

# IMAGES

11

Issue No.

# BUSINESS OF FASHION

November 2015

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INDIA'S TOP  
ETHNICWEAR  
BRANDS

ABOF.COM  
LAUNCHED

ONE - ON - ONES  
Dilip Kapur, Hidesign  
Rajeev Gopal, Liva  
Sooraj Bhatt, Louis Philippe  
Kavindra Mishra, Pepe

# *Ethnicwear Special*

SPORTSWEAR INTERNATIONAL  
SECTION INSIDE



FASHION  
FOREWARD

Dear Readers,

Hope this fall-winter season has heralded great business for you. We are happy to present this—the ethnic-wear special issue during this auspicious festive period.

Whatever be the factors behind the rise of ethnic-wear, it cannot be denied that today we are witnessing a distinct shift that has taken the category from being an occasion driven to an indigenous lifestyle category. Pegged at ₹82,220 crores in 2014, the ethnic-wear market in India is expected to reach ₹1,26,210 crores by 2019. Overwhelmingly dominated by its women's part, the men's and kid's parts can only but grow at a much stronger pace now with this wider acceptance of ethnic-wear.

The arrival of strong brands is also a very welcome phenomenon, as is the increasing importance that the category is receiving in large format multi-brand retailers and hitherto western skewed departmental stores. There is also a huge body of work happening today in ethnic-wear amongst the design fraternity which if not totally revivalist is finding form in some refreshing fusion creations. Perhaps this is the novelty that is required for the creation of a 21st Century avatar of Indian

fashion. Images BoF welcomes both the young turks and the purists who are infact together leading this very Indian process of re-seeking and re-evolving our identities generation after generation, in fashion or in any other form of culture.

From a look at the new vistas in Patola to Chikan, from Bollywood Divas and Devtas in ethnicwear, to a host of ethnic-wear powerhouse brands like Manyavar, Biba, W, Dennis Parkar, Soch, and many more, this issue takes a wide look at the moves of the major fashion influencers and fashion players in the category.

We also pick the minds of some of India's finest fashion leaders. One-on-ones with Dilip Kapur, President, Hidesign on his top tricks, Rajeev Gopal, CMO, Pulp & Fiber Business, Aditya Birla Group on his brand Liva; Sooraj Bhatt, COO, on Louis Philippe's brand extension strategies and foray into time-wear; and Kavindra Mishra, MD & CEO, Pepe India talks on his aim of personalizing the denim buying experience in India.

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



Amitabh Taneja

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Cover Illustration: Apoorva Bishit

Q&A

**Dilip Kapur, President, Hidesign: On getting the act together**

*Dilip Kapur, President, Hidesign, one of the most successful fashion brand owners in the country, talks to Images BoF on his mantras on staying a step ahead of the evolving and changing trends in the industry.*

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Q&A

**Rajeev Gopal, CMO, Aditya Birla Group on Liva going from a fibre to a new fashion ideology**

*Images BoF speaks to Rajeev Gopal, Chief Marketing Officer- Pulp & Fibre Business, Aditya Birla Group on their Viscose Staple Fibre business and the brand 'LIVA' which is in the spot light with its new fashion ideology.*

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**ADITYA BIRLA GROUP LAUNCHES FASHION E-COMMERCE COMPANY "ABOF.COM"**

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**Pepe's new Custom Design Studio**



*Pepe Jeans London launches their custom studio concept at its store located at CP in New Delhi, making it the first store in Asia. Kavindra Mishra MD and CEO, India Pepe Jeans London talks to Images BoF.*

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*Louis Philippe, one of India's single largest brands in the men's premium segment, shares insights on its brand extension strategies. In focus is the launch of Louis Philippe 'Time'*

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PLATFORMS  
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*An ideal international platform for Indian business expansion.*

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COVER RESEARCH  
**UNDERSTANDING INDIA'S ETHNICWEAR MARKET**

*Indian ethnicwear market estimated to be to reach Rs. 1,26,210 crore in 2019. 83 percent to this market is womens'. Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion at Technopak present a detailed research.*

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MY THOUGHTS  
**IS INDO-WESTERN FASHION WEAR REALLY HELPING INDIAN FASHION?**

*Dr. Shalini Sud delves into the history and evolution of Indo-western fusion to unveil how the trend singlehandedly facilitated Indian fashion and even tempts global design to resonate with the Indian.*

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# THE GROWING POWER OF THE CREST

## *Louis Philippe*

Louis Philippe, one of India's largest brands in the men's premium segment, has extended its product portfolio with the launch of 'Louis Philippe Time'.



