



**XIXILI**

Uplifting You Always

PIVOTING FROM A  
TRADITIONAL  
BRICK AND MORTAR  
TOWARD AN  
OMNI-CHANNEL  
OFFERING





- Established in 2003
- Retailer of lingerie products
- 60 brick and mortar locations
  - Specialty boutiques
  - Departmental stores
- Online channels
  - Own webstore [www.xixili-intimates.com](http://www.xixili-intimates.com)
  - Marketplaces (domestic + regionally)
  - Social commerce
- Internationally
  - Online and offline strategies



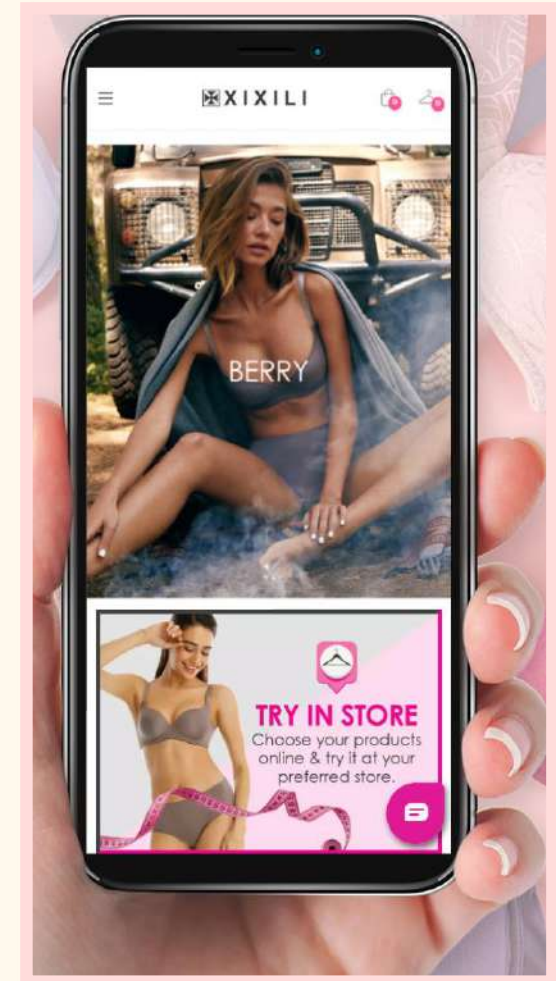
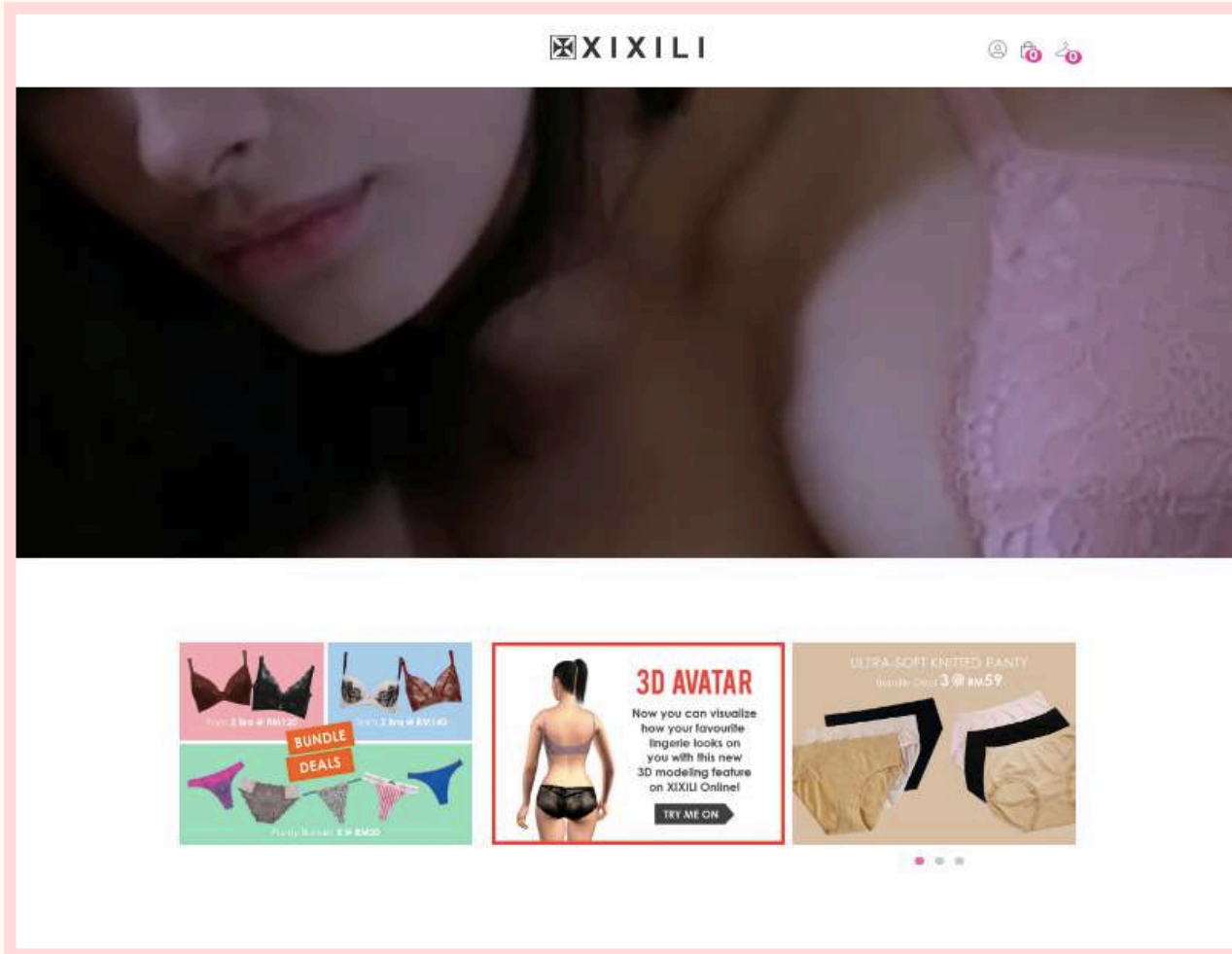
# Shop Offline

