

A woman with dark hair and large hoop earrings is seated on a wicker chair. She is wearing a short-sleeved, V-neck dress covered in shimmering sequins. Her hands are clasped in her lap, holding a small, dark, rectangular clutch bag. The background consists of a large, draped, light-brown fabric that creates soft folds and shadows. The lighting is warm and directional, coming from the upper left, casting a shadow of the chair onto the fabric behind it.

KAZO

BRAND PROFILE

KAZO

ABOUT *us*

KAZO is a women's fast fashion brand with collections that epitomize the fashionable and ornate lifestyle of today's trendsetting women. With design studio based in Milan, with KAZO we create something different than the typical stereotypes of fast fashion.

We aim to bridge the gap between everchanging trends and premium occasion wear by amalgamating them into a fashion-forward styling and wear-ability that has a personality and contrast that is unique to our brand. Our collection is of a value that would be affordable for the woman of today. The garments designed are phenomenally fashionable along with a high wear ability and practicality quotient.





OUR *history*

Deepak Aggarwal, Founder and Managing Director launched KAZO on 07.07.07 in Delhi, India. He comes from a strong background of Garment Designing, Manufacturing and Export to top fashion houses across the globe with 15+ years of experience with his company BL International, before he decided to launch India's first fashion brand KAZO with an international outlook. The idea of KAZO came into being with the aim of amalgamating international trends and fashion with the dressy fashion quotient for the modern Indian women of today. The brand was initially launched with 2 stores in Delhi, NCR.

BRAND *values*

“ We at KAZO believe life is for living, fashion should be fun and everyday is a party. ”

Dressing up is for everyday, we envision to create pieces that make women feel incredible. Everything in our collection is designed to work as a special yet effortless addition to glam up your regular style, giving you that extra boost of confidence and making your day and night amazing!



OUR *dna*

“ We at KAZO firmly believe powerful leadership and unparalleled creativity is the key to success. ”

LEADERSHIP



Mr. Deepak Aggarwal, with over 25 years of experience is a pioneer of the Fashion Retail Industry. With his ample knowledge and experience in the fashion industry, he was able to position KAZO as one of the top homegrown western clothing brands in India along with a team of motivated professionals.

CREATIVITY

Ms. Divya Aggarwal, Graduate from Parsons School of Design, New York is spearheading the design and buying along with a team of highly skilled professionals. Divya's devotion to design is evident from her participation in selection of beautiful fabrics, to creation of each and every design, to the selection process of the final collection.



A woman with long brown hair is seated on a wooden chair, looking down and to her right. She is wearing a dark blue pinstriped suit with a deep V-neckline. The background consists of large, draped pieces of brown fabric, creating a textured, studio-like setting. Warm, directional lighting from the left casts soft shadows on her face and the fabric behind her. The overall mood is contemplative and sophisticated.

MINDSET
not an age

OUR customer



“ @kazowoman ; Our customer is the trendsetting women of today who like to dress up, enjoy life and aren't afraid to be themselves! They represent a mindset not an age. ”



GEOGRAPHIC:

Lives in Cosmopolitan, Metro and Tier I,& II Cities



DEMOGRAPHIC:

Women of age group 27-40 years. New Millennials, Married or Single Women, Financially Dependent/Independent



PSYCHOGRAPHIC:

Our customer is a brand loyalist who believes in value for money and is a frequent shopper

