

IMAGES Business of Fashion™

NOVEMBER 2013 | VOL. XIV | NO. 11 | ₹100

Menswear

The changing market dynamics

Ango Mode's Hörst
Popular Canadian brand eyes India

Data analytics
Big stakes for retailers

14th edition **iff** INDIA FASHION FORUM 2014
Fashion Marketing Retailing

Exhibition | Conferences | Workshops | Awards

17/18, JANUARY 2014

Hall 5+6, Bombay Exhibition Centre, Mumbai, India

www.indiafashionforum.co.in



BEST IN MERCHANDISE AND TRENDS FROM ACROSS THE WORLD.

Editor-In-Chief: **Amitabh Taneja**
Editorial Director: **R S Roy**
Publisher: **S P Taneja**

Editor: **Aradhana V Bhatnagar**
Asst. Editor: **Priyanka Saha**
Assoc. Editor: **Rajeev Kumar**
Sr. Copy Editor: **Shipra Sehgal**
Contributing Editor: **Zainab Morbiwala**
Correspondent: **Roshna Chandran**
Reporters: **Niharika Verma**
Nipun Augustin Jacob

Knowledge & Editorial Alliances: **Rajan Varma**
Manager – International Relations: **Noelia Piriz**

Creatives

Art Director: **Pawan Kumar Verma**
Sr. Layout Designer: **Prakash Jha**
Sr. Photographer: **Vipin Kardam**

Marketing & Consumer Connect

Director – Mktg. & Consumer Connect: **Gurpreet Wasi**
General Manager – Consumer Connect: **Hemant Wadhawan**
Asst. General Manager – Marketing: **Sheela Malladi**
Sr. Manager – Database: **Anchal Agarwal**
Sr. Executive – Subscriptions: **Kiran Rawat**
Executives – Database: **Neeraj Kumar Singh, Sarika Gautam**

Circulation

Assoc. VP – Circulation: **Anil Nagar**

Production

General Manager: **Manish Kadam**
Sr. Executive: **Ramesh Gupta**

Support

General Manager – Administration: **Rajeev Mehandru**

Advertising

BUSINESS HEAD

Santosh Menezes, Assoc. Vice President
santoshmenezes@imagesgroup.in
Mob.: +91 9820371767

DELHI	Jayant Arora , Sr. Manager jayantarora@imagesgroup.in, Mob.: +91 9818626724
MUMBAI	Waseem Ahmad , Vice President & Branch Head waseemahmad@imagesgroup.in, Mob.: +91 9833628852 Manjusha Solanki , Dy. Manager manjushasolanki@imagesgroup.in, Mob.: +91 9833992161
KOLKATA	Piyali Oberoi , Assoc. Vice President & Branch Head piyalioberoi@imagesgroup.in, Mob.: +91 9831171388 Pratik Ghosh , Asst. Manager pratikghosh@imagesgroup.in, Mob.: +91 9330171388
BENGALURU	Suvir Jaggi , Assoc. Vice President & Branch Head suvirjaggi@imagesgroup.in, Mob.: +91 9611127470 Sandeep Nair , Sr. Manager sandeepnair@imagesgroup.in, Mob.: +91 9620332963
AHMEDABAD	Pankaj Vyas , Manager pankajvyas@imagesgroup.in, Mob.: +91 9909977088
LUDHIANA	Hemant Gupta , Associate hemantgupta77@gmail.com, Mob.: +91 9814019745

IMAGES MULTIMEDIA PVT. LTD.

DELHI: S 21, Okhla Industrial Area, Phase II, New Delhi 110020
Ph: +91-11-40525000, Fax: +91-11-40525001

MUMBAI: 1st Floor, Panchal Iron Works, Plot No. 111 / 3,
Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059
Ph: +91-22- 28508070 / 71, Fax: +91-22-28508072

BENGALURU: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road),
HAL 3rd Stage, Bengaluru 560 075
Ph: +91-80-41255172/41750595/96, Fax: +91-80-41255182

KOLKATA: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: + 91-33-40080480, Fax: +91-33-40080440

The Indian fashion retailer celebrated Diwali, the Festival of Lights with cheer. While sales were sluggish in the pre-festival months, it picked up in November to reach almost 30 per cent for a few menswear brands. Since this is the season for weddings in North India, fashion retailers expect the buoyant mood to carry on through what is left of the year.