Traditionally brick and mortar



# Shop online at [www.xixili-intimates.com](http://www.xixili-intimates.com)

This XIXILI online store was launched in January 2017.



# Product Mix



- T Shirt Bra
- Push Up Bra
- Demi Bra
- Contour Bra
- Full Cup Bra
- Strapless Bra
- Wireless Bra
- Nursing Bra
- Sports Bra



- Thongs
- Boy Shorts
- Bikini Panty
- High Waist Panty
- Sanitary Panty



- Sexy Lingerie
- Pants
- Camisole



- Shapewear
- Accessories
- Sexual Wellness



## Brand Motto:

“Uplifting You Always”

## Brand Promise:

An **intimate experience** that enhances your confidence, happiness and well-being.

## Brand Story:

A **homegrown Malaysian label**, XIXILI was founded by a group of ladies who were pleasantly surprised by the improvements of their bust-lines through the right choice of brassieres.

They passionately and dedicatedly employed their industry knowledge into crafting a business model that combines personalized fitting with an exquisite lingerie range.

XIXILI proudly offers intimate wears with the latest fashion, yet supported with **essential elements of fit** and support for all individual needs.



 XIXILI

# 80% of women wear the wrong-sized bra!

You need not be one!



**XIXILI is all about the Perfect FIT:**

The Perfect FIT session, a one-on-one personalized fitting, guarantees a boost in self confidence and a fuller appreciation of one's figure.

XIXILI's perfect fitters are all professionally trained and personally driven to guide every lady on the path to an uplifted bust-line and a sensual silhouette. Hence, a more confident you.