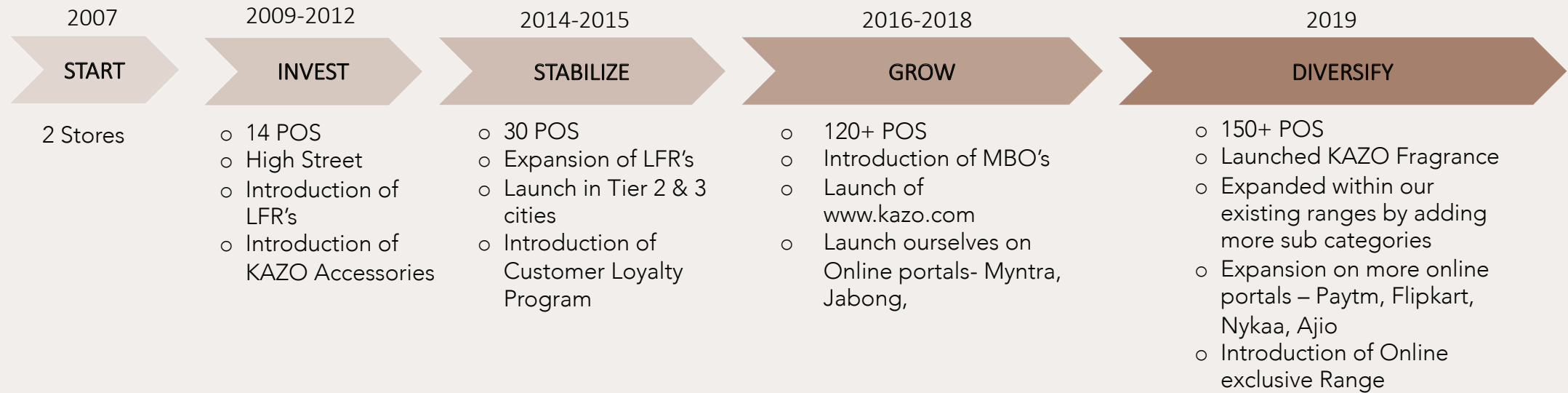


BEHAVIORAL:

Trend Motivated, Celebrity Culture
Confident, Bold, Contemporary, Sensual, Aspiring, Well Travelled, Socially Conscientious, Feminine, Outgoing

OUR *journey*

“ We are all working together, that’s the secret! ”



BRAND *positioning*

“ We aim to bridge the gap between fast fashion and luxury. Our clothing embodies a mix of opulence and runway trends at affordable prices. ”



