

GENES [REDACTED]  
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LECOANET HEMANT

**GENES** *is about colour, energy and youth. Each piece is created with movement and style at its heart.*

**LECOANET HEMANT**

*[www.geneslecoanethemant.com](http://www.geneslecoanethemant.com)*

GENES  
LECOANET HEMANT

*Genes Lecoanet Hemant is a ready-to-wear brand from the house of Lecoanet Hemant. It was founded by Indo-French designers Hemant Sagar and Didier Lecoanet who began their journeys as couturiers in Paris. Bringing the essence of the Parisian savoir faire to India in 2000, Genes was born out of a vision for a lifestyle centered around inclusion and individuality.*

*Created in Paris*

*Cultivated in India*

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GENES  
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*Timeless pieces, crafted in responsibly hand picked fabrics, play canvas to artistic prints, novel embroideries and modern silhouettes -the touchstones of meaningful design. Genes celebrates an artistic outlook towards life through clothes that are made with kindness & the people behind them are treated with respect.*



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GENES

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*Modern, artistic and intelligent designs are merged with Parisian artistry and Indian workmanship to re-invent signature classics for an urban wardrobe.*

*While nature and arts serve as the core inspiration for the design process, the brand reimagines purposeful designs by creating season-less collections for men, women and accessories, combining spontaneity, youthful flair and relevant story telling in a dynamic world.*



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# Core Values



## UNITY

*Genes is an embodiment of the spirit of its people. We are a multicultural modern company pivoted around inclusivity in diversity. Voices from different backgrounds are encouraged, amplified, heard and respected. We believe in the empowerment of each mind and stepping into the future, hand in hand upholding equality.*

## HERITAGE

*Genes is a modern story of expression, and the seeds to that were sown in 1981 when founders Didier Lecoanet and Hemant Sagar established the house of Lecoanet Hemant in Paris, France. Our design philosophies are rooted in our Parisian heritage, pillared by the codes of couture craftsmanship.*

## DESIGN

*With a seasonless and timeless approach to create modern designs, we aim to create products that are cherished for years, even decades to come. Trends are replaced with a re-invention of classics, always maintaining relevance and capturing the essence of the time. At Genes, we make clothes with love and longevity in mind. We believe that long-term success is rooted in a combination of artistic creativity and innovation.*



# Core Values



## *SUSTAINABILITY*

*We are moving towards making sustainability an integral part of everything we do, we are striving and committed to reduce our carbon footprint with each passing year.*

## *RESPONSIBILITY*

*We are committed to upholding the highest moral, legal and ethical standards in all aspects of our business and require each employee to act with integrity in his or her dealings on behalf of the brand, including with brand associates, suppliers, service providers, other business partners and other stakeholders. We strive to constantly improve, always try to broaden our skills, improve the quality of our work, and come up with new ideas and solutions.*

## *COMMUNICATION*

*We aim for coherence and excellence in the communication of our principles to the customers and stakeholders. That goes well beyond the quality and design of products: It encompasses the layout and location of our stores, the display of items we offer, our ability to make our customers feel welcome as soon as they enter our stores. We aim to extend the same principles to all our digital mediums for sales and communication. Authenticity is of absolute importance to us and each message must do right by the brand core values and identity.*







## *Mission Statement*

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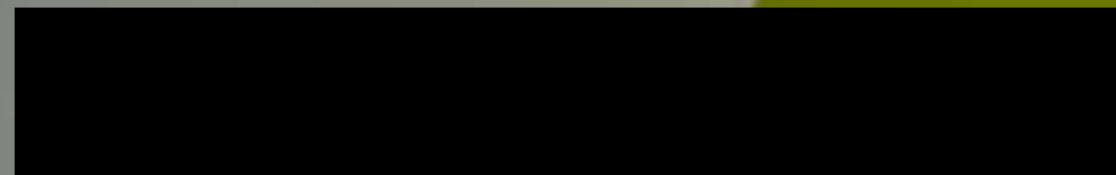
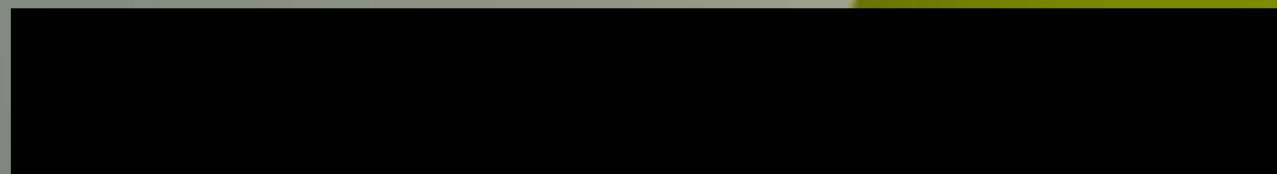
### *‘Created In Paris, Cultivated In India’.*