**XIXILI carries an extensive range of beautifully designed brassieres from cups A to I with underbands from 65 to 100.**

 **XIXILI**

# The Shift | Why and How We Pivoted

1. Adding an online channel strategy
2. Complimenting online – offline strategy towards an omni-channel offering

## Disruptions:

Rapid changes in the retail landscape | Shifts in customer demands

## Brand Promise:

Brand experience | Finding you your Perfect FIT

## Limitations & a Step-by-Step Approach:

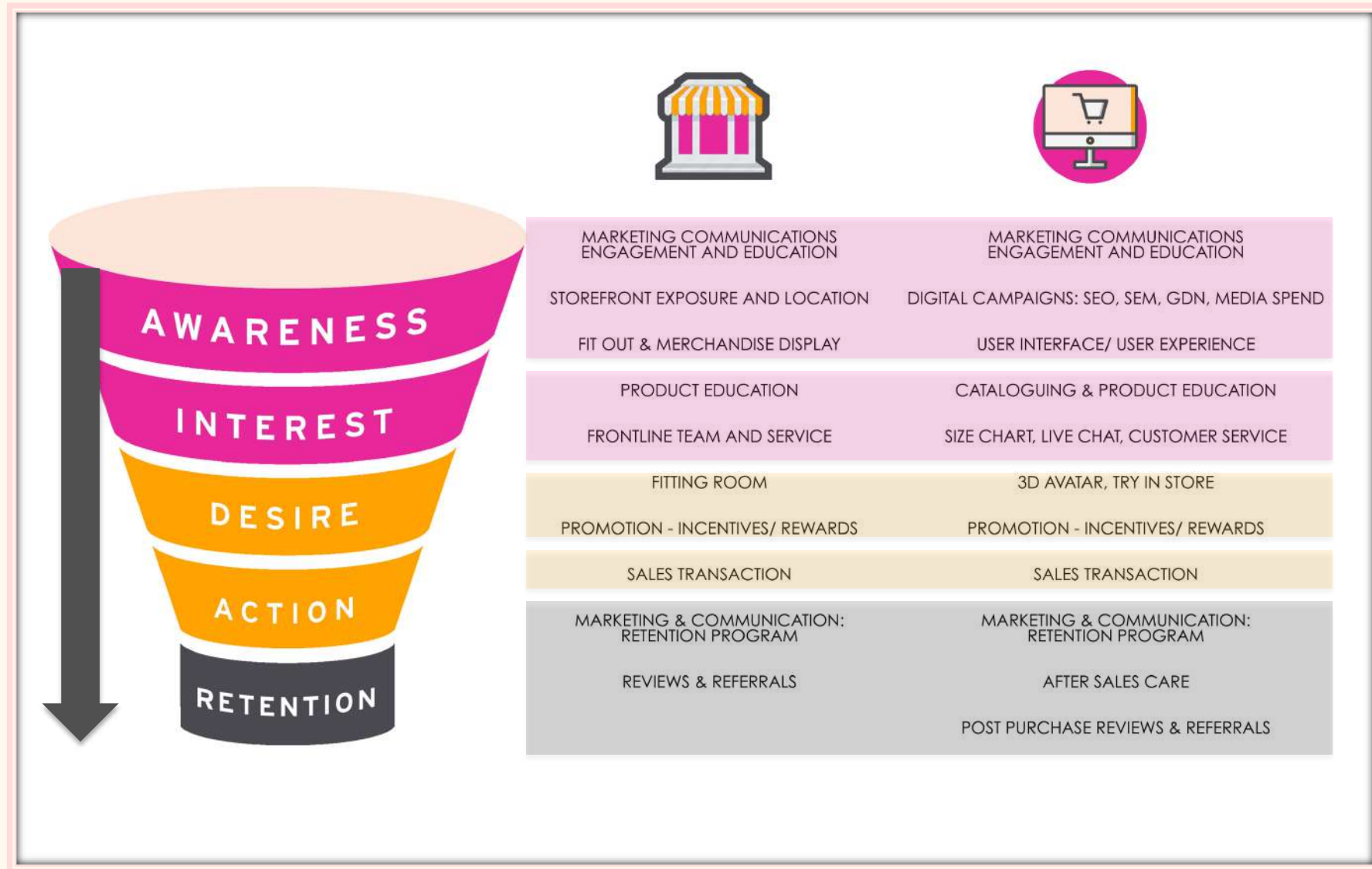
Capex | Human Resources | Baby Steps | Piecemeal Enhancements

