

JASPAL
Group

JASPAL

CC-00
CC DOUBLE O



FW
FOOTWORK
NOIR

CPS
CHAPS

melissa.
JELLY
DREAMS

LYN



V
EYEWEAR



lyn around

Misty Mynx
Lifestyle Wear

QUINN



FootworkK

STEVENS[®]

SANTAS[®]
HOME

JASPAL
HOME



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The Jaspal group is a leading customer experience driven conglomerate. The group started in 1947 as a distributor of imported home linen and has successfully expanded into manufacturing, trading, retail, and real estate businesses.

History

As a family-own company, we are rooted in our vision to provide local and international consumers with high-quality fashion and lifestyle products through strong brands and services as well supported by a professional board of executives directors and staffs.

Our brand portfolio includes product lines that range from sophisticated to stylish, fashion to lifestyle, home furniture to bed and bath needs, and cater to every age group from youth to men and women.

The Jaspal Group is defined by its distinguished brands as **SANTAS**, **JASPAL HOME** the country's renowned bed and bath products and some of our iconic own-brand fashion lines include **JASPAL**, **CPS CHAPS**, **CC DOUBLE O**, **LYN AROUND**, **JELLY BUNNY**, **QUINN**, **LYN**, **MISTY MYNX**, **V EYEWEAR**, **SHOE BAR** and **ROYAL IVY REGATTA** labels as well **FOOTWORK** and **FOOTWORK NOIR** multi-label shops.

We are also the sole distributors for global fashion labels such as **FRED PERRY**, **LOVE MOSCHINO**, **MELISSA** with **JELLY DREAMS** stores. As well as a few other international bedding and home furnishing names like **INVISTA**, **SEALY'S POSTURE-PEDIC MATTRESSES**, and **ETHAN ALLEN**.

Our endless pursuit of creating cutting edge fashion and lifestyle innovation for better living has propelled the Jaspal Group to be one of the undisputed leaders in fashion and lifestyle retail in Thailand and many other countries in Southeast Asia. We are confident of continued future growth and looking forward to developing more collaborative alliances and new markets.

The Board

Mr. Visanti Singhsachathet

President

Mr. Visith Singhsachathet

Managing Director

Mr. Kiatisak Singhsachathet

Managing Director (Jaspal & Sons Co., Ltd)