Taking a cue, our Cover Story on the menswear market in India throws light on the category which is presently pegged at US\$17 billion (₹87,500 crore). The market has grown at a CAGR of 8.5 per cent from US\$11 billion (₹58,000) in 2007 and is expected to reach US\$25 billion (₹1,31,000 crore) by 2017. While shirts and trousers continue to contribute to over 50 per cent of the total market, they are now being supplanted by casual and comfort attire like active wear, denims and T-shirts. Consumers are transitioning from wearing a single outfit for multiple occasions in a day to picking specific outfits for special occasions in the same day, which is leading to the increased popularity of these categories in metros and mini metros.

Say the doyens of fashion, Ritu Kumar and Vikram Phadnis, that while the Indian fashion industry is well on its way to prosperity, it is still lagging behind the mature market of the West. Fashion weeks and shows work as fulcrums for the fashion industry, as they present trends and forecasts for the entire fashion retailer to translate in his range. In Trends, we feature Wills India Lifestyle Fashion Week S/S 2014, where designers have given their perspective for the next year.

There are articles on brands such as Corneliani and Success who through perseverance and excellent marketing techniques, have managed to become blueprints for other brands to follow.

In Web Watch, we feature seat14a, an online portal that retails complete looks for men. From upper wear to accessories, it is focused on those who have an eye for fashion, yet are hesitant about putting a look together. Based in Dallas, with an office in Delhi too, the e-venture is the brainchild of four people who decided to think and act differently.

Apart from this, there are regular sections like Brand Tracker, Outlets, Season's Offerings and more.

Do revert with feedback as it's vital for our progress.

Amitabh Taneja

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Swan Press of Lahore, B-71, Naraina Industrial Area, Phase – 2, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase – 2, New Delhi. 110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.

For subscription related queries, email to: subscription@imagesgroup.in
For feedback/editorial queries, email to: letter2editor@imagesgroup.in
visit us at www.imagesgroup.in



34



134



22



99



102



108

EVERY MONTH

- 15 Editorial
- 21 Letters To The Editor
- 34 October In Brief
- 44 Outlets
- 134 Season's Offerings

MY THOUGHTS

22 Menswear: Performance of domestic menswear brands
Hetal Kotak, COO, Colorplus, a successful menswear brand from the House of Raymond, talks about how the domestic menswear category and the sharp edge it has in the market, the evolution of its buyers and its presence in the apparel industry.

SPOTLIGHT

99 The glocal brand
Jean Sebastian Octeau, President, Ango Mode Inc talks about the Canadian brand, Hörst's, strategy to enter India and tap the men's fashion market.

EXCLUSIVE

102 Blending tradition and modernity
Prem Dewan, Head of Marketing and Retail Operations at Corneliani shares the label's various strategies to increase customer base and future plans.

BRAND WATCH

106 Reflection of a millionaire
Girish Gakhar, Managing Director at La Miliardo, speaks about the brand's marketing strategy and its expansion plans.

RETAILER

108 Success: Weaving a success story
Rajnish Sethia, owner of Success, widely reckoned as a complete menswear brand in the East, shares his company's secret to glory. The company plans a more intensive retail presence in the East.

ENTREPRENEUR

110 Leveraging on discounts
Punit Agrawal, CEO, Promart Retail India Pvt Ltd, shares his views on luxury retail in India, the business model, companies and the various brands he is associated with.



Concept: Grey Worldwide & KKCL
 Photography: Steve KOH
 Image courtesy: Killer Jeans



COVER STORY

MENSWEAR ON THE RISE

The menswear market in India is pegged at US\$17 billion. From being a fragmented market, dominated by local brands, it has evolved post liberalisation in 1991. Today global brands are looking forward to it as a high consumption potential market.

PERSONALITY OF THE MONTH

113 Consistency attracts success

Smita Singh, Creative Designer of Mirandola Design for Annika Rucci shares experiences from her personal and professional life. She believes in doing consistent high quality work.

113



DESIGNER WEAVES

114 Wills India Fashion Week Spring/Summer 2014

One of the most talked about bi-annual events of Indian fashion industry, sets the tone for established, as well as young and upcoming designers, to showcase their talent and trends for next Spring.