## Converging the Channels:

Re-aligning the experience – internal and external | Omni-channel strategy



# The Sales Funnel – Mimicking the Experience:



# The Sales Funnel – Mimicking the Experience:



**KNOW YOUR PERFECT FIT HERE...**

**Getting measured for BUST or UNDERBUST**  
 Note: measure a relaxed bust (not the top) comfortably loose when measuring.  
 (e.g. under measurement - 78 cm)  
 Note: measure around the fullest part of the bust.  
 (e.g. waist measurement - 95 cm)

**Determine Your Size:**  
 E.g. measure around fullest part of waist, if this measurement is 1.5cm greater than your waist measurement - 71 advisable to take size 1 for padding or 78 for shapeless.

**Getting measured for your NECK:**  
 Top: Bust: measure around the fullest part of the bust, leaving the tape comfortably loose when measuring. Keep your feet flat for this measurement.  
 34: Bust measurement - 86 cm)

**Under - Bust:** measure around the underbust. Be sure to keep the tape measure parallel to the ground.  
 (e.g. under bust measurement - 75 cm)

**Determine Your Size:**  
 Top Bust measurement subtract your underbust measurement.  
 E.g. 86cm - 75cm = 11cm. Therefore, a 1000B Bra cup. If you are in between sizes, it's advisable to go for bigger cup.

**Determine your XIXILI size**

Determine your Cup Size (Difference in measurement between "Under Bust or Cup Size")	
In cm (Difference in cm)	10-12.5 12.5-15 15-17.5 17.5-20 20-22.5 22.5-25 25-27.5 27.5-30 30-32.5 32.5-35 35-37.5 37.5-40 40-42.5 42.5-45 45-47.5 47.5-50 50-52.5 52.5-55 55-57.5 57.5-60 60-62.5 62.5-65 65-67.5 67.5-70 70-72.5 72.5-75 75-77.5 77.5-80 80-82.5 82.5-85 85-87.5 87.5-90 90-92.5 92.5-95 95-97.5 97.5-100
In inches (US Size)	4 4.5 5 5.5 6 6.5 7 7.5 8 8.5 9 9.5 10 10.5 11 11.5 12 12.5 13 13.5 14 14.5 15 15.5 16 16.5 17 17.5 18 18.5 19 19.5 20 20.5 21 21.5 22 22.5 23 23.5 24 24.5 25 25.5 26 26.5 27 27.5 28 28.5 29 29.5 30 30.5 31 31.5 32 32.5 33 33.5 34 34.5 35 35.5 36 36.5 37 37.5 38 38.5 39 39.5 40 40.5 41 41.5 42 42.5 43 43.5 44 44.5 45 45.5 46 46.5 47 47.5 48 48.5 49 49.5 50 50.5 51 51.5 52 52.5 53 53.5 54 54.5 55 55.5 56 56.5 57 57.5 58 58.5 59 59.5 60 60.5 61 61.5 62 62.5 63 63.5 64 64.5 65 65.5 66 66.5 67 67.5 68 68.5 69 69.5 70 70.5 71 71.5 72 72.5 73 73.5 74 74.5 75 75.5 76 76.5 77 77.5 78 78.5 79 79.5 80 80.5 81 81.5 82 82.5 83 83.5 84 84.5 85 85.5 86 86.5 87 87.5 88 88.5 89 89.5 90 90.5 91 91.5 92 92.5 93 93.5 94 94.5 95 95.5 96 96.5 97 97.5 98 98.5 99 99.5 100
In inches (UK Size)	32 34 36 38 40 42 44 46 48 50 52 54 56 58 60 62 64 66 68 70 72 74 76 78 80 82 84 86 88 90 92 94 96 98 100 102 104 106 108 110 112 114 116 118 120 122 124 126 128 130 132 134 136 138 140 142 144 146 148 150 152 154 156 158 160 162 164 166 168 170 172 174 176 178 180 182 184 186 188 190 192 194 196 198 200