*With a season-less and timeless approach to create modern designs, we aim to create products that are cherished for years, even decades to come. Our design philosophies are rooted in our Parisian heritage, pillared by the codes of couture craftsmanship. Trends are replaced with a re-invention of classics, always maintaining relevance and capturing the essence of the time. At Genes, we make clothes with love and longevity in mind. We believe that long-term success is rooted in a combination of artistic creativity and innovation.*

### *‘Decoding the power of individuality’.*

*We see a world where everybody expresses their unique self with confidence, their unique style, energy and individuality, who they are, what they aspire to be. With Genes find the unique you, the real you. Be the best/cool that you are!*

# Brand Vision



## People

*“At Genes Lecoanet Hemant, we celebrate the individuals who have been a part of our journey, in ways big and small.”*

*They all make the #GenesTribe a collective of people where everyone is treated with respect and their voices are valued. We are built on the principle of inclusivity, embracing diverse perspectives from all backgrounds that are nurtured in a progressive working environment. We believe in developing an ethical supply chain anchored in dignity, fostering people’s skills and fuelling their growth alongside the brand. The future of fashion lies in being empathetic and walking shoulder to shoulder to narrate a story of love and respect.*

## Planet

*“The planet we inhabit is our responsibility to preserve.”*

*Our sustainability team is dedicated to researching, analysing and devising steps to reduce our carbon footprint and become more sustainable with each passing season. We become fully equipped to measure and minimise our carbon footprint throughout our supply chain in the future. We are also advancing towards ensuring that we use materials that are more sustainably sourced, 100% recycled and repurposed. We are continuously educating ourselves, pushing boundaries and reinforcing measures to keep a check and minimize our effect on the planet. There is no one solution to the issues plaguing the fashion industry and the planet at large, but we are working hard everyday to identify and inch towards them.*

## Product

*“Ethically made, designed to last. Buy consciously crafted products and cherish them for a long time”.*

*The Genes design ethos is focused on creating quality products that reflect contemporary sensibilities. They form integral components of an ever evolving, modern wardrobe. Longevity is crucial. This is deeply rooted in our efforts to nurture a season-less design language, consistently increase the percentage of sustainable textiles in the collections and innovate in material exploration. The pieces are timeless and defy the notion of trends. The narrative of Genes was born out of the cross-cultural influences of our co-founders which finds a creative outlet in the designs. The spark of freedom of expression, pride in our multifaceted roots and a spontaneous zest for life are communicated through purposeful design.*



## *Heritage*



Genes is a modern story of expression, and the seeds to that were sown in 1979 when founders Didier Lecoanet and Hemant Sagar met as students at the prestigious fashion school of the Chambre Syndicale de la Couture in Paris. They went on to establish the house of Lecoanet Hemant in 1981 and opened their first store opposite the Élysée Palace in Paris, at Rue du Faubourg- Saint-Honoré in the same year.



*Image courtesy: Lecoanet Hemant Archive*



*Image courtesy: Lecoanet Hemant Archive*

GENES

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In 1982 they had their first show under the patronage of Cartier Haute Joaillerie. This enabled them to train 50 specialized artisans in their Paris workshops, creating unique garments for the American elite, Middle Eastern princesses, European aristocracy and celebrities for the red carpet. Hemant and Didier were industry outsiders disrupting the fashion landscape at the very epicentre of high fashion and in 1984, Lecoanet Hemant officially became the twenty-fourth haute couture fashion house to join the Chambre Syndicale de la Couture Parisienne.