114



119

STREET FASHION

119 In vogue on road

The style divas in Delhi flaunt their palazzo pants by teaming it with tees, tops, shrugs and stilletoes. Images Business of Fashion captures the girls in their stylish attires.

WEB WATCH

122 Ensemble buying station

Jas Banwait, Co-founder and CEO, seat14a shares her views on e-commerce, challenges as a startup and about a new kind of shopping experience for men.

EXPERT SPEAK

125 Big data analytics in the retail industry

Sudhir Kumar R, Consultant, shares his views on the use of Data Analytics and how fashion companies should use it to leverage consumption.



122

REPORT

130 Everyone can win

Chandrachur Datta, Consultant, Vector Consulting Group, writes about how apparel and home textile retail brands have meagre profits that affect yarn suppliers and what is going wrong with the chain of entities that deliver the final value-added product to the consumers.



UNLIKE THE EARLIER GENERATION WHICH BELIEVED IN SAVING FOR THE RAINY DAY, MEN TODAY ARE MORE LIKELY TO SPEND MONEY ON SHOPPING SHARES HETAL KOTAK, COO, COLORPLUS, A CASUAL MENSWEAR BRAND FROM HOUSE OF RAYMOND.

DOMESTIC MENSWEAR BRANDS HAVE AN EDGE IN THE INDIAN MARKET

Menswear is the biggest and fastest growing apparel segment in India and western wear is the prime contributor to this ₹80,000 crore market. The competition among the domestic and international players is becoming tougher day by day. The Indian players are witnessing a tough fight from their international counterparts. But most of the international brands cater to luxury or premium segment, leaving the bigger upper-mid and mid-market for national brands.

Luxury brands always focus on the globetrotting customers, who are aware of their brands and connect with the western fashion trends sensibilities. But when it comes to domestic markets, they lack the understanding of local tastes. And this is where domestic brands gain an edge since they have been catering to the menswear segment in India for a much longer time.

Menswear consumers in India have evolved a lot over last decade. The increase in disposable incomes, easy availability of money courtesy credit cards, far more socialising opportunities and the pressure to dress-up for the occasions have made men spend more. Unlike the earlier generation which believed in saving for the rainy day, men today are more likely to spend money on shopping. They no longer wish to dress-up only in defined styles and silhouette, but also want to experiment with their look. The demand for occasion-specific clothing is rising within the menswear segment, e.g. strict formal or smart casualwear during office hours; dressy formal for special occasions; casuals for weekends.

The menswear segment is now witnessing an increase in the demand for products which were earlier considered oddities. It's all about the casual sensibility now. With the corporate culture also relaxing the clothing culture, more and more consumers are today opting for relaxed and informal clothing. Smart casuals that they can carry across occasions without feeling stuffy. This has been further supported by the new age industries – IT, media, entertainment et cetera. Another trend that is helping the growth of smart casuals is the growing number of self employed professionals or entrepreneurs. As these are the people who decide their own dress code, they prefer the informal, subtle and comfortable smart casuals over the plain and staid formal clothing.

MENSWEAR IS ON THE RISE



THE INDIAN MENSWEAR MARKET HAS BECOME VERY COMPETITIVE IN THE LAST DECADE WITH THE CONFLUENCE OF BOTH THE HOMEGROWN AND INTERNATIONAL BRANDS. THE RISE IN CONSUMER SPENDING AND A SHIFT TOWARDS ORGANISED RETAIL HAVE MADE BRANDS REWORK THEIR STRATEGIES TO EXPAND THEIR FOOTPRINT. IMAGES BUSINESS OF FASHION TAKES A CLOSER LOOK AT THIS SEGMENT TO UNDERSTAND THE CHANGING MARKET DYNAMICS.

•BY RAJEEV KUMAR WITH INPUTS FROM TECHNOPAK ADVISORS



THE GLOCAL BRAND

INSPIRED BY GERMAN VALUES, ANGO MODE HAS BEEN INFLUENCING CANADA'S MEN'S FASHION INDUSTRY FOR THE LAST 30 YEARS. HÖRST, ITS LABEL, HAS ENTERED INDIA WITH ITS WORLD-CLASS COLLECTION. JEAN SEBASTIAN OCTEAU, PRESIDENT, ANGO MODE INC, SHARES HIS BUSINESS STRATEGY AND PLANS FOR THE BRAND.

•BY PRIYANKA SAHA



What made you enter India?

