

IMAGES

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THE BETTER ISSUE



**CELEBRATING THE BETTER HALF
OF THE INDIAN FASHION INDUSTRY:
OUR WOMEN FASHION LEADERS**

ALSO IN THE ISSUE: **MEET THE MASTERS** VISION AND VIEWS

Dear Readers,

International Women's Day on March 8th is the time to reflect on progress made, to call for change, and to celebrate acts of leadership and determination by pioneering women who have played an extraordinary role in lighting the road ahead for other women in the country. We have dedicated this issue to honour the many 'wonder woman' who have made their mark on different areas of the fashion sphere gallantly over the years. And while we know a lot about their brands, labels, awards, collaborations, collections, etc., it was more important to delve deeper into their uniquely feminine aspects and the belief systems that these women firmly believe to have been instrumental in propelling them to achieve the colossal stand that they enjoy today. We have a long and illustrious list of 33 of these women on board, right from Neeta Lulla, Rina Dhaka, Ritu Beri, to Nina Lekhi, Apeksha Patel, Shruti Behal and Swati Saraf, sharing with us their respective journeys, motivations and inspiration. As they open on the role of women in the fashion industry, gems from their journeys, the barriers they overcame, and the qualities intrinsic to become a successful woman entrepreneur, their words and wisdom, I am sure, will go miles in inspiring the next generation of women trendsetters in the fashion industry.

So as not to let the men feel left behind, (pun intended) this month's issue also carries forward

the second edition of Meet the Masters -- a singular feature we initiated last year that turns the spotlight on the visions and thoughts of the fashion leaders of the nation. The Indian fashion retail sector is prophesied for great days ahead. It is our conviction that it is our greatest fashion stars who will take a lead in not only steering the market to not just this predicted potential, but to even play a multiplier effect to make it scale even further heights. Carrying the legacy laid by the debut edition of this feature forward, we delve deep into the minds of the Titans, once again, and showcase insights into their innovative thinking, efforts and their vision for fashion in India.

The common thread in both the features is that they focus deeper into the thought set rather than the innovative retail strategies and high fashion creativity that we always focus on in the remaining 11 issues of the year. Consider this the "Soul" issue.

And, I guess it couldn't have been better timed as the Indian Fashion industry huddles together at its very own mega-congregation - the India Fashion Forum (IFF) 2018, on the 13th and 14th of March 2018, at the Renaissance in Mumbai.

I hope you spend time with this issue and I look forward to seeing you at IFF'18!

God bless!



Amitabh Taneja

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BRAND EXCELLENCE
SUGAR CANDY A TALE OF LOVE & LUXURY

Seema Kandelwal talks to BoF about the brand's exclusive offerings and the inspirations that fuel its innovative modus operandi.

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TOMMY HILFINGER: PARTNERS WITH THE WORLD'S TOP TECHNOLOGY COMPANIES AND START-UPS TO DRIVE CROSS-INDUSTRY COLLABORATIONS

A glimpse of Tommy Hilfiger's new brand partnerships with Bose and e-Nowia at the 'Tommynow Drive', a runway event held during Milan Fashion Week on 25 February 2018.

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MY THOUGHTS
ORGANIZING ETHNIC APPAREL MARKET

Arvind Saraf, Director, Triveni Sarees & Ethnics and the founder of Wishbook shares his thoughts on the characteristics that define organized branded apparel in ethnic wear and futuristic trends that will prevail in the apparel market.

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BRAND EXTENSION
BIBA GIRLS: SETTING TRENDS IN ETHNIC WEAR

The kidswear market is evolving on a great scale. Team Images BoF talks to Siddharth Bindra, Managing Director, Biba on emerging trends in ethnic kidswear category.

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EVENTS
ILPA : LEATHER ON THE RAMP 2018

A peep into one of the biggest fashion extravaganzas, "Leather on the Ramp 2018" which was held at ITC Sonar by the Indian Leather Products Association on 26 February 2018.

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TOMMY HILFIGER

PARTNERS WITH THE WORLD'S TOP TECHNOLOGY COMPANIES AND START-UPS TO DRIVE CROSS-INDUSTRY COLLABORATIONS

Tommy Hilfiger, which is owned by PVH Corp., announced its new brand partnerships with Bose and e-Novia to bring the world of Formula One to life at the Tommynow “Drive” experiential runway event held during Milan Fashion Week on February 25, 2018. The brand is hosting its fourth in-season runway show, which is inspired by Tommy Hilfiger’s love of motorsports. Combining speed and immediacy with a touch of vintage nostalgia, the event celebrates the recently announced partnership with four-time Formula One World Champions Mercedes-AMG Petronas Motorsport.

