



Fact file

The beginning: Launched in 1998 in Bangalore, Westside, owned by Trent, is one of India's largest and fastest growing chains of retail stores. Westside stores are fashionable, individualistic and provide not just value for money but a collection of the finest merchandise.

The store: Measuring between 15,000-30,000 square feet each, Westside stores meets the varied needs of customers. On sale here is men's wear, women's wear, kid's wear, footwear, lingerie, cosmetics, perfumes, handbags, household accessories and gifts. Well-designed interiors, sprawling space, prime locations enhance the customers' shopping experience. Cafe West, the coffee shop at Westside, provides a relaxing break to the shoppers.

The spread: There are currently 30 Westside stores in 19 cities in India.



Shopping at Westside is a delightful experience. Its spacious and well laid out interior invites customers to browse through the extensive array of clothing and home products. The store targets everyone in the family and all at reasonable prices that make the customer smile all the way to the cashpoint. Westside's USP is 'affordable style', a promise the store has kept since it was first launched in 1998.

The ambience and warmth of the store along with the variety of designs and styles woo customers the moment they step inside. On offer for women are exclusively designed casuals and formals in western and Indian wear in basic clothing to very trendy wear. Men can look for formal, casual and sporty apparel. Kid's wear at Westside is casual, dressy and ethnic. The lifestyle store is also a great place to look for accessories — jewellery, scarves, belts, bags, footwear, etc. The household section is contemporary with well-co-ordinated table linens, artefacts, crockery, home accessories and furnishings.

Westside ensures that it does not follow fashion trends blindly. Through surveys, it understands what consumers want and what appeals to them, and stocks merchandise accordingly. It also Indianises international fashion trends so that the customers can buy fashion that they are comfortable with. Apart from regular in-house brands, the store has Gia for the plus-sized woman. Westside is also the master franchisee for Sicily, an upper end Benetton brand, in India.

Westside cares. Customer complaints are resolved within 24-hours and the stores have a no-questions-asked exchange policy. For quality defects one can return the product within one year of purchase. Such instances however are very few as Westside quality standards are stringent in order to ensure that consumers do not face problems with merchandise bought at the store.



If you consistently deliver high quality, relevant products and experience, people will keep coming back. Today's reality is that no customer is loyal to only one brand or store.

Neeti Chopra, head, marketing, Trent

