



Make your own impression!

MARKET

For many years in Pakistan competition has remained intense in the business of retailing garments. Before it was launched in Pakistan, there was no branded clothing awareness in the Pakistani market. HangTen, once launched, has

It operates 43 stores in major cities namely Karachi, Quetta, Lahore, Gujranwala, Gujrat, Sialkot, Faisalabad, Rawalpindi, Islamabad and Peshawar.

Apart from HangTen, the company is also operating many other international brands in the market, namely:

- Slazenger
- Jockey
- The Athlete's Foot
- Dunlop
- Samsonite
- Lifestyles
- Bagno Design
- Famous Watches of the World

HISTORY

Its 1960, in a Southern California surfing spot, a young surfer named Duke Boyd asked seamstress Doris Boeck to stitch together a tough pair of surf trunks he designed. Word of the first ever "board shorts" spread through the California coast.

One day, Doris asked Duke, "What is the greatest skill in surfing?" He replied, "Hanging ten." He was referring to ten toes hanging tight on edge of the surfboard. She stitched a pair of little feet onto the shorts and so began the first surf brand, HangTen.

HangTen rode the edge in everything it

touched, promoting the mystique of surfing and joining hands with the best action sports celebrity athletes. HangTen was the first brand to go from surf to turf as a full lifestyle brand.

The HangTen label was introduced to the consumer market with two golden feet embroidered to the bottom of the trunks. The symbol stands for the most popular move in surfing – to hang ten toes over the nose of a surfboard.

In 1995, it was the Irfan Group that introduced HangTen in the newly born fashion market of Pakistan. Due to the clear vision of Famous Brands, under the leadership of Mr. Ahmed Irfan Khan, HangTen and the allied brands have attained a key role in the evolution of the fashion and lifestyle market of Pakistan.

THE PRODUCT

HangTen is a perfect example of the American Dream. The brand has taken remarkable strides in the world of modern fashion.

HangTen is recognised internationally as a brand of freedom, individuality, energy and attitude. HangTen offers a wide range of formal wear, casual wear and accessories for all ages in the men's, ladies and children's collections. HangTen is a life style brand for the entire family.

changed the culture of buying casual clothing in Pakistan.

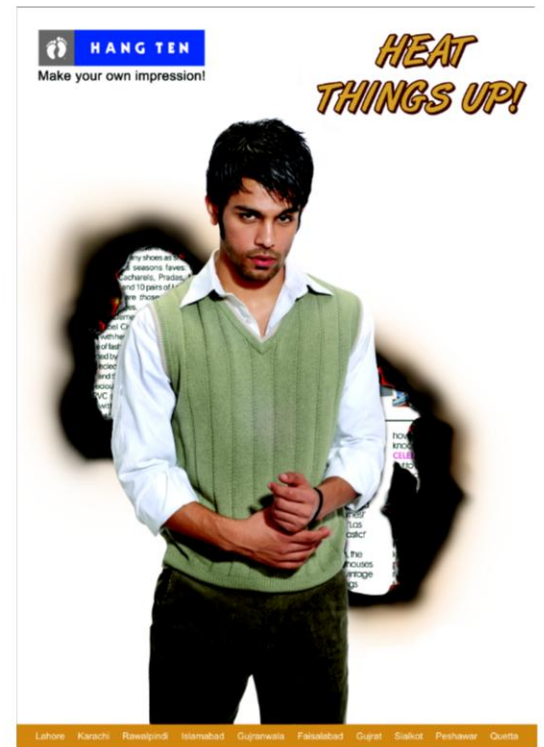
Although the overall garment market has been static due to various geo political reasons, HangTen, due to its remarkable quality and services, is still a leader in the market.

In a market where emphasis on the delivery of new seasonal products and services is decisive and gives a short term differentiation, it is important to remain focused on the customer. HangTen's core strategy is based upon customer centricity, putting the customer first and manufacturing the products according to their needs. This is what HangTen serves to its market.

ACHIEVEMENTS

One of the key developments of HangTen over the years has been the ability of the brand to meet the ever-changing needs of the casual wear customer base. The core brand values are quality of product, value for money, best customer services and trust of spending. These have persistently remained concrete stones of HangTen.

HangTen is now available in every part of the country with flagship stores in all major cities of Pakistan, spreading from Peshawar to Quetta.



GUY'S SUMMER COLLECTION
Hey guys! Change the rules and get noticed with our new summer collection. Our latest range of premium quality Polo shirts, colorful Crew necks, front open shirts, jeans, cargo pants, premium Khakis, denim shorts are here to turn heads this season.
WEAR THEM TO STAND OUT

KID'S LINE
Hi kids! Break-free with Hang Ten's new summer outfits. Take your pick and begin your summer fun.
CHEER UP!

Make your own impression!

RECENT DEVELOPMENTS

Continuously expanding its network, HangTen has opened another shop to cater to the huge market in Karachi. The new stylish outlet opened its doors for residents and visitors to the happening city of Karachi at the Dolmen Mall Haidery. HangTen has also extended its retail network to Gujranwala city. Along with this, HangTen Pakistan has started offering franchisee operations all over the country to fortify the brand and boost sales, and also to be available at more locations. By adding to the stores it currently operates and bringing stylish and eye catching garments to customers, HangTen hopes to inspire people around the country to love their dressing.

