

#CHECK IT OUT

Apex honoured for excellence in retail and digital marketing

Apex Footwear Limited is one of the fastest-growing companies in the country and currently has the largest footwear retail operations in Bangladesh with more than 250 retail outlets, 275 franchisees, and 150 distributors across 64 districts.

Apex Footwear Ltd. has recently been honoured with the "Best Retailer - Footwear" and "Best Loyalty Campaign" at the inaugural Bangladesh Retail Awards 2021, along with Excellence & Leadership in Digital Marketing for "Best Execution of Performance Campaign" at the Golden Star Award held in Bangalore, India.

Recognised as the Best Retailer in

Footwear, Apex strives to provide excellent retail shopping experience in Bangladesh, with a professional but friendly salesforce working tirelessly to provide customers with a memorable encounter. As part of the constant innovation to enrich the customer journey with value-added services, Apex introduced a range of premium and personalised facilities in stores for a wholesome retail experience.

Secondly, for the "Best Loyalty Campaign", Apex created the Summer Voucher Fest loyalty campaign for Apex Rewards Members, designed to offer members customised offers based on their previous

urchases and engagement behaviour. The campaign was topped with iPhone 12 giveaway for the top three members with maximum purchase value. The goal of the campaign was to increase revenue from active users, get the dormant Rewards members back to Apex stores, and increase overall engagement with the loyalty base.

Finally, for "Best Execution of Performance Campaigns" Apex created a digital transformation strategy amidst the pandemic to increase our customer base and increase digital awareness with more customer-centric marketing across all channels.

Star Lifestyle is looking for new writers!

Do you enjoy writing on current and trending topics? Be it food, fashion, health, travel, tech or any other diverse lifestyle topics, and you enjoy researching and writing, then come join us as a contributing writer.

To apply, send us your CV and two sample write-ups on topics pertaining to lifestyle of your choice. The articles must be unpublished and original, and of approximately 600 words each.

Email us your submissions at lifestyleds@yahoo.com and please mention "Application..." in the subject line. Deadline: 30th November, 2021.

◆ HOROSCOPE ◆



ARIES
(MAR. 21-APR. 20)

Keep your opinions to yourself. Get involved in creative groups. Stick to travel. Your lucky day this week will be Tuesday.



CANCER
(JUN. 22-JUL. 22)

Be honest about your intentions. Don't overexert yourself in physical activities. Overindulgence will cause conflicts. Your lucky day this week will be Thursday.



LIBRA
(SEP. 24-OCT. 23)

Enlist co-workers to wrap up work. Don't blow situations out of proportion. Secret affairs could land you in trouble. Your lucky day this week will be Thursday.



TAURUS
(APR. 21-MAY 21)

Be innovative. Loved ones won't understand your needs. Social functions can bring about new romance options. Your lucky day this week will be Sunday.



LEO
(JUL. 23-AUG. 22)

True freedom will be your requirement for happiness. Love could develop at work events. Start curbing your bad habits. Your lucky day this week will be Friday.



SCORPIO
(OCT. 24-NOV. 21)

Don't overreact. Focus on professional objectives. Consider starting your own small business on the side. Your lucky day this week will be Saturday.



GEMINI
(MAY 22-JUN. 21)

Get some rest. Address the real issues before it's too late. Try not to fall ill this week. Your lucky day this week will be Friday.



VIRGO
(AUG. 23-SEP. 23)

Someone will make your life difficult this week. Don't let anything interfere with work. Try to be accommodating. Your lucky day this week will be Thursday.



SAGITTARIUS
(NOV. 22-DEC. 21)

Correspondence may not clear up issues. Financial ventures will be successful. Your personal situation is fluctuating. Your lucky day this week will be Saturday.



CAPRICORN
(DEC. 22-JAN. 20)

Make alterations to your living arrangements. Focus on building a strong financial future. Don't get upset over trivial matters. Your lucky day this week will be Thursday.



AQUARIUS
(JAN. 21-FEB. 19)

Spend time with your partner. Your efforts will be acknowledged. Fix a budget for yourself. Your lucky day this week will be Sunday.



PISCES
(FEB. 20-MAR. 20)

Consider joint financial investments. Don't get too sad if your partner misbehaves. Opportunities for advancement are apparent. Your lucky day this week will be Tuesday.

**এখন
ফাস্ট ওয়াশ**
ডিটারজেন্ট পাউডার
১ কেজির সাথে
১ টি **৫৭০** মিনি সাবান
৫৭০ মিনি সাবান
ফ্রী!