

IMAGES

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Issue No.

# BUSINESS OF FASHION

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## THE KNITWEAR SPECIAL

INDIA FASHION FORUM 2016  
**THE EXHIBITION REPORT**

**H&M'S 4000<sup>TH</sup> GLOBAL STORE**

- *Indian Terrain*
- *Indian Handloom Brand*
- *Soch*

Dear friends

The knitwear industry in India is evolving and changing. Knitwear was once considered a sunshine industry due to its stellar role as the leader in exports sector. And while this side has seen its ups and downs, the ever-growing domestic consumption and booming preferences are giving the knitted products a new momentum. The domestic knitwear market is emerging as an extremely lucrative consideration for brands and retailers.

This, the May issue of Images Business of Fashion is dedicated to the study of this very category. As an issue lead, experts from Technopak layout the core facts and stats that outline the size, scale and dimensions of the game. This is followed by expert features on the trends and growth drivers of the Indian knitwear industry. We do a market roundup on the industry with the top brands. Also with the vast evolution that has taken place it was pertinent to study all the key segments individually. These various categories in knitwear are gaining strong individual traction. For one, T-shirts have made a huge impact into the wardrobe of India which once was a country of shirts. The ease of just slipping into a t-shirt, the wider options of pairing a tee with almost anything, and the fashion innovations possible on it, have made it a strong replacement investment. There is also huge interest around active wear and sportswear which is led by the youth. Innerwear ranges are now much more wider. Leggings have turned both Indian and western women's wear

categories on their head. Hybrid categories like loungewear have grown manifold. Winters in India have lost their chill and the winter wear market has had to innovate, but we do invoke some nostalgia as well with a profile of Pringle of Scotland, the first luxury knitwear manufacturer in the world. We also look at other innovations that new-age knitting technology has been spawning. Lots of insights for anyone interested in knitwear.

Also, as promised, in this issue we present a report on the grand India Fashion Forum Exhibition arena which provided a great platform for many major fashion brands, retailers, tech and retail support companies to showcase and grow. The presenters of IFF-Exclusively.com also share their thoughts. IFF 2016 also hosted the annual NIFT alumni meet where the memories, hopes and suggestions flowed freely.

Please don't miss the exclusive interview of fashion legend Venkatesh Rajgopal, CMD, Indian Terrain; and the dynamic Vinay Chatlani, MD and CEO of Soch. There was also lots happening in the retail industry at the beginning of a new financial year. News of the brand launches, store launches, expansions, etc. We bring all the buzz to you.

We hope you enjoy reading the issue.



**Amitabh Taneja**

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# H&M ON AN EXPANSION SPREE:

## LAUNCHES ITS 4,000<sup>TH</sup> STORE IN NOIDA

Swedish fashion retail giant H&M is on a roll with a 'never-ending' expansion plan, taking the number of stores to 4,000 with the latest one opening in Noida. The store, touted as the biggest H&M outlet in India, was inaugurated by Bollywood Diva Parineeti Chopra, thus helping the brand in attracting a huge crowd and publicity on its opening day.

By Tanya Krishna, Team BoF



Following its Bengaluru launch, Swedish fashion retail giant H&M opened its 4,000th store at the DLF Mall of India in Noida. H&M roped in Bollywood diva Parineeti Chopra and lined up dance performances along with DJ spin-offs, in order to attract millennial crowd toward its fifth store in the country. Over 500 fashion lovers queued up early in the morning to get a glimpse of the diva and be the first to shop the latest collections at H&M. The brand also offered exciting giveaways to those in the queue.

The store is spread over four-levels of prime retail space and covers an area of 37,000 sq.ft. Interestingly, the outlet is located just next to that of GAP's, which is one of the biggest competitors of H&M.

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## A new evolving category

# LOUNGE WEAR

The desire to look trendy and yet be comfortable at home has fueled the loungewear craze amongst consumers. Brands are coming up with fancy designs and styles in light weight, highly breathable and skin friendly fabrics.

By Manisha Bapna

The students and young professionals were the first ones to sport loungewear attire, in a quest to integrate the quirkiness and fun quotient into dressing. The desire to be trendy yet look casual and comfortable and a clothing which is practical and de-stressing drove players into this segment. Today, it has become a lifestyle statement for all those people who have been eagerly looking for a third wardrobe to wear at home after coming from work and to lounge around in before going to bed.

Lounge wear was earlier considered as an extension of intimate wear. People used to mix-and-match casual brands by way of a lower and a top. Purely because they were not aware of the existence of a separate category. Western influence, changing trends, work-from-home culture has fueled this new loungewear craze into the day-to-day life of people. "There is a transit change in people the way they are thinking of dressing from formal to informal and lounge wear. Increase in double income and surplus budget per capita consumption is pushing growth in the lounge wear segment and facilitating our growth as well," says Pranal Modani, Chief - Business Development, Channel 9. Also, the hot weather and casual work culture



# KNITTED LEGGINGS

## Changing the Leg Wear Category in India

By Zainab S Kazi

The bottom wear market for India was set in for a revolution with the introduction of knitted leggings almost a decade ago. From woven churidars to knitted churidars (closely resembling leggings), the wardrobe of a women in India (more so in metros and tier -I and -II cities and towns) went in for a complete transformation. The mix-match category saw a momentum as well, based on the easy availability of knitted leggings.

### The Changing Market Dynamics

The fact that Go Colors, a recently launched brand (for bottom wear with a

good chunk dedicated to leggings) has managed to spread itself thin across India with more than 82 exclusive brand outlets (EBO) and a further presence in more than 1,200 multi brand outlets (MBO), a strong presence in the format of shop-in-shop (SIS) across 300 outlets besides a presence online through major market place models as well as through their own e-commerce portal, goes to accentuate the strength of this category in India.