The opportunity to enter a booming market and cater to fashion enthusiasts.

Why did you zero down on Hörst? Do you plan to launch other labels as well?

We chose to launch our brand Hörst since it is our most complete collection and with a better price-point for mass consumers. We also plan to launch Klaus Boehler, which is a high-end brand, in a year or so.

Tell us about your collaboration with Jain Enterprise.

Jain Enterprise is our Indian partner who will distribute our collections. We found them to be the most suitable partner since they have been in the business for the last five decades.

What is the USP of your brand?


To bring the best in latest fashion, premium quality and maintain a price ratio.

There are many international brands in India. How do you plan to strengthen your customer base?

We intend to strengthen our brand presence by using the media to spread awareness about it. Then we will also plan to organise a fashion show for consumers in April 2014 so they get an opportunity to see the Hörst collection.

SUCCESS

WEAVES A GRAND STORY



What began as a journey with a couple of karigars to manufacture trousers in 1996, Success today is widely reckoned as a major brand in the East that completes a men's wardrobe. And rightly so, as the product assortment is large enough to cater to all the needs of the modern contemporary man. The brainchild of Rajnish Sethia, the brand's parent company is Agwani Fashions Private Limited.

Product offerings

Success showcases a wide variety of products divided into formal, casual and partywear. Its formal and partywear suits are available at prices between ₹3,995 to ₹14,995; trousers between ₹895 to ₹1,995; formal and partywear blazers have their price range from ₹2,295 to ₹6,995. Apart from apparel, a Success store stocks a range of accessories such as ties, cufflinks, belts, wallets, et

SUCCESS, A MENSWEAR MANUFACTURING COMPANY, HAS COME A LONG WAY SINCE ITS INCEPTION UNDER THE LEADERSHIP OF RAJNISH SETHIA, DIRECTOR, SUCCESS. TO THIS DAY IT STANDS TALL AS A BRAND THAT COMPLETES A MAN'S WARDROBE. ANUSHREE JAIN SPOKE TO HIM TO UNDERSTAND THE TRUE MEANING OF SUCCESS.

cetera, which are priced between ₹195 and ₹1,195. The latest addition to the collection is a range of brightly hued Jawahar jackets, which have received a great feedback, thus boosting their spirits to keep experimenting. The brand's fastest selling price bands are ₹1,295 in trousers, ₹5,995 in suits and ₹595 in accessories. Their fastest selling products include T-shirts, trousers and the new entrant – Jawahar jackets.

USP of the brand

It is its fast adaptation of fashion trends. The latest in-style statement is provided to the customers at the right price and its availability is ensured at the right time. It plans to absorb the trends faster and provide customers the latest in fashion. The brand has achieved a growth rate of 20 to 25 per cent consistently over the years.

Store presence

Success is present at more than 350 MBOs across India and 16 EBOs in cities like Kolkata, Bhubaneswar, Durgapur, Dhanbad, Asansol, Guwahati, Raipur, et cetera. They are a mix of company-owned as well as franchise

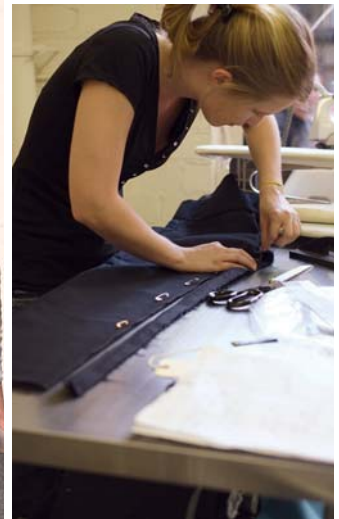
DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

FOCUS | NEWCOMER

142 Networking is key

New social media platforms specifically designed to attract fashion school graduates make the initial steps in a new career easier.



FASHION SERIES

147 Denim up with tailored jeans

Even though New York plays a leading role when it comes to custom-made jeans, Richard Wang could prevail with his label Den.m Bar in L.A. He offers a great choice and affordable prices.



