

IMAGES

BUSINESS OF FASHION

September 2015

09

Issue No.

Volume XVI // No. 9 // ₹100

SAP's
VERTICAL
HARMONIZATION

FASHION
@MALLS
OF INDIA

The
TROUSER
special



Dear Readers,

The old order changes, yielding place to the new, and the Lord fulfills himself in many-a-way, lest one good custom do corrupt the world. Change is inevitable and the wise say that it is better to drive the change rather than let the times force us to change.

In your hands is the September issue of Images Business of Fashion. It is now strategically spread over four sections. Fashion Business, Fashion Retail, Fashion Creation and the much loved Sportswear International section. Comprehensively these will form the core of all fashion businesses.

And as you can see, we haven't just streamlined our approach to but created a totally new look and feel for Images BoF as you can see. It is our intent and belief that in the era of fast fashion, all stakeholders will need to generate a continuous cycle of vibrancy and reinvention to remain relevant—fashion magazines included.

And we promise you that Images BoF will wear a new look every few months.

And while we may continuously break our own rules, what you will never find us

compromising upon is our values of free, fair and insightful editorial that has been our strength for the last 23 years.

Fashion has been the category that has moved the fastest into 'modern' retail. It is already over 50 percent in the modern category, making it the first retail category to do so in India. And from the presence angle it is indeed the dominant category across the top markets, leading high streets and malls in India.

In this issue of Images BoF we talk to some top malls in India to understand what fashion means to them. The cover focus is on trousers which are within overall menswear the second largest segment, and therefore a critical focus area for all retailers. In particular, we seek to catalyse the women's trousers segment which has not really picked up in India but holds great potential.

Let me not say anymore on what else is there in this issue but rather let you explore.

Do let me know how you liked the issue—the first of our 'fast fashion' magazine series.

Lots more changes coming...stay with us dear friends.



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.

TECHNOLOGY

VERTICAL HARMONIZATION, a fashion revolution

SAP shares how profitability of a fashion retailer is determined by the efficiency of his ability to match the supply and demand across channels and new age processes.

Pg No. 34



SPACE

FASHION SECRET BEHIND EVERY MALLS SECRET

Talks with some of the prominent mall developers who share their insights on how the fashion business has transformed their growth.

Pg No. 40



LIFESTYLE

RAYMOND HOME FORAYS INTO THE INDIAN HOME TEXTILE MARKET

Pankaj Saxena, Business Head, Raymond Home shares key insights into the home textile business and how his company is looking for growth in this category.

Pg No. 62



YOUNG MINDS

FASHION - A VOID FILLER

Fashion education is not just about learning how to make clothes anymore.

Pg No. 64



ICONS

HERMÈS- FOLLOWING THE RICH AND ROYAL LEGACY

The 178 years old French brand transcend the luxury brand category all together.

Pg No. 68



LUXURY FASHION

Growth of Luxury Fashion apparel in India

Dinaz Madhukar, SVP and Mall Head, DLF Promenade & DLF Emporio shares how India's luxury market has seen tremendous growth in the last few years.

Pg No. 72



COVER STORY

TROUSER MARKET IN INDIA

Tecnopak shares how the apparel market in India has been going through a phase of transformation both from the supply and demand side and the trouser market is no exception to this trend.

Pg No. 74

CAMPAIGNS

COLORPLUS TROUSER ADS

Images BOF looks at some of ColorPlus ads punch lines that may have hit naughtily below the belt.

Pg No. 82





HERMÈS



FOLLOWING THE RICH & ROYAL LEGACY

As a child I used to ogle my mother's scarves. Today, I have trouble pulling myself away from an Hermès collection in a store window." This small story of a young girl tells the heritage of Hermès and its aspirational value today.



