



ESTATOS
BRAND

INTRODUCTION

ABOUT ESTATOS

At Estastos, we understand the impact of a great pair of shoes when it comes to complimenting a look and offering comfort. From glamorous High heels to beautiful Bellies, our footwear range caters to casual, smart and evening needs with an exciting flair that reflects cutting-edge trends as well as staple classics. Estatos combines style and value with world class quality. Each pair is crafted from high quality material that will last for years to come.





OUR MISSION

Our mission is to build a fully trusted Indian shopping footwear brand stores for our esteemed customers for times to come . Creating fashion, means establishing a trust to be the latest and the best. Along with the building of trust and faith, for the negatives of high fashion too, like it's environmental impact and inaccessibility for most people to the luxury market, **ESTATOS** aspires to an alternative.

OUR MARKET PRESENCE

ONLINE PRESENCE



OFFLINE PRESENCE - DESIGNER STORES

- NOIDA , DLF MALL OF INDIA CATWALK KOUFFE
- LUCKNOW- HAZRAT GANJ, GOMTI NAGAR CATWALK KOUFFE
- KANPUR- CITY MALL CATWALK KOUFFE
- FARIDABAD - AMW LIFESTYLE, ELDECO
- JALANDAR- MODEL TOWN

OUR SPECIALITY

Why Estatos?

- Latest and fashionable Designs.
- International Styles.
- Competitive pricing.
- Various customer reward schemes
- Fast customer delivery.
- Well-trained employees to handle supply chain
- Exclusive Selection.





OUR PRODUCT RANGE

- Stylish Bellies
- Clogs
- Espadrilles
- Flat sandals
- Sneakers
- High Heels
- Tall boots
- Wedges
- Kitten Heels
- Loafers

TARGET MARKET

- Age range 25-50 yrs, working, career oriented, professional ladies
- Monthly income between Rs.35000 – Rs.45000
- 55% of the ladies being housewives form a customer base for 'casual footwear' and the rest of the ladies constitute customer base for both casual and formal footwear.
- We have further limited our target market to urban conglomerations (including tier 1, tier 2 and tier 3 cities of India) as the market size for women footwear is relatively high in these cities and is sure going to increase in the coming future.
- In tier 1 cities (8 cities), Delhi and Mumbai are the leading markets for women footwear (amounting to 57% of the total market) whereas in tier 2 cities (41 cities), Jaipur has the largest size followed by Nagpur and Indore

CUSTOMER BEHAVIOUR FACTORS

- **Fashion consciousness**
- **Outstation travelling once a year**
- **Corporate trips**
 - For conferences
 - For meetings
 - Exhibitions
 - Road shows
 - Live the motto "Fashion Over Function"
- **Casual Outings**
 - Parties
 - Shopping
 - College
 - Social gatherings



We look forward to a long and productive relationship....

ADDRESS

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