

A woman with long dark hair, wearing sunglasses and large hoop earrings, is posing in a pink jumpsuit with a small white floral pattern. The jumpsuit has a high collar, a tie belt at the waist, and a pocket on the left side. She is wearing white high-heeled sandals. She stands in front of a green door with intricate carvings and a matching green picket fence. The background is filled with lush green foliage. The brand name 'FABALLEY' is overlaid in large white letters across the middle of the image.

FABALLEY

# COMPANY PROFILE

## FABALLEY

## indya

“With the growing economic independence of women, the demand for women’s western-wear is at an all time high. Working women in metros and mini-metros and moving towards dresses and formal suits.”

Started in the year 2012, High Street Essentials Pvt. Ltd. (HSE) – the brainchild of Shivani Poddar and Tanvi Malik, has emerged as one of India’s leading omni-channel fashion houses. **FabAlley** is a rapid fashion brand for apparel and accessories offering more than 3000 own-brand products in categories like clothing, bags

and jewelry. Besides FabAlley, the western wear brand, HSE owns, **Indya** - the first brand in the country to cater to the burgeoning fusion-wear fashion industry; and Curve – a Western Wear brand for plus-sized women. All the three brands have an inimitable style signature and are attuned to the women of today.

Today, the brands sell from 120 retail points across the country.

For FY 19-20, High Street Essentials is expected to achieve a turnover of INR 220 Crores in Gross Sales. SAIF Partners has recently invested in HSE.

# OUR PARTNERS



India Quotient is a Mumbai based Venture Capital fund with 2 funds totaling more than INR 200 Cr under management. IQ led the Series A round in HSE and believes in partnering with Companies with a differentiated offering that can create billion dollar businesses.

The logo for SAIF Partners consists of the text 'SAIF Partners' in a bold, sans-serif font. The 'SAIF' part is in black, and 'Partners' is in red. A registered trademark symbol (®) is located at the end of the word 'Partners'.

SAIF Partners is a leading private equity firm that provides growth capital to companies in Asia. The firm was founded in 2001 and currently manages over \$4 billion in capital. With over 100 investments since its inception, SAIF has become one of the largest and most active funds in the region. SAIF is a long-term investor with local teams in Hong Kong, China and India. Their Indian portfolio currently consists of companies such as BookMyShow, FirstCry.com, PayTM, ShareChat, Swiggy, Urban Ladder and others.

# BUSINESS PROPOSITION



For the fashion-loving and value-conscious Indian woman, FabAlley delivers the latest from the fashion capitals of the world, at a rapid pace.



FabAlley understands the need to be relevant - it brings the best of fashion trends in stores modified to suit the local woman's sensibility



With a fully equipped in-house sampling unit, from fabric printing, embroidery to finishing and a 21 days production cycle, FabAlley has the ability to deliver quick turn arounds, thus always staying on trend.



# BRAND POSITIONING



Premium experience with affordable pricing; average price for tops is INR 1500 and for dresses is INR 2200

- Fashion-forward and trendy clothes that exude class and easy glamour

- Distinctive detailing with feminine and flattering silhouettes

- Styles that make customers feel as confident as her global counterparts

# BRAND EXPERIENCE



## FASHIONABLE, FEMININE, PREMIUM

### • **Be Fashionable**

International fashion is freshly available for our customers every week.

### • **Be Feminine**

Soft, delicate, and feminine designs with flattering silhouettes, varying from sweet to sultry.

### • **Be Premium**

Diverse styling and distinctive lines for a spectrum of occasions

# WHO IS THE FABALLEY WOMEN?



## MODERN AND DISCERNING

### 20 to 35 years

Independent woman with a rising disposable income, which she splurges on frequent shopping

### She thrives on social media

Is a traveller in spirit and embraces new experiences. She often seeks to refresh her wardrobe.

### Feminine and eclectic

She switches effortlessly between Indian and western wear. Dressing up for her is a form of self-expression.

## THE STORY TILL DATE



●  
Launched in 2012, FabAlley has become one of the largest Indian western wear fashion brands in the country

●  
FabAlley has rapidly expanded to be present across 170 shop in shops across 22 cities with Lifestyle, Central, Iconic, Unlimited and Globus

●  
FabAlley launched EBOs in mid 2019 and currently has 4 EBOs at Elante Chandigarh, Pacific Delhi, Pacific Dehradun and Express Avenue, Chennai.