The 178 years old french brand 'Hermès' seems to transcend the luxury brand category all together. Founded by Thierry Hermès in 1837, Hermès was originally known for high quality manufacturing of harnesses and saddles mainly to cater to the equestrian riding supplies to European nobleman. Presently headed by Nadège Vanhee-Cybulski as the creative director, Hermès's DNA includes craftsmanship, history and quality at its core. The key message of Hermès is exclusivity for the elite. Hermès honours its roots through its products thereby reminding consumers of the brand's history.

In the words of former creative director Jean Louis Dumas, "We don't have a policy of image, we have a policy of product." Its clients are rest assured that imperfect work

does not leave the atelier. Dumas's "policy of product"—is to create functional objects made from the most beautiful and high quality materials possible, each so intelligently designed and deeply well made it transcends fashion. Clients spend in Hermès as an investment not an expense, because the pieces last for generations. The name itself is a dream, and its proper pronunciation must often be taught. "Air-mez"—Greek for 'messenger of god with winged sandals'. Almost two centuries ago, a royal coronation might be delayed until its exquisitely stitched Hermès fittings for the carriage arrived, because a perfectly handstitched piece cannot be rushed. Even in this century the waitlist for items such as the birkin bag is from three to five years. Each Birkin takes 18 to 25 hours to make, and the Paris workshops produce only five or so each week. Some fundamental decisions have helped Hermès protect its brand's promise of maintaining exclusivity to its customers. This includes being one of the oldest family-owned businesses in France with its sixth generation now and most importantly not licensing the brand. In addition, the original and classic Duc

FASHION **RETAIL**

TROUSER - RISING BRANDS
TROUSER - RISING BRANDS

Images BOF presents Callino, Camaro, A-Fox, Corneliani, Success, Sheriff, Granite

Pg No. 88

STORE OF THE MONTH
**THE CHILDREN PLACE:
SIMPLICITY AT ITS BEST**

American kidswear brand The Children Place has made its debut at the Orion mall in Bengaluru.

Pg No. 100



STORES

**ANJUMODI, AURELLE, HUSH
PUPIES**

Image BOF talks about some stores with a difference.

Pg No. 102



INTERIORS

**THE FUNDAMENTALS
OF FASHION STORE
FLOORING**

Vivekanandan, Managing Director - Flowcrete India shares the number of choices available for flooring to store designers.

Pg No. 108



APPS

**WOOLR-FASHION GETS ON
A DISCOVERY MODE**

Woolr is one of India first fashion discovery apps which has the fastest growing community of shoppers of which 80 percent are women.

Pg No. 112

STAR RETAILER

**PN RAO- BRINGING SUITS
INTO THE BIGGER PICTURE**

Image BOF talks to the retailer's third generation about its steady growth as a prominent name in the South.

Pg No. 118

Fashion Retail

FESTIVE COLLECTIONS
FLORET

Pg No. 125

LAUNCHPAD

**SMILEY FOOTWEAR ENTERS
INDIA WITH SSIPL AS THE
EXCLUSIVE LICENSEE**

One of the most recognised name in the world and a lifestyle fashion symbol enters Indian footwear market.

Pg No. 126

COLLECTION LAUNCH
JEALOUS21:

**Exudes confidence, style
and independence**

The brand has collaborated with The Miss Universe Organisation to launch limited edition-The Miss Universe Collection

Pg No. 128



COLLECTION LAUNCH
BONJOUR'S HEALTH SOCKS

Judicious mix of fashion and health

Pg No. 131



Discover great fashion.
Anytime. Anywhere.

+91 Mobile Number Get Link

We'll text you the app for free.

Download the free Wooplr app available on Android & IOS.

Available on the App Store GET IT ON Google play

FASHION GETS ON A DISCOVERY MODE

So many of today's apps focus on barcode scanning, deals and offers or price comparisons, but none simply rounded up all the nearby sales at local retailers in one easy-to-access mobile application. Wooplr is one of India first fashion discovery app which has the fastest growing community of shoppers of which 80% are women. Ankit Sabharwal talks to Images BOF about its new app and how The Mobile Platform presents a huge opportunity for Wooplr.

By Roshna Chandran

What is Wooplr?

