

since 1949

Hameedia

Real men wear real clothes

Market

Hameedia was established in 1949, at a time when Sri Lanka – then Ceylon – was at a critical turning point in its history. Tailoring at that time necessitated a personal touch: the customer and the tailoring establishment had a close relationship that usually lasted many generations. But as fashion started to change more rapidly, the heightened demand for clothes gave birth to a ready-to-wear market. While this is now more or less the norm, smart clothiers have reintroduced the personal relationship – they have moved away from the one-size-fits-all approach to clothing.

Hameedia has been at the forefront of these changes, achieving phenomenal growth to become a highly respected household name in Sri Lanka. Today, its name is synonymous with high-quality clothing for men.

Fashion statements are often associated with power dressing that is closely linked to designers. In Sri Lanka, where design and fashion have long emulated regional and Western tastes, there has always been room for a blend of the traditional and the modern. The market may seem small, but this opens the door for a pioneer to expand and claim it as its own. This market has been largely captured by Hameedia, in the menswear micro segment.

In a market that is cluttered with fakes, Hameedia continues to offer the style-oriented male a fashionably elegant solution. It is the only menswear company that has taken a strong stance against fakes and duplicates, and assumed leadership in educating local consumers about originals. With a captivating collection of attire and accessories, Hameedia has made a name for itself as The Menswear Specialist, making it the market leader in Sri Lanka.

Achievements

Hameedia became Sri Lanka's first clothing



brand to launch itself in the international market, with franchise outlets in both the UK and India. With numerous success stories under its belt, the brand now targets the SAARC region, amongst other international markets. As such, it is the only menswear company to be exposed to the international market and its fashions. It has maintained an image as a trendsetter in fashion, consistently introducing latest global fashions to the local market and the region. For example, it was the first to introduce dress shirts, cravats, monogramming and high-tech fabrics such as wrinkle-free, stain-free, coolmax and Italian linen.

Hameedia is a brand that leaves no margin

for error. It has, therefore, equipped itself with the latest in technologically-advanced supply-chain solutions that are reinforced by global sourcing capabilities. The computerised marking and cutting system used by Hameedia offers high speed and pinpoint accuracy, which ensures that the final product is of the highest standard.

The continuous improvement and standardisation of product quality, together with constant technological upgrading and strategic management processes, have helped Hameedia achieve quicker response times over its competition. It consistently reviews its operations through technological upgrades to a main system which supports inventory control, sales, product movements, management, human-resources management, point-of-sale activities, custom-tailored orders, delivery and production scheduling, accounting and customer-loyalty programmes.

History

The search for elegant and stylish menswear came to an end in 1949, thanks to a tasteful answer from a company that is synonymous with the highest traditions of readymade and custom-designed men's attire. From humble beginnings, the brand has become an icon of style, class and elegance in the world of men's fashion.

In 1996, Hameedia was the official clothier for the national team at the cricket World Cup. It then went on to become the official clothier of the Sri Lankan contingent at the 2000 Sydney Olympics. Today, the brand continues to throw its weight behind domestic sport, with a vision to be a keen advocate of Sri Lankan sports.

Hameedia now expresses its devotion to originality, with outlets strategically located around the island. Its flagship store is located at 34 Galle Road, Colombo 6.

Product

Its own brands carried by Hameedia stores include Envoy, Le Bond, Signature and Rugby while it also stocks the world's best, such as Adidas, Van Heusen, Lee, Raymond, Arrow and Valentino. For the complete man, these brands encompass a full range of fashion items – from clothing to footwear to accessories. And successful business partnerships with global fashion leaders such as Raymond, Lee, Arrow and Adidas have given it an enviable competitive edge in the marketplace.

A professional, highly motivated workforce of over 600 people, visionary thinking and a quest for perfection are the fabric upon which Hameedia's success is built. And its strategies focus on the top and bottom-line impact on business – through prudent pricing, and by rationalising non-performing products and operations. Hameedia encourages innovation and initiatives that produce positive results.

Recent Developments

Hameedia introduced a custom-tailoring module that allows a customer to enter his tailoring

requirements for shirts, trousers, blazers and suits – which would then be stitched to the highest quality by an experienced team of tailors.

A customer can, in fact, have a professionally-tailored garment made precisely to his measurements – using modern styles and fabrics – through the internet. Following six simple steps, it takes the customer through product selection, style, fabric choice, measurement, billing and checkout. The highly interactive website even configures monogrammed collars, pleats and pocket styles.

Promotion

Dress To Win, a promotion that began in 2004, was such a success that it was reintroduced in 2005 and made a comeback in 2006. Customers were entitled to a draw on reaching a total bill of Rs. 5,000. Later, ten lucky winners were given a wardrobe worth Rs. 100,000 each. Ten others received free airline tickets to various destinations, bringing the total value given away to a whopping Rs. 1 million!

Launched during Christmas 2004, the Dress To Win campaign consisted of a raffle draw for customers who purchased clothes worth more than Rs. 5,000 at any given time, from Hameedia branches strategically located around the island. Twenty lucky winners were chosen from several thousand entries islandwide. Following the success of this promotion, Hameedia launched its Dress To Win loyalty card, whereby customers are recognised and rewarded with attractive benefits.

Adidas Sri Lanka unveiled its 2006 soccer World Cup range of footwear, apparel and accessories that were in part carried by Hameedia, the sole distributor for Adidas in Sri Lanka. In this range were brands of boots worn by superstars like David Beckham and Zinedine Zidane.

Hameedia also hosts the annual Colombo Golf Tournament under the sponsorship banner of the Envoy collection. The tournament is preceded by a fashion parade showcasing the latest designs and trends in menswear.

Brand Values

With a vision to be Sri Lanka's most desired and trusted men's clothing specialist of international repute, Hameedia continues to offer the men of Sri Lanka the ultimate in designer clothes.

Hameedia is committed to delivering customer-defined value additions to its brands through creative and innovative merchandising, and the strength of its brand positioning. It has succeeded in creating a high level of brand visibility and equity through sustained quality, innovative marketing strategies and product



availability. It is now in the process of developing regional and global franchises to carry its brands to customers the world over.

It will continue to attract and retain customers by virtue of its branded products. Its stores are being developed to create an idyllic shopping ambience and product lines that are created on the basis of extensive market research. Hameedia is also strengthening its strategic plans in both retailing and wholesaling, particularly through effective communication of product availability to its customer base.

And Hameedia hopes to achieve further success through an expanded brand focus, exclusive product lines and strategic locations that are complemented by bespoke tailoring solutions. It plans to generate further growth in both volumes and value, whilst also fulfilling its obligations to society as a responsible corporate citizen.

www.hameedia.com

THINGS YOU DIDN'T KNOW ABOUT

Hameedia

- ▶ Fouzul Hameed – Hameedia's Managing Director – is the only men's fashion designer to launch a chain of menswear stores in Sri Lanka, with global solutions for the complete man.
- ▶ Hameedia's flagship store is probably the largest menswear outlet in the SAARC region.
- ▶ Hameedia is the only menswear company that employs differently-abled people in its business network.
- ▶ It is the first Sri Lankan menswear standalone store to step into the international market with its own brands such as Envoy, Le Bond, Signature and Rugby.
- ▶ Hameedia publishes its own quarterly magazine, *Man's Mission*, that features entertainment, sports and lifestyle topics.

