

# IMAGES

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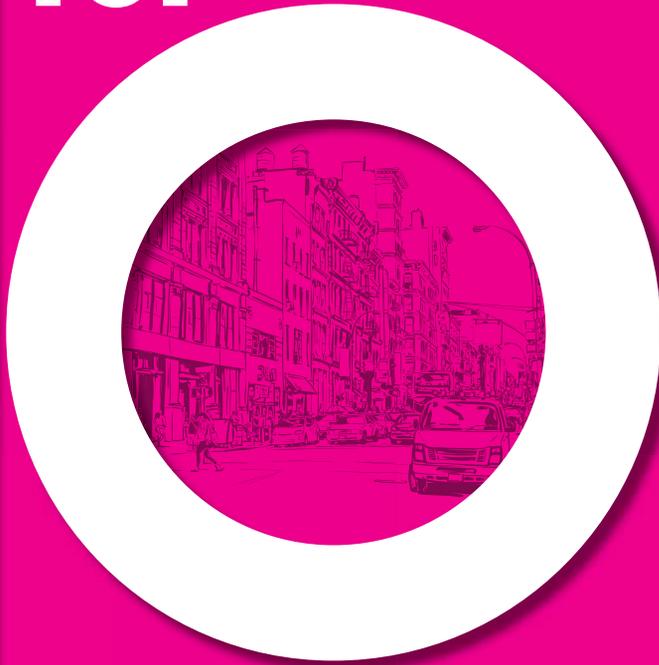
Issue No.

# BUSINESS OF FASHION

March 2016

Volume XVII // No. 3 // ₹ 100

## TOP



## CHALLENGES FACING FASHION RETAILERS IN INDIA TODAY

Khadi: The Fabric of Freedom and Fashion  
Focus: Gujarat Majors  
Budget 2016: Retailer Voices  
+Sportswear International Capsule for India

Exclusively  
PRESENTS  
**IFF** INDIA  
FASHION  
FORUM  
2016  
15-16 March 2016  
Renaissance Hotel,  
Mumbai

Dear Readers,

We will be gathering together this month for the 2016 edition of the India Fashion Forum (IFF), India's biggest fashion sourcing, trends, design and retail business event. The mega fashion congregation presented by Exclusively.com will witness international and national brands, business heads, global retail analysts, trend forecast giants and leading designers from the textile and ingredients, fashion creation and fashion retail industries under one roof, to share and outline their strategies to optimise the future of the business.

This year, through the 7-agents of change namely Intuitive Tech, Intelligent Resourcing, Seamless Experience, Brand Alive, Human Connect, Open Thought and Alpha Brandsters, the two-day event will house an incredible mix of iconic global and Indian speakers delivering keynotes and conducting conferences, master-classes, workshops, sourcing exhibitions, globally-aligned design and trend displays to a large inclusive audience across fashion and retail.

We will also be privileged to have with us this year exclusive speakers from three fashion capitals— Billie Whitehouse, Co-Founder of Wearable Experiments, and Innovator Designer and Creator of Fundawear (NEW YORK); Agnès Kubiak, Co-Founder and Creative Director, Style-Vision (PARIS); and Anupreet Bhui, Senior Editor - Street Style and Trend Specialist, WGSN (HONG KONG).

In light of the days of heady deliberations that lie ahead, it is indeed most apt that the cover story of this issue is "The Top 10 Challenges facing Fashion Retailers in India." This helps identify which exactly are the top-issues before the industry. We also wish to thank all the fashion retailers who participated in the study. We hope the study helps in putting perspective and priority on the issues.

The Union Budget presented by Finance Minister Arun Jaitley in Parliament on Feb. 29, 2016, evoked mixed reactions from the fashion industry. We capture the essence of the voices that were heard. Sanjay Vakharia, COO, Spykar, expresses how GST will lead to a rise in economic growth of the country. Read things about H&M that you may not have known. Also read about Tantra's new store in Malaysia and Max's millennial fashion outlet. We take an overview of the background and what's the latest in Khadi, our very own indigenous fabric. And we continue our exploration of Gujarat as a leader of fashion, in which, this time, we look at the textile majors.

The Sportswear International section showcases the best of fashion in 2015 and also looks at some immortal British classics.

This and lots more in the issue. Hope you enjoy going through it.



