

Lee Cooper®
SINCE 1908





117 Years old, Heritage British Denim Brand from East London, one of the oldest and most authentic denim brands globally



Positioned as an Aspirational MID-PREMIUM brand focused at young Men, Women and Kids



Strong presence in both Apparel and Footwear categories providing a distinct competitive edge to the brand and a strong recall among consumers

About Lee Cooper

Journey of an Iconic Brand



Lee Cooper's journey began in 1908 as Europe's first, authentic denim brand



In 1960's Lee Cooper made headlines by introducing the first jeans for women with a 'front zip'



First 'Jeans brand' to recognize the link between music and fashion. Worked with legendary artists including the Rolling Stones, UB40, Serge Gainsbourg and Rod Stewart



In 2003, Lee Cooper launches Water Resistant Jeans



In 2013, Lee Cooper was acquired by Iconix

1908

1950-60s

1960

1960

1960-70s

1971

2003

2008

2013

In 1950s-60s Lee Cooper holds 80% denim market share in UK



In 1960s Lee Cooper introduced coloured jeans that took London by storm.



In 1971, Lee Cooper turned heads across Europe with its mini skirt and the introduction of the first 32" bellbottom flares.



In 2008 Beijing Olympics, Lee Cooper dressed British Olympic and para-Olympic team for the opening ceremony.



Brand Purpose

To become India's most preferred Fashion Brand with equally strong acceptance across APPAREL & FOOTWEAR

Creating leadership in both Denim Category in Apparel and equally strong complementing Casual Footwear offering, with a strong focus on showcasing the 'ON-TREND' product offerings



A QUICK LOOK AT LEE COOPER INDIA

- 1 One of India's Leading Denim & Footwear Brand
- 2 Present in more than 450 cities through EBO's LFR & MBO Formats
- 3 One of the most WELL BALANCED BRAND in Apparel category -Men, Women & Kids
- 4 Lee Cooper Apparel & Footwear crossed the milestone of Rs.800 Cr + GMV sales in FY25
- 5 3rd highest recalled brand in both Men & Women Denim Segment*
- 6 More than 99% aided recall in the category*



Our Customer

ANON-TREND ASPIRATIONAL DENIM BRAND FOR TODAY'S YOUTH



Age

18-30 Years Young
Individuals



Attitude

Relaxed & Easy Going



Look

Want To Look Cool But
Not Try Too Hard



Pricing

Sharp



Innovation Curve

Early Mainstream
Adopters

Market Gaps Lee Cooper can win



Range Architecture Apparel

Denim contributes 48% of the
Apparel Business

In a season, brands offers ~600
options

High waist super skinny fit in
ladies denims and cropped
denims in Men's are in trend

Athleisure range in knits has
received an overwhelming
response



Product Mrp. Range	Lee Cooper		
	Men	Women	Kids
Jeans	1999-4499	1799-2799	1599-2499
Shirts	1799-2799	1499-2299	1399-1999
T-Shirts	799-1699	799-1999	599-1499
Cargo Shorts	2999-3499	2499- 2999	2299- 2499
Jacket	1899-1999	1599-	1499- 1699
Sets		1799-	1699-2999
		2499	

