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Foreword

Danny Crayton

Strategic Advisor, Zonta Advisors

When I first worked with JC (Jagdish) at Matahari, he brought more than trend instincts – he brought conviction. He wasn't just reading signals from the floor – he was translating them into movements. I knew I had a merchant on my hands, yes, but also a thinker. A builder.

Years later, as I've watched the fashion-tech landscape evolve, it's clear: Jagdish was ahead of it. While others chased volume, he pursued voice.

This book isn't about fashion in the conventional sense. It's about what happens when you lead with insight, not just inventory. It speaks to anyone navigating complexity with curiosity – and reminds us that listening is the most undervalued strategic advantage in retail today.

From Indonesia to India and beyond, Jagdish's journey is as cross-border as it is cross-disciplinary. And in these pages, he lays out a new kind of playbook – equal parts heart, hustle, and hard data.

Read it. Then, reread your customer.

– Danny Crayton

PART I

**SPARK – AWAKENING
THE FASHION
DREAM**

Discovering Your Voice



Before you build anything, you must learn to listen

RIG THE BRAND RIGHT

THE EIGHT LEVERS OF CONNECTION



PART 3

STORM

**Resilience, Drift, and the
Power of Staying True**



Lesson: Hear What's Not Being Said

Listening isn't waiting to talk.

It's tuning in to what lies beneath the words.

Many founders pride themselves on speed.

Responsiveness. Control.

But if you only hear what's obvious,
you miss what matters.

Presence is the difference.

It lives in the moment between the comment and the comeback –
the space where intuition speaks.

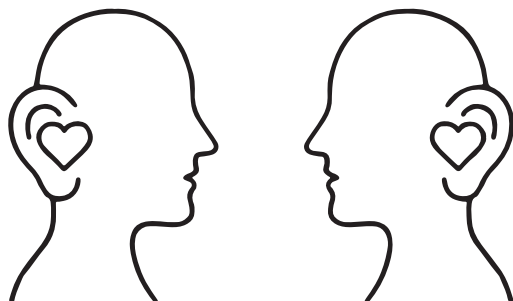
Ask yourself:

- Where am I quick to explain – but slow to inquire?
- What have I dismissed as “just a feeling” that might be a signal?
- Whose voices have grown quieter... and why?

Listening isn't just for your customers.

It's for your team.

And for the version of *you* that's still whispering.



➤ WEEK 11

LEADING WITH LEGACY

DESIGNING FOR TIME



Appendix

Design Lab A: Crafting for Emotional Impact

The 5 C’s of Fashion Design Thinking

Table: Designing for a Real Moment – Customer Archetypes in Context

Design with Empathy: Customer Moments in Motion

Customer Moment	Emotion	Design Need	Suggested Fabrics	Colour Tone
Starting a new job after a career gap	Hopeful, uncertain	Comfort with confidence – structure without stiffness	Cotton-modal blend, structured knit	Deep blue (trust)
Recently divorced, reclaiming identity	Vulnerable, bold	Statement cuts, playfulness, self-owned shape	Raw silk, stretch crepe	Coral or red (fire)
College student from a rural hometown	Aspiring, shy	Minimalist forms, quiet storytelling	Chambray, cotton poplin	Olive or sand (grounded)
New mother re-entering society	Fragile, re-emerging	Ease, body neutrality, soft support	Bamboo jersey, washed linen	Rose, soft white
Trans woman navigating public space	Brave, aware	Fluid strength, coverage with grace	Ponte knit, silk-organza layering	Lavender, black

Week	Brand Clarity 🌀	Emotional Resonance 🎧	Action Taken 🎯	Self-Belief 🏆	Biggest Learning 📖
1	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
2	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
3	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
4	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
5	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
6	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
7	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
8	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
9	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
10	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
11	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____
12	☐ Clear ☐ Fuzzy ☐ Evolving	☐ Strong ☐ Missing ☐ Growing	☐ None ☐ Small ☐ Bold	☐ Low ☐ Rising ☐ Grounded	_____