



Creating value through technology

INDIAN RETAIL SCHOOL selects MOCKSHOP from AXIND

Delhi, India – 4th January, 2010



The Indian Retail School has selected MockShop visual merchandising software from AXIND for their PG students of Fashion Marketing and Fashion Retail to gain a hands-on experience with visual merchandising.

“Indian Retail School’s vision is to enhance the productivity and competitiveness of the entire fashion value chain and for this purpose to create envisioned talent equipped with the latest tools and technologies. The choice for Mockshop was an obvious one, as it is an appropriate and futuristic software that can improve upon the visual merchandising skills and capabilities of our graduates.”

said Dr. A.K.G. Nair, Director, Indian Retail School.

MockShop is visual merchandising software designed specifically for the Fashion Industry. It is a virtual reality tool that gives visual merchandisers complete creative freedom for building interactive 3D stores of any size and designing shop floors by simply dragging & dropping fixtures, garments and graphics. Mockshop’s automatically generated planograms communicate your vision delivering a perfectly executed shop layout – all from the comfort of your PC.

“Indian retail companies need to better understand and apply visual merchandising concepts in their retail outlets. The value of visual merchandising is easily illustrated by a McKinsey study that has shown that 70% of customers make an initial ‘buy’ decision on the shop floor! The Indian Retail School has selected MockShop, the world’s favorite visual merchandising software, to teach its students.” said Sanjoy Sahgal, Managing Director of AXIND.

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Mockshop

About Indian Retail School (www.indianretailschool.com)

The Indian Retail School (IRS) is the first academic institute of retail, launched by House of Pearl, catering to the growing fashion and retail sectors in India. The institute conducts a range of programmes to educate and hone the skills of retail professionals and aspirants to meet the immediate and upcoming requirement of the retail sector. All programmes and service are geared towards building skills, knowledge and understanding at all levels of management.

Indian Retail School aims to create a primary resource centre for all retail manpower specialization. The curriculum structured by industry experts, include classroom lessons, case studies, management games, interactive sessions, seminars, role plays, exercise, workshops, project and group activities. The programmes are commercially relevant, ensuring that the students of Indian Retail School maximize their employment and growth prospects.

The institute provides unique educational and career development opportunities through its different programmes for:

- Students who want to start a career in retail.
- Experienced retail people, who aspire for better prospects.
- Entrepreneurs who wish to make their business ventures successful. Special modules for the traditional retailers or retailers from family owned business in order to modernize & organize their retail businesses.

About AXIND (www.axind.com)

AXIND is a privately held company that delivers Sourcing (PDM & PLM), Manufacturing, Sales and Visual Merchandising solutions to companies in the Fashion and Lifestyle industries.

AXIND was selected twice by the IT research major Gartner as one of their 5 “Cool Vendors in Consumer Goods, 2008” and as one of “The PLM vendors who can change the AFA (Apparel, Footwear, Accessories) landscape”.



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