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*Special
Issue*

*Fashion,
Accessories*

**WEDDING
WEAR IN
INDIA**

**+
SPORTSWEAR
SECTION
INSIDE**

Dear Readers,

It goes without saying that the festive season not only morphs the country to its brightest and most jubilant avatar but also heralds an unsurpassed shopping fervour. Navratras, Pujas, Karva Chauth, Diwali, Christmas, New Year and the simultaneously ensuing wedding season -- it's indeed an apogee of retail sales. To be in tandem with these special times, Images BoF decided to come up with something special. Before you are the fruit of our effort—the Wedding Wear and Fashion Accessories Special issue.

The rising lifestyle aspiration and the new “Look Good, Feel Good” belief of the millennial Indians have impelled the accessories market in India in the last few years, and now it is among the most promising sectors in fashion retail. Fashion accessories, the youngest star of the modern fashion retail trade, gained momentum only in the last decade and have made their existence highly visible in the last few years. Today, enjoying a healthy growth, the category is expected to grow from its present USD 2.4 billion size to become a USD 3.9 billion by 2017-18. Although, the category has been traditionally dominated by the unorganised sector with a staggering 88 percent hold, a proliferating number of brand, both established brands venturing out into the accessories market and new brands dedicated to accessories, are manifesting the upsurge of organised retail in this space. We look at some of the promising

players and talk to the veterans of this space to highlight the market, the opportunities and the prevailing trends.

Another interesting section of the magazine is the glittery wedding wear part that perfectly captures how these extravagant affairs have now evolving into a lucrative segment for the fashion industry; both fashion retailers and designers alike. We also talk to ace designers like Manish Malhotra, Ritu Kumar, Archana Kochhar, Raghavendra Rathore, and Nivedita Saboo, who not only outline the conceptual/design excellence, skill and craftsmanship that goes into wedding couture but also about their operating styles and policies.

Apart from this, we present a report on the 23rd edition of the iconic global fashion ingredients fair Milano Unica. We next present the winners from the fashion industry at the twin award ceremonies at The India Retail Forum 2016—The Images Retail Awards and The Images Retail Technology Awards. Also in the issue, WGSN lists its choice of must-haves in the fashion accessories segment for the sumptuous season, where maximalism takes center stage.

This and lots more. Making this magazine was very indeed engaging. Hope you enjoy going through the issue.



Amitabh Taneja

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34-62

FASHION BUSINESS



Stores:Rajshahi Poshak
Pg No. 34



Stores Wedding Lounge
Pg No. 36

Special Report

Milano Unica 23rd Edition: The 'New Beginning'

The 23rd edition Milano Unica offered a new and engaging viewpoint on fashion and addressed a strategically important public for high level fashion creation.

Pg No. 38



EVENT

INTEX SOUTH ASIA 2016

We preview Intex South Asia 2016 scheduled to be held from 16-18 November, 2016 in Colombo.

Pg No. 54

KNITCON 2016: KNOW, ADOPT & GROW

Supported by SIHMA, IAAI, WBHA and BHMA, Knitcon 2016 focused on technology in knitwear industry and highlighted West Bengal as a global knitwear hub.

Pg No. 56

AWARDS

FASHION ROCKS THE TWIN AWARD CEREMONIES AT THE INDIA RETAIL FORUM 2016

The IMAGES Retail Awards 2016 (IRA), powered by Ambience Malls, felicitated outstanding contributions made by some of India's most innovative and fastest growing retail brands, and organisations. We also preview winners of the parallelly held IMAGES Retail Technology Awards (IRTA), powered by Pretr.

Pg No. 58

Cover Picture Courtesy: Caprese





MILANO UNICA

23RD EDITION

THE 'NEW BEGINNING'

The 23rd edition of the iconic fashion ingredients fair, Milano Unica offered a new and engaging viewpoint on fashion and addressed a very select and strategically important public for high level fashion creation. With a successful debut at a new venue it was a great new beginning.

The 23rd edition of Milano Unica, the Italian Textiles and Accessories Trade Show was held for the first time in the new Fiera Milano City in Milan, Italy from the 6th to the 8th of September 2016 and recorded great success. Smoothly and swiftly embracing the great change in the venue, Milano Unica moved from Fiera Milano (city centre) to Rho Fiera Milano City (suburbs). The exhibition area expanded 1.5 times to a size of 60,000 sq.m. and the interior decoration of all exhibiting zones was also upgraded to the top 'Ideabiella' standards. This edition of the iconic fair was visited by over 6,000 fashion companies, who viewed. The event showcased the F/W 2017-18 collection targeted products across menswear fabrics to exclusive women's collections, from avant-garde fabrics and accessories to modern and classic shirting fabrics for the lifestyle and fashion industry.

