

IMAGES

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# BUSINESS OF FASHION

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women's  
wear  
special issue

// KEY SEGMENTS // TOP DRIVERS  
// FUTURE PROSPECTS  
// FOCUS ON FUSION WEAR  
// WOMEN'S WEAR FASHION TRENDS  
// INTERNATIONAL BRAND LAUNCHES  
// NEW STORES

Dear Friends,

First of all, I wish you a Happy Diwali and I sincerely hope that every aspect of your life be as luminous and wonderful as the festival itself.

Fashion and women go hand in hand! Truth be told, fashion has always largely been a female dominated sphere. Even industry wise, there's not a second fashion segment that's as varied, evolved or intricate as women's fashion. Yet, especially in India, women's wear still remains a fashion segment that needs deeper appreciation.

Indian women have come a long way. Today, with increasing literacy, employment and increasing financial independence, the behaviour and landscape of the Indian women as a consumer group has undergone high metamorphosis. To keep pace with this, it is imperative for brands, retailers and all stake holders of this sphere to put in willing efforts to recalibrate and create a strong culture of fashion professionalism in order to address this emerging consumer base.

This issue is part of our ongoing attempt at showcasing fresh new thoughts and visions on women's fashion in the country. The issue features a slew of detailed researches on the Indian women's wear market and its various subdivisions including ethnic wear, western wear, as well as the buzzing new category of

fusion wear. The BoF team has reached out and talked to industry leaders across these categories to consolidate and showcase the broad opinions and beliefs of the market as well as the prevailing trends and opportunities in each. .

The issue unfolds with three of the most notable store launches of the last few days -- Mango's in association with e-commerce giant Myntra, British designer label Simon Carter's debut store in Mumbai and Siddhartha Tytler's flagship store in Mehrauli. The issue also features candid interactions with Rahul Vira of Skechers, Vinutha Subramaniam of Parisera and Anupam Arya of Fabriclore, each discussing their business ideas and the market potential in their respective categories.

Also, ace fashion columnist Meher Castelino pens down the evolution and the latest trends in the world of athleisure. Plus, we also turn the spotlight on R|Elan™, a portfolio of speciality fabrics launched by RIL and Khadi Wool, a joint effort by Raymond and The Woolmark Company that promises to position Khadi as a fashionable fabric for the world.

This and a lot more! Happy reading!!



**Amitabh Taneja**

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Stores



**Mango's Debut Store In Delhi With Myntra**

Mango with its business partner Myntra opened its first store in Delhi at Select Citywalk Mall. It has plans to open 25 stores over the next 5 years.

Pg No.38



STORES

**SIDDARTHA TYTLER FLAGSHIP STORE IN DELHI**

Siddartha Tytler launched his first flagship store and also presented his latest couture 2018 collection within his new store in Qutub Boulevard, Mehrauli.

Pg No.40-41



STORES

**Span**

Span's new stores in Mumbai has been conceptualised to offer myriad contemporary women's apparel including ethnic wear.

Pg No.42



BRAND LAUNCH

**Simon Carter Enters India**

Group KFPL (established in 1979 as Kohinoor Textile and a single brand Yashfab) has over the years registered phenomenal growth. A look.

Pg No.44-46



BRAND EXCELLENCE

**Skechers' Dream Run Continues**

Skechers has now reached the 100 stores mark in India in just 5 years along with a bustling e-commerce presence.

Pg No.50-52



CRAFTS ONLINE

**Draped In Luxury**

Vinutha Subramaniam, Director and CEO, Parisera, discusses their business idea, its market potential and their aspiration to be the "Chanel" or "Armani" of sarees.

Pg No.54-56



# SIMON CARTER IN INDIA

LATEST ADDITION  
TO THE LUXURY  
BANDWAGON!

The Indian consumer's higher preference towards luxury fashion brands is seemingly attracting the who's who of fashion across the globe. With a slew of bigwigs embanking the Indian fashion market over the past few years, the country has now emerged as the numero uno choice for fashion honchos across the world. The latest addition to the stable is iconic London based men's wear retailer Simon Carter.

Unfolding a new chapter in the Indian fashion milieu, British designer, Simon Carter marked his India entry with the launch of an exclusive Simon Carter store in Mumbai at Phoenix Market City, Kurla with an exclusive deal with Aditya Birla Fashion and Retail. Featuring a striking contemporary and modern layout dispersed with British architectural elements, the debut store sprawls across 1200 sq.ft., and personifies Simon



# DRAPED IN LUXURY

Handcrafted saree has beauty, elegance and charm of its own, and while the age-old craft has somehow survived the era of mechanization, it needs the resurrection to prosper like before. Online retailer Parisera, founded in 2014, is doing its bit by elevating this unique craft to luxury, as it believes this can help create a sustainable and strong business demand for it. In a candid chat with Images BoF, Vinutha Subramaniam, Director and CEO, Parisera, discusses their business idea, its market potential and more. "We aspire to be a "Chanel" or "Armani" of sarees," says she.

