

.me

Fashion That Feels Personal

mydotmeworld.com

ABOUT US

.me. is a fast-growing fashion and lifestyle retail brand built to serve the evolving needs of modern Indian consumers.

We offer trend-forward apparel, beauty, and fashion essentials under one roof—designed to be accessible, affordable, and aspirational.

At **.me.**, fashion is not seasonal luxury; it is **everyday expression.**

Our stores are designed to deliver a simple, welcoming, and high-rotation retail experience, making us a preferred destination for families, youth, and value-conscious shoppers.



OUR PROMOTER & MOTHER COMPANY

.me is promoted and backed by **FS44 Global Style Up**, a professionally managed retail group with strong expertise in fashion sourcing, merchandising, store operations, and scalable retail systems.



Registered Office:

Pillar No. 654, MG Road, Kochi

FS44 Global Style Up provides the strategic foundation, operational governance, and long-term growth vision that supports the rapid expansion of **.me across India.**

OUR CO-BRAND ECOSYSTEM

As part of our diversified retail portfolio, we also operate Dotme, a youth-focused fashion brand with a strong trend-led identity.

.me

Dotme – Corporate Office:

Highlight Business Park, Tower 2, 5th Floor, Calicut

Together, .me. and Dotme enable us to cater to multiple customer segments, strengthening supply chain efficiencies and brand reach.

WHAT WE OFFER

.me is a complete fashion & lifestyle destination:

Apparel

Men's Wear
Women's Wear
Kids' Wear

Fashion Add-ons

Footwear
Accessories

Beauty

Beauty & Cosmetics



OUR VISION

To build a nationally recognized value-fashion retail network, with:

100+

outlets across India by March 31, 2028

OUR MISSION

We follow a structured and time-bound expansion roadmap:

By March 31, 2026 →

20+ outlets

By March 31, 2027 →

60+ outlets

By March 31, 2028 →

100+ outlets

The DOTME Experience

More Than Shopping

At DOTME, every store is designed to deliver a seamless shopping experience.



Trend
Focused



Affordable
Pricing



Store
Layout



Product
Discovery



New
Arrivals



Customer
Service

Our goal is to make every visit simple, enjoyable, and rewarding.

Quality & Value Promise

Style Without Compromise

Every product offered at DOTME is selected with a focus on:



Quality

Premium fabrics and
consistent product standards



Affordability

Fashion accessible for
every lifestyle and budget



Comfort

Designed for everyday
ease and confidence



Trend Relevance

Inspired by modern
fashion preferences



Customer Satisfaction

Focused on creating
lasting customer trust

We continuously work with trusted sourcing and supply partners to ensure consistency across our collections.

Why Customers Choose DOTME

The DOTME Difference

- Contemporary Fashion
- Affordable Pricing
- Wide Product Range
- Customer-Centric Approach
- Consistent Shopping Experience
- Modern Store Design
- Frequent Collection Updates
- Reliable Product Quality

DOTME is built to serve customers who seek style, convenience, and value in one destination.



Brand Philosophy

Fashion That Feels Personal

It is confidence.
It is self-expression.
It is identity.

Looking Ahead

Building The Future Of Everyday Fashion

As consumer preferences continue to evolve, DOTME remains committed to innovation, quality, and customer satisfaction.

Our focus is to strengthen our presence, enhance shopping experiences, and continue delivering exceptional value to customers across India.

Conclusion

Welcome To The World Of DOTME

DOTME is more than a fashion retailer.

It is a brand built around people, style, and everyday aspirations. By combining quality products, accessible pricing, and modern retail experiences, we continue to make fashion easier, more enjoyable, and more personal for every customer.



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DOTME

Fashion That Feels Personal

Style. Value. Confidence.

.me

Get In Touch

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