According to Ankit Sabharwal, Co-Founder and Chief Product Officer, there are two frequently used type of apps that are a favourite; one is used for shopping and the other for discovery. Wooplr not only lets consumers browse for a 100 million different products to the point of purchase, it also navigates consumers to various platforms that inspires a shopper on their next purchase, making the app different from traditional commerce platforms.

Wooplr has soon grown into an engaging community of users of currently over 700,000 app users browsing on the platform. They are both content creators and consumers. The discovery aspect of fashion trends and style is the biggest pull factor, followed by sharing of newly purchased apparel to what users plan to buy next.

Explains Ankit, "The important aspect in this discovery is the personalisation, as people really would like to know what they really like. There is a global shift towards personalisation. Every domain, company and e-commerce is moving towards personalisation as it is an app that knows its users."

HOW IS IT USEFUL?

Regular apps offer discount sales to boost networking, but on a discovery app, consumers end up spending more time on the app and find out what its new features are before carrying out their purchases. With around 400 online fashion brands on the app, Wooplr has offered its consumers the omnichannel experience of online and offline store shopping.

Explains Ankit, "We have over 14,000 offline boutiques and shops listed by our user on a



WATCH

Womens Trousers: Evolution & Fashion

Dr Sanyogietaa Chadha, HOD, Fashion Design, Pearl Academy of Fashion, Delhi defines how women trouser trends have reinvented in different avatars.

Pg No. 136

TRENDS

Women's Trouser Trends

The latest F/W 15/16 trends for women's seasonal trends.

Pg No. 140



FABRICS

TROUSER TALES

Images BOF speaks to prominent trouser fabric manufacturers about the changing dynamics seen in the market and its future.

Pg No. 150

ORGANIC

THE CRITICAL ROLE OF ORGANIC TEXTILES IN THE FASHION MARKET OF THE FUTURE

The Global Organic Textile Standard (GOTS) explains the role of organic textiles and its importance right from fibre to finished product.

Pg No. 154

ETHNIC

DISCOVERING INDIA THROUGH ITS UNIQUE PRODUCTS

India has a rich heritage of developing some of the best products developed by age-old crafts. Jaypore.com is one such company which has partnered with artisanal communities and textile designers to bring this to the world.

Pg No. 160

SHOWS

AMAZON INDIA COUTURE WEEK 2015

AICW'15 presented India's finest design talents through 11 stunning shows. The best collections were illustrated capturing the craftsmanship of Indian designers.

Pg No. 164

SHOWS

INDIA LUXURY STYLE WEEK-FOR THE STYLE CONSCIOUS MAN

Image BOF lists down the five biggest trends that has traction for menswear.

Pg No. 172

CELEBS

PANTS MY STYLE

Bollywood's stylish hunks and their picks when it comes to the perfect pants.

Pg No. 176



Next section

SPORTSWEAR INTERNATIONAL

Pg no. 181-217



FOR THE STYLE CONSCIOUS MAN

The recently concluded India Luxury Style Week (ILSW) in Bangalore had quite a few notable trends that are going to be filtering into men's wardrobe anytime soon. Playful mix and matches, slim fits, splashes of bold colour, etc. ruled the runway. Images Business of Fashion breaks down the five biggest trends that have traction for menswear and more importantly how to work with them.

By Nivedita Jayaram Pawar

50 shades of... grey



Ramesh



Ramesh



Sagar Tenali

Possibly the most boring colour in a man's wardrobe, grey is actually incredibly chic this season. All tones of grey - from slate, dove, granite and charcoal are the rage. And we're not just talking a dash here or there. Designers are going grey from head-to-toe. The good news is that grey is losing its rather sedate reputation

and is presenting itself in all forms and combinations. The best thing about grey is that it is undeniably classic and can be styled in endless ways. Shades of grey were the clear favourite with designers like Dev R Nil who used them for single-breasted suits and kurtas in stone, pewter and slate grey. Sagar Tenali's use of Benarasi fabrics in

grey was a clever take on the colour. Varoin Marwah sent out his show stopper RajKumar Rao in a dressed down unfussy grey suit - that communicated fashion nous without grabbing too much attention. The standout collection was Ramesh Demla's rich textures, layered up in a symphony of grey.

