

H&A











Addressing the media, Brett Lee said, "I am very proud to present my brand to Indian fans and customers. My association with H&A is in sync with my desire to reach out to all of my fans across India. I am very happy and humbled by the large fan-following in cricket-loving India and hope that they would like and support my active wear line."

On another occasion, Lee also launched his pro-socio campaign titled 'Spread the Music' to help underprivileged children to learn music.

Speaking about his music campaign Lee says, "I see so many children inclined towards learning music in India but unfortunately they do not have the infrastructure. My entire campaign focuses on giving these underprivileged children a chance to learn music. I want every kid to learn music and I am just going to try and provide them with that opportunity and the required instruments."

The cricketer added that he has not approached any personality from Bollywood to help his cause even though it would be beneficiary. Lee does have good friends in the industry. He said, "I have been fortunate enough to be friends with actor Shah Rukh Khan and his close friends and of course Preity Zinta has been a good friend all throughout but I don't want to divert from the cause. This is about music and my initiative and I want to do it entirely my way."

With his immense love for music, he said that he is looking forward to bring it to India along with his own band.

Speaking about Bollywood music, he said, "I love Bollywood and entire Indian culture. I share a special connect with this place that makes India so special for me. Though I listen to Bollywood songs when I am here, I do not know the names, but I really enjoy the tune. Maybe sometime in the near future I may think about it, but right now my priority is my campaign."

Lee who has been to India for a few matches and also for personal reasons said that the bond he shares with the country is a special one giving him sufficient reasons to keep coming back.





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Saturday, August 27, 2011 10:34:18 AM (IST)

Brett Lee to Bring his Music, Active Wear Collection to India

Pics: Rons Bantwal
Daijiworld Media Network

Mumbai, Aug 27: Australian cricketer Brett Lee on Friday August 26 launched a line of his Active wear collection in association with H&A.

The brand will be available in selecte Mumbai stores, and will soon be extended to other cities too, said Company head Varun Jiwrajka.

The products include apparels, home linen, towels and accessories for the entire family. H&A products offer good quality product at an affordable price and have a great acceptability amongst customers across India.



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Brett Lee launches his brands in India with H&A

India Infoline News Service / 18:00 , Aug 26, 2011

The BL product range to be retailed through H&A stores include tees, track pants, Capri, shorts, bags, sippers and a complete range of accessories.



Brett Lee — a well-known personality today padded-up to launch a new innings — by launching his Active wear collection in association with H&A, an Alok group enterprise.

H&A would show case Brett Lee (BL) active wear and other products in select

Mumbai's stores, and roll out to other stores in the coming weeks, said Varun Jiwrajka, Head H&A.

The BL product range to be retailed through H&A stores include tees, track pants, Capri, shorts, bags, sippers and a complete range of accessories.

H&A offers range of products from apparels, bed sheet, towels and accessories like shoes and bags for the entire family. H&A products offer good quality product at an affordable price and have a great acceptability amongst customers across India.



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H&A has as on date 204 EBOs (Exclusive Business Outlets) and 173 SIS (Shop-in-Shop) stores on an all India basis and plans to expand its footprint to 241 EBOs and 259 SIS stores by 2012, said Varun Jiwrajka, H&A addressing the media persons.

"Brett Lee is one of the well known Australian cricketers in India and enjoys huge popularity. With a focused sales and marketing efforts, H&A would help reach out the Brett Lee collection to customers across India", said Varun Jiwrajka.

"Brett Lee Active wear line would be a value premium offering. We are offering BL branded active wear products at select stores in Mumbai from today and would like to scale it up to other cities at the earliest", added Reshabh Raizada, President H&A.

Launching his BL clotheslines, Brett Lee said, "I am very proud to present my brand to Indian fans and customers. My association with H&A is in sync with my desire to reach out to all of my fans across India. I am very happy and humbled by the large fan-following in cricket-loving India and hope that they would like and support my active wear line".

"India with its huge youth population is all set to emerge as a great retail market for active wear and accessories and I am confident that my product range would be a great hit", he added.

H&A, an Alok group enterprise is committed to constantly innovate and offer world class value-for money products backed by cutting edge design and technology.

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Brett Lee launches his active wear collection in India with H&A

Mumbai, Aug 26 : Australian pace bowler Brett Lee today padded-up to launch a new innings by launching his active wear collection in association with H&A, an Alok group enterprise.

H&A would showcase Brett Lee (BL) active wear and other products in select Mumbai's stores, and roll out to other stores in the coming weeks, said Varun Jiwrajka, head of H&A, at the launch function here.

The BL product range to be retailed through H&A stores include tees, track pants, capri, shorts, bags, sippers and a complete range of accessories.

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27/08/2011

Alok H&A eyes 2-fold rise in topline; to sell Brett Lee brands

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Mumbai, Aug 26 (PTI) Alok H&A, an Alok Group enterprise, which today tied up with Australian cricketer Brett Lee's affordable sports and casual wear line "Active Wear", said it is eyeing over two-fold jump in revenue to Rs 102 crore this fiscal.

The revenue for FY11 stood at Rs 40 crore, H&A head Varun Jivrajka told reporters here.

The company today announced the tie-up with the Brett Lee (BL) Active Wear. The brand will initially be introduced in select Mumbai stores, and later it will be rolled out in 50 stores in the next two-three months, he said.

"We expect that BL Active Wear will contribute 10-15 per cent to the overall revenue of H&A brand in FY12," he said.

BL Active Wear, to be available in Rs 800-1,400 price range, will be a mix of polyester and cotton.

The H&A brand is also planning to increase its overall retail presence in a big way. "We are planning to open 232 stores taking total to 500 in FY12, of this 241 will be exclusive stores and 259 will be shop-in-shops," he said, adding that total space will rise to 467 lakh sq ft from the current 270 lakh sq ft.

Currently, H&A has 268 stores, of which 178 are exclusive showrooms and 90 shop-in-shops.

Present on the occasion, Brett Lee said, "This is in sync with my desire to reach out to all my fans across India and I hope that they will like and support my Active Wear line". PTI SM BEN KRK RAH

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PTI | 10:08 PM, Aug 26, 2011

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