Amitabh Taneja

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*Sanjay Vakharia, COO, Spykar, shares how GST will ease the launch of start-ups and make business relatively easier.*

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Perspective

### Indian Luxury Market and upcoming market trends

*Eliana Koulas, Director, Luxus Retail Pvt. Ltd. gives insights into the top-end of the Indian fashion market and shares thoughts on the future.*

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## Fashion Business



### COVER STORY

### THE 10 TOP CHALLENGES FACING THE FASHION RETAILERS IN INDIA TODAY

*Images BoF in its annual study identifies which are the top-issues facing fashion retailers today and studies how fashion retailers perceive them.*

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Industry Meets

### Bengal Global Business Summit 2016: Gives Major Fillip to the Textile Industry in the State

*The textile industry in Bengal received special focus and thus a major boost at B.G.B.S. 2016, organized in Kolkata under the the C.M. Ms. Mamata Banerjee's leadership.*

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# INDIAN LUXURY MARKET

## AND UPCOMING MARKET TRENDS

-Eliana Koulas

Until a decade back, shopping was one of the reasons for the ultra high-net-worth Individuals (HNIs) to fly overseas. This led to a revolutionary change with the emergence of luxury retailers in the Indian market. However, the rise in the growth of income at breakneck speed, supported by rising disposable incomes, expansion of modern retailing, emergence of e-commerce, and proliferation of luxury brands into non-metros, has changed the interface and the quantum in the outreach of the brands to their customers. **As luxury brands continue to grow in India, ultra HNIs are likely to increase their spends, by availing themselves of avenues of luxury spending within India, according to Kotak's Top of the Pyramid 2015 report.**

While the emergence of e-commerce has eased the availability of luxury products, the spending habits of these ultra HNIs have changed remarkably as they have a range of products available at just a click of the mouse or from their smartphones, which was not possible few years back. The luxury retailers have encashed on this opportunity and not

>



FASHION RETAIL

STORE LAUNCH

**TANTRA OPENS DOORS IN KUALA LUMPUR**

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**MAX LAUNCHES MILLENNIAL FASHION OUTLET**

Celebrating 10 years of presence in the Indian market, Dubai based Landmark Group's fashion retail brand, Max launches its new Millennial Fashion outlet in Bengaluru.

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RETAIL EXCELLENCE

**WESTSIDE: WHERE FASHION COMES ALIVE!**

Westside, the trendy departmental store from the house of Tata, is a one-stop shop for compelling yet aspirational fashion. The chain currently has 88 stores pan India. A look.

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BRAND WATCH

**ADIDAS: ON A FAST TRACK**

Global multi-sportswear and apparel giant Adidas' India run is expected to meet more success having got government nod to open fully owned stores in India.

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**REEBOK: REVAMPED & REBOOTED**

Iconic sportswear brand, Reebok began repositioning as a premium fitness brand in India in 2013 and launched its new retail stores. Two years on, Images BoF takes a look.

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RETAILER WATCH

**GLOBUS: FUN FUSION CLOTHING FOR THE YOUNG**

Launched in 1999, Globus is a leading retail clothing store chain in India. A study of whats latest at Globus.

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HONOURS

**DUKE BAGS "MAKE IN INDIA" AWARD**

Duke efforts to become an active partner in the 'Make in India' campaign of the central government win accolades.

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NEW BRAND

**HARRYZ: THE IMPECCABLE WHITE SHIRT**

A white shirt is not just essential, but also a status symbol which has been defining fashion norms for years now. We look at how Harryz exudes relevance and class in its range of white shirts.

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BRAND WATCH

**CORLOUIS: HIGH FASHION JACKETS & BLAZERS**

Tridev Fashions has been manufacturing high quality fashionable jackets and blazers for over 25 years under the brand name 'Corlouis'. Rohit Bhakoo, Director, speaks about the company's expansion plans.

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IFF CURTAIN RAISER

**THE FASHION CONFERENCE OF THE YEAR**

Defining the road ahead with the 7 agents of change for the business of fashion.

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**TWILLS SHIRTS: ECOLOGICALLY SPIRITED**

The men's lifestyle brand, Twills has introduced an innovative concept 'Eco-Spirit' to preserve the environment.

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# REEBOK REVAMPED & REBOOTED

Iconic sportswear brand, Reebok began repositioning as a premium fitness brand in India in 2013 and launched its new retail stores. Two years on, the brand seems to be in the pink of health with 150 fit hub concept stores along with several other formats.