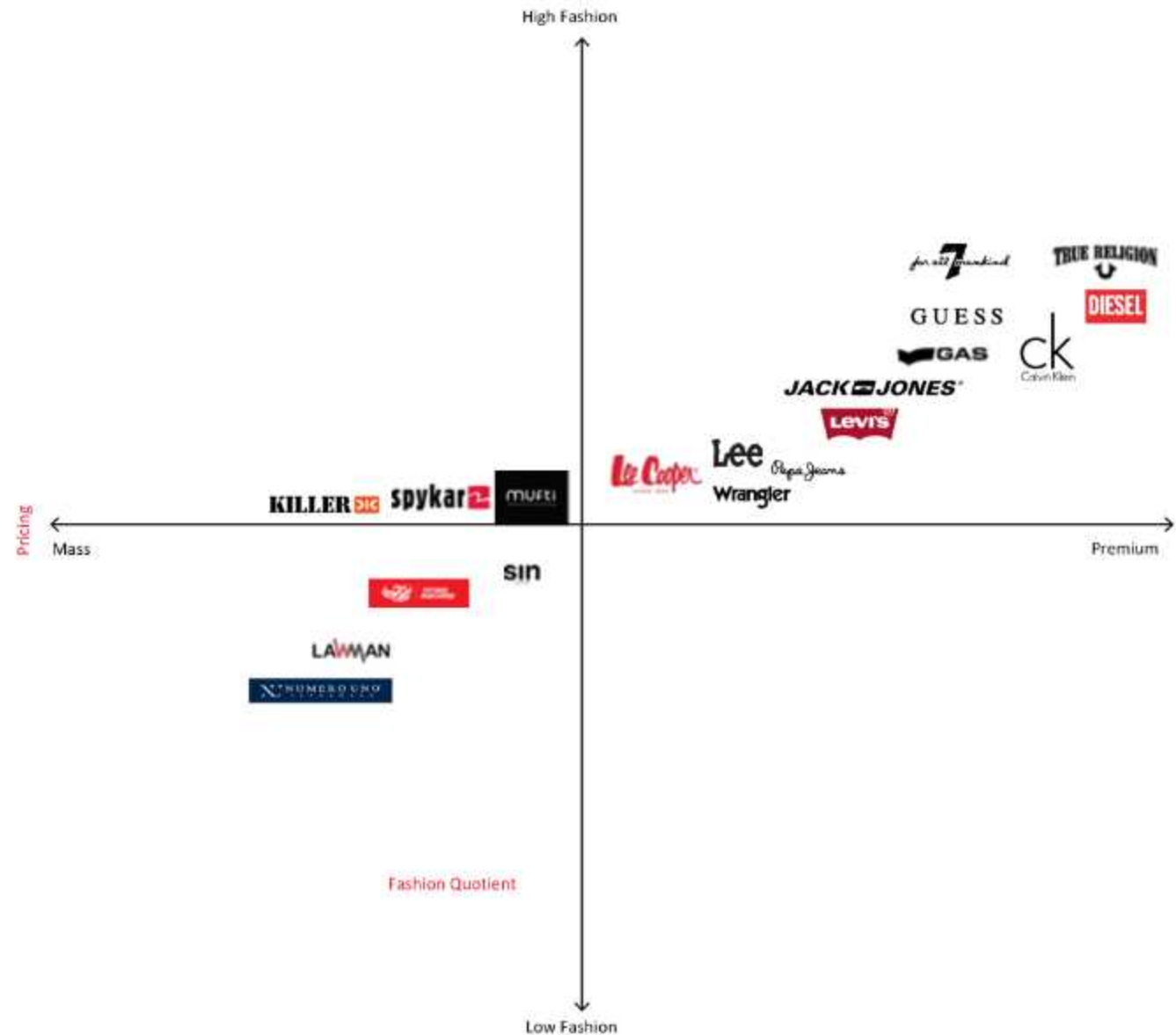
Competition Landscape & Differentiation

Global, Cutting-Edge Denim at Unbeatable Value

International High-Style Fashion, Made Affordable

Premium Global Trends, Designed for Everyday Accessibility

Lee Cooper
SINCE 1898



Brand Footprint

Available across the country in 4000 points of sale currently

Current points of sale 4,000

This represents the number of locations where the brand is currently available across the country.



2025 Footprint Envisioned -4640 Touch Points

Exclusive Stores	100
Large Format Counters	2500
Multi Brand Outlets	2000
Regional Key Accounts	40



EBO Presence

Present in all Major Cities, Towns and States covering all zones, North, South, East, North East and South.

TRENDS
GET THEM TALKING

TRENDS
MAN

TRENDS
WOMAN

TRENDS
junior

FASHION
FACTORY
BRANDS FOR LESS

CENTRO

max

SHOPPERS STOP

lifestyle
YOUR STYLE. YOUR STORE.

AJIO.COM





Brand Communication & Creative Journey



Social Media Strategy



1 Overview of social media strategy

Designed to enhance brand visibility and engagement through various platforms.



2 Target Audience Identification

Define and understand the demographics and preferences of potential franchisees.



3 Content Creation

Develop engaging and relevant content tailored to the audience's interests.



4 Platform Selection

Choose the right social media platforms to reach and engage the target audience effectively.



5 Performance Metrics

Establish metrics to measure engagement and visibility improvements.



6 Continuous Improvement

Regularly assess and refine the strategy based on feedback and performance data.



DETAILED EXECUTION PLAN FOR THE CAMPAIGN

A comprehensive strategy
outlining the steps to
implement the campaign
effectively.



MARKETING STRATEGIES FOCUSED ON TARGETED OUTREACH

Approaches tailored to reach
specific audience segments
and enhance engagement.



ENGAGEMENT TACTICS TO BOOST INTERACTION WITH FRANCHISEES

Methods designed to increase
participation and interest from
franchise partners.



USE OF DATA ANALYTICS TO REFINE OUTREACH EFFORTS

Leveraging data to improve
targeting and effectiveness of
marketing campaigns.



COLLABORATIVE STRATEGIES WITH FRANCHISEES FOR MUTUAL GROWTH

Working together with
franchise partners to achieve
shared objectives and expand
brand presence.

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Thank You