THE INAUGURAL

During the inauguration ceremony, the President of Fiera Vicenza, *Matteo Marzotto*; the Councilor for Production, Trade and Labour Practices at the Municipality of Milan, *Cristina Tajani*; the President of Sistema Moda Italia, *Claudio Marenzi*; the Vice-President of Confindustria, *Giovanni Brugnoli*; and



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FASHION ROCKS THE TWIN AWARD CEREMONIES AT THE INDIA RETAIL FORUM 2016

Each year since 2003, the annual IMAGES Retail Awards (IRA) honour India's most progressive, forward-looking and innovative retail companies, formats and professionals for excellence in the business of retailing. IRA is India's most valued and respected accolade for retailing.

The annual IMAGES Retail Awards (IRA) 2016, powered by Ambience Malls, felicitated some of the outstanding contributions made to the Indian fashion and lifestyle industry by some of India's most innovative and fastest growing retail brands, and organisations.

The parallelly held IMAGES Retail Technology Awards (IRTA), now in its third year and powered by Pretr, also celebrated some of India's most outstanding achievements for implementing technologies in retail and honoured excellence in technology deployment.

Out of the total 33 awards (IRA -23 and IRTA - 10), 14 awards were bagged by the fashion fraternity reiterating the significance of fashion in the overall retail industry in India.

IMAGES BOF congratulates the awardees and celebrates the emerging talent. In the forthcoming issues of IMAGES BoF, we will highlight the achievements and success mantras of these outstanding fashion brands and retailers.





LEAD STORY

THE INDIAN WEDDING: AN ECONOMY ON HIGH GROWTH

Weddings has always been the biggest celebration of a family in India. Images BoF highlights the wedding industry and its vastness.

Pg No. 66



WEDDING WEAR: INDIAN RETAILER'S DIARY

Images BoF focuses on how Indian retailers gear up to do great business in this important season. We also look at the new fashion trends.

Pg No. 68

INDIAN DESIGNERS AND WEDDING WEAR: CREATING SPECIAL MOMENTS

About 60-80 percent of the business for the top fashion designers in Indian comes from bridal couture. Images BoF delves into the high glam industry and finds out more.

Pg No. 78

COVER STORY

THE RISE OF FASHION ACCESSORIES IN INDIA

The latent potential and the various product category mixes that one can experiment with to create fresh new retail concepts makes fashion accessories category one of the most lucrative and interesting. Images BoF takes a look.

Pg No. 92



COVER STORY

THE LEATHER PRODUCTS LED FASHION ACCESSORIES SEGMENT

In the fashion accessories market, leather is most sought after. From bags, belts, wallets, purses, etc, leather accessories command a remarkable share of the modern accessories market. Images BoF talks to top brands to explore the phenom.

Pg No. 94



BRAND SNAPSHOT

- 114 DA MILANO
- 115 E2O ACCESSORIES
- 116 CROSS
- 118 AYESHA ACCESSORIES
- 120 GRISHTI
- 122 TONIQ
- 124 RED RIDING:

BEING MORE THAN A WRAP

Red Riding launches its latest collection of stoles and scarves with graphic designs, focusing at cosmopolitan women. Yogesh Jain, Director, Red Riding, in a detailed conversation.



COVER STORY

THE TEXTILES AND ORNAMENTAL LED FASHION ACCESSORIES SEGMENT

The other side of fashion accessories. A detailed report on the emerging textile based and ornamental led accessories segment.

Pg No. 98



BRAND WATCH

B(R)AG YOUR LOVE FOR STYLE

Lavie epitomizes the free bold spirit of today's young woman. With handbags as its core, the brand also offers accessories such as shoes, backpacks, etc.

Pg No. 104

STYLING THE TRAVEL'HER'

French luggage brand Lipault caters to style savvy women travellers who don't just like to wear fashion but carry it too.

Pg No. 108

Q&A

A POCKET FULL OF FASHION!

Caprese a high fashion accessories brand offers modern, stylish and chic ladies handbags for today's fashionista. Images BoF talks to its Brand Head, Shuchi Singh.

Pg No. 112



THE RISE OF FASHION ACCESSORIES IN INDIA

The fashion accessories category is the youngest of the lifestyle retail segments in modern retail in India. Though slow to take off, the latent potential and the various product category mixes that one can experiment with to create fresh new retail concepts makes it one of the most lucrative and interesting. Team Images BoF takes a look...

By Shivam Gautam with inputs from Parama Sen.

