



Denim Club India
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Denim Club India Newsletter - Vol. 1, Issue 13
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Dear **Mr. Rajesh Dudeja**,

Hello!

Here is another edition of DCI News-letter, highlighting the September sales reports from major retailers, a video on the Lee National Denim Day, and the Lee Cooper website on completion of 100 Years of Lee Cooper.

We would also like to draw your attention to the **India Denim Day** which Denim Club India shall organize on **1st December** - which is also the World Aids Day - every year, starting this year. We shall be sharing with you the details of the plans and programs being finalized for the first ever India Denim Day in the next few days. For now, please help us in spreading the word around, talk to your friends, colleagues and associates about this ambitious initiative by Denim Club India.



All of us must come together, and try and build-up this event, in support of HIV/AIDS awareness. Everyone can contribute in some way or the other. We invite volunteers to get in touch with us, so that we can reach out to a large number of institutes and organizations, before and on the India Denim Day.

News

Apparel chains report dismal September sales

[Associated Press](#) | 10/10/2008

This report by AP Business writer *Mae Anderson* is a **must-read** for everyone - not only the denim professionals, but everyone who is related - directly or indirectly - with the apparel and retail business.

Dismal September sales results from mall-based apparel chains, released Thursday, offered more fresh evidence that American consumers, spooked by the financial meltdown, shut their wallets tight last month.

The reports fueled more worries about the holiday shopping season, which was already expected to be bleak.

The reports came a day after many major retailers, including Wal-Mart Stores Inc., the world`s largest retailer, Target Corp. and department stores such as J.C. Penney Co. and Saks Inc., which operates Saks Fifth Avenue, reported their September results on Wednesday.

"This is very worrisome. It really puts a gloomy feeling as to what can happen for the holiday season," said Jharonne Martis, an analyst at Thomson Reuters.

For more Denim News, visit [Denim Club India - News](#)

Video

Lee Denim Day reaches a milestone



Lee Denim Day, now in its 13th year, reached a milestone this year, by having raised US\$ 75 million for breast cancer research. Lee National Denim Day was organized on 3 October, across U. S. A.

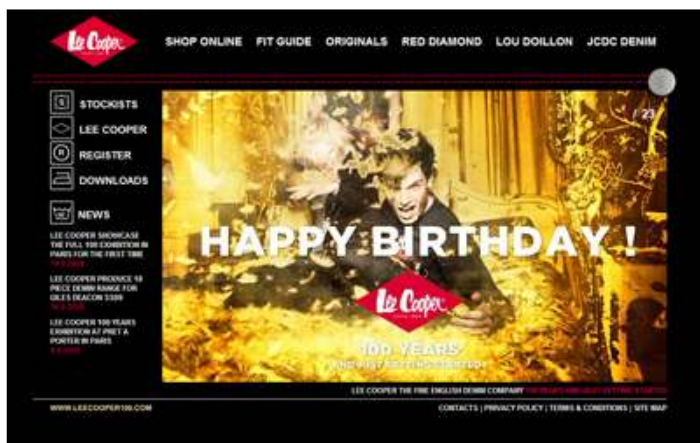
This video was taken at Lee National Denim Day banquet, where final numbers were announced and several people, including the ambassadors of the campaign for this year Tim Daly and Chandra Wilson, spoke about the importance of the cause.

In case the embedded video does not run in your email browser, please [click this link](#).

For more Denim Videos, visit [Denim Cub India - Videos](#)

Website

Lee Cooper Jeans



Lee Cooper Jeans - The Fine English Denim Company. 100 Years and Just Getting Started.

Lee Cooper traces its roots to the production of overalls and workwear. Jeans were strictly for workman in the first three decades of the century. In 1908, Morris Cooper created a workwear production company in his own name.

Established in 1908, Lee Cooper has since seen its production aims alter in

conjunction with cultural, technological, political and personal change throughout the decades.



2008 is set to be a poignant moment for Lee Cooper, who are celebrating their centenary in style.

You can check out the website <http://www.leecooper100.com> and find out a whole lot more about the genesis, growth and evolution of Lee Cooper, over the last 100 years.

Do take a look at Lee Cooper Jeans at <http://www.leecooper.com/>. You will sure like the experience!

For more Denim websites, visit [Denim Cub India - Websites](#)

We shall keep writing to you, in the days to come, and share with you the various plans and initiatives, so as to accelerate the growth of the First Ever and the Only Denim Community in the country. Keep an eye on the Programs and Events, Industry Institute Interface, Denim Experts Zone, and the Jobs & Career Section on Denim Club India. You will sure find it interesting and useful.

Please note that we have included a convenient UNSUBSCRIBE link at the bottom of this mailer, so that in case you do not wish to receive any further emails from Denim Club India, you can let us know.

Keep In Touch, and Keep Smiling, Always!

Resource Desk

Denim Club India

<http://www.denimclubindia.org>



India Denim Day
HIV/AIDS Awareness Campaign

01 December 2008

let us all join hands together

Organized By
Denim Club India

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