*Image courtesy: Lecoanet Hemant Archive*



## *A New Voyage*

The codes of the house of Lecoanet Hemant became the guiding force behind the inception of Genes. In 2000, they moved their headquarters to Gurgaon in India to focus on ready-to-wear. The year 2007 saw them complete the construction of their 10,000 square meter state of the art factory and studio, which designs and produces garments combining innovative artisanal work, adhering and respecting all international procedures and guidelines of high level dressmaking in sync with an industry-scaled production.



*Lecoanet Hemant India Pvt. Ltd.*









## *Identity*

A deep appreciation for individuality was born out of the cross cultural influences that shaped Hemant and Didier. Didier grew up in provincial France and Hemant was born in New Delhi, to an Indian father and a German mother, where he spent most of his childhood. At the heart of their design philosophies, lies the importance of people. 'Expression' is key and hence all the diverse storytelling and multifaceted inspirations infuse the clothes with an intuitive energy and humour.



*Co-founders: Hemant Sagar (left) & Didier Lecoanet (right).*

GENES

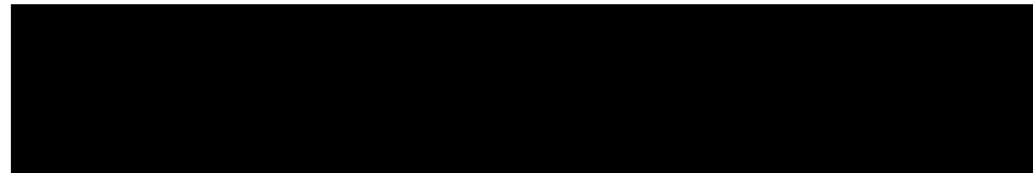
LECOANET HEMANT

There is a very creative approach to material exploration that stems from the early days when the atelier worked with unconventional textiles and surfaces to create couture. A significant part of the identity are the people they work with. A socially responsible work environment where everyone is treated with respect forms the solid ground on which Genes is built.



