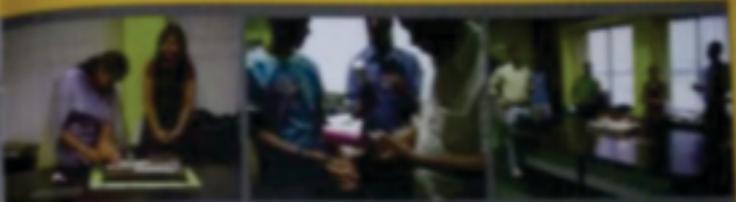
Low Rise  
Slim Fit  
Contour Leg

### TORQUE

Low Rise  
Skinny fit  
Narrow leg

# WE CELEBRATE OUR PEOPLE

-A celebration of birthdays



## **BASICS LIFE**

<http://www.facebook.com/BasicsLife>

At Basics Life social media has been instrumental in helping us maintain a meaningful relationship with our customers, 100+ IT stores spread across 3 different countries, answering the most pressing of our clients' concerns our only impediment. Social media gives us that added leverage and opens up endless possibilities for us to connect with our wide fan base which is 1,00,000 members currently and growing steadily.

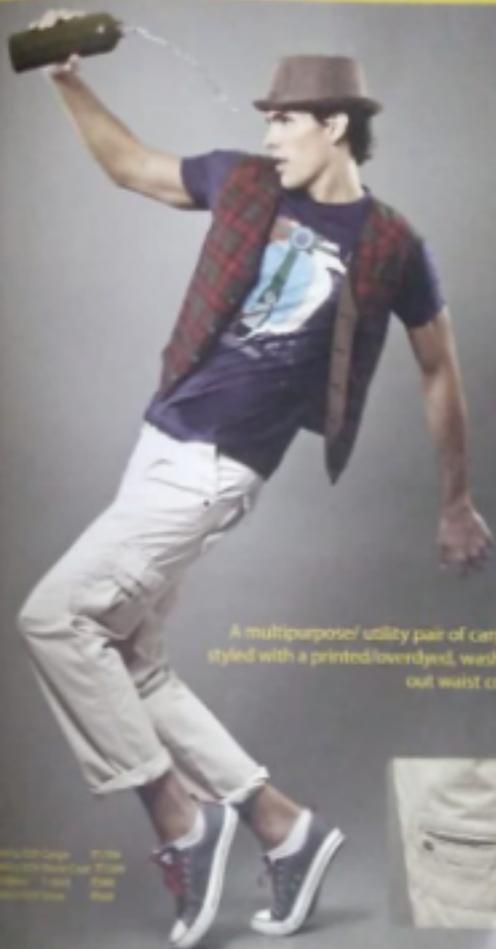
In an age of advanced technology where

communication has to reach thousands at every opportunity, social networking has become a indispensable platform to help us connect with our younger demographics. Our new website contribution on our Facebook page which helps us understand their needs and specifications to every last detail. Unlike any other Facebook helps us personalize our communication effectively. We are using our customers' voice up and without doubt we believe we shouldn't have given us a guide to such a short span of time.

MUST HAVE



## KNIT JACKETS



A multipurpose/ utility pair of cargos styled with a printed/overdyed, washed out waist coat.



Model: 180cm / 5'11" (5'11")  
Model: 175cm / 5'9" (5'9")  
Model: 170cm / 5'7" (5'7")  
Model: 165cm / 5'5" (5'5")

MUST HAVE

## SOCKS

Combed and Dyed 200  
High-tech socks ranging  
from formal to sporty such  
as NoShow & socks in a  
pair of exciting yet stylish  
designs.

RIGHT  
PAGE



## BATH AND BEYOND

Wrap yourself in a soft luxurious feel  
and savor the quality of our fluffy  
towels. Bariatat200 offers towel  
solutions for every need, ranging  
from Bath to Gym to Hand towels.

Hand Towels 200  
Bath Towels 200  
Gym Towels 200  
Hand Towels 200



## BOOKS

A notebook that's simple  
and uncomplicated. Just  
the way we are.

Handbook 200

JUST  
OUT



LAUNCHING SPRING 2012 THE RANGE OF  
SHADES FROM BASICS 029.



