

**GARMENTS**

# Mc Group dons some lifestyle garb

**KRISSANA PARNSOONTHORN**

**HONG KONG:** Mc Group, the maker of Mc jeans, is adjusting its strategy to become a lifestyle fashion provider amid the influx of international brand names.

It will introduce its first fast-fashion label, Mc Pink, next month as it seeks to move away from being just a jeans producer to joining the competitive, fast-moving fashion world, said chief executive Sunee Seripanu.

"The move to the lifestyle fashion area will also help drive our sales to grow about 30% this year, probably on a par with a 37% rise last year," she said.

Last year, Mc Group sold about 3 million pairs of jeans and generated 3.1 billion baht in sales, the highest in its 38 years. Its profit was 600 million baht, up from 400 million baht in 2011.

The company plans to introduce other new brands to cover more customer segments. At least three new brands will be launched this year.

It will expand its business through online shopping around the middle of this year. Its e-commerce will offer customers both its own products and other local and international brands.

By doing so, the company aims to double its sales to 6 billion baht over the next five years, Ms Sunee said.

Mc Group plans to spend about 300 million baht this year to expand its sales outlets, including opening 50 Mc Jean shops across the country, taking its number of outlets to almost 600 by the year-end.

Its number of sales representative will also rise to about 1,000, up from 700-800.

Ms Sunee said the company is interested in acquiring more fashion brands, particularly products that generate annual sales of 500 million baht.

"We're confident that Mc Pink will comfortably compete with other fashion brands, particularly international ones, because we have lot of experience and know the market across the country," she said.

Mc Pink is a ready-to-wear brand aimed at customers aged 18-25. Prices will range from 490 to 1,790 baht. It will offer clothing, bags, fragrances and accessories.

The first standalone Mc Pink shop will be opened at Seacon Square shop-



**Sunee Seripanu, CEO of Mc Group, says the firm wants to move away from jeans with its new brands.**

ping centre on Srinakarin Road in Bangkok next month. Another 24 outlets are planned.

The company aims to generate sales of 100 million baht from the Mc Pink line.

"Though there are many brands available in the fast-fashion business, it still has room to grow because of the growth of middle-income people," Ms Sunee said.

Mc Group will also export more products to neighbouring countries after starting with Myanmar last year. It will appoint local partners in Indonesia to distribute its products.

It is interested in setting up a production base in Cambodia for making clothing.

Ms Sunee hopes exports will represent 10% of sales in the next three years as it prepares to take advantage of the launch of the Asean Economic Community in 2016.

Mc Group will seek a listing on the Stock Exchange of Thailand around the middle of this year to lift its registered capital from 300 million baht to 400 million.