KAZO

OUR *collection*



DRESSES & OVERALLS

DRESS MRP: 2490 – 7990
OVERALLS MRP: 2990 - 4990



TOPWEAR & BOTTOMWEAR

TOP MRP: 990 - 2990
BOTTOM MRP: 1490 - 3490



OUTERWEAR

MRP: 2490-6990



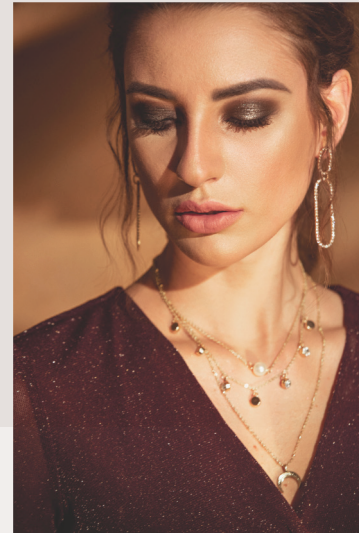
BAGS

MRP: 1990-5990



FRAGRANCE

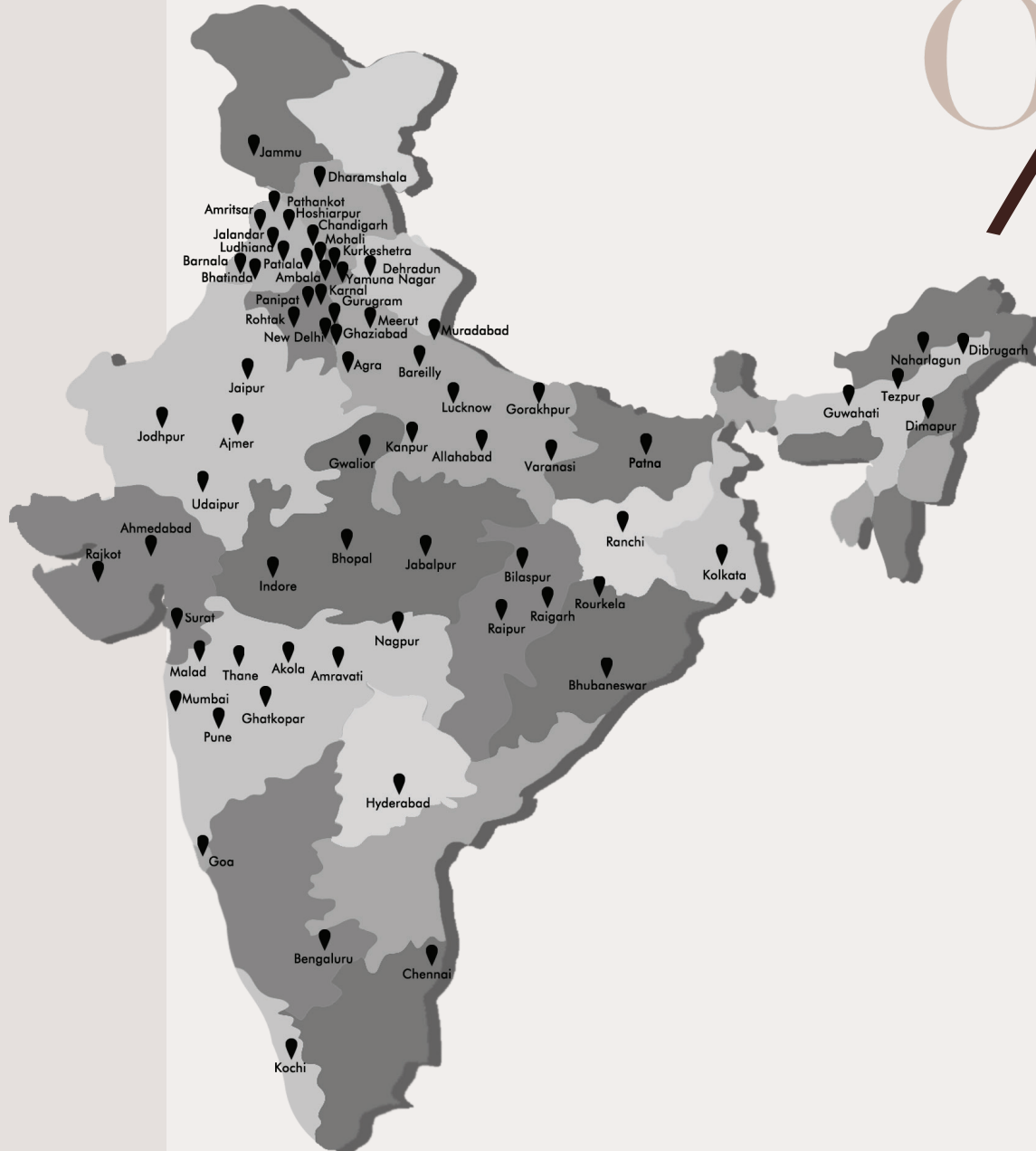
MRP: 990-1490



JEWELLERY

MRP: 390-1990

OUR *presence: offline*



KAZO covers more than 100,000+ square feet
across 70 CITIES in India, with
153 POINT OF SALES.

EBO: 42 POS

SIS: 111 POS

UPCOMING: 25 POS

OUR *stores*



OUR *presence: online*

KAZO in the past two years has drastically expanded in the Online space.

We are currently present on 7 external portals along with our own website www.kazo.com

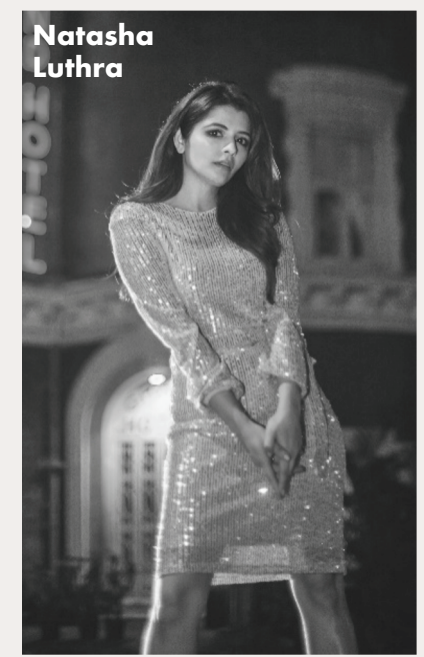


OUR

CELEBRITY *reach*



OUR
INFLUENCER *reach*



FUTURE *plans*

● We are currently rooted in more than 150+ POS and we have an aggressive omni-channel strategy to pursue robust growth through 500 POS by 2024.

● Within 2020, we plan to launch “**Details by KAZO**”, a concept store for our Bags & Accessories collection.

● **KAZO Cares**, an initiative to be launched within 2020, in order to minimize the waste generated by the fashion industry, and work towards a sustainable environment.

● We are exploring on diversifying further into beauty, cosmetics, footwear and lingerie.



KAZO

THANK
you!

“Life is for living, fashion should be fun and everyday is a party.”