“This is our most immersive Tommynow experience yet, creating a powerful fusion of fashion and motor sport that celebrates the dedication to innovation that we share with Mercedes-AMG Petronas Motorsport,” said Tommy Hilfiger. “Tommynow remains our most powerful platform to deliver new collections to our fans around the world, and test the integration of big trends and innovative technology like Artificial-Intelligence and facial-recognition into our business.”

The runway show stage

A futuristic, high-octane tunnel and portrait station immerses guests into the high-energy world of Tommynow



International Women's Day

The Better Issue

WOMEN:

THE RISING FORCE IN THE WORLD OF INDIAN FASHION

In conjunction with International Women's Day, IMAGES Business of Fashion present a special feature on the better halves of our fashion industry. This the IMAGES BoF March 2018 is much privileged to have become THE BETTER ISSUE with the kind participation of some of India's Finest Women Fashion Leaders. Indeed, if you are a woman seeking success in fashion, or a believer in the force of women in fashion, peep into the minds and listen to the advice of these incredible women fashion pioneers.

- 70. **Anamika Khanna**, Fashion Designer
- 72. **Apeksha Patel**, Owner, Even 2 Odd Fashion
- 74. **Archana Kochhar**, Fashion Designer
- 76. **Asha Kamal Modi**, Managing Director, Art Karat International Ltd.
- 78. **Chaitali Giri**, Designer, Butique Dishari
- 80. **Dinaz Madhukar**, Executive Vice President, DLF Luxury Retail & Hospitality
- 82. **Farah Malik Bhanji**, CEO, Metro Shoes
- 84. **Grishma Patil**, Founder & Director, Candour London
- 86. **Jacqueline Kapur**, Co-Founder & President, Ayesha Accessories
- 88. **Jagrati Shringi**, CTO & CMO, Voylla
- 90. **Jyotee Khaitan**, Fashion Designer & MD, Jyotee Khaitan Fashions Pvt. Ltd.
- 92. **Khushboo Parekh**, Owner & Designer, Vamas Fashion Pvt. Ltd.
- 94. **Krina Panjwani**, COO, Suditi Design Studio
- 96. **Mandira Wirk**, Fashion Designer & Director, Mandira Wirk
- 98. **Manisha Sanghani**, Director, Just Lifestyle Pvt. Ltd. (Aspen)
- 100. **Manjula Tiwari**, CEO, Future Lifestyle Lab
- 102. **Masaba Gupta**, Creative Director, House of Masaba
- 104. **Mohita Indrayan**, Co-Founder & Creative Director, Indian Clothing League (P) Ltd. (612 League)
- 106. **Nandita Mahtani**, Founder & Fashion Designer, Nandita Mahtani
- 108. **Neeta Lulla**, Founder, House Of Neeta Lulla
- 112. **Nina Lekhi**, MD & Chief Design Curator, Baggit India Pvt. Ltd.
- 114. **Payal Jain**, Principal Designer, A Design Indi
- 118. **Poonam Bhagat**, Director, Anaro Designs Pvt. Ltd.
- 120. **Priyanka Modi**, Creative Head, AM:PM
- 122. **Ranu Bathwal**, Founder & CEO, RBA Lifestyle (PopuGalleria)
- 124. **Reynu Taandon**, MD & Chief Designer, Mynah Design
- 126. **Rina Dhaka**, Fashion Designer
- 128. **Ritu Beri**, Fashion Designer, Ritu Beri Designs Pvt. Ltd.
- 132. **Riya Vipan Kalra**, Co-Founder, RVK (Candyskin)
- 134. **Shruti Behal**, Head - Product Design, PrettySecrets
- 136. **Soumya Kant**, Vice President, Purple Panda Fashions Pvt. Ltd. (Clovia)
- 138. **Swati Saraf**, President, Prive Luxury Ltd. (Les Petits)
- 142. **Vishakha Singh**, Founder, DOS Interactive Pvt. Ltd. (Red Polka)

WOMEN:

THE RISING FORCE IN THE WORLD OF INDIAN FASHION

On the occasion of International Women's Day, IMAGES BoF presents a special feature on India's top women fashion leaders. In this feature we speak to these trailblazers to find out what it takes to be successful in the world of fashion. And, in the pages that follow, we showcase their individual joys, vision and thoughts to inspire the next-gen of women leaders in the Indian fashion industry.

