

Jeanswest

THE MARKET

In an ever-evolving market where new players frequently enter – either with traditional or online stores – the fashion market in Australia is a fast-paced playing field, requiring constant innovation to just survive, let alone prosper.

After several tough years post-GFC, cautious consumer spending, lower prices and higher rents have meant the fashion industry revenue is expected to contract by a total \$11.6 billion by 2013.

Partly due to the development of a winning formula across its range, store design, customer service and denim know-how, Australian SuperBrand Jeanswest is bucking this trend to report record results.

Turning the sometimes-daunting task of finding the perfect jeans into a joy for millions of style-conscious consumers, Jeanswest has weathered this constantly fluctuating market to continue to expand its footprint.

The Jeanswest Australia business retails through 230 stores across Australia and New Zealand, together with franchise businesses within the UAE, Russia, PNG and Fiji. Parent company Glorious Sun operates the 3,000 stores in China and now employs in excess of 19,000 people across the globe.

ACHIEVEMENTS

Since the brand's inception in 1972, its continued success can be attributed to a number of areas across the business:

Jeanswest Collections:

Designed in Australia for the Australian way of life, the quality of all Jeanswest collections is high with a price point that is always fair. As each collection gains recognition and success – standing the test of time – they soon become the envy of competitors.

Jeanswest People:

Jeanswest prides itself on its staff – focusing on training both in terms of product knowledge and brand DNA and so ensuring



all values are skillfully entrenched and the essence of the brand is faithfully represented at all touchpoints.

Jeanswest Awards:

In 2012 Jeanswest won the 'Retail Employer of the Year' at the Australian Retail Awards. Its strong track record in staff education programs, internal communications, community support programs, corporate social responsibility and innovative marketing strategies are constant contributors to the brand's success and testament to Jeanswest's commitment to its people.

Jeanswest Online:

The Jeanswest e-Learning program has been recently recognised in the Asia Pacific region – winning the People's Choice Award for introducing new starters to the business together with training on denim and fits. The Fairfax Employment Marketing Awards also recognised and rewarded the brand for its creative and effective employment advertising and excellence.

HISTORY

Since beginning as a jeanery in 1972 in Perth, the Jeanswest brand has become synonymous with denim and casual lifestyle dressing. Growing over the years into one of Australia and New Zealand's favourite and most trusted denim fashion brands, it became famous for its 'Jeanswest Fits Best'

tag line. Some of the businesses more notable landmarks are:

1972 First store opens in Perth city. Founded by Alister Norwood the store was a simple jeanery stocking denim and related clothing purchased from wholesalers around Australia. **1984** Stores in WA grow and reach 28 across the state. **1985** Jeanswest branches into QLD making its mark on the east side of the country. **1986** it opens its hundredth store **1992** Victoria gets a taste of the Jeanswest life with the first Victorian store opening and the business moving its head office to Melbourne. **1994** Glorious Sun takes 100% ownership over Jeanswest and grows to 150 stores nationally. **1996** sees the New Zealand launch of the brand. **1997** Jeanswest introduces 'Fits Best' with a new fit system that revolutionises how to shop for jeans. **2003** with stores in all the major shopping destinations and suburbs, Jeanswest proves it also looks best with a new look fit out. **2004** Jeanswest thanks its customers by launching the new loyalty program that offers great discounts and deals. **2006** Jeanswest launches Alba Fan Club – a collaborative limited edition range developed in conjunction with Dan & George from Ksubi. **2007** Jeanswest launches its first stores in the Middle East. **2008** Jeanswest launches a new customer service standards program, 5 Pocket Service. **2009** the (now) famous Jeanswest Butt Cam hits the market creating huge hype, not only in Australia, but also internationally. **2010** Jeanswest officially releases its Specialty Denim Range including



Maternity, the Curve Embracer and Tummy Trimmer, to name a few. **2011** the brand celebrates operating over 3000 stores across Australia, New Zealand, the Middle East, Fiji and China and continues to expand its footprint becoming truly global. **2012** Jeanswest takes a breath and reflects on '4 Decades of Denim' at a time when its future as the Australian denim brand never looked better.

THE PRODUCT

The Jeanswest range offers up to the minute fashion, high quality fabrications and great value with denim underpinning everything it produces. Offering consumers more than 126 fits, washes and leg lengths at any given time - the largest single brand denim collection in Australia and New Zealand - the range includes essential styles together with seasonal fashion must-haves. Famous for its Denim Core Wall - an integral part of the range positioned in an easy-to-shop wall at the rear of the store - Jeanswest launched its Specialty Denim in 2010. Including fits for every body - the Curve Embracer, Tummy Trimmer, Buttlifter, Maternity, Petite, Short, Long and Extra Long leg lengths, Relaxed Thigh and so on - the brand has a fit for every shape and lifestyle.