*Lecoanet Hemant Atelier*

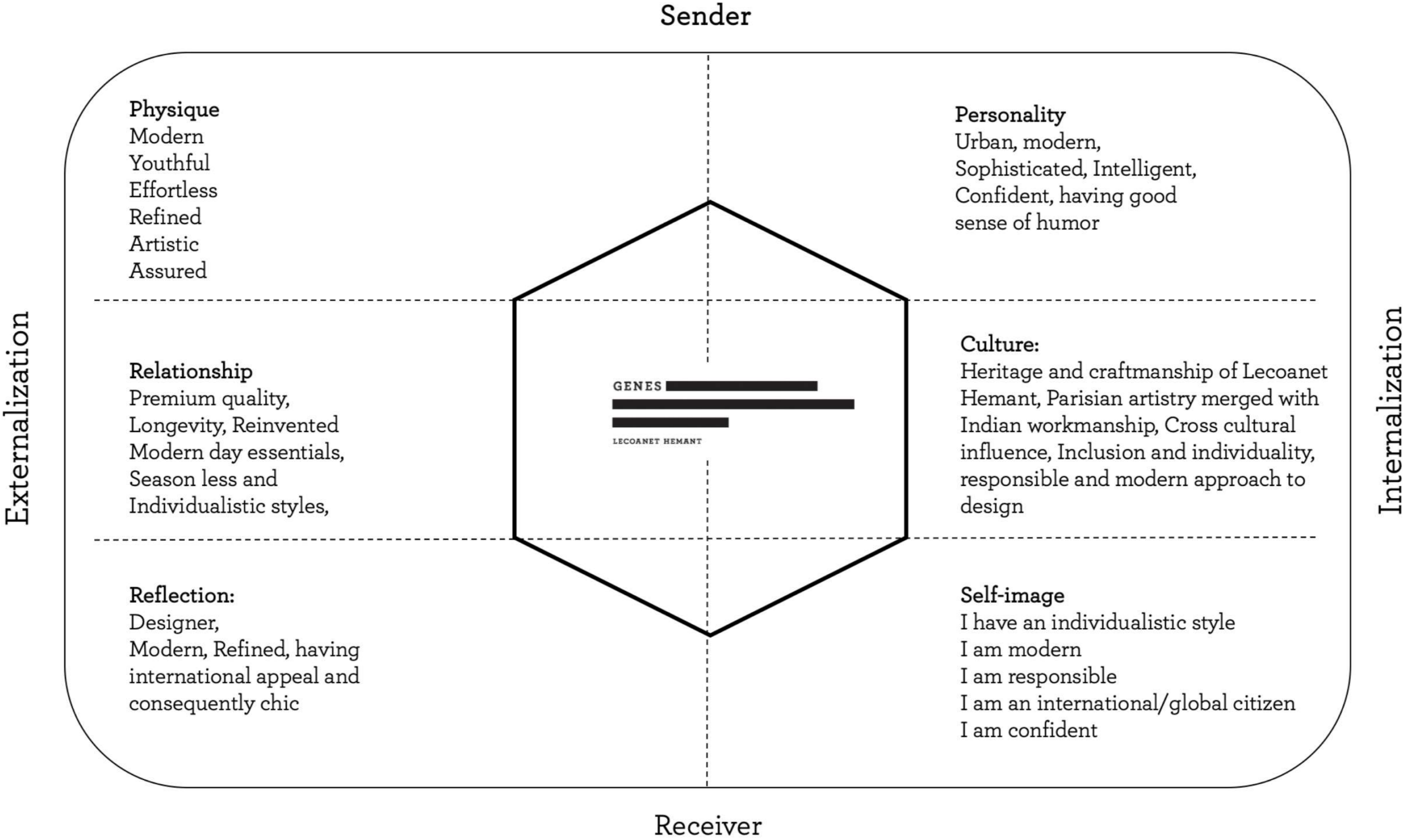
*Brand personality*



*& Culture*

Indian-workmanship  
International  
Parisian-artistry Appeal  
Responsible Movement  
Intelligent Confident Effortless  
Reinvented Heritage  
Inclusion Energy Urban  
Humour Individuality  
Designer **Modern**  
Essentials Quality  
Craftsmanship Color Premium Season-less  
Style Artistic Design  
Sophisticated  
Longevity Refined  
Individualistic  
Youthful  
Cross-cultural

# Brand Identity Prism: Genes Lecoanet Hemant



## *Achievements*

Widely recognized for their couture creations, they were bestowed with numerous awards – The Excellence Award of the University of Miami in 1984, The International Prize for "Clothing of the Year 2000" in Osaka in 1985 and The Golden Mannequin Award in Moscow in 1994 to name a few. The Dé d'Or (Golden Thimble Award) is an award for the most creative and elegant collection of the Haute Couture season in Paris and Lecoanet Hemant was its proud recipient in 1994. The Swarovski "Paris Capitale de la Creation" Prize was conferred upon them by the Mayor of Paris, Bertrand Delanoë in 2005.



*Image courtesy: Lecoanet Hemant Archive*

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The year 2022 marked the celebration of four decades of Lecoanet Hemant. It was celebrated with the seminal exhibition, titled "Lecoanet Hemant : The Orientalists of Haute Couture" at the Calais Museum of Lace and Fashion, France.

<https://www.vogue.in/fashion/content/inside-the-newexhibition-celebrating-40-years-of-india-basedcouturiers-lecoanet-Hemant>

Followed with the release of a retrospective book that charts the house's journey through the years.

