



History

Along with his partner Sohail Hamid Khan, J. was launched in 2000, with the idea of creating custom-made khaddi shalwar kameez suits for men. The design philosophy for J. was simple; his own sense of style reflected in every article the brand designed. The risk began paying dividends and within a few years, J. expanded its portfolio to include a women's line as well, supplemented by the launch of Almirah, a high-end ensemble brand. Initially, his involvement with both brands was extensive, with each design and print personally reviewed and approved. However, given the rapid expansion that J. experienced, professional textile designers were hired and Jamshed's role became more strategic in nature. He is quick to point out that the one thing every J. store will always have are clothes in earth tones and whites, as these are the shades that appeal to him the most.

Initially, only men's wear was available at the store, but later on clothing for women, children, teens, as well as formal wear including groom's wear was also added to the product list as expansion continued. In 2011, we took another bold initiative and gave a new look to all our outlets as part of our 'New Outlook, New Outlet' strategy. This broke the monotonous theme of our outlets by making them more modern and different from others.

Corporate Philosophy

The main idea behind launching J. (J dot) was to reintroduce traditional clothes in Pakistan with a blend of modernism. For this purpose, we initiated with reworking on our Eastern dresses, especially Qameez Shalwar and made them contemporary with the latest elaborations available. The experimentation with this rare combination resulted in an increased interest of people toward modified Eastern ensembles, which will always be in vogue.

Performance

J. is a market leader when it comes to traditional wear. We try to incorporate all those dated embellishments and designs like Gota Kinari and Block Prints in our collection in a manner that they seem part of the latest trends. Our team consists of skilled artisans and professional fashion designers. This is the reason that when they mix the old with the new, the outcome is seamless and timeless designs that are highly appreciated by our customers.

Products and Services

The diverse collection of men's wear at J. ranges from formal to semi formal to casual wear. All these ensembles are adorned with the right amount of embellishments, embroidery and/or cuts, depending on the event they are made for. On top of that, the fabric is hand-woven, comfortable and available in eye-catching colors and designs to suit your taste and style.

Our men's collection includes:

- J. Kurta Bunnat
- Qameez Shalwar
- Waistcoat
- Unstitched Fabric
- Sherwani, Turban, Khussa and other accessories for the groom
- Shoes

Products and Services

Dazzling and impressive is what defines J.'s women's wear. They are inspired by the latest fashion trends yet have a traditional tinge of our Eastern style. Available in striking colors, these ensembles are perfect for any occasion.

Our women's collection includes:

- Kurti Collection
- Lawn (Stitched and Unstitched)
- Silk Collection
- Hand-Woven Collection
- Nearang (Stitched and Unstitched)
- Trouser
- Jewelry
- Stoles
- Shoes

Children's Wear

J. not only makes clothes for men and women, it also has an exemplary children's collection. This collection is further divided into Teens, Boys & Girls, and Infants, and each category offers vibrant age-appropriate ensembles for Him and Her with contemporary designs and styles.

Groom's Wear

Our traditional men's Sherwanis, Turbans, Khussas and Shawls are the epitome of sophistication and modern designs. Their styles, colors and the detail work outshine everything else and make the groom the center of attention, which is his right.

Perfumes

A wide array of perfumes is also available at J., which can be worn by anyone. They vary from light fresh flowery fragrances to heavy musk, which are extremely delightful and pleasant. They are a treat for the senses and are appreciated by our customers.

Accessories

J. also accessorizes its men and women's wear with fashionable shoes, jewelry and bags to make the outfits suitable for any occasion.

Achievements

Within a short span of time, J. has expanded its reach across Pakistan and abroad. Its 50+ outlets in Pakistan alone are a testament of the efforts the company has put in to become the country's largest fashion retail brand. Best of all, each outlet has a new and inspiring outlook where customers can shop in comfort. This truly justifies the fact that the company has won Brand of the Year Award in the fashion retail category for 3 consecutive years. Aside from its extensive network of branches across Pakistan, J. has also set its foot in the Middle East and UK, with its

branches in Dubai, Sharjah, Abu Dhabi, Qatar, Bradford and a new branch which is about to open in Saudi Arab. This makes the brand a one-stop shop for All Seasons and All Occasions. The summer exhibitions organized by J. also receive an overwhelming response from our customers where we unveil our latest designs and styles. This has motivated us to hold exhibitions in other cities and countries besides Karachi.

When Junaid Jamshed passed away on December 7, he left behind an extensive legacy: a wealth of music, an exhaustive and controversial history as an evangelist and a divided set of fans.

Some have been reminiscing about his music, others recalling his sermons and amidst all these conflicting eulogies, there are the aficionados who frequent his J. stores. By no length of the imagination can the J. – Junaid Jamshed – entourage of outlets be considered the savviest contenders in the local high-street. Although the brand has a hold over good quality fabric it has lately showed a predilection for a mish-mash of multi-colors that isn't always aesthetically pleasing.

And yet, there's no denying J.'s growing strength. The brand, at present, has a whopping 100 stores, stocking unstitched women's fabric, prêt for men, women and children, perfumes and a recently launched makeup range. According to the official website, 57 of these stores are scattered about the country while the rest are international standpoints, dotted about the U.S.A., the Middle East and even 'down under' in Melbourne, Australia.

In the clustered PR wars that perpetually rage through the high street, one often takes note of a Khaadi or a Sapphire spreading its wings, but in the meantime, J. has been expanding quietly and much more impressively than its competitors.

"Most other brands have franchises abroad," points out J.'s CEO Sohail Hamid, "while we own all our stores." That's quite an achievement – one lauds local retailers for expanding but most of them merely strike deal with international franchisees. The fact that the brand owns all its stores is indicative of its retail strength.

The brand itself has often made allusions towards religion. While all and sundry chose top models for their lawn shoots, J. billboards have been known to feature brilliantly coloured kites in lawn prints and more recently, the unfathomable images of cars festooned with lawn designs. This was also the brand that initiated the use of beheaded models on their billboards – since images of faces are 'unreligious' – eliciting wisecracks but also starting off a trend that was later followed by other brands like Tarzz.

But what will become of the burgeoning J. empire now that the brand's representative and shareholder Junaid Jamshed has passed away?

"Over the past few years, Junaid Bhai wasn't very involved in the day to day running of the business," tells Hamid, who was Junaid's partner in the business. "He was busy with his religious work that would involve a great deal of traveling. Nevertheless, he was a director and a shareholder and we were using his name for which he would be given a royalty."

"I do believe that our business has thrived because of his personality and the sacrifices he made in his life. People truly loved him and will continue to do so and it is obvious that he is one of the

main reasons why customers have been drawn to our brand. They keep coming, though, because they like our product lines.”

“Now that he is no more, we will continue to use his name to represent our label and hope to grow from strength to strength.”

Following Junaid Jamshed’s death, the brand observed a three-day mourning period during which the stores remained closed. They are now up and running again. “We will persist with staying true to the values that have always defined our brand,” promised Hamid.

Overshadowed by Junaid Jamshed’s persona, the J. stores are a retail success story that have often been overlooked. Or perhaps it’s just the blinding effusion of multi-colours that they tend to use. Without Junaid Jamshed’s celebrity status to propel it forward, perhaps J. should now endeavor to hold on to its considerable market by focusing on better fashion; stronger aesthetics and more coherent colour schemes.

In our fluctuating economy, we can only boast a few bona fide success stories. J.’s story is inspirational and reflective of Pakistan’s growing predilection for the high-street – one would want to see it continue to grow and become more aesthetically sound.