BELTS FROM BASICS 029



FROM GENESIS



High Top Canvas Shoes



High Top Canvas



Basic Canvas Shoes - Men

SHOES FROM BASICS 029

STOLES  
IN STORE NOW!

The new layered look for  
men from Basics 029  
keeping it simple and sly.

Basic Stoles  
From Basics 029



LAUNCH OF MEN'S  
LIFESTYLE BAGS BY  
PROBASE, GENESIS AND  
BASICS 029.



Genesis Backpack 029



Probase Backpack 029



Probase Backpack 029



Basics Backpack 029



Basics Backpack 029



Basics Backpack 029



Basics Backpack 029



Basics Backpack 029

Basics Life introduces a range of men's bags from Basics 029, Genesis and Probase. A collection of premium looking contemporary bags comprising rugged courier bags, the range of bags span from the basic satchel to the more utilitarian backpacks & rucksacks.

MUST HAVE  
INNERWEAR

TRUNK

FASHION BRIEF



## CORPORATE MARKETING

Hugoboss has appointed a team that works together to customize our products to the needs of various Corporate clients.

The reputation of having searched around for products of great value is a proposition that is irrefutable.

The Product categories range from:

**Men's Apparel** - Suits, Shirts, Formal shirts

**Men's Accessories** - Ties, Formal Shirts

**Basic 001 Apparel** - Women tops and bottoms, hat tops, sportswear, Jackets, casual jackets, leisure jackets, wind coats

**Basic 001 Accessories** - Caps, Belts, Shoes, Socks, Tie Bars, Bags, Trunks, Travelware

**Women Apparel** - Women tops and bottoms, and tops and bottoms

**Women Accessories** - Caps, Belts, Shoes, Socks, Ties, Bags

Most business houses / corporations are always looking out for stylish and well priced tailored clothing as part of their requirement for rewards and personal gifting within the office.

Hugoboss with its extensive product knowledge, design strength and sourcing skills has and continues to partner with a number of corporates.

Headline to you reliability, style, quality and cost effective marketing will be delivered at your doorstep in the latest trends.

In case of any requirements please feel free to contact [This@HugobossMarketing.com](mailto:This@HugobossMarketing.com) or call this number: 0000000000

# LOVE THY DENIM!

It's time to get your denim game on. The new denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!



Love thy denim. The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

Love thy denim. The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

Love thy denim. The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

Love thy denim. The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

Love thy denim. The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

The denim collection is here, and it's the most versatile, comfortable, and stylish you've ever seen. It's the perfect mix of classic and modern, and it's the perfect fit for the streets. Love thy denim!

Basics 029 also launches two new fits for the streets: Torque and Pistol, by mixing and matching the skinny and slim fits with a vintage treatment.

# TALENT MANAGEMENT

How do you go from hiring to getting talent?

**Getting to Know the Market** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

## Retaining Talent

In the current climate of change, it's critical to retain the best talent. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

## Managing Resources

How do you know the market is changing? (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?

**How do you know the market is changing?** (HRM) asks questions about the labor market in the U.S. and how it's changing. How do you know the market is changing? How do you know the market is changing?



WHAT'S YOUR MARK?

INTRODUCING SIDES FROM BASICS 029



Sav + Foamboard with 2 stands



Sav + Foamboard with 1 stands

# BASICS LIFE

MUMBAI | BANGALORE |  
HYDERABAD | DUBAI |  
TRIVANDRUM | ERNAKULAM  
COCHIN | VISAKHAPATNAM  
WARANGAL | MALDIVES  
THALASSERY | PONDICHERY  
KOTTAYAM | TRISSUR | MADURAI  
MELLORÉ | SALEM | CALICUT  
COIMBATORE | TRIPUNJUR | PALAKKAD  
CHENNAI | TUTUCORIN | THANJAVUR  
TIRUCHI | MANGALORE | VILVAMPIL  
BHARUWARI | NIZAMABAD  
RAJAHMUNDRY | NANDED  
GUNTUR | KANUR | BAHRAIN | QATAR