Mr. Charan Singhsachathet

Deputy Managing Director

Mr. Phornthep Singhsachathet

Asst. Managing Director & Group Brand Director

Mr. Yosathep Singhsachathet

Asst. Managing Director & Group Brand Director

Mr. Viseth Singhsachathet

Asst. Managing Director & Group Brand Director

Miss Vilasinee Singhsachathet

*Asst. Managing Director & Brand Director
Jaspal Accessories & Misty Mynx*

Miss Suvita Chansrichavala

*Asst. Managing Director & Brand Director
Lyn Around*

Miss Rajsiri Narula

Asst. Managing Director

Miss Sarina Singhsachathet

Asst. Managing Director

Miss Warissara Singhsachathet

*Asst. Managing Director & Brand Director
Misty Mynx*

Mr. Apisith Singhsachathet

Brand Director-Cps

Mr. Krit Singhsachathet

Brand Director-Cc Double O

Mr. Khevin Singhsachathet

Brand Director-Royal Ivy Regatta

The Group

FASHION RETAIL
HOME RETAIL
REAL ESTATE
HOSPITALITY
MANUFACTURE

Key Figure



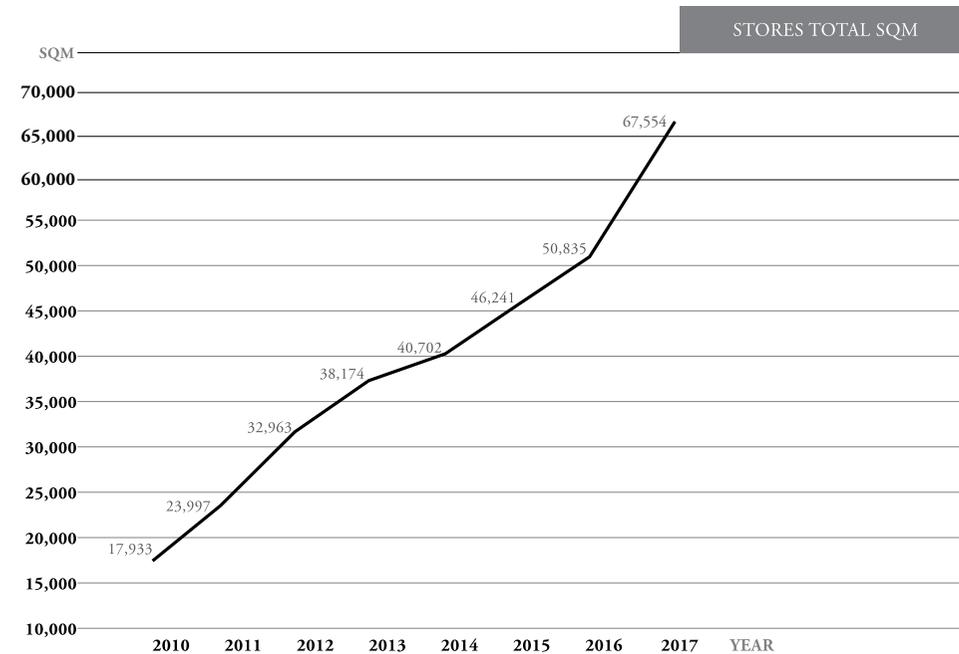
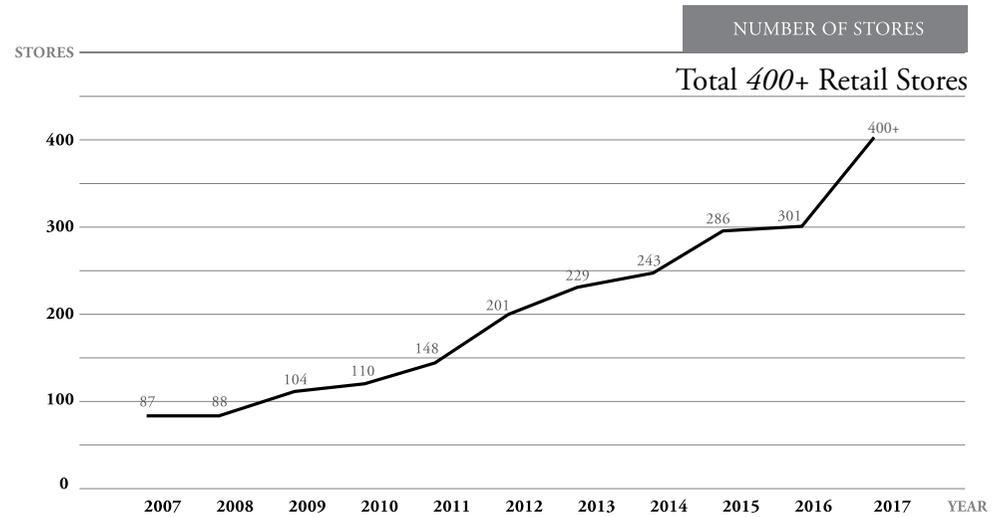
Revenue
USD 320 Million



Warehouse
21,236 sqm.



Employee
2,015 Persons



Our Brands

Jaspal
CPS
CC double O
Lyn
Lyn around
Jelly Bunny
Quinn
Misty Mynx
Royal Ivy Regatta
Fred Perry
Shoe bar
Footwork
Footwork Noir
Jelly Dreams
V eyeware
Jaspal Home
Santas
Sealy
Stevens
Back Saver
Tempur
Ethan Allen

Somerset Sukumvit Thonglor
Somerset Maison Asoke Bangkok



Avant-garde and timeless designs, an unparalleled craftsmanship and the finest imported and local materials.