**Sooraj Bhat,**  
COO, Louis Philippe & Allen Solly

**T**he Louis Philippe timepieces feature an eclectic blend of elegant and timeless designs, qualities that have always been synonymous with this premium brand. The brand with a flair for incorporating luxurious and contemporary twists to the classic, the timepieces flaunt Louis Philippe's trademark originality, opulence and sophistication.

Launched in India in 1989, Louis Philippe's journey has been nothing less than spectacular, having extended its offerings from shirts to shoes to having carved its niche in the luxury market. This ₹1,000+ crore brand marks its presence as one of the single largest menswear labels in the country. Today, the embroidered crest on each piece of LP clothing is prized even more for its focus on luxury feel, exquisite craftsmanship and has been successful in shaping Louis Philippe not only as the purveyor of fine clothing, but as an upholder of excellence and finesse.

***Louis Philippe has a key word and that***

***is excellence. Gurbir Singh Gulati talks to Sooraj Bhat, COO, Louis Philippe & Allen Solly to understand the growth trajectory which he has planned for this premium brand in an exclusive interview.***

**Tell us about Louis Philippe and its journey so far in the India Market?**

**Sooraj Bhat (SB):** We launched in 1989 with formal shirts as a category. Since then the part of the journey is credited to Louis Philippe which is a brand which started quite well 26 years back. Today it has evolved into one of the leading lifestyle brand for men in the country. In the starting phase we spent some time getting perfect with formal wear, where apart from shirts we also launched trousers, suits and made a success out of it. In the last six years we have further tasted success with our sub-brand LP by Louis Philippe which is a smart casual version. Then three years back we launched LP Jeans which is still at the nascent stage. Also four years back we also launched Louis Philippe footwear and along with that we cemented

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### ETHNIC MAJORS

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*A humble begin roored in love, Hyderabad's Neeru's Emporium has come a long way. With great focus and fortitude it moves ahead as a fashion icon and a catalyst for ethnic wear. A look.*

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*Jadeblue Lifestyle India Ltd. is a very prominent name in men's fashion retail business. Established in 1981, it has innovated its positioning in the market from time to time and is today one of west India's most dynamic enterprises.*

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*Vson Creations, established in 2001 as a specialty import house for fabrics, launched La Miliardo in 2007. Directors Soniya Gakhar, Aman Gakhar and Girish Gakhar share their story and ambitions.*

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#### **COLLECTION FOCUS DECODING THE GENES BY LECONET HEMANT**

*Leconet Hemant an IndoFrench brands recently launced "Genes"--a collection of trendy everyday wear that celebrates India's incredible journey into the 21st journey. A look.*

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# PRAPTI FASHIONS

## THE QUINTESSENTIAL INDIANWEAR

Praveen Agarwal, Director, Prapti Fashions shares the journey and growth and expansion plans of the brand with images business of fashion.

BY SHIVAM GAUTOM, TEAM IMAGES BoF.

**W**ay back in 1990, the residents of Kolkata queued up in front of a boutique that showcased a collection, the likes of which was hitherto unwitnessed. It was a swanky boutique, located in the prime area of Gariahat, called Prapti Fashions, a name, that over the years, became a landmark destination for ethnic wear aficionados from all over West Bengal. Prapti Fashions was incorporated in 1985 and since then it has been one of the leading names among ethnicwear fashion brands in India. Spearheaded by Praveen Agarwal, the boutique evolved into an ethnicwear brand in 2010. Between 2010 and 2014, segment and expanded its network to 32 stores and clocked a turnover of ₹80 crore in FY 2013-14 from a humble ₹5 crore.

“When Prapti opened its store in Gariahat, the organised retail was unexplored and there was no one in the category that specialised in ethnicwear retailing. We were the only retailer that catered to this segment, both for men’s and women’s wear. Hence, we received phenomenal response. However, until then, we did not think of exploring the category further through organised retail. We started only in 2010 and it has seen exponential growth since then,” said the dapper director to our correspondent. All the way through its journey from 1990-2010, Prapti redefined the concept of ethnicwear retailing. It was through its craftsmanship, design and quality that Prapti earned a loyal customer base not only in Kolkata but also in other parts of eastern India.

### Market Presence

In spite of being a one-store retailer, Prapti established itself as a brand in ethnicwear. “In fact, it was such a landmark destination that even the first Pantaloons store in Gariahat opened bang opposite to Prapti store,” Agarwal harks back in amusement.