**Determine your Underbust Size**

Underbust (cm)	Underbust (inches)
70-72.5	27.5-28.5
72.5-75	28.5-30
75-77.5	29.5-31
77.5-80	30.5-31.5
80-82.5	31.5-32.5
82.5-85	32.5-33.5
85-87.5	33.5-34.5
87.5-90	34.5-35.5
90-92.5	35.5-36.5
92.5-95	36.5-37.5
95-97.5	37.5-38.5
97.5-100	38.5-39.5

**Determine your Panty or Slip Size**

Waist (cm)	Waist (inches)
60-62.5	23.5-24.5
62.5-65	24.5-25.5
65-67.5	25.5-26.5
67.5-70	26.5-27.5
70-72.5	27.5-28.5
72.5-75	28.5-29.5
75-77.5	29.5-30.5
77.5-80	30.5-31.5
80-82.5	31.5-32.5
82.5-85	32.5-33.5
85-87.5	33.5-34.5
87.5-90	34.5-35.5
90-92.5	35.5-36.5
92.5-95	36.5-37.5
95-97.5	37.5-38.5
97.5-100	38.5-39.5

**Determine your Bra Size**

Underbust (cm)	Underbust (inches)	Cup
70-72.5	27.5-28.5	A
72.5-75	28.5-30	B
75-77.5	29.5-31	C
77.5-80	30.5-31.5	D
80-82.5	31.5-32.5	E
82.5-85	32.5-33.5	F
85-87.5	33.5-34.5	G
87.5-90	34.5-35.5	H
90-92.5	35.5-36.5	I
92.5-95	36.5-37.5	J
95-97.5	37.5-38.5	K
97.5-100	38.5-39.5	L

Note: Every woman has different body and results may vary slightly. For a complete understanding on your size, you may also visit any XIXILI stores for a complimentary fitting conducted by our trained customer.

**XIXILI**

**TRY IN STORE**

Choose your products online & try it at your preferred store.

Try it on in 3D

**Joelle 3/4 Padded Triangle Bra**

You chose size **70E** [Change measurements](#)  
 See product page for available sizes

What's your favorite color?