HOW TO OWN THIS TREND

The easiest way to adopt this trend is to go for a grey shirt and tie under a three-piece suit. Making sure that it's exactly the same shade will maximise the impact.

DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

FACTS/SHOW

184 Trade Show Tumultuousness

The article talks about the constant changes to trade shows which sow confusion and what it means to business insiders.

FOCUS/BUYERS

192 What a Man Needs

Talks with several international menswear buyers about their expectations for the coming season and what are the trade shows that are a must see.

195 SI Statistics: The Trend Edition

International buyers and retailers evaluate the most prevailing menswear trend at present

196 Buyer's Pick-Ups

Wise words from the Industry insiders. Sportswear inspired and layered looks with a room to denim and kniwear revival and a pinch of 1970s vibe.



84

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

205



200

FACTS/BRANDS

200 A Passage to India

India is one of the fastest growing markets for GAS, the Italian jeans brand. Owner and President Claudio Grotto explains the reasons for its success.

201 A Lot for the ladies

Levi's reworks its women's denim offer. A talk with Seth Ellison, the brand EVP and President, Europe about this new approach.

198 True Religion's Lucky Charm

How the LA Premium denim institution is breathing new excitement into its famous horescope.

FACTS/FABRICS

201 Move Ahead

Jean T.Hegedus, Global business, Director of Denim and wovens at Invista explains its newly achieved results and projects.

FASHION/OUTDOOR

204 The Summer Dilemma

What do outdoors brands actually do for the summer season?

FACTS/RETAIL

210 Good Taste

How more and more fashion stores are inviting visitors to relax and enjoy food and drinks while browsing.

FOCUS/FABRICS

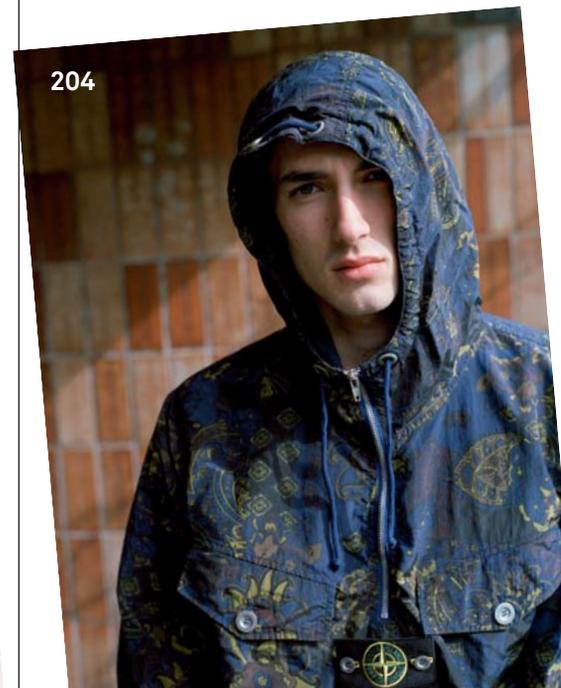
214 The Era of Ultra Frabrics

Defines what will be in our wardrobes tomorrow?

202



204



TRADE SHOW TUMULTUOUSNESS

*THE NEVER-ENDING TRADE FAIR DRAMA GOES ON.
THE CONSTANT CHANGES TO TRADE SHOWS SOW CONFUSION AND FUEL DISCUSSION.
WE ASKED BUSINESS INSIDERS IF THERE IS AN IDEAL CONCEPT OUT THERE AT ALL TODAY.*

Text **Lisa Dartmann**



FROM LEFT: RAFFAELLO NAPOLEONE (PITTI IMMAGINE), JÖRG WICHMANN (PANORAMA BERLIN), ANIKA ISLAM (WÄVEN), MASSIMILIANO BIZZI (WHITE SHOW), MANUEL RIVERA (DIFFERENT FASHION)