By Bharti Sood, Zainab S Kazi & Rajan Varma



Fashion belongs to women! There is no point in arguing that fashion is a far bigger thing for the female kind. Just a look at the number of fashion magazines for women and the sheer number of programs with ladies telling women how to dress, is enough to validate this. In fact, it would be no exaggeration to say that men's fashion also takes its inspiration from women. The cuts, the colours and of course the styles, it's the women that stands at the vanguard of the fashion realm. But women are not just the highest consumers of fashion, they are increasingly embossing marks of unmatched excellence as illustrious creators and fashion leaders as well.

"I want people to see the dress but focus on the woman," American Fashion Designer Vera Ellen Wang once said, give an abstract of the deep hidden agenda of all of the women fashion designers. When a woman fashion designer gets to work, she takes on the responsibility of not just making another woman look beautiful, but also to make the woman feel beautiful for what she is. "Absolutely!" asserts Vishakha Singh, Founder and CEO, Red Polka, "Is fashion even possible without women shoppers? Women are the muse. Women are the designers. Women are the critics."

Truth be told, the Indian fashion industry is still largely a male dominated sphere, albeit as creators. But over the last few years, women fashion designers and entrepreneurs are prominently making inroads and imprinting their success stories for others to follow. It might prove to be a long and gritty journey, but the silver lining is that the journey has

DINAZ MADHUKAR

**Executive Vice President,
DLF Luxury Retail & Hospitality**

Dinaz Madhukar on “why fashion”

After having worked for 25 years in hospitality with India's finest hotel chain – The Taj Group of Hotels, a visit to the DLF Emporio on the insistence of a dear friend meant ‘Love at First Sight’! The ambience, the atmosphere, the customers, the brands... it was exhilarating and I wanted to be a part of it. I was lucky to get the opportunity. Now it is almost 8 years with DLF and I have never looked back on my decision.

...on her early years

I hold a corporate MBA and another Master's degree in general management from IIM, Bangalore. Whilst studying law, I walked into a temporary position at the Taj Mahal Hotel, Mumbai, on a whim. I loved it so much that I spent 25 exciting years with the Taj Group of Hotels, across cities, hotels and departments, eventually leaving as General Manager of Taj Connemara, Chennai, to join DLF in 2010 and head their Luxury Retail business.

...on her key moments

My first assignment was very special. Working at the grand old lady – Taj Mahal Hotel Mumbai, in the International Travel Trade Department and being treated as the new kid on the block was an amazing learning and feeling. Being restless by nature, getting an opportunity every few years to change my department, hotel and city, meant a fresh start each time and added to my experience. Being part of the pre-opening team of the Chikmagalur Taj property was a life changing experience where I learnt crisis management first hand. My first posting as General Manager was another exciting experience as the canvas was huge. It was another grand old lady, Taj Connemara, with even more history than Taj Mahal Hotel, Mumbai. Cutting the umbilical cord with Taj and moving to DLF Emporio was initially apprehensive, because my whole life was hotels and luxury retail was still at a nascent stage. I didn't know if I would be able to survive. But, I left the comfort and assurance of my old job and joined this relatively new business concept and now love this industry and my organisation.

...on things she is most proud of

My biggest achievement is yet to come. But smaller achievements are many, such as paying my own way through college by giving tuitions and doing summer jobs. Serving in a war zone (Yemen) during the Iraq-Kuwait war and the North and South Yemen civil war, when I was at Taj Sheba Sana'a; being the first person at the Taj to successfully move back to operations from a non-operations post and paving the way for others. I feel blessed to have been the first female general manager in a 5-star hotel in Chennai; and blessed for awards received whilst at the Taj and for those received by DLF Emporio and DLF Promenade on various occasions. I also feel proud for the success of those I have mentored. Currently, the launch of The





VISION & VIEWS OF FASHION THOUGHT LEADERS

In this special feature, we speak to some of India's finest fashion leaders who have revolutionized fashion. We take a look at their innovative thinking and present their vision for fashion in India.