By Namita Bhagat

**How and when did the idea of Parisera come into being?**

**Vinutha Subramaniam (VS):** Parisera is an online retail store for luxury handwoven saris. Parisera means 'environment' in Sanskrit, and hence our commitment to handloom craft, provenance and identity. We are concerned not merely with the 'what' of beautiful things, but also the 'how', the 'where' and the 'why'. Weaving is the second largest employer and we believe that anything can be done for the weaving community only by ensuring a business demand which is sustaining and strong. This can be done by elevating their craft to



FASHION RETAIL



LEADER TALK

**WOMEN'S ETHNIC WEAR IN INDIA**

A thorough look at the trends in vogue in the ethnic wear segment in India,

Pg No. 68-72

LEADER TALK

**WOMEN'S WESTERN-TOP MARKET TRENDS**

India has witnessed consistent evolution of western wear and the market is growing by the day. Images BoF takes a look at the market trends.

Pg No. 74-78

IN FOCUS

**GOING THE FUSION WAY**

The emergence of fusion wear has revolutionised the Indian Fashion industry. An overview on the dynamics of this category.

Pg No. 80-85



**BRAND WATCH**

- 86 AND
- 88 Being Human
- 90 B:Kind
- 91 Chic by Chaitali Biplab
- 92 Ethnicity
- 94 Global Desi
- 95 Identiti
- 96 Kalki Fashion
- 101 Marks & Spencers
- 102 Mineral
- 103 Mohey
- 104 Neerus
- 106 Sara J
- 107 Shree
- 108 Study By Janak
- 110 Taneira
- 111 Vala's
- 112 Zink London



ONLINE

**WOMEN'S WEAR ONLINE**

Presenting an overview on the growth factors, consumption behaviour, key markets and innovations.

Pg No. 114-118

CATEGORY WATCH

**DENIMS ARE FOREVER**

The women's denim market in India has expanded tremendously over the years and is registering a spike in both volumes as well as sales.

Pg No. 120-123

CATEGORY WATCH

**INNERWEAR GETS EMOTIONAL**

Five of the most popular lingerie brands, Triumph, Clovia, Candyskin, PrettySecrets and Swee talk to IMAGES BoF about the evolving market trends.

Pg No. 124-127



RESEARCH

**INDIAN WOMEN'S WEAR MARKET**

Technopak sizes the market, pinpoints the key segments and outlines the teeming opportunities.

Pg No.60-66

CATEGORY WATCH

**CREATING A MARKET FOR LEGGINGS**

As the leggings industry is gradually getting organised and demanding more dedicated shelf-space, a pool of opportunities emerge in this segment.

Pg No.128-129



NEW COLLECTIONS

- 130 SOCH
- 131 SATVA
- 132 FOREVER 21
- 135 DUKE
- 136 CRUSOE



## **RESEARCH:**

# **WOMEN'S WEAR MARKET IN INDIA**

*Contributing 38 percent to the total apparel market of the country, the women's wear segment is fast moving with proliferation in the number of working women, which has led to increased purchasing power of the Indian women. Although the women's wear space is still largely dominated by unorganised players, in the recent times, many modern players of national and international repute have started entering the market. Technopak sizes up the market and outlines the opportunities teeming in this segment.*

*- By Amit Gugnani, Senior Vice President,  
Fashion - Textiles & Apparel, Technopak.*

### **GLOBAL WOMEN'S WEAR MARKET**

The global women's wear market has shown rapid growth as fashion trends, which are the most important aspects of women's wear, are changing rapidly. Europe is the largest market of women's wear followed by North America and Asia Pacific respectively. Asia Pacific is expected to be the fastest growing market for women's wear as it comprises some of the emerging economies with a very high proportion of middle class with significant disposable income.

India is one of the fastest growing economies with a projected CAGR of 10 percent making it a lucrative market. In comparison to India, the developed markets of the US, Europe and Japan are expected to grow at a meagre rate of 2-3 percent.