The global sportswear brand, Reebok entered India in 1995. Known as the pioneer in distribution in the country's footwear industry, Reebok was merged with Adidas India in 2011, a development in line with the Adidas-Reebok merger at a global level in 2005. From 2013 onwards, Reebok started repositioning as a fitness brand, moving away from its past positioning as a sportswear brand. It came up with a new store format 'Reebok Fitness Hub' (RFH), a premium store offering fitness and training merchandise, besides advice, guidance and information on community based fitness events. For this, upgradation of existing stores was initiated. Subsequently, another format 'Reebok Fitness Studio' (RFS) was rolled out. It's a 'store and studio' format situated within the RFH, and its first door opened in Mumbai in 2014. The company has also altered its product offerings; it completely exited from selling sports gear, and brought in products catering to fitness.

Says Dhruv Bogra, Senior Retail Director, Adidas India Group, "While Reebok has always been an iconic and ardently loved brand, the new focus on fitness has been receiving a great response from Reebok loyalists as well as new customers. Fitness enthusiasts have started identifying with the renewed brand approach, and we are emerging as the brand of choice for their varied fitness gear requirements."

## MARKET PRESENCE

As of now, Reebok has a pan India presence with 150 'Fit Hub' concept stores across 70 cities, as well as several other formats present.

## BUSINESS DYNAMICS

The RFH concept is based on a global initiative by the brand to inspire people to move, train, get fit and have fun doing it. The



Expansions

**THE WOOLMARK COMPANY STRENGTHENS ITS RELATIONSHIPS WITH PARTNERS**

Wool is an ultimate natural fibre and premier ingredient in luxury apparel today. A look at The Woolmark Company's latest efforts in India to enhance its popularity.

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MAKE IN INDIA

**KHADI: THE FABRIC OF FREEDOM AND FASHION**

Symbolically pious to India, Khadi or Khaddar is a handspun and hand woven cloth primarily made out of cotton. Khadi is a perfect green fabric that beguiles both the bourgeoisie and the glitterati alike. We take a detailed overview at what's the latest with Khadi.

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DESIGN LEGEND

**"COSTUME DESIGNING IS NOT THE SAME AS FASHION DESIGNING..": BHANU ATHAIYA**



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**FOCUS: GUJARAT**

**GUJARAT: AN INVESTOR-FRIENDLY TEXTILE HUB**

Gujarat, one of the leading industrial states in India, has unique strengths with respect to textile manufacturing. The industry has played a pivotal role in the economic and industrial growth of Gujarat over the last many years and is still moving upwards with tremendous potential.

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**ARVIND LTD.: ENRICHING LIFESTYLES**

Headquartered in Ahmedabad, Arvind Ltd. is one of the largest integrated textile and apparel players in India. The company is today also widely recognized as a lifestyle and apparel major, which is a smooth transformation from its image as a textile giant or a denim king.

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**AARVEE: TEXTILE MANUFACTURING EXCELLENCE**

Suketu N. Shah, Chief Executive Officer, Aarvee Denims & Exports Ltd., talks to Images BoF about the brand and shares an insight about their future plans.

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**NANDAN DENIM: INNOVATIVE FASHION FABRICS**

Nandan Denim Limited is into manufacturing superior quality grey cotton fabrics, khakis, denims and shirting fabrics. Incorporating latest technology. Deepak Chiripal, CEO, Nandan Denim Limited, talks about the brand's journey and future plans with Images BoF.

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**V S TEXTILES: WHERE INNOVATION IS AN ONGOING PROCESS**

Ahmedabad based V S Textiles has over three decades of industrial experience and expertise in textile manufacturing industry. Ashit Agarwal, Director, V S Textiles, shares about the company and its expansion plans with Images BoF.

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**ZYDEX: SUSTAINABLE SOLUTIONS THROUGH INNOVATION**

Zydex is a young research driven company delivering high performance polymer based solutions for textile processing. Promoted by Dr. Ajay Ranka (Ph.D.- Polymer Science & Engineering, USA), it holds many US, European and Indian patents.

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**BHAGWATI IRON & STEEL: DEFINING THE NEW AGE DISPLAY FURNITURE**

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U.K. ICONS | The Best Of Fashion in 2015



# ARVIND LTD.

## ENRICHING LIFESTYLES

Arvind Ltd., the flagship company of the Lalbhai Group, is one of the largest integrated textile apparel and branded apparel players in India. Launched in 1931, Arvind Limited has been India's largest denim manufacturer and the world's second largest producer and exporter of denim. Headquartered in Ahmedabad, the company is today also widely recognized as a lifestyle and apparel major, which is a smooth transformation from its image as a textile giant or a denim king, since its inception.

