

MOVEO SYSTEMS DEPLOYS INTERACTIVE TOUCH SCREEN KIOSKS AT MANTRI SQUARE

Moveo Systems, a provider of highly innovative next generation human interaction solutions, that deliver rich interactive multi-sensory experiences (comprising touch, audio, video, etc) for users across consumer and enterprise segments has deployed multi-touch interactive kiosks at the newly opened Mantri Square, one of the largest mall's in India. The multi-lingual human interactive kiosk has an attractive interface to engage consumers as they explore exciting information about the mall at their fingertips.

These kiosks offer full product catalogues organised into categories, retail outlets at every floor and facilities within the mall and a side-by-side advertising display to offer new launches where customers can zoom in to get a detailed specification of a product. Moveo solutions are highly differentiated from the older generation "view-only" LCD screen type solutions as they deliver true multi-lingual interactivity on all its platforms.

While benefitting the shopper with information and engaging content, the kiosk is also equipped with mTracker application to capture shopper's feedback, thereby enabling the mall management to continually enhance performance. Shopper and employee feedback, and responses are captured and respective stakeholders are notified for resolution via e-mail and sms. The system also generates a rich set of analytics for benchmarking mall services across several customer defined parameters and service groups.



"In today's time of changing consumer demands, increasing shopper's loyalty and frequency while managing costs is critical for retailers' success. The touch screen kiosks consistently deliver a differentiated customer experience across multiple channels while empowering employees to make every square foot of retail space as profitable and productive as possible," says Sankalp Saxena, founder and CEO, Moveo Systems Pvt Ltd. "Moveo Kiosks are designed to optimise the way retailers communicate with their shoppers by controlling the relevance, personalisation and timing of marketing messages via a specific choice of medium," he added.

Moveo Systems solutions are intuitive and easy-to-use thereby accelerating adoption of the self-service paradigm in the retail sector across India.

'THE COLLECTIVE' ANNOUNCES NEW COO

George Santacroce, the chief executive officer of The Collective – the lifestyle and luxury menswear store by Madura Garments, handed over the reins to Ram Iyer, COO. Santacroce, however, shall remain involved with The Collective as an advisor focusing primarily on future growth and seasonal strategy and to support the team as required.

Santacroce said, "I shall be transitioning from the role as CEO of the Collective, effectively July 31, 2010, and the day-to-day running of the business. That responsibility, now is firmly in the very capable hands of Ram Iyer, as the COO of The Collective."

"Iyer will continue to drive and build the business with a strong team of senior executives that include Julie Woodhead, GMM, Rudrarup Datta, head of operations and marketing, supported by a great team at our Headquarters and in the stores," he added.

HIDESIGN UNVEILS ITS FLAGSHIP STORE IN PONDICHERRY

Hidesign's flagship store in the heart of Pondicherry, an impressive piece of architecture located at Jawaharlal Nehru Street, is one of India's largest concept stores to be set up by a luxury brand. Spread over four levels, the new store exudes the values of the iconic leather brand: luxury, heritage, craftsmanship, and warmth - all of it "au naturel".

The first level displays Hidesign's latest collection, while the second level showcases Hidesign's men's bags, and level three features Hidesign's travel section including travel bags and jackets beautifully displayed on teak wood and brass shelves. All Hidesign stores are custom made from high quality natural materials: solid brass, real leather and wood.

The highlight of the new store is its ornate facade – a magnificent wall of ornamental filigree work in gold, reminiscent of displays in all Hidesign stores. The antique furniture in the store is complemented by blue cut glass chandeliers, which create a refreshing visual experience. Hidesign builds on its vision of a global luxury brand by presenting contemporary installations throughout the store, created by artists from around the world settled in Pondicherry.

The Hidesign Lounge on level four rounds

off your trip to Hidesign's flagship store. While the soon to launch in-house café on the top floor gives you a bird's eye view of Pondicherry's busy streets, its hand picked menu and wine and cheese platters regale you with local flavors and Hidesign's taste for the good life.

A cherished project of the Group's President, Dilip Kapur, the new store aims to curate some of the most significant milestones from Hidesign's past through museum pieces strewn across the store. These museum pieces include the first hand bag ever designed by Hidesign, the "mini collection" made by Hidesign and the boxy bags that won Hidesign the 'Accessory of the Year' award.

The flagship store gives a peek into the brand's history through its timeline displayed in the travel section on level three and a collage of its ad campaigns showcased on level two. Pillars across the store display pictures of the 'People of Hidesign', individuals who have helped build the brand, and the 'Stores of Hidesign' across the world.

Hidesign has also launched its 50th exclusive store in India in Express Avenue Mall, Chennai. The 850 sq ft Hidesign store located on the ground floor carries a good mix of Hidesign's classic handbags and men's bags as well as the complete Spring Summer 2010 Collection. With



the opening of this store, Hidesign now has 10 exclusive stores in Tamil Nadu and Kerala and also has a large presence in the major multi-brand outlets such as Lifestyle, Landmark, Shoppers Stop and Westside throughout the region.