Too many, too big, too small, too early, too late, too provincial—one can always find something to complain about with trade fairs. There is a great deal of pressure. When brands and their purveyors are waging an intense battle for the money and favor of customers, a scapegoat is quickly found. For everyone involved, trade fairs cost money. This has prompted many brands to ask themselves if there is a more targeted and efficient way to use their budgets. And those attending trade fairs wonder if it is worth their time. We asked people from industry, retail and trade fair organizations what a trade show is expected to achieve today.

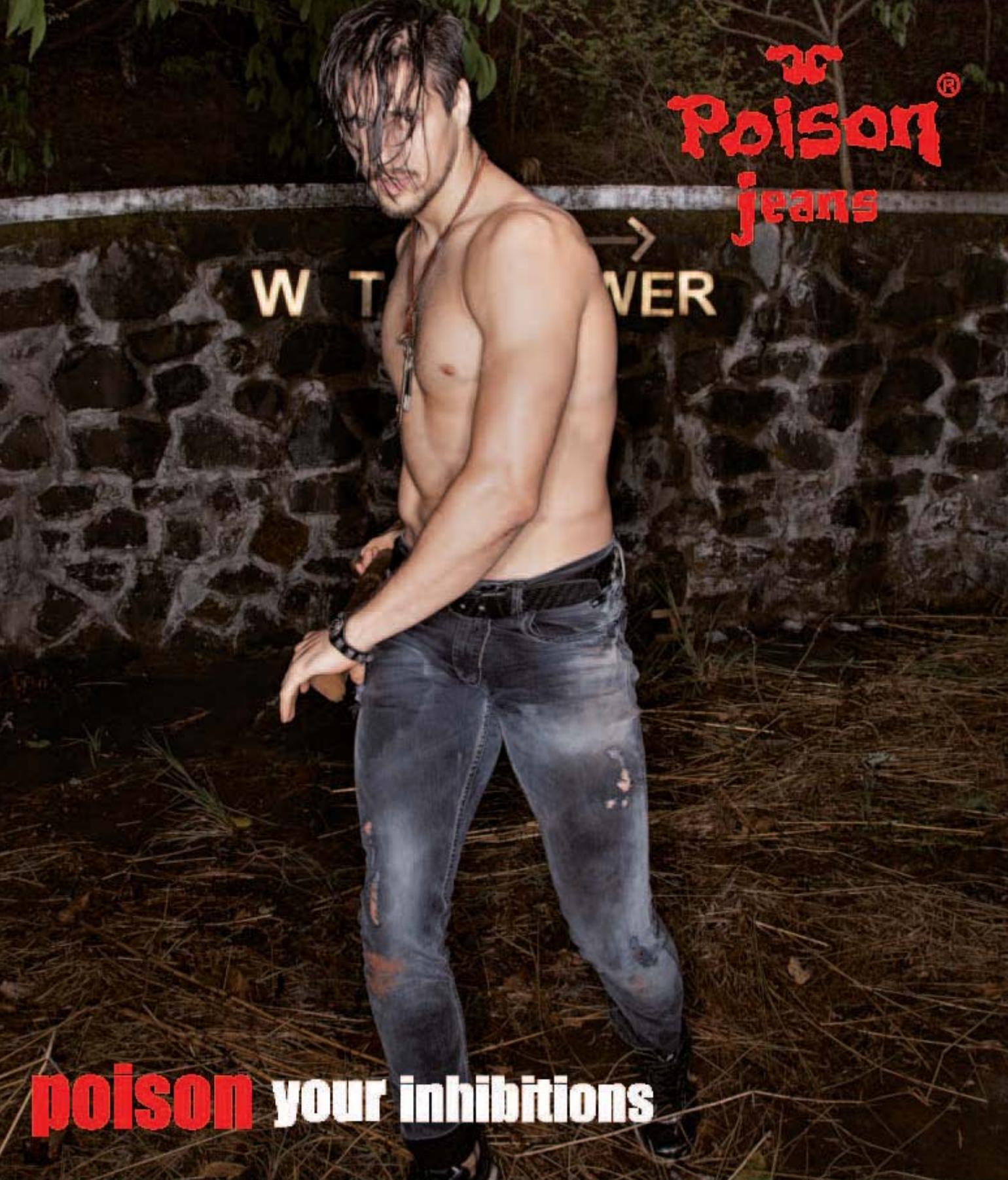
What quickly emerged was this: Trade fairs still play an important role in the business. They are a market indicator. “For us, exhibiting at trade shows is a key element of our strategy,” says Bertram Laufer of Colorado Denim. However, there is no such thing as perpetual loyalty in this area, and certainly no continuity. That has been common knowledge since the collapse of Bread & Butter last season, which is currently working on reinventing itself (or, its new stakeholder, e-commerce giant Zalando, is). The previous downfall of this giant trade fair shows how quickly things can change in this business. Former Bread & Butter exhibitors have reoriented themselves and decided on one (or none) of the alternative formats. After all, there are enough to choose from. In Berlin alone there is Premium, Panorama, Seek, Bright, Show & Order and Greenshowroom/Ethical Fashion Show—events geared toward different segments. But that is not all. Other options are international concepts in cities such as Florence, Milan, London, Paris, Copenhagen, Amsterdam and New York. This means that it is not always easy to choose the right place—neither for exhibitors nor those attending. Very few of these fairs have had the long-time success of Pitti Uomo in Florence. Why is that the case? Pitti Uomo CEO Raffaello Napoleone understands how to present