**T**he foray into the sector of new-age fabrics has seen Arvind emerge as one of the largest denim manufacturers in the world. It has also brought Arvind, global recognition for manufacturing shirtings, khakis and knitted fabrics. Its growing presence in the domain of readymade garments - jeans, shirts and knits - has further placed Arvind on the top as a one-stop solution provider for the leading global and domestic apparel brands.

The company's most recent and aggressive ventures in the branded apparel, retail and fabric retail businesses, infrastructure and the initiative of growing cotton the organic way have consolidated its presence throughout the apparel value chain.

Arvind Ltd. has an unmatched portfolio of owned and licensed brands and retail formats. Today, the company not only retails its own brands like Flying Machine, Newport, Colt, Ruggers and Excalibur but also licensed international brands like Arrow, Gant, Izod, Elle, Cherokee, US Polo Assn., etc. through its nationwide retail network. The company has a joint venture in India with global majors like Tommy Hilfiger and GAP, and it also runs the value retail chain Megamart and The Arvind Store.

### PRODUCT PORTFOLIO

Internationally, the products which are high on innovation and speciality have gained prominence in the recent years. Arvind Denims believes in three pillars - fashion, performance and sustainability. The company caters to brands who value any or all of these pillars.

Says Vijay Shrinivas, Chief Sales and Marketing Officer, Arvind Limited, "Domestic market is more inclined towards stretch structures and textures are in high demand. Value added products like coatings and over dyed form our product portfolio. Blends are majorly used by women, which include - linen, Tencel® and viscose.

Brands are becoming more environmental conscious which has led to production of sustainable products like - Organic, PCW, Natural Indigo denims and NEO (proprietary piece dyed technology which consumes 22 percent less water when compared to a normal dyed process)."

### MARKET PRESENCE

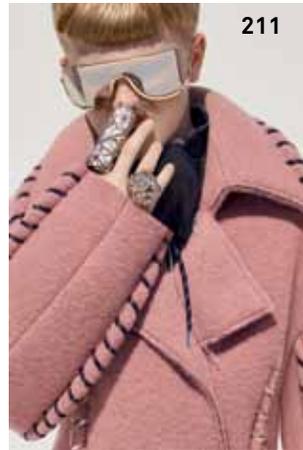
In denims, Arvind Ltd. is present in all the continents ranging from North America to Australia. In the International market, the

DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

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Credits for India Capsule

## SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**  
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Senior Editors: **Maria Cristina Pavarini/Christopher Blomquist**  
Fashion Editor: **Juliette Nguyen**  
Managing Editor: **Wolfgang Lutterbach**



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## THE COLLABORATION/ BALMAIN X H&M

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The images of a possessive crowd bursting into H&M stores all around the world that appeared on the news in November had nothing to do with any mid-season sale of the Swedish retailer. The stampede was directed at H&M's highly desired designer collaboration with the Parisian house of Balmain, which faded away from the racks in a matter of hours. How did this all happen? Well, to attract media attention and consumers' enthusiasm, pocketing model and queen of virtual likes Kendall Jenner and Balmain's own Olivier Rousteing (the house's creative director since 2011) as brand ambassadors is a reliable multiplier. H&M engaged not only them, but many other celebrities ranking high in the social media Olympus such as models Gigi Hadid and Jourdan Dunn. This time, instead of betting on traditional advertising outlets (bus shelters and the like), the company decidedly invested on global-reach digital influencers, dreamy red-carpet events like the one celebrated in New York City (attended by the Backstreet Boys!) and then just waited for the information to spread by itself. The strategy paid off. Our only concern is to determine whether consumers really liked the collection—a women's range dominated by excessively pomp loaded, sequin-embedded dresses, deep neck velvet blazers and lots and lots of gold on details and accessories—or whether the hyper H&M shoppers were only driven by the wish of having something in common with Jenner or Hadid and a piece that pretends to be “real” Balmain. [Text: Lorenzo Molina/Photo: Balmain x H&M]



DHIRAJBATTUDESIGNS

### TWILLS Clothing Pvt Ltd.

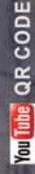
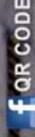
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