BASICS  
029

GENESIS

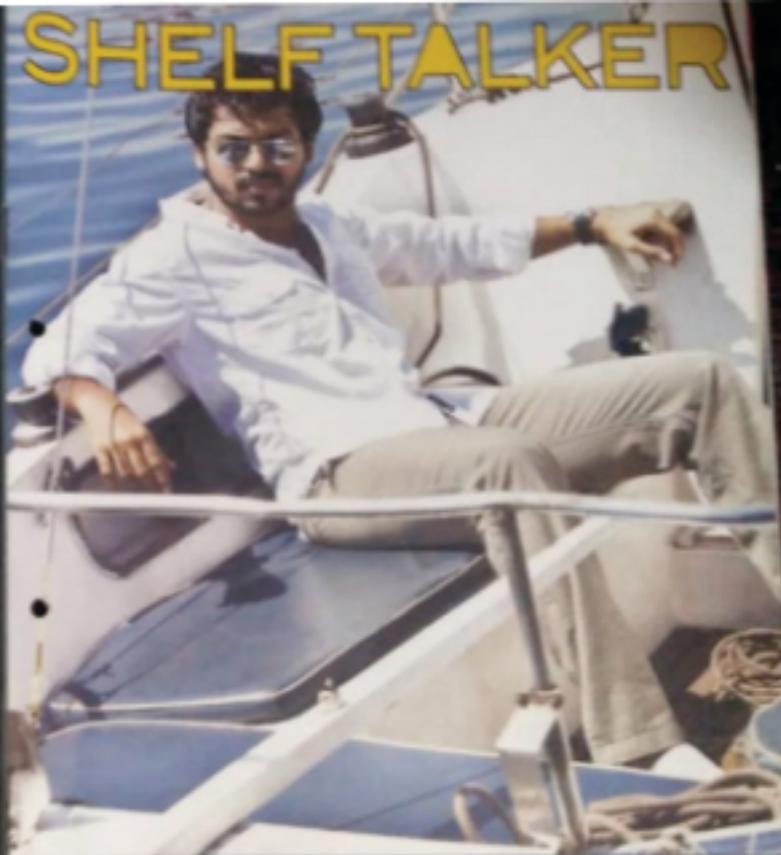
PROBSE

WORKING CUSTOMER SUPPORT: P. 29, ALAPAKKAM MAIN ROAD, MADURAI/VIRAL  
CHENNAI - 600 095. TEL: 044 - 30580607/08. VISIT WWW.HASHTAGCLOTHING.COM

FACEBOOK.COM/BASICS029



# SHELF TALKER



ecommerce

6 EASY  
LOOKS

ARE YOU TAKING  
PART IN OUR

facebook

CONTESTS?

STORE  
WATCH  
Colombo



BASIC RESPONSIBILITY

BASICS

Summer will soon end and Fall will be here before we know it. The hottest season of the year raced past with all the FIFA drama, Paul the octopus, shameful defeats, and a well deserved victory. Spain is now reigning World Champion.

They have set the trend for the rest of the year. You cannot go wrong if you wear Red.

Iker Casillas nudges out David Villa as the Basics style icon of the month. Villa almost had it with his messy hairstyle but Iker with his silver glove takes top spot.

By far one of the best goal keepers we have seen, Casillas is always well dressed for every occasion. To steal a page from this stars' style book, begin with a heavily distressed denim bottom and mix this with jackets or polos keeping it relaxed and classic.

**SPAIN**

IKER CASILLAS



## CONTENTS

### 4 DIRECTOR'S SPEAK

### 5 STORE WATCH

Express Avenue. Another Basics Life shopping destination.

### 6 PRODUCT UPDATE

A product directory that will help you stock your Fall wardrobe.

### 12 INTERNATIONAL STORY

### 14 EVENTS

What to book your calendar for this month.

### 15 COVER STORY

A photo exclusive with Bollywood star Karthi.

