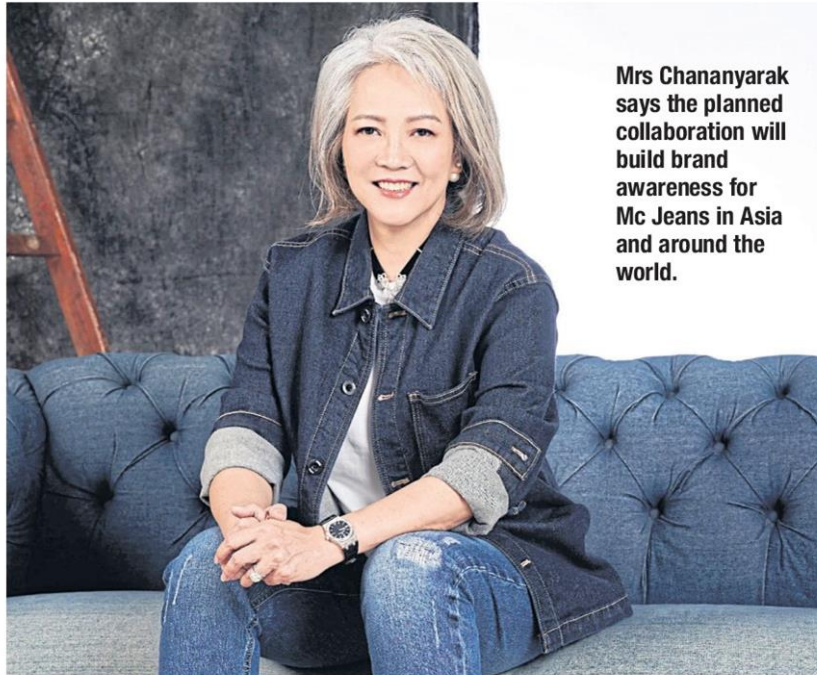


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Mrs Chananyarak says the planned collaboration will build brand awareness for Mc Jeans in Asia and around the world.



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CHANANYARAK PHETCHARAT

Chief executive, Mc Group

Mc Jeans ramps up international deals

PITSINEE JITPLEECHEEP

Despite a fresh wave of the pandemic, SET-listed Mc Group Plc, the maker and marketer of Mc Jeans, is ramping up its international partnerships to sell and promote its brand in the global market in an ambitious attempt to become a regional brand over the next three years.

Chief executive officer Chananyarak Phetcharat said the company is scheduled to form a partnership with a leading international e-commerce platform in April to promote and sell Mc Jeans throughout Asia-Pacific.

With the planned new business alliance and the Covid-19 pandemic, the company will sell Mc Jeans via the online channel only.

Mc Group took an initial step to expand the international market for Mc Jeans five years ago, starting with the Middle East via retail stores, but international sales remain marginal so far.

The company aims to expand its international market to cover 10 countries in Asia-Pacific over three years and raise overseas sales to contribute 5-10% of total sales during this period.

Ahead of active online expansion, Mc Group recently kicked off its marketing campaign called "Legend on Legend" with the concept of "Mc Jeans, every day is a match day because every day is a competition", through collaboration with the English Premier League.

Through the latest collaboration, the Mc Jeans brand logo will appear in Premier League football games starting from Jan 16 until the end of the season. The brand will be displayed on the side of stadiums during live broadcasts across Asia.

In addition, soccer legends Michael Owen and Dimitar Berbatov will campaign as Mc Jeans influencers. The two former Premier League football players will also wear Mc Jeans and promote the brand via IG and Facebook.

Mc Jeans also landed the rights to create special items such as hoodies, sweaters, t-shirts, hats and handkerchiefs designed with the main colours of red, blue and white, reflecting each team in the games.

"Mc Jeans is the first Thai fashion brand to join hands with the English Premier League to promote jean prod-

ucts with world-class football legends like Owen and Berbatov as influencers in the campaign," she said.

Mrs Chananyarak said the collaboration with the English Premier League will not only help build up Mc Jeans brand awareness in Asia but also the world.

"We've chosen the English Premier League because it is the most popular soccer league in Thailand and the most valuable soccer league in the world. Though Mc Jeans is a small brand compared to other Thai companies that have partnered with the international football leagues, nobody has any doubts about Mc Jeans, which is Thai jeans legend," said Mrs Chananyarak, adding the company has spent tens of millions of baht on this campaign.

In the domestic market, the company also plans to launch a brand collaboration with local partners such as Toni Rakkaen, a Thai model, actor and hairstylist to recruit new customers and present its brand image among new customer targets and new channels.

"Despite Covid-19, we never give up but try to reduce the impact through various strategies. Apart from the collaboration strategy, we will open three new look Mc Jeans flagship stores at CentralWorld, Central Ladprao and somewhere else in Bangkok soon," Mrs Chananyarak said.