Leader Talk

**WOMEN'S WEAR FASHION TRENDS 2017-18**

*Indo-western outfits designed with embroideries and Indian motifs are redefining the fashion trends today. A look at the latest trends in ethnic, western and fusion wear.*

**Pg No. 140-146**

Mega Trend

**A VERY FASHIONABLE ATHLEISURE**

*Follow along as Meher Castelino outlines the evolution and latest runway trends in athleisure.*

**Pg No. 148-154**

Launch

**RELAN - THE NEXT GENERATION FABRIC**

*A detailed coverage of the first Hub Excellence Program (HEP) that RIL organized at the launch of its portfolio of speciality fabrics under its brand R|Elan™.*

**Pg No. 156-157**

Launch

**KHADI WOOL**

*Raymond, in association with The Woolmark Company, launched 'Khadi Wool' at an exclusive ceremony at the Australian High Commission.*

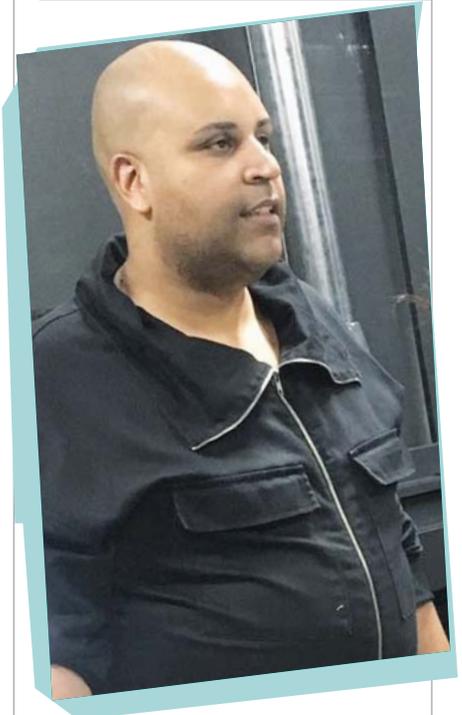
**Pg No. 158-159**

Ramp Watch

**DEEPIKA PADUKONE DAZZLES THE RUNWAY**

*A peek into the Gauri & Nainika Spring Summer 2018 fashion show in the national capital with Deepika Padukone as the show stopper.*

**Pg No. 160-161**



Pioneer

**THE SCIENCE OF TREND FORECASTING**

*Ash Allibhai shares wealth of knowledge and insights of the global fashion and luxury goods sector.*

**Pg No. 162-164**

Fabrics

**SUPPORTING THE ETHOS OF INDIAN FABRICS**

*Director Anupam Arya of Fabriclore shares his ideas behind creating an online platform for Indian fabrics and decodes the umpteen opportunities in the Indian handloom textile sector.*

**Pg No. 168-170**





# R|Elan

## THE NEXT GENERATION FABRIC FROM RIL

With increasing consumer demand for specific higher performance apparel, the opportunities for strong polyester adoption is on the rise. As an industry leader and a pioneer, the polyester division of Reliance Industries Limited is always looking at ways to come up with value-added, easy-care, and more comfortable fabrics for the common man. Following extensive research and development, and using its expertise in fibre re-engineering, RIL has recently launched its portfolio of speciality fabrics called R|Elan™. As part of this project, RIL had organized the first Hub Excellence Program (HEP) event in Bangalore on 6th October 2017 at Radisson Blu Atria, Bangalore.

Organised chiefly to highlight the next-generation fabrics in the R|Elan™ portfolio, the event, themed Fabric 2.0: The Future of Fabrics, aimed to serve two broad perspectives. First, to showcase the various performance fabrics to brands, and to link these brands to the supply chain. The launch also marked RIL's foray into co-branded apparel business.

R|Elan™ is a perfect blend of art and smart, with fabrics providing enhanced aesthetics, performance and comfort across all apparel segments, such as active wear, denim, formal wear, casual, ethnic wear and women's wear. These fabrics have been created with active participation of Hub Excellence Program (HEP) partners, spread across various textile centres of India. The R|Elan™ fabrics score over regular fabrics in a number of different ways, such as enhanced breathability, dry feel, and anti-odour. They come in vibrant colours, have excellent drape and hand feel, are among the most eco-friendly, and are easy care. All these properties are inherent and permanent, giving assured comfort and confidence to the end consumers.

# TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS



**PASTA**  
Tradizionale

Recipe:  
1 lb prepared sauce  
7 oz dried black olives  
10 oz olive tomatoes, halved  
1 cup whole salted or unsalted  
7 oz whole Pizzanelli cheese  
Fiorito salt - optional

Buon Appetito!

**PIZZA**

1. Margherita
2. Napoli
3. Funghi
4. Prosciutto
5. Capricciosa
6. Rognone
7. Vegetariana
8. Frott De Mar
9. Fungo
10. Tarta Capri

Delizioso!



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