### 17 WEBSTER



# Apparels

## 2. Apparels Stationeries

23.5 X 5.6 in \_Jacket Signages



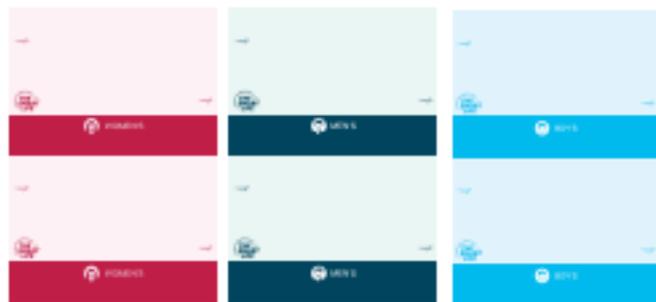
A4 Mens / Womens / Kids BOYS & Girls\_Vertical



A5\_WOMENS\_Horizontal

A5\_MENS\_Horizontal

A5\_KIDS BOYS\_Horizontal



## Apparels

### 1. New Arrivals

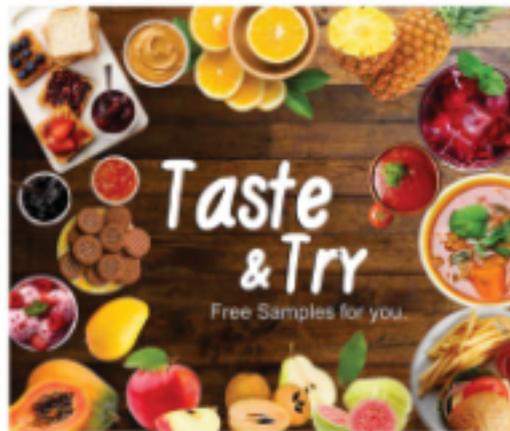
23.5in X 5.6in New Arrivals Signages



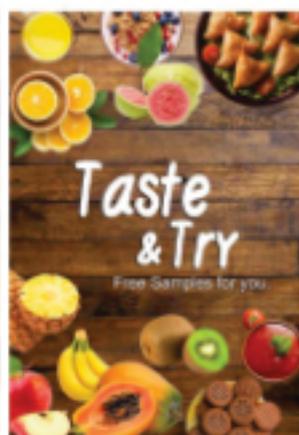
A4 Signage

A5 Signage

## Dangler & Data strip



W33.5in X H28in



W19.5in X H28in



# Hero Veg

Cutout  
Standee





"கவைக்கு எனக்கு திகர்  
யார் உண்டு சொல்லு"



"நாளிலாத உட்கருடைய Salad  
அளகுறை கவையானே!"



"பருப்பிலாத சாம்பா..  
நாளிலாத சமைபா  
வாளுக்கள் ஒருகை யார்க்கலாம்."



"இது  
**Freshness**  
வழங்கும் திராட்சைகொத்து"



"Our மேட்டுக்குடி  
is to source  
the best சாத்துக்குடி"

Certified Organic



Naturally Grown

Natures own Taste & Aroma

Good for Health & Vitality



"அறிய, குழப்ப, இரண்டாம் -  
Bhinn-Bhinn Bhindi"



"The Apple  
of your eyes"



"நாளைய lunch  
நாள் இன்றே ரொடி!"



"இது Tarbooz one  
in a melon ஆகும்!"



"கேரளின் பச்சை ராணி  
பச்சை பச்சை கேரடு  
எல்லா நல்லாறுதலும்"



"எல்லா எடுத்துக் கொடுத்த உட்கல்  
எல்லாறு - Baingan!"

## Home Delivery with conditions creatives

Drop Down

6ft x 3ft

**YOU SHOP  
WE DROP**  
HOME DELIVERY 7 DAYS A WEEK

**DELIVERY CHARGES**  
Get the \$100 Retail Value Basket or more  
with the \$100 Retail Value Basket or more

**Get delivery  
for only \$4.99**

\*Excluding Delivery of Perishables, Vegetables, Eggs,  
Ice Cream and Frozen Food

**YOU SHOP  
WE DROP**  
HOME DELIVERY 7 DAYS A WEEK

**DELIVERY CHARGES**  
Get the \$100 Retail Value Basket or more  
with the \$100 Retail Value Basket or more

**Get delivery  
for only \$4.99**

\*Excluding Delivery of Perishables, Vegetables, Eggs, Ice Cream and Frozen Food

## Ring the bell

**You do the  
shopping,  
we'll do the  
lifting.**

**We are here to carry your shopping  
baskets up or down the staircase.  
Please ring the bell for Assistance.**