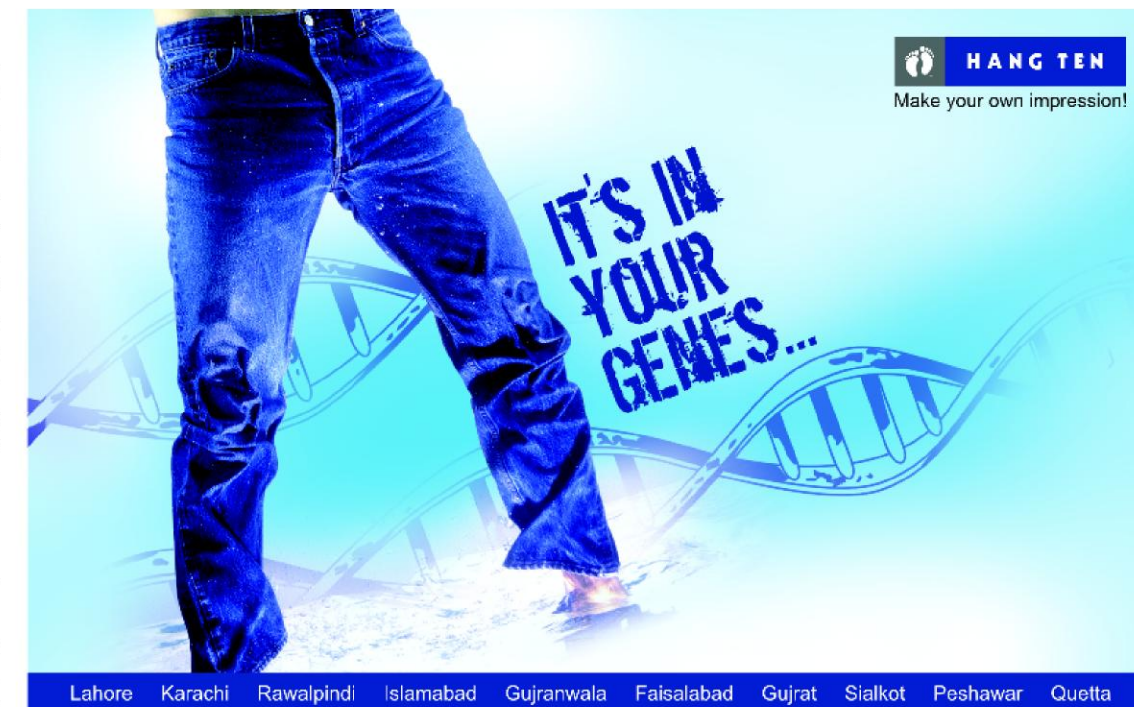
PROMOTION

When HangTen arrived in Pakistan, the local fashion market was not very developed. HangTen's strategy was to inculcate the brand's image in the minds of the consumers. Numerous promotional tactics were used to promote HangTen as a key player and urban trend setter in the market for casual clothing.

HangTen has been involved in a number of sponsorships, fashion shows, co-brandings, event/festival celebrations, opening ceremonies and other social activities. Such participation along with inimitability, image, value, prestige and consumer satisfaction has propelled HangTen to a valuable, leading position in the market. One of the HangTen's mega sponsorship deals was for a musical show promoting renowned stars like Junoon, Atif, Abrar, Ainne and other emerging musical bands.

Another mega campaign, "Enter HangTen Exit Dubai" in 2002, received a great deal of appreciation from customers and proved to be a very successful brand activity that strengthened the bond of consumer relationship.

After making place for itself in the market, HangTen put special emphasis on its product line by having seasonal launches, and kept affordability in mind with the use of sales and promotions. HangTen enforces a smooth but active promotional strategy; it starts with the "Spring/Summer Launch" in March. As the weather changes its tone, HangTen provides the customers with new and impressive ranges through its "Fall/Winter Launch". The plan ends with the Winter Sale in the middle of January, and then again the round takes a start from March



with spring season.

All the above mentioned promotions and sales are not complete without one important aspect: advertising. There are two different strategies, "above the line" and "below the line" activities, that are used for successful promotions and sales. For HangTen, both the lines are used very effectively to create an informative link with consumers regarding promotions and sales. The various methods of BTL activities that are used include billboards, banners, moppies, and fleet graphics.

In ATL activities, which are the most effective media in Pakistan, the emphasis is given to print, magazines, cable, and radio. In print media promotions, leading newspapers like Jang, Dawn, The News and fashion and lifestyle magazines like Herald, She, Libas, Visage, Friday Times, FAQ and many others are used to strengthen the image of the HangTen brand.

Last but not the least, a very vivid aspect of HangTen promotions and consumer bonding is the HangTen Club, which maintains constant contact with its members. The HangTen Club is specially designed to promote special discounts to members. The club communicates with and offers services to its massive members' list on a regular basis via email, SMS, newsletters, catalogues and leaflets. HangTen Club is an enduring promotional tool that enhances brand values and customer satisfaction.

BRAND VALUE

Recognised worldwide for its distinctive "two feet" logo, HangTen apparel and accessories are geared towards California-lifestyle lovers of all ages, and are available through HangTen's extensive network of Famous Brands retail outlets in Pakistan.

From a relatively unknown brand, HangTen has now become a leading player for casual wear in Pakistan thanks to the clear vision and leadership of Famous Brands (Pvt) Ltd. The company is committed to building global brands at local value. In order to create a compelling local brand expression, the company refines its planning day by day based on local insight. Through research and strategy development, HangTen created its engaging expression, "Make your own impression."



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THINGS YOU DIDN'T KNOW ABOUT HANG TEN

- HangTen was the first ever international brand launched in Pakistan by Famous Brands (Pvt.) Ltd. in 1992.
- For the first time in Pakistan, HT club member cards were introduced to HangTen customers for availing special discounts and prizes on shopping from any of the HangTen outlets.
- Over 3000 people per day walk into HangTen stores all over country.