With rapid urbanisation, media exposure, and our new belief in 'Look Good, Feel Good', the popularity of fashion accessories is now gaining unprecedented momentum. Overall, the Indian consumers has begun to set apart a special allocation for buying fashion accessories. This is a natural progression of fashion consumption sparked by amelioration of aspiration and lifestyle of the Indian consumer.

Market Size

In the last few years, the Indian retail scenario has gained unprecedented momentum owing to fantastic demographics, globalisation and liberalisation. As per the IMAGES Retail Report, the Indian retail market is expected to grow to about USD 950 billion from its current size of USD 600 billion by 2017-18. Within lifestyle retail, the apparel retail category, which is the most modernized of all retail sectors, is expected to grow from USD 50 billion in 2014 to USD 87 billion by 2017-18. The youngest of the lifestyle categories is the fashion accessories segment which has surfaced strongly in modern retail only in the last

Contents



132-164

FASHION CREATION

Trends

WGSN'S TOP FASHION ACCESSORY MUST-HAVES: A/W 16-17

WGSN lists the top must-haves in the fashion accessories segment for the sumptuous season, where maximalism takes center stage.

Pg No. 132

My Thoughts

THE RISE OF SUSTAINABLE FABRICS: LET US MAKE GREEN CHOICES

Sustainability is the new buzzword of businesses today. Harssh Chheda, Founder and CEO, Corporate Collars™, summarises the current trends in sustainable textiles.

Pg No. 136

Launch

HOLLAND & SHERRY BRINGS 'LUXURY' TO INDIAN MARKET

Holland & Sherry's joint venture with the S K Birla Group will set new standards in luxury with the rarest and most exquisite fabric collections to India.

Pg No. 138

India's Star Designers

RITU KUMAR
RAGHAVENDRA RATHORE
MANISH MALHOTRA
ASHIMA SINGH
NIVEDITA SABOO

Pg No. 140-149

Collection Watch

SABYASACHI 'ILLUMINATES' THE GRAND FINALE OF LAKMÉ FASHION WEEK 2016

Sabyasachi Mukherjee's 'Illuminate' Grand Finale at Mehboob Studios was a befitting tribute to the trend of the season, at The Lakmé Fashion Week.

Pg No. 150

TARUN TAHILIANI'S ODE TO THE FEMME FATALES OF YORE AT INDIA COUTURE WEEK 2016

Designer Tarun Tahiliani's "The Last Dance of the Courtesans" at the India Couture Week 2016, was dedicated to dreams, fantasy and lightness.

Pg No. 152

ANITA DONGRE CELEBRATES "EPIC LOVE" AT ICW 2016

Defying the norms of Indian bridal wear, leading designer Anita Dongre brings her trademark feminine and luxurious boho-spiritedness to her latest collection "Epic Love".

Pg No. 154

ARCHANA KOCHHAR TOUCHES HEARTS AT NEW YORK FASHION WEEK

Archana Kochhar at the New York Fashion Week, not only displayed a perfect collection but also conveyed a critical social message.

Pg No. 156

Ramp Watch

INDIA COUTURE WEEK 2016: A MIX OF CREATIVITY & OPULENCE

FDCI through its flagship event - the India Couture Week celebrated the cultural diversity of India.

Pg No. 158

Fashion Creation



INNOVATIVE EVENT

THE WOOLMARK COMPANY HIGHLIGHTS 'FARM TO FASHION' JOURNEY OF MERINO WOOL

Kullu-based handloom weavers Bhuttico join hands with designer Rajesh Pratap Singh to present 'farm-to-fashion' journey of Merino wool, support by the The Woolmark Company.

Pg No. 160

RAMP WATCH

INDIA RUNWAY WEEK WINTER/ FESTIVE 2016: A THREE DAY GLITZY AFFAIR

The seventh season of India Runway Week 2016, Winter/ Festive edition, took the national capital by storm with exclusive collections throughout the three day event.

Pg No. 162

NEXT SECTION

SPORTSWEAR INTERNATIONAL

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THE WOOLMARK COMPANY HIGHLIGHTS 'FARM TO FASHION' JOURNEY OF MERINO WOOL

Kullu-based handloom weavers Bhuttico joined hands with designer Rajesh Pratap Singh to present farm-to-fashion journey of Merino wool.

Ace fashion designer Rajesh Pratap Singh collaborated with Kullu-based Handloom weavers Bhuttico to present a men's wear and women's wear collection. This special line, by the designer who is known for using Indian textiles and for working with ikat, focused on the handloom journey of Bhuttico and their rich legacy.

The wool in handloom showcased in Kullu was supported by The Woolmark Company as part of their "Grown In Australia, Made In India" initiative. The Woolmark Company intends to cover the entire journey of Merino wool from farm to fashion, grassroots to global, thereby positioning wool as the super luxurious fibre of choice.