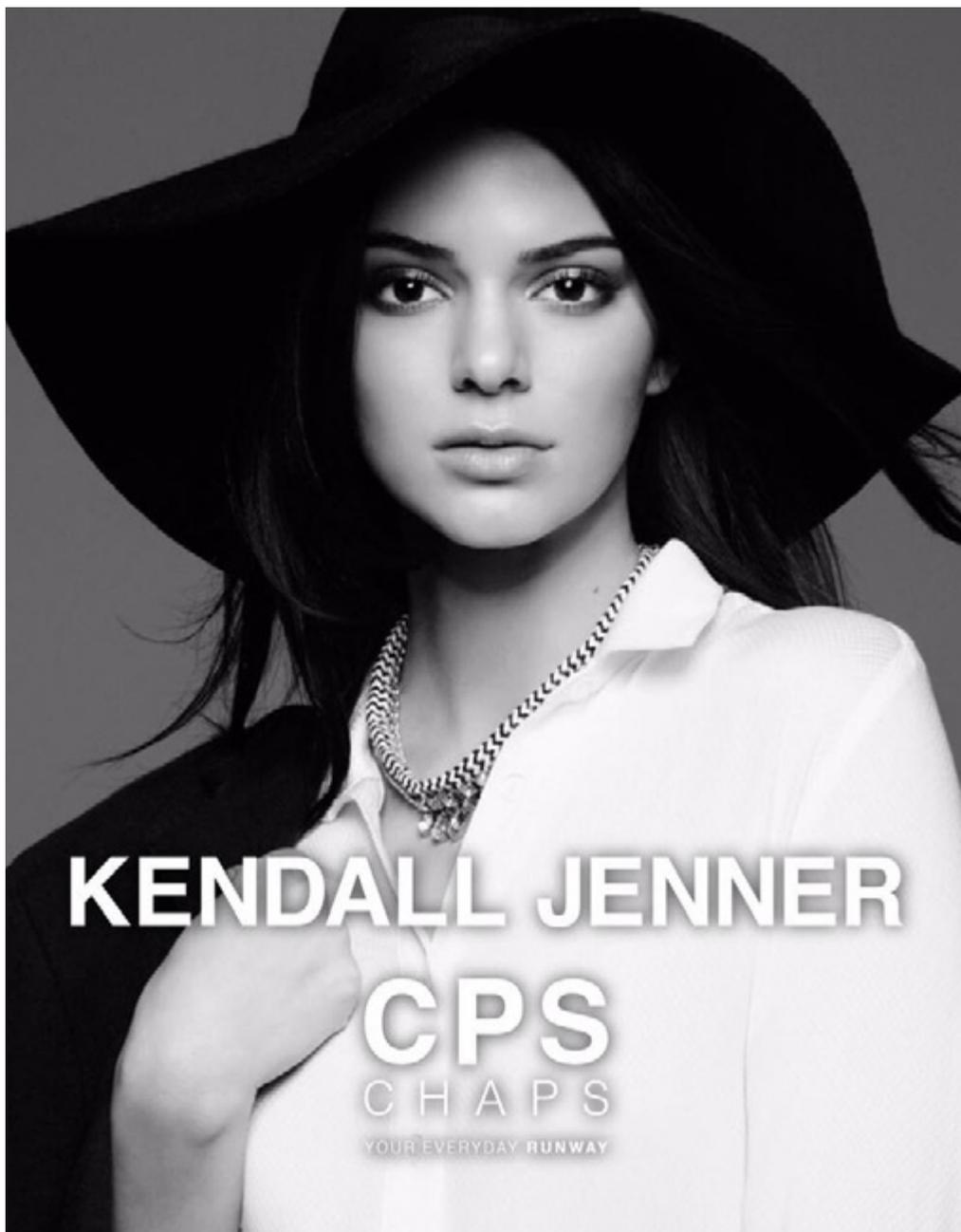
JASPAL

Since the opening of the first boutique in 1976, JASPAL has been at the forefront of Thai fashion industry. Our vision is to deliver a reasonably priced haute couture ready-to-wear clothing for our customers.

Our brand emphasizes on attention to detail, design and product quality, which is delivered by the passion and commitment of our team. Our collection is continually reviewed to anticipate and to react to trends. Hence, our collection launch has become an event awaited by the fashion industry.

We reach our discerning customers through an extensive network comprising more than 50 stores all over Thailand and online store.

jaspal.com



The latest design for a hip and sophisticated generation.

CPS CHAPS

CPS CHAPS combines a cutting edge design, attention to detail, and premium quality imported fabrics such as handcrafted jeans.

The brand offers a broad range of inspiring, unusual and daring fashion choices for those who want to express their explorative and imaginative minds.

More than aiming to set a fashion statement, CPS CHAPS also actively sponsors charities and pushing the brand beyond boundaries. Currently available at more than 39 stores in Thailand and online store.

cpsclothing.com



Coming out as the latest line from the JASPAL group, CC Double O is inspired by the American style that expresses optimism and freedom.

CC-OO

The brand focuses on creating high-quality products that fit the customers and their life, the places they go and the things they do.

CC Double O has everything for everyone, from vintage-inspired sportswear to sexy cut and modern tailoring shirts. Confident, comfortable, classic and modern. It's the core expression of CC Double O brought to life through our clothes, bags, and accessories.

ccdobleo.com



Sophisticated with an affordable Luxury

LYN

LYN is committed to bringing you shoes, bags, and accessories with a cutting edge design. We pride in providing high-quality products presented in a dynamic retail environment to meet the ever-evolving fashion needs of our stylish customers. Our aim is to lead the accessories market by ensuring we continuously attend to the needs of our most fashion-forward customers.

lynaccs.com



Launched in January 2011, Lyn Around is a revolutionary brand of clothing and accessories that embrace a youthful, Flamboyant spirit and the freedom to express individual style.

LYN AROUND

Lyn Around's design philosophy is a marriage of the delicate French touch and the Japanese quirky pop culture that gives birth to a one of a kind, adorable, playful clothing.

We dedicate Lyn Around to all daring, playful and bold girls who think rules are meant to be broken.

lynaround.com



Jelly Bunny is more than just a fashion brand.

JELLY BUNNY

We create a lively, friendly and whimsical world where girls can freely express their fun and creative personalities through gorgeous shoes, bags, watches, sunglasses and more. Established in 2011, we put our customers at the center of our creation to identify what they love and offer the best product assortment and experience possible.