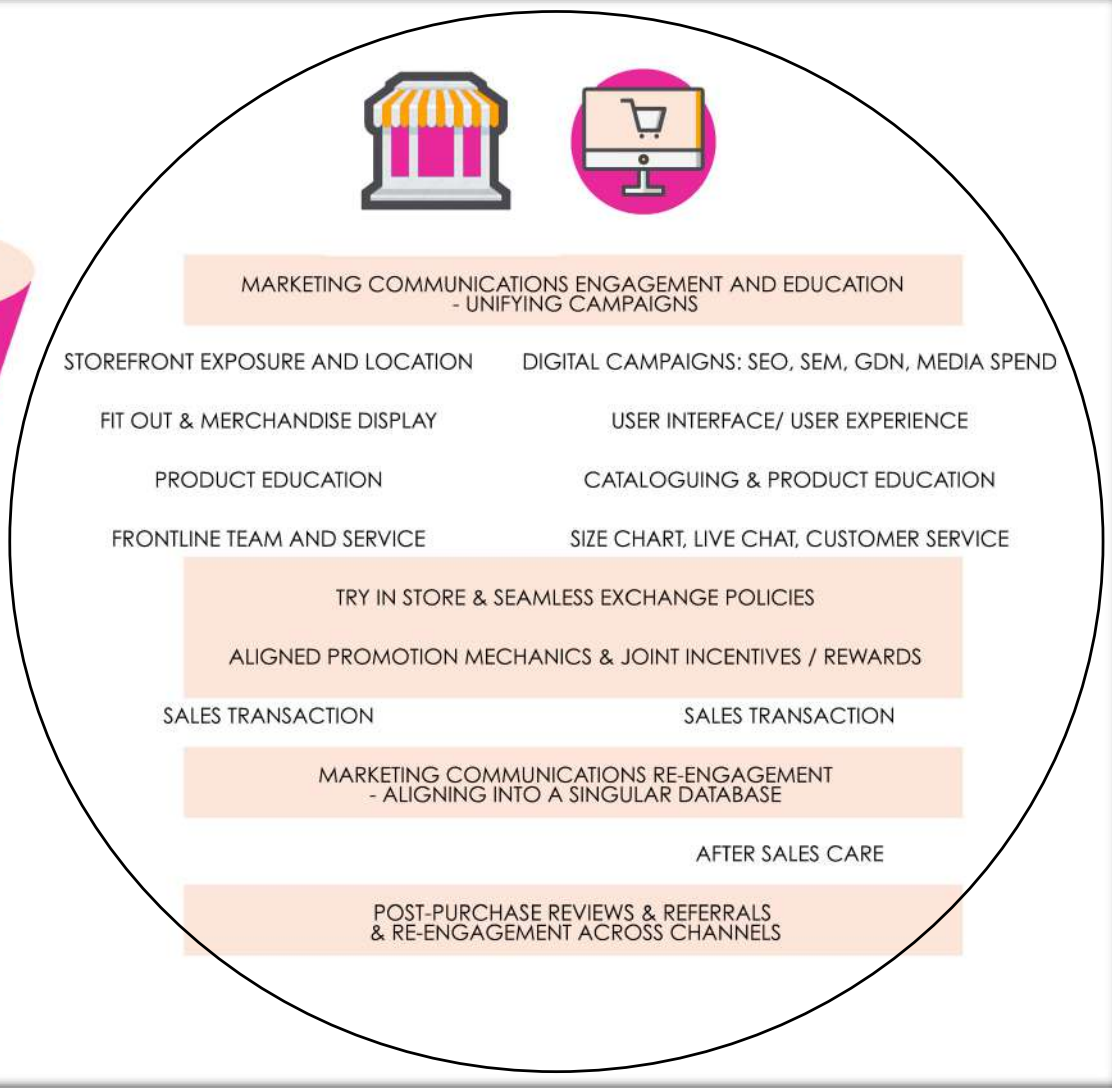
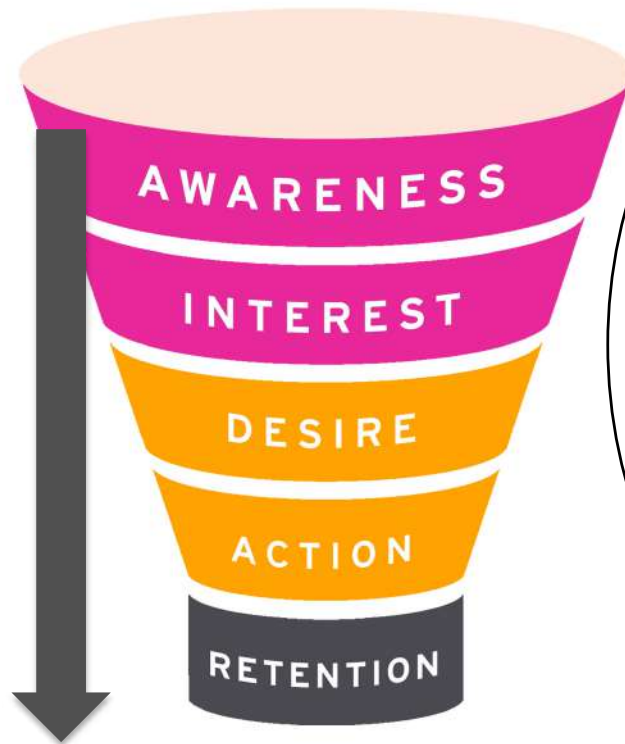
**NIKI BIKINI PANTY**      **NIKI PLUNGE-V PUSH UP BRA**

**3D AVATAR**  
 Now you can visualize how your favourite lingerie looks on you with this new 3D modeling feature on XIXILI Online!

**TRY ME ON**

**XIXILI**

# The Sales Funnel – Converging the Channels:



## To Summarize

### Evolve & Adapt:

New technologies | Ever shifting customer demands

### Brand Promise:

Brand experience | Finding you your Perfect FIT | Customer's preferences will vary

### Step-by-Step Approach:

Baby steps | Continued enhancements

### New Conveniences & New Experiences:

Optimizing efficiency | Innovating towards  
a consistent and highly efficient multi-channel customer journey



For more information on X I X I L I, please visit us at:

[www.xixili-intimates.com](http://www.xixili-intimates.com)

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