Created in Australia by a team of international designers, the Jeanswest range gives the brand a strong point of difference with styles always aligned to key trends, using quality fabrics, a focus on fit and of course, with the Jeanswest customer in mind.

All stores (including its online store) receive fresh new product weekly to ensure customers remain excited about the constant evolution of the Jeanswest range - visiting regularly to, try and buy - and making it more difficult for international brands to maintain any strong market hold.



RECENT DEVELOPMENTS

The now annual 'Menswear Snap Shot Series' campaign continues to be a huge success with consumers. The project, calling on customers to submit photographs representing a particular theme, has a strong following with each new campaign driving entries and votes. The winning photographs are reproduced into a Menswear Tee Collection sold throughout all stores.

Jeanswest's recent in-store innovations include the controversial launch of the 'Butt Cam' in 2009 - causing a stir both locally and internationally. The first fashion brand to install the new fitting

room device within its stores, Jeanswest offers customers a 360-degree view of what they look like from behind in the latest denim styles. Derived from the brand's promise to deliver a second-to-none denim specialist experience the Jeanswest Butt Cam provides the ultimate 'check point' moment in the fitting room.

As Australian SuperBrand Volume 6 goes to press, it is believed that Jeanswest has launched a completely new store design, with plans to roll out the unique and innovative new look to its major stores.

PROMOTION

At point of purchase, Jeanswest's store window calendar is set on high rotation, from 2 to 4 weeks

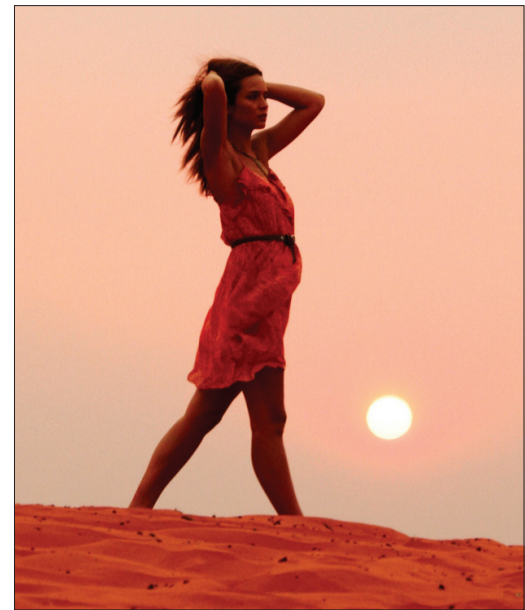


to ensure it excites and motivates customers to shop with the brand. Together with consistent advertising campaigns, including print, digital and press and a strong social media presence, consumers are constantly kept up to date about the latest styles.

Recently Jeanswest relaunched its Rewards Program. Playing an integral role within the business both on and offline, the program boasts more than 1.7 million members. With an intensive yet targeted communications plan via a Gold, Silver, Bronze and Base tiered approach, customers are welcomed to join and as purchases are made, their experience and rewards are updated accordingly. Currently the program accounts for more than 50% of company's sales weekly and continues to grow exponentially - the business recognising the importance of evoking loyalty from their customers as the marketplace competition heats up.

BRAND VALUES

The Jeanswest brand is well known for its real and genuine values, youthful confident approach and high standard of customer service. Both management and team members embrace these values and take pride in being part of the Jeanswest brand.



To maintain this high level of brand advocacy and engagement by staff, Jeanswest's training programs are highly regarded in the retail clothing industry - providing skills and opportunities for their employees to develop a career in retail and beyond. Across the business the highest standard possible drives everything the brand commits to - from the product offering, customer service standards, marketing campaigns and more.

CORPORATE SOCIAL RESPONSIBILITY

Jeanswest has been a long-time supporter of The Reach Foundation since 2004 - actively encouraging Reach to make a positive impact on the lives of young Australians, via donations, awareness and fundraising projects.

The young Reach Crew runs all its programs - supporting young people from age 10 to 18 - inspiring them to believe that, no matter what their circumstances, they can achieve personal success. With the consistent help and support of Jeanswest, Reach has helped over half a million young Australians to date - creating safe and supportive spaces where teenagers can share stories and experiences honestly, while they increase their self-belief, discover who they are and recognise that they're not alone.

Jeanswest has also worked in the past with Pink Ribbon Day/Cancer Council to design and sell a designer charity tee collection collaborating with high profile Australian designers such as Wayne Cooper, Mimco, Arabella Ramsay and Toni Maticevski to name a few, raising funds and awareness.

THINGS YOU DIDN'T KNOW ABOUT JEANSWEST

- Jeanswest employs more than 1,400 people across Australia and New Zealand.
- The Jeanswest denim range offers more than 126 styles, fits, washes and leg lengths at any given time.
- Jeanswest jeans are backed by a lifetime warranty.
- To keep your favourite jeans looking and feeling great wash them inside out to preserve the fabric's fibres and your desired wash.