We experiment with colours, shapes and even added vanilla scent into our non-toxic PVC. The result is an array of playful products that speaks for confident girls who are comfortable in all aspects of her being, free and adventurous, sweet and bold, romantic and funny.

jellybunny.com



QUINN celebrates individuality through unique designs, vibrant colors, a whimsical touch and graphic pattern in a sophisticated way.

QUINN

With collection ranged from shoes to handbags, from clutches to accessories, we aim to transform a daily life into a captivating world of geometry and color.

As reflected in our collections, we take pride in being different by embracing every kind of beauty. Welcome to QUINN, a beautiful world seen from a magical kaleidoscope.

iamquinn.com



Created with modern, confident and sensual women in mind, Misty Mynx collection does not just follow the trend, but also empower the women who wear them.

Misty Mynx

Misty Mynx is a fashion brand for the fashionable free spirit and those who have their fingers on the pulse of style.

Our collection is a perfect companion to women with untamed hearts, keeping them bold and inspiring in their every day, from working to clubbing, from traveling to working out.

mistymynx.com



Royal Ivy Regatta offers a versatile, contemporary products, designed for today with style that endures.

ROYAL IVY REGATTA

It features a range of apparel that represents a taste and personality in the modern age. Its design is inspired by a culture based on the complementarity of men and women.

All the elements of Royal Ivy Regatta's designs have been refined from time to time, resulting in a lasting and sophisticated collection. Royal Ivy Regatta is a perfect choice for urbane individuals who are looking for a fashion line that articulates their personality and intensity.

royalivyregatta.com



Fred Perry is known as one of the most defining brands in British fashion, With its modest, smart yet understated style, its success began as humbly as it continued with Fred Perry's take on his wristband design. The legendary

FRED PERRY

The legendary British tennis champion's dedication to going against the social class norms to pursue his dream led to the fame of the brand. For more than 50 years, its timeless quality has appealed to every generation who want to rise against supremacy.

Fred Perry emerged within underground British culture. Rebellious bands and Britpop opted for the classic appeal of Fred Perry's pique shirts. Simultaneously they immersed in the brand that was known for its rich heritage. Oasis, Blur and Stereophonics were all seen sporting its shirts and apparel.

Today the Laurel Wreath logo is a badge of honor and can be recognizable worldwide, with shops and customers across 50 countries. There are currently seven Fred Perry branches in Thailand - CentralWorld, Central Embassy, Central Chidlom, Central Ladprao, the EmQuartier, Paragon and Central Festival Chiangmai. Fred Perry continues to produce a distinctive collection which is as sharp and honest as ever.

fredperry.com



Shoe Bar offers an extensive range of shoes for every individual and every occasion.

SHOE BAR

Our collection includes brands such as Grendha, Ipanema Rider and Mel (by Mellisa) from Brazil.

Whatever style our customers are looking for, from PVC to Jelly Shoes, from Specchio to animal print, from the bi-colour trend to studs and floral print, we have it in store. There are currently eleven branches all around Thailand that carry today's most sought-after shoe collections.

We reach our discerning customers through an extensive network comprising more than 33 stores all over Thailand and four stores in Malaysia.

facebook.com/shoebarthailand



FOOTWORK

With an extensive range of imported fashion footwear and accessories, The Footwork's concept is to provide the trendiest footwear showroom that anticipates the ever-changing urban fashion and lifestyle.

Since the first opening of the concept store, we've gained a reputation as the sophisticated and affordable shoe shopping destination for our customers, with collections that continue to expand every year.

footworkshoe.com



Footwork Noir is a multi-label urban street wear store caters to individuals with an eye for the unusual and those who are against the mainstream.

FOOTWORK NOIR

We thoughtfully curate our collection from emerging and established brands all around the world, ensuring we offer the most of-the-moment styles and the latest must-haves.

Our boutique carries global famous brands such as Humor, Rutme, Humor, Rutme, Lyle&Scott, Pshcho Bunny, Z Brand, Eight Penny Nails. As well as exclusive collections of Supra, KR3W, Bikkembergs, Melissa and United Nude.

Footwork Noir's unique taste and compelling touch have won the hearts of fashionistas and trendsetters.

footworknoir.com



"It is not just a pair of shoes." Jelly Dreams is the most current and exclusive concept store in Thailand that features Melissa shoes.

JELLY DREAMS

Melissa shoes combine innovative design and art via collaborations with iconic designers such as Karl Lagerfeld, Vivienne Westwood, Jean Paul Gaultier, Jason Wu, Zaha Hadid, Campana Brothers, Gaetano Pesce and Gareth Pugh.

Jelly Dreams brings in Melissa shoes straight from its factory in Brazil. Melissa shoes are famous for its sustainable design – the shoes are 100% recyclable. Melflex, Melissa's secret technology is what makes its quality, flexibility, and resistance stand out amongst other jelly shoes. Lined with fabric on the inside, you won't feel the plastic when you slip into Mellisa's shoes. The unique candy smell stirs up a sweet childhood memory.