Setting the context of the story to follow, Gautam Saraogi, Deputy Managing Director, Go Colors, shares, “The shift from two piece tailored or saree to mix-



# PRINGLE OF SCOTLAND

Pringle of Scotland is a time honoured British label known for their signature argyle pattern and classic twin-set with a rich heritage dating back to 1815. The brand is often considered to be the first luxury knitwear manufacturer in the world, having expanded throughout Europe, the US and Asia during the 19th and 20th centuries.

Knitwear to Scotland is what bikini is to Hawaii. The mist enveloped highlands of Scotland have such a rich knitwear history that a fair section even claims that it is the birthplace of knitwear itself. While the authenticity of the claims remains hitherto uncertain, Scotland's contribution in the evolution of knitwear, over the centuries, is pronounced. Be it Harris Tweed, Ballantyne (Caerlee Mills) or Pringle, almost all the best knitwear brands of the world hail from this land of lochs and legends.

Pringle of Scotland, or Pringle, is the most celebrated of all the names that came out of Scotland. With roots dating back to the 19th century, it is widely acclaimed that it was the first manufacturer to

propose knitwear as outerwear, that literally transformed twentieth century wardrobes.

Robert Pringle established 'Pringle of Scotland' in 1815 in the Scottish Borders. Initially, the company simply produced hosiery and underwear, and have been producing cashmere since as early as 1870. But it was only in 1934, when Otto Weisz was appointed as the first full-time designer, that things started to change for the company. The designer not only invented the twin-set, but also adapted the ancient-Scottish Argyle, that Pringle of Scotland is synonymous with. The twin-sets became an instant hit and went on to become the quintessential knitwear staple of women's wardrobes during the 1950s. Even Hollywood stars such as Audrey Hepburn, Marilyn Monroe, Margaret Lockwood, Lauren Bacall and Grace Kelly were frequently seen flaunting twin-sets on and off the screen.

In 1967, Pringle of Scotland was acquired by Joseph Dawson (Holdings) Limited, who were later renamed Dawson International Plc. As leisure wear and sportswear dominated the trends during the 1980s and 90s, Pringle started sponsoring British golf players, including Nick Faldo and Colin Montgomerie, and became a staple on football stadiums around the world.

Throughout the 1990s, the label shifted focus from the Argyle patterns and cashmere to producing largely run-of-the-mill sports knits. By the later part of the decade, Pringle increasingly lost its way both style-wise and financially, becoming unfashionable, associated mainly with sportswear and falling victim to the rise of cheap imports.

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# RHYTHM & BLUES

WHETHER CLOTHING OR SHOES, DEPARTMENT STORE OR BOUTIQUE—TIMING IS BEING TALKED ABOUT IN ALL COUNTRIES AND INDUSTRY SEGMENTS. DELIVERY RHYTHMS HAVE CHANGED RAPIDLY IN RECENT YEARS WHILE TRADE FAIRS, A KEY FOCAL POINT FOR KICKING OFF THE SEASON, ARE STILL KEEPING TO THEIR TWICE-A-YEAR SCHEDULE. THAT'S WHY WE THOUGHT IT WAS TIME TO ASK TRADE FAIR ORGANIZERS WORLDWIDE ABOUT TIMING.

Text **Julia Mönnich**

“Times are definitely changing,” says Sam Ben-Avraham, founder of Liberty Fairs, New York. “We continue to see more retailers and brands moving towards a ‘buy now, wear now’ rhythm as buyers purchase closer to the season,” says Brittany Carr, California Market Center, Los Angeles. On this side of the Atlantic, in Europe, the pace has also picked up dramatically. “Delivery cycles are a serious and complicated topic that not only is a matter between brands and retailers but most certainly the ‘new’ consumer with a very global mindset and access to everything desirable online anytime. The industry overall needs to adapt to much more complex consumer behavior today than just 10



**“The industry overall needs to adapt to much more complex consumer behavior today than just 10 years ago.”**

—Kristian W. Andersen, CIFF

years ago,” says Kristian W. Andersen, CIFF, Copenhagen. The verticals and the high street formats have accelerated the pace tremendously and many people have responded to this: “This makes it more complicated for both brands and buyers,” says Craig Ford, Jacket Required, London.

Today’s fashion market is a complex, multifaceted system, even though the needs of retailers remain unchanged—it is all about the right product at the right time. How can one synchronize it all? “Timing is the most essential thing in fashion,” says Jörg Wichmann, Panorama, Berlin. And the more intense the interactions among the market

participants, the more precisely it’s accomplished: “A trade show is a platform to showcase brands in aggregate to a large group of retailers. But more than that, we are a networking



**“Retailers are experiencing being able to buy a trend and get it in the stores really quickly.”**

—Tommy Fazio, Project

platform where retailers and brands can share ideas and struggles and offer solutions,” says Deirdre Maloney, Capsule. “Both sides of the aisle need one another. It is in their best interest to become good partners. Which is why attending a trade event is key,” says Leslie Gallin, Magic. Chen Dapeng, Chic, Shanghai, says: “Trade shows give the opportunity to discuss completely new business models for meeting the requirements, needs and wishes of consumers. More than ever, a unique meeting point twice a year in the fashion sector is the challenge for developing the business and to adapt to new economic systems.”

Although the pace has been increasing for seasons now—the real function of a trade fair has not changed: “What we can do best is to create platforms and bring the right people to one table,” says

**“Besides trying to be as early as possible, it is necessary to use the trade event for more than the pure order business.”**

—Thomas Martini, Bright





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