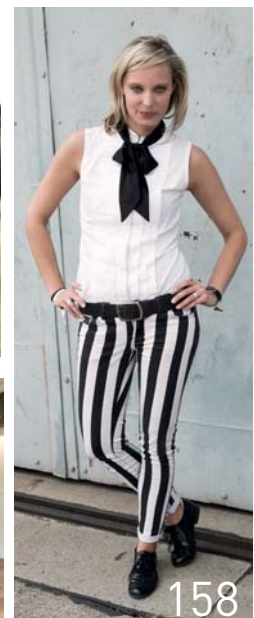
152

147

FOCUS | BUSINESS

148 A family enterprise

Everything under one roof. The UK-based Pentland Group manages a sportswear brand family of considerable size through its subsidiary.



FACTS | BRANDS

152 Threads with star appeal

It is not only its eco-thread which sets US-based Bionic apart, but its creative director, Pharrell Williams.



154

FACTS | STORES

154 Dutch delight

We found these two denim and fashion store jewels in the Netherlands.

FOCUS | DENIM

158 Yin & Yang

You can't go wrong with the combination of black and white. On denim the non-colour duo looks even cooler - whether it is simple or wildly mixed.

FOCUS | FABRICS

162 True blue

Authentic and vintage denim are back for S/S 2015. Technology, innovation and attention to the environment are providing an even more contemporary hype to this most expected comeback.



162

Credits for India Capsule

SPORTSWEAR INTERNATIONAL

Editor-in-Chief: Sabine Kühnl

Creative Director: Gian Luca Fracassi

Senior Editors: Maria Cristina Pavarini/Christopher Blomquist

Fashion Editor: Juliette Nguyen

Managing Editor: Wolfgang Lutterbach

NETWORKING IS KEY

HOW DO I MAKE MY FIRST STEPS INTO THE WORLD OF FASHION? WHERE AND HOW DO I START? THESE ARE QUESTIONS WHICH PRESUMABLY EVERY FASHION STUDENT ASKS AFTER GRADUATION. NEW SOCIAL MEDIA PLATFORMS WHICH ARE SPECIFICALLY DESIGNED TO ATTRACT FASHION SCHOOL GRADUATES MAKE THE INITIAL STEPS IN A NEW CAREER EASIER. BY TATJANA VON ELVERFELDT

LENA HASIBETHER, S/S 2013



WALTER & FRIEDRICHS, S/S 2014, CAMPAIGN



➤ Those graduating from fashion design school are finding it harder to attract the attention of potential employers from the sector and set themselves apart from most other graduates. Online platforms such as 1 Granary and Graduate Fashion Germany offer a way out of this dilemma. Recent graduates can present their final design portfolios and showcase their talent at these websites. Fashion companies can also access these sites and narrow down their list of prospects and approach the graduates directly.

"Many fashion students are quite simply at sea and do not know how to go about developing themselves after graduation. There are so many young, talented students here at Central Saint Martins (CSM) who simply lose their way in the fog of time," says Olya Kuryshchuk, founder of the 1granary.com platform. She wants to change this state of affairs and with fellow students from Central Saint Martins, she started up 1granary.com in London at the end of 2011. Students at CSM

can upload their final projects free of charge. In addition to Graduates, there is also a Fashion as well as Interview section. Visitors to the site can view excerpts of sketchbooks, current projects and samples of work as well as view interviews with undergrads and alumni. With 250 works listed, it would

seem individual designers might get overlooked. However, this is not true. Reviews by industry players and the successful job search of users confirm this. Companies and agencies, Comme des Garçons, SHOW Studio and Leagas Delaney, for example, even support the platform with sponsoring measures.



SHAPE MANNEQUINS

SHAPE INTERIORS PVT. LTD. HEAD OFFICE, AHMEDABAD, INDIA.

H. O. Address : # 4&5, GF., City Centre, Swastik Cross Road, C.G. Road, Ahmedabad-380009.


Ph. : 079 - 26401679, 98242 76483, 97377 29444, Email : lakhanivishal@yahoo.com

Mumbai Branch Address : # 13, GF, Atlantic Plaza, Garage Gali, B/h. Bhumi Plaza, Dadar (W), Mumbai-28.

Ph. : 022 - 24211033, 86898 42469



Contact us: Seema Enterprises, 1st Floor, Status House, Behind Lathiya Rubber Industries, Andheri Kurla Road, Sakinaka, Andheri (East), Mumbai 400072. Tel: 28598162/65293849  <http://m.facebook.com/oksboys>

 <http://www.youtube.com/watch?v=rTrjZXvM8kM> | Distributor Enquiry Solicited