Melissa has 4,000 points of sale in more than 80 countries. In Thailand, you can find Mellisa at Siam Discovery, Central World, Jungceylon Phuket, and Mega Bangna.

facebook.com/melissajellydreams



V EYEWEAR was born from the passion for creating high-quality and value for money eyewear products for everyone.

V EYEWEAR

We believe that everyone deserves a pair of eyewear that will stand the test of time in term of functionality and style. And we stand firm on our principle to provide everyone a superior eyewear that is affordable.

Our goal is to ensure that our products liberate our customers from any limitations.

veyewear.com



Jaspal Home (est 1993) is best defined as being discerning and selective. It caters to customers with an understated taste. Who are willing to interplay their home décor in this selective style and category.

JASPAL HOME

It is for the discerning. Jaspal Home cultivates its customers with a mix of products. Whether you are buying for your own home, a second home or a gift, it has something you will like. Consistent with the parent company, which has done linen for 60 years, Jaspal Home's main focus remains on bed linen and bedding accessories.

Jaspal Home bed linen offerings range from cotton through all pure sateen up to high-end intrinsic Jacquard. Subliminal appeal - Everything is understated and tasteful. Colours and textures complement and blend. Jaspal Home print programs are rather selective and different from regular branded bed linen that has to cover a large range of general customer choices. The colour story is one of mid tones and pastels.

One of the key drivers behind Jaspal Home is to always offer designs that are exclusive. It's a formula that seems to work because once a customer has made a first purchase they invariably come back for more.

Another advantage Jaspal Home has is that we produce or develop our own product programs. Jaspal Home has a comprehensive product sourcing at international standards with design and product development with quality control for all process to stringent standards. Product quality and sustainability being the key.

jaspal.com



SANTAS HOME

Santas Home is the most comprehensive product range of quality bed linen, superior expansive range of white fillings with a collection of super absorbent bath towels with intricate detail, such as jacquard, embroidery and design borders in a full colour palette.

The products are produced with endorsement of patented technology and collaborations with US Cotton, Supima, Invista and Micro Cotton that assures the highest quality standards.

jaspalhome.com



To get the best out of your day, you need a good night's sleep. And a great bed can really help you get a good night's sleep.

SEALY

Sealy Posturepedic supports your life by providing:

- Pressure relieving comfort for undisturbed sleep: from ultra plush to cushion firm, built with premium materials.
- The support you need: deep-down orthopedically correct support with a superior edge support system.
- A system where everything works together to give you the same great comfort and support for a long time: extra durability that repays your investment day after day.

The new Sealy Posturepedic features orthopedically correct design, to give you everything you want in a bed. Sealy Posturepedic supports your life!