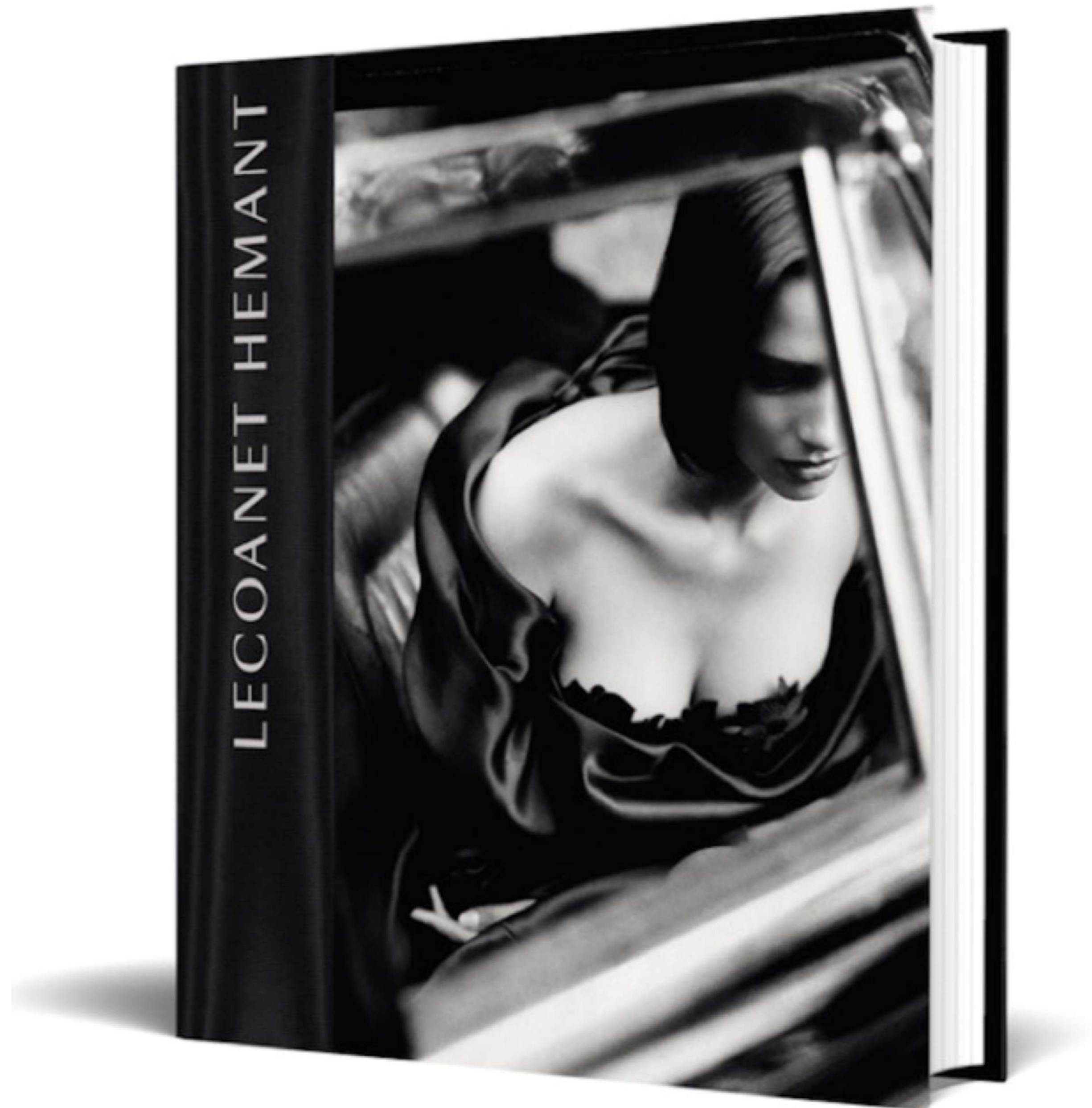


Image Courtesy: Lecoanet Hemant Retrospective Book

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Instagram + Facebook Account has about 25k followers .  
4 Stores in Delhi, Mumbai, Chennai. Launching a new  
Store in NCR Region soon.

Working with More than 10 MBO's across India.

Campaign Video Links:

1)A Summer Wonderland | Spring Summer 2023

<https://www.instagram.com/p/CpSlcASgLoM/>

2)Paris Dot Delhi | Autumn Winter 2022

[https://www.instagram.com/p/Cg\\_fYqwg1e3/](https://www.instagram.com/p/Cg_fYqwg1e3/)

3)Reminisce | Spring Summer 2022

[https://www.instagram.com/p/CaHx\\_YRAVOj/](https://www.instagram.com/p/CaHx_YRAVOj/)

<https://www.instagram.com/p/CbM6g1UgW3U/>







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