Currently, the fashionable traditional attire offered by Prapti is retailed across the country by company-owned outlets. In the last four years, the brand saw a meteoric rise and under the company’s flagship, 32 EBOs have been set up across major metropolitan areas nationwide. The stores are strategically placed in malls and high streets to offer convenience to shoppers. In its attempt to reach out to more customers across India, the brand has already started



TRENDS SAREES

**STUNNINGLY SAREE-D**

Men agree that that a saree makes a woman look the best. Images BoF looks at the super women - the Bollywood divas

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TRENDS - MEN'S ETHNIC  
**ETHNIC HUNKS**

From the way the men of Bollywood dress up in their achkans, kurta pajamas and even dhotis, it is clear that they are rather aware of how regal ethnic clothes make them look. Our pick of the best.

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TRENDS GOES QUIRKY  
**ETHNIC GOES QUIRKY**

Rogued with modish cuts, bold prints and lurid colours, Indian ethnic wear gets a snazzy definition.

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**PATOLA: THE QUEEN OF INDIAN TEXTILES**



The word Patola comes from the sanskrit word Patakulla which means fine texture & durability. Images BoF takes a look at its heritage and latest avatars.

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CRAFT FOCUS

**FROM RENAISSANCE TO REVIVAL: THE STORY OF CHIKAN**

Change is inevitable. Chikankari delicate hand embroidery from Lucknow is also changing. From an ancient art form patronised by the royals this needle work is now finding acceptance with masses and couture designers both.

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Indian textile major OCM joins hands with the iconic Pakistani fashion label.

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# FROM RENAISSANCE TO REVIVAL **THE STORY OF CHIKAN**

Change is inevitable. Chikankari delicate hand embroidery from Lucknow is also changing. From an ancient art form patronised by the royals this needle work is now finding acceptance with masses and couture designers both. Nivedita Jayaram Pawar visited the city of Lucknow and spoke to the stakeholders in the business of chikankari.

**L**ucknowi chikankari – the subtle form of thread embroidery on transparent white fabric has delighted the heart of kings and commoners alike. The art form flourished got its due recognition from the Mogul rulers and underwent further honing and refinement in the later years. Noor Jehan, Mughal emperor Jehangir's wife, was heavily inspired by Turkish embroidery and gave impetus to this form of needle work. According to historians chikan is a Persian craft. The word 'chikan' is a derivative from the Persian word 'chikin' or 'chikeen' which means a kind of embroidered fabric. It stayed alive despite the loss of royal patronage, commercialisation and mediocrity. All thanks to the artisans who have handed down their skills from one generation to another.

## **THE WORLD OF CHIKANKARI**

Chikankari is a time consuming and laborious creation involving various stages of man hours. The process starts with washing the fabric to ensure that the colours don't run. The fabric is then cut and stitched into garments. Designs are then transferred on to the garments via blocks. An expert embroiderer then stitches the pattern carefully which then leads to washing and removal



DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

# SPORTSWEAR INTERNATIONAL



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Credits for India Capsule

# SPORTSWEAR INTERNATIONAL

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## CHASE REED

➤ This teenager recently made headlines as the one to open the world's first sneaker pawn shop. Customers can come in and either pawn their own goods, or buy those of their predecessors. Reed, a 16-year-old Bronx native, funded his business through selling his sneaker collection made up of 200 pairs, worth a whopping \$30,000. Today the 11th grader is working long hours at his Harlem store after school, whereas dad, Troi Reed, is making sure things run smoothly while Chase is in class. For now the store, which is called Sneaker Pawn, focuses on established sportswear labels but it is planning on venturing into the luxury segment sooner rather than later.

Reed's obsession with collecting sneakers started approximately two years ago, while he was a ninth grade student at Harlem's Frederick Douglass Academy. Tastewise, Chuck Taylors don't manage to top his list, but a high-top pair of Nike Air Jordans is always welcome. Indeed, any type of basketball-style sneaker is. His sense of entrepreneurship is undeniable but it turns out the high schooler behind the lucrative NYC sneaker business also has an artist hidden inside of him. Reed customizes sneakers by handpainting them and also designs clothes as a hobby, when he's not all caught up with the sneakers. "I'm designing mainly urbanwear, but it's all just for fun. I'd like to focus on the sneaker business for now," he says about his extracurricular activity. Though his Sneaker Pawn concept has proven to be successful so far, the 16-year-old isn't considering giving up on dream to attend college after high school. (DE)



# POISON<sup>®</sup> jeans



#POISON THE MONOTONY

## VIDHI MOD FASHION

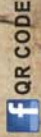
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