jaspalhome.com

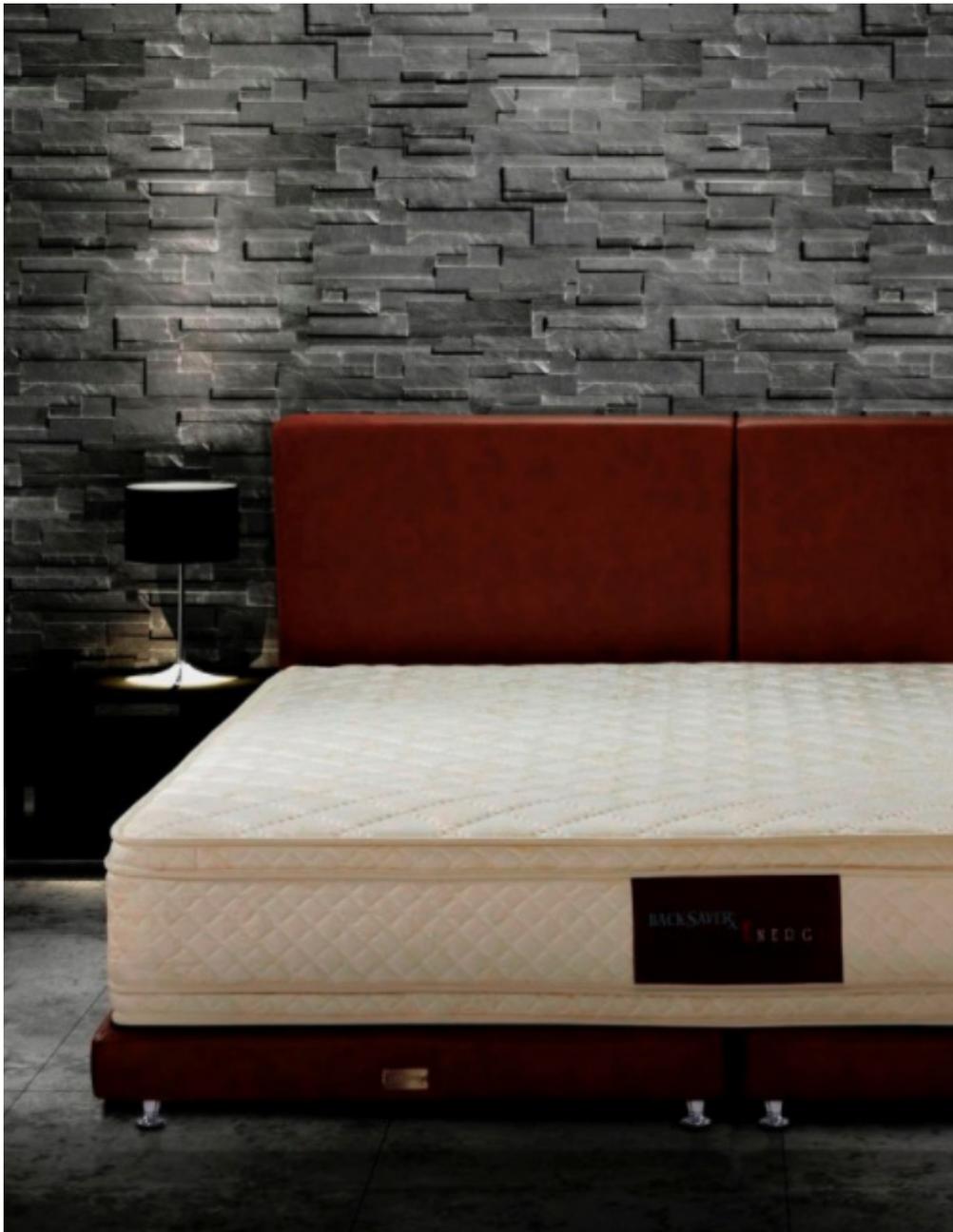


STEVENS

We know that the night long sleep is very important for relaxing and waking up with the revitalize energy to perform your daily activity .With the good quality of yarn, the process which specially only at STEVENS the exquisite tailoring and the unique designed made STEVENS bed linen is the best one for your bed room.

STEVENS bed linen and white filling product was created to delivery to customer with the good quality at the affordable price. Today we are at the Moderntrade Store as Tesco Lotus, Big C, Makro , Thaiwatsadu and Megahome.

jaspalhome.com



BACKSAVER

We cannot deny that proper and adequate sleep gives us a pleasant and productive life. It all zeroes into our choice of sleep products that cater to the level of comfort that body needs in assuring a night long sleep and wake up with revitalized energy to perform our daily activities. With the MICROSET-XT Spring Technology From U.S.A. and the ALLERGINIC Control finishing process for BACKSAVER mattress made you feel comfort and enjoy restful sleep. There is nothing like experiencing this feeling with the all Series of sleeping on BACKSAVER-Advance Orthfirm Support.

BACKSAVER vision is to delivery the high quality mattress with the affordable price. Today we are at all Moderntrade Store as Tesco Lotus, Big C, Makro , Thaiwatsadu and Megahome.

jaspalhome.com



TEMPUR

Our story began when NASA® developed a pressure absorbing material to cushion and support astronauts during lift off. This became TEMPUR®, a unique material that responds to your body temperature and evenly distributes your weight to provide exceptional sleep comfort.

Since then through further research and development by our scientists we have perfected and extended this technology to create a collection of mattresses designed to suit everybody whatever your sleep preference.

th.tempur.com



From our roots in workshops where American craftspeople painstakingly built one beautiful piece at a time.

ETHAN ALLEN

Ethan Allen has today become an international leader in home fashion. Our Design Centers are showcases of everything for the beautifully designed home, from fine furniture to lighting, rugs, and accents.

At Ethan Allen, we don't have salespeople but professional interior designers who can help you discover your own unique style. (And yes, we still build one piece at a time in our own workshops.) So if you're looking for uncompromised craftsmanship, created for the way you live today, you will find it.

ethanallen.co.th



Somerset Sukhumvit Thonglor provides the convenience and comfort of a serviced residence in a prime location for international executives, families and leisure travellers.

SOMERSET SUKHUMVIT THONGLOR

Located in Soi Thonglor, one of Bangkok's most popular expatriate districts, this well-appointed residence is close to the financial and business districts with entertainment, nightlife, shopping and restaurants at your doorstep.

The residence offers business and recreational services and facilities desired while working overseas. Work with WiFi wireless internet access, swim in the pool, workout in the fully equipped gym and discover Bangkok with the residents' programmes. Each residence itself provides spacious comfort with modern amenities.

Enjoy the personalised services and facilities with the security and comfort of a private apartment.

somerset.com



Somerset Maison Asoke Bangkok is strategically located on Sukhumvit 23 Road, adjoining to Asoke Street, one of the city's most desired residential districts.