# FABALLEY ADVANTAGE

	<u>FabAlley</u>	<u>AND</u>	<u>LQ</u>	<u>Zink</u>
<b>Product Profile</b>	Young and Fashion Forward, high fashion quotient	Comfort dressing for late western wear adopters	Focus on evening wear dresses and tops, low on fashion quotient	Comfort day wear, medium on fashion quotient
<b>Fashion Quotient</b>	Extremely high	Low	Low	Medium
<b>Target Audience</b>	20-35 years	30-40 years	27-35 years	25-35 years
<b>Freshness</b>	250 new styles launched per month	150 new styles launched per month	<50 new styles launched per month	<50 new styles launched per month
<b>Lead Time – Runway to Launch</b>	30-40 days	90 days	90 days	90 days
<b>Brand Following</b>	245,000 followers on Instagram	296,000 followers on Instagram	7000 followers on Instagram	17000 followers on Instagram
<b>Exclusivity</b>	FA will work on exclusive lines for SS	No exclusivity	No exclusivity	No exclusivity

# PRODUCT STRENGTH

Only Fast Fashion brand in the country to cater to the millennials with fresh, new launches on a weekly basis

First to Spot Trends in the Country



Market Leader in the Jumpsuits category – next big category in western wear

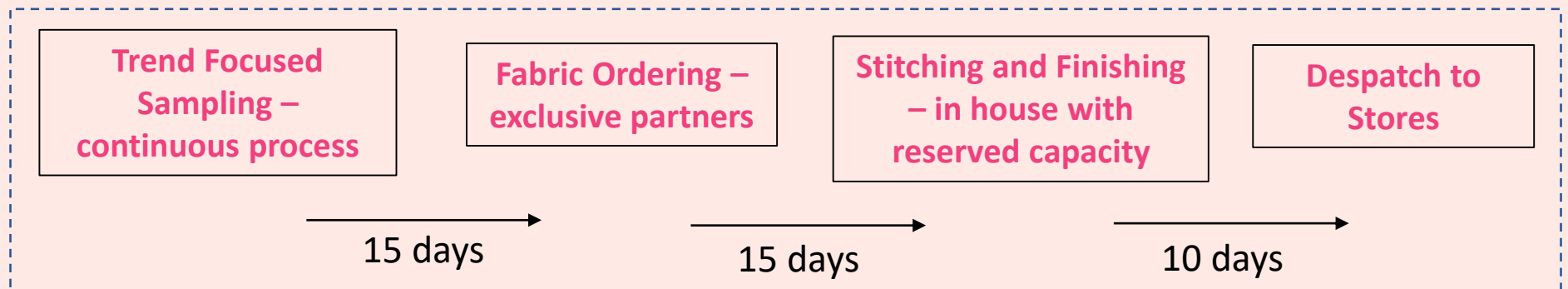


Young and Fresh



# HIGH REFRESH RATES

Rapid Fashion DNA to ensure low lead times to maintain weekly launches and capture trends in real time



1. Ownership of end to end supply chain ensures we are the only brand that maintains low lead time. Comp brands like AND and LQ order 6 months in advance whereas we work close to season to ensure trends are captured in real time
2. Based on in season sales, we can quickly capture data and send more silhouettes in the same style or similar styles
3. Weekly launches ensures the stores look fresh for repeat customers and RTVs are done in season to send fresh stock

# EXCLUSIVE LINES FOR SS

- We will work on an exclusive line for Shoppers Stop which is focused on our strength in fast fashion dresses and jumpsuits for SS20
- Use of premium and differentiated fabrics to ensure high value proposition



EXCLUSIVE LINES FOR  
SS



EXCLUSIVE LINES FOR  
SS



EXCLUSIVE LINES FOR  
SS



# EXCLUSIVE MARKETING PARTNERSHIPS

**Exclusive FabAlley – Shoppers Stop Partnerships with leading influencers and bloggers supported by monthly activities with in store demonstrations/styling workshops with fashion community and fashion shows**

## **Influencer Tie up with Lifestyle at MOI**



## **Styling Workshop at Express Avenue, Chennai**





# ANNEXURE

# EBOs – Elante Mall



# EBOs – EA Chennai





A photograph of two women walking on a grassy lawn in a park-like setting. The woman on the left is wearing a light blue off-the-shoulder top with floral embroidery and dark blue jeans. The woman on the right is wearing a blue and white vertically striped jumpsuit with a matching belt and black high-heeled sandals. They are both smiling and holding hands. The background features green trees, a wooden structure, and a colorful fence.

**FREE FALLIN'**  
LOOKBOOK

# FREE FALLIN' // LOOKBOOK



# FREE FALLIN' // LOOKBOOK



# FREE FALLIN' // LOOKBOOK







ON THE ROAD

• LOOKBOOK •

# ON THE ROAD // LOOKBOOK



# ON THE ROAD // LOOKBOOK



# ON THE ROAD // LOOKBOOK



A fashion lookbook image featuring two women walking across a city street. The woman on the left is wearing a long-sleeved, bell-sleeved top in a dusty rose color and white, form-fitting pants. She is wearing gold high-heeled sandals. The woman on the right is wearing a light blue, floral-patterned, knee-length dress with a tiered skirt and a matching belt. She is also wearing gold high-heeled sandals. They are both smiling and looking towards each other. The background shows a city street with parked cars, a yellow building, and a large, ornate building with arched windows. The lighting is soft, suggesting late afternoon or early morning.

SUMMER  
IN THE  
CITY

• LOOKBOOK •

# SUMMER IN THE CITY // LOOKBOOK



# SUMMER IN THE CITY // LOOKBOOK



# SUMMER IN THE CITY // LOOKBOOK





**THIS IS JUST THE BEGINNING**