fashion in a new way year after year. Exhibition space lacking a concept or target group has fallen short of the mark for a long time. Concepts must precisely match the requirements of exhibitors and visitors. And they have to offer new impetus. “We carry out a dialogue with the industry and retailers all year long,” explains Anita Tillman of Premium Exhibitions. Massimiliano Bizzi, founder of Milan’s White Show, adds: “The trade show formula has changed over the last years [...]. It think today trade shows need to make more research in order to push buyers to visit them.” The market changes rapidly and anyone who fails to react is left behind.

But what do these numerous options mean for retailers? “We do not have the physical capability to go to all of them,” complains Manuel Rivera of Different Fashion Sylt/Mannheim. It is mostly smaller retailers who are hesitant to attend trade fairs—too much time and money is involved. In addition, the market is changing. The effects of verticalization are being felt. More major brands are turning their backs on trade fairs and attendance figures are stagnating, even if the fairs will not admit it. The number of independent retailers is shrinking internationally and many labels are being forced to reposition themselves. “What it’s really all about is the future of the fashion industry, and trade fairs are an integral part of its structure,” says Jörg Wichmann of Panorama Berlin.

“What it’s really all about is the future of the fashion industry, and trade fairs are an integral part of its structure.”

—Jörg Wichmann, Panorama Berlin



Poison[®]
jeans

W TOWER →

poison your inhibitions

VIDHI MOD FASHION

Corporate & Marketing office: C/105, Balaji ind. Estate, Hanuman Nagar,
Akurli Road, Kandivali (E), Mumbai- 400101 Ph.9322298108/9821151161

Email: poisonjeans@gmail.com / Website: www.poisonjeans.in

Distributor enquiries solicited



OKS BOYS

RNI/NO. DELENG / 2000 / 02804



f QR CODE



YouTube QR CODE



Contact us: Seema Enterprises, 1st Floor, Status House,

Behind Lathiya Rubber Industries, Andheri Kurla Road, Sakinaka, Andheri (East),

Mumbai 400072. Tel: 28598162/65293849 Distributor Enquiry Solicited

f <https://www.facebook.com/OKSboys>

YouTube https://www.youtube.com/channel/UCe_tD7W5wZTcCK-czIzIbgQ/videos