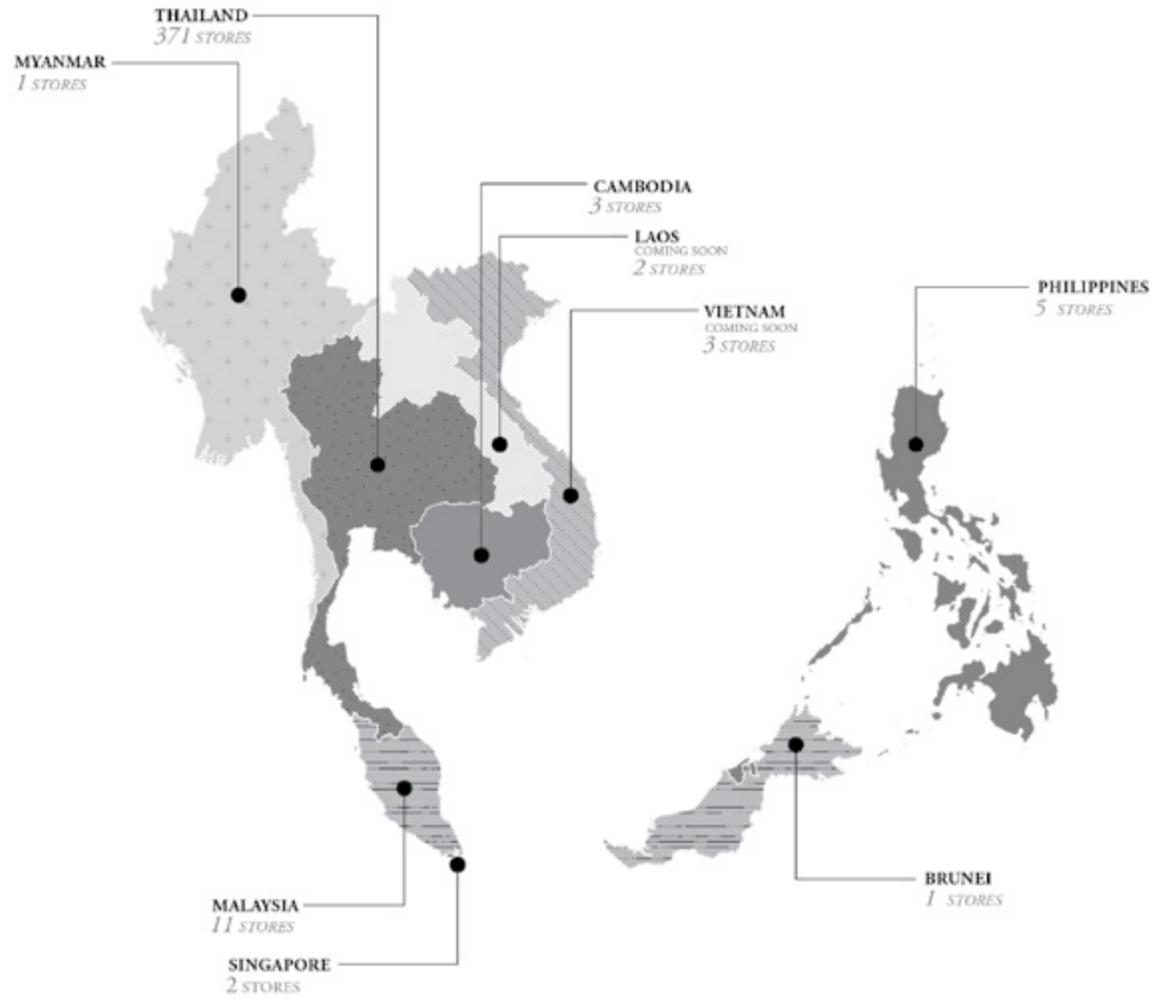
SOMERSET MAISON ASOKE BANGKOK

The property is surrounded by numerous Grade A office buildings and the headquarters of many multinational companies, international schools, a great selection of restaurants, chic bistros as well as entertainment venues.

Opening in 2017, residents will also enjoy easy access to various destinations in the city as Somerset Maison Asoke is close to Asoke skytrain and underground station. Somerset Maison Asoke Bangkok offers 125 modern studios and one-bedroom apartments .

somerset.com

International Presence



International Presence

Our ASEAN Plan

To be amongst top 3 retailers across Vietnam, Cambodia, Laos & Myanmar with investment in our brands and portfolio of International brands.

