

KOTPIALE

Interview of Karuna & Melissa Veerapen

Insight of KOTPIALE LTD

KOTPIALE Ltd is a Mauritian company born 2 years ago which deals with the creation of typical Mauritian clothing designs to promote the Mauritian culture and craft skills.

The Co-founder of KOTPIALE Ltd are Karuna and Melissa Veerapen, two passionate sisters working together as one complete person with different artistic background but the same vision. The name itself has been inspired from the Mauritian jargon when somebody is all dressed up to go out, people around would say in admiration: **“Hey! KOTPIALE?? ”**

The slogan ‘COLLECTING MOMENTS’ is for the people on the move...people who discover the world. Travellers of the mind and soul who live for the moment and appreciate every seconds of their lives in our clothing line.

Till now KOTPIALE Ltd has had five collections, namely 7 Kuler, Jeux D’enfants, Summer Hoodies, Ki bon Dialogue and Mo pei sa.

The brand takes out a collection each six months keeping a close eye on a solid, fun concept as well as the global trends.

The Motivation behind this investment in Mauritius

It has been observed for the past years that there is a lack of the Mauritian touch in Mauritian brands. Mauritius is rich in various nationalities, tastes, colours, cultures, knowledge and expertise. We wanted to prove that these values can be illustrated through design of clothing and accessories.

We also want KOTPIALE products to act as the famous ‘pot zassar’. Whatever country a Mauritian settles to, they feel the urge to bring along one ‘pot zassar’ in their luggage because it reminds them of their HOME.



The product line - up

Our products comprises of casual apparels mainly inspired from what goes around in Mauritius; the dialects, the childhood games.

KOTPIALE Ltd does not bulk produce their collections for the sake of maintaining exclusivity and quality of their products. Our brand ensures that each collection is in line to a specific season or event.

Specificities of KOTPIALE Creations

KOTPIALE creations emphasizes a lot on hand-made and crafty touch such as tie and dyes, handmade embroidery and serigraphy printing.

“Our creations are known for their exclusivity, sense of humour creativity and quality”

Our target Market

Our Primary market is Mauritian adults living in Mauritius and from around the world who although far away still have this Mauritian heart.

Our secondary market are the tourists that visit Mauritius.

Our tertiary market are the potential online customers of all nationalities.

They love this country. Its different cultures, its different faces, languages, its countless rhythms and tastes.

KOTPIALE's market development strategy

The company's strategy is to keep a very close eye on the global trends in terms of fabrics, colors, designs and technique in order to be updated all the time and follow people's growing needs for conceptual products.

Our pricing strategy is mainly skimming pricing due to our exclusivity and uniqueness.

We rely a lot on advertising and word of mouth to create awareness and to sell our products. The distributions of our products are mainly through expositions by My Pop up Store or National Women Council opportunities.

We are actively present online on social medias such as on Facebook or Instagram where we advertise, sell and also communicate with our customers. For our online orders, we personally deliver our products to the region of Port Louis and Plain Wilhems and we deliver by post.



The main challenges of your company

Even if the textile clothing industry is very saturated, we are ready to face this rude competition with much professionalism and extensive research so that KOTPIALE stays top of mind on the market. Another challenge would be to remain innovative in terms of products and designs in order to promote ceaseless appreciation from the market.

We should be able to satisfy each customer and make them feel valued when wearing a KOTPIALE.

Views on customer satisfaction survey

For instance, there has not been any formal customer satisfaction survey conducted for KOTPIALE yet. Since we are actively connected to our customers through social media, we still have their feedbacks on these platforms where they would exchange about their point of views regarding the products or just show appreciation for a well-received package.

We try our maximum to satisfy our customers at any cost, bearing in mind that we need to be realistic as well. However, before launching the brand, we did a survey in general to know what was really lacking in terms of Mauritian clothing brands.

Future plans

Our further future development plans is to be able to make expositions to well-known places around Mauritius and even abroad as an embassy of our country.

“Even if it is challenging to us, in the near future, we would want each Mauritian to have at least one KOTPIALE in his/her wardrobe.”

A Wish in the next Ten Years

We wish KOTPIALE becomes globally recognised for what we are trying to show with more innovative ideas, a Mauritian DNA and having serious and devoted collaborators all working as one.

Just like ‘havaianas’ represents Brazil on the world map, KOTPIALE should represent MAURITIUS.

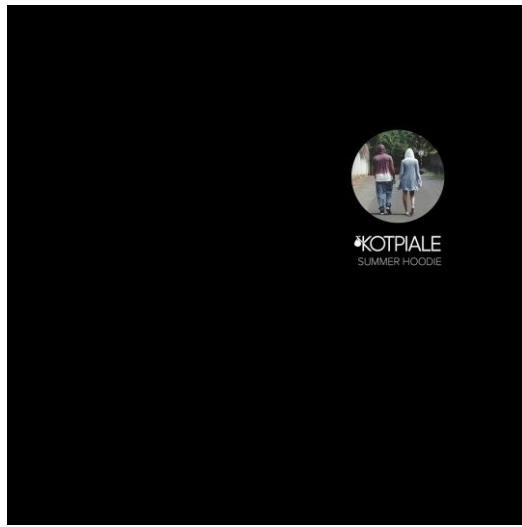
Thank you Enterprise Mauritius

Enterprise Mauritius gave us the opportunity to be more visible and we are thankful to them for promoting Mauritian designers.













Thank you