Bhuttico, as a company, have been proud supporters of the handloom industry in India. The brand that has been keeping alive the Himalayan traditions since 1944, joined hands with designer Rajesh Pratap Singh to present a scintillating show, highlighting the farm-to-fashion journey of Merino wool, in the Valley of the Gods.



DENIM AND FASHION TRENDS — CAPSULE FOR INDIA
**SPORTSWEAR
INTERNATIONAL**



168-173 **Retail**

Retail Going Bust Taught Us What We Want From Retail

Esteemed NYC-based retail futurist Howard Saunders explains how the new breed of consumers has turned the traditional selling model on its head- and how to now attract them.



The Next Retail Revolution: Artificial Intelligence

Trendone Agency owner Nils Muller says sci-fi like technology will hit stores soon.

Where The Heart Is

We sent out our editors to unlock the formula of success and long-loved individual retailers in their hometowns.

1. Martin Luciano E Figli, Milan
2. Cloud Cuckoo Land, London



To Witt

Wittmore has two retail location in Los Angeles and tremendous loyalty from its growing legion of men's wear clients.



174-180 **People**

Retailers & Their Favourite Customers

Tim Thomas, Favourite Customer At Bonkers, Frankfurt

Yuuka Tamilya, Favourite Customer at Patrick Cox Edit Tokyo, London

Ben Petraglia, Favourite Customer At Welcome Stranger, Dan Francisco

Maura Perduto, Favourite Customer At Move Shop, Verona

Kicki Persson, Favourite Customer At Sandqvist Store, Stockholm

Jo Ryan, Favourite Customer At The Rent Shop, Barcelona



Credits for India Capsule

**SPORTSWEAR
INTERNATIONAL**

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'RETAIL GOING BUST TAUGHT US WHAT WE WANT FROM RETAIL'

ESTEEMED NYC-BASED RETAIL FUTURIST HOWARD SAUNDERS EXPLAINS HOW THE NEW BREED OF CONSUMERS HAS TURNED THE TRADITIONAL SELLING MODEL ON ITS HEAD—AND HOW TO NOW ATTRACT THEM.

Interview **Christopher Blomquist**

You've said on your blog (22and5.com) that 2008 was a watershed year that ushered in the Me Age, a revolutionary new era that transformed the consumer landscape. Can you elaborate?

During the world financial crisis I think we drew a line and we genuinely thought: Is there a better way? And whilst we were doing that, one day we woke up and the phone suddenly became a smartphone. The smartphone is what changed everything. Suddenly we had all this information in our hands. We can now find out the truth. We now have a dialog with the planet. We know much more, we're cynical and we're in control.

How did that shift specifically affect consumer power?

We now know how to look for new things and we can look with more power and talk to our friends and associates around the planet. Suddenly we have this immense momentum behind us that puts us in control now.

And we are questioning these big companies that never really treated us that well. In the UK we had Tesco. We were always told that they had more information on us than ever before. But they never did anything nice with it. I used to go to conferences where they were paying me and I would be rude and

say: What did you do that was nice to any of us? They would look quizzically and I would ask again: Did you ever send us vouchers? Did you ever send one person on holiday or give them a day off? And there was silence. That was shameful, shameful behavior from a company that was like the biggest retailer on the planet.

How are successful retailers responding to this revolution?

On lower Fifth Ave, for example, Lululemon has a brand new flagship called The Hub. It's their biggest store yet and it is certainly their global flagship. It's all the normal Lululemon stuff but the basement is a space for an art gallery or films. They have yoga classes and there's a bar where they serve juice. Suddenly this brand really isn't selling stuff as much as a whole experience. They have gone from being a shop to being a club. Up the street you have Bonobos, which is a club because you can't buy anything. A little bit further up you have Nike Running, their only running store in Manhattan. Their running club is there. They are warming up outside at 7am every morning. People are posting their runs back to the board in store so the store is this community event. That's an immense, significant change and a glimpse of the future.

Is this return to community roots due to the fact that while we are all connected that we are also feel somewhat alienated today?

We yearn for community and I think retail going bust has taught us what we want from retail. And we suddenly realize because we can get it online that that wasn't what we wanted. We actually wanted to get out and see people and join other people who share what we are wearing and eating. I think it has taken the demise of conventional retail to teach us what we actually loved about it.

With this return of humanity why are the intimate mom and pop stores still dying?

It's very difficult for mom and pop to open a store and that's the truth of it. The rents and business rates are the real issues that make it very, very difficult. But funnily enough we have the Internet where you can sell your small little product and suddenly have a brand that means something.

How can a small brand with reduced financial resources build that sense of community?

There are lovely examples. The brand Gustin is crowd sourced and they do

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