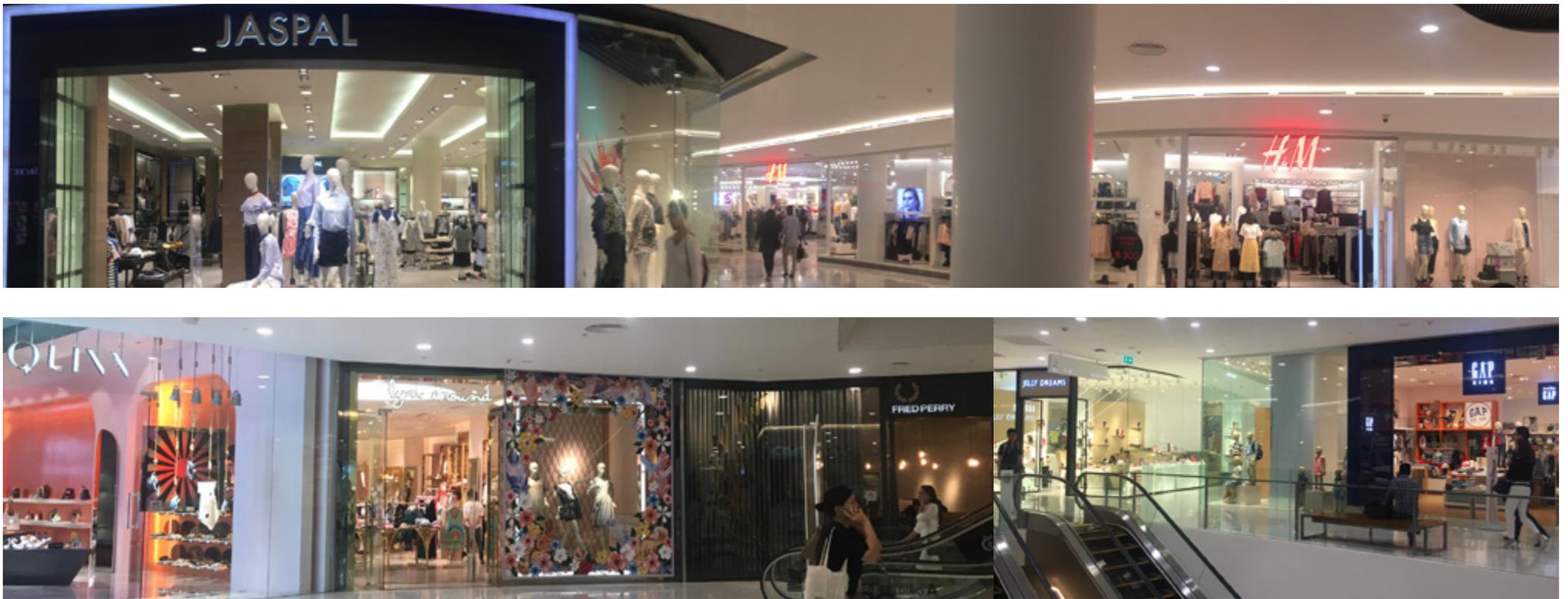
- Focus on Fast Fashion and Bridge Luxury Brands.
- Key consumer category “Footwear & Hand Bags”.
- Minimum 50+ Stores by 2020 in Vietnam & Cambodia. 250 stores by 2025.
 - Leverage group’s brands portfolio while negotiating with landlords.
 - Flagship store strategy from year 2.
- Online strategy from phase 1 with initial target of 10% to total sales.

Infrastructure

- Direct investment in the region with in-market infrastructure.
 - Replicate our business model in Thailand.
 - 1 system, ERP based connected to HO in Thailand.
- Regional CRM system with ‘Jaspal Card’ loyalty program.

Retail Premium Location

EMQUARTIER



Retail Premium Location

CENTRAL WORLD



Retail Premium Location

TERMINAL 21



Retail Premium Location

MEGA BANGNA



Store Overview



New Concept Store
by Renowned Architects

LYN

Designed by

Duccio Grassi Architects / Italy

Jelly Bunny

Designed by

Duccio Grassi Architects / Italy

Lyn around

Designed by

Roberto Baciocchi / Italy



LYN new concept store *Designed by Duccio Grassi Architects*



LYN new concept store *Designed by Duccio Grassi Architects*



LYN new concept store *Designed by Duccio Grassi Architects*



Jelly Bunny new concept store *Designed by Duccio Grassi architects*



Jelly Bunny new concept store *Designed by Duccio Grassi architects*



Jelly Bunny new concept store *Designed by Duccio Grassi architects*



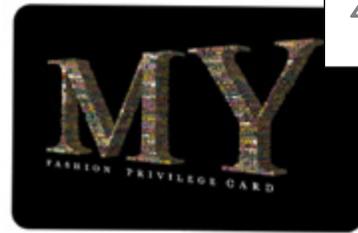
Lyn around new concept store *Designed by Roberto Baciocchi*



Lyn around new concept store *Designed by Roberto Baciocchi*

Member Card

My card



400,000+ members



Jelly Bunny Member Card

50,000+ members

*in Malaysia, Singapore
and Cambodia



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