- 148. **Amit Jain**, MD, Shingora
- 150. **Anupam Bansal**, Executive Director - Retail, Liberty
- 152. **Deepak Aggarwal**, MD, Kazo
- 154. **Harkirat Singh**, MD, Woodland
- 156. **Hetal Kotak**, CEO, Lee Cooper & aLL
- 158. **Jattinn Kochhar**, Fashion Designer
- 162. **Kamal Khushlani**, Founder & MD, Mufti
- 164. **Kuntak Raj Jain**, Director, Duke
- 166. **Manish Mandhana**, CEO, The Mandhana Retail Ventures Ltd.
- 168. **Manohar D Chatlani**, MD & CEO, Soch Apparel Pvt. Ltd. (MD Retail LLP)
- 170. **Manoj Mehra**, CMD, Study By Janak
- 174. **Nachiket Barve**, Fashion Designer
- 176. **Nitin Mohan**, Director, Blackberrys
- 178. **Praveen Bafna**, MD, Cool Colors
- 180. **Raghavendra Rathor**, Fashion Designer
- 184. **Rohit Gandhi & Rahul Khanna**, Fashion Designer
- 186. **Shailesh Chaturvedi**, MD & COO, Tommy Hilfiger & Calvin Klein
- 188. **Siddharth Bindra**, MD, Biba
- 190. **Sundeep K Chugh**, MD & CEO, Benetton India
- 192. **Sunil J Pathare**, CMD, VIP Clothing Ltd.
- 194. **Vineet Gautam**, CEO, Bestseller India
- 196. **Vivek Mehta**, CEO, MAS Brands India



MEET THE MASTERS

THE SECOND EDITION

VISION AND VIEWS OF FASHION THOUGHT LEADERS

By-Rajan Varma, Gurbir Gulati and Rosy Sharma

Throughout our journey, we have constantly striven to share significant thought in fashion business to the retail fraternity and to support them in smart thinking and creating meaningful offerings to their customers. The next pages of the magazine align aptly with this philosophy.

According to the latest edition of the **India Business of Fashion Report 2018** it is estimated that the current fashion retail market was worth ₹ 3,22,209 Crores (US\$ 56 billion) in 2017 and is expected to grow at a promising CAGR of 7.7 percent to reach ₹ 6,74,037 Crore (US\$ 103 billion) by 2027. With such strong indicators projecting some great days ahead for fashion businesses, it is our conviction that it is our greatest fashion stars who will take a lead in not only steering the market to not just this predicted potential, but to even play a multiplier effect by sheer dint of their innovation and effort to make it scale even further heights.

Welcome to the second edition of the “**Meet the Masters**” feature. We pick up from where we left last year, and once again pick the minds of some of the greatest fashion leaders of our time. These Masters of The Game—this club of fashion stalwarts—that we have handpicked is a small and selected group of visionaries that will drive the fashion revolution in India soon. These leaders are entrepreneurs who not only had the audacity to dream big but also the perseverance to see it through to reality. In the next few pages we present a treasure trove of information and insights, that we hope will aid you re-evaluate and reshape your retail aspirations and pave the next way forward.

What makes these stalwarts masters? Their deep understanding of fashion and their sensitivity to its subtle nuances; their willingness to try new trends, their acute sense of appreciation of fashion, there in depth understanding of the materials and design that make fashion. While we begin with fashion fundamentals and go on to trace the current trends and key drivers, we also seek a better definition for fashion in India in this feature.



Amit Jain, Managing Director, Shingora is a Bachelor of Science in Merchandising, Apparel & Textiles and a Minor in Business Studies from the University of Kentucky, Lexington (USA). After completing education, Jain joined the family enterprise as a product development head. He single-handedly set up a modern weaving, dyeing and printing facility for migration of family handloom shawl business to a technology and system driven modern enterprise. Today, Shingora is a market leader in fashion accessories especially in women's wear segment. Currently he looks after the development activity in terms of future strategies, plants, machineries, products, markets, etc.

AMIT JAIN

MD, SHINGORA

...on what's exciting about working in the fashion industry

Amit Jain (AJ): Fashion to us is an ever evolving and growing experience. It is an exciting field to be in as it is the inherent part of everyone's lifestyle today. Fashion is the expression of an individual creativity enmeshed by current trends of design and lifestyle. The sensibility of the people of the region governed by various cultures give image to the outward appearance to the inhabitants and this is what creates fashion.

...on the role and impact of fashion

AJ: Being in the fashion industry fulfills the pleasure of adornment. Shingora means ornament and the brand was created by the desire of its founder Mridula Jain (my mother) to create an accessory to enhance the attire of the evolving Indian woman. The vision was to provide a fashionable yet affordable accessory to match and balance the traditional and modern wardrobe of women. So from the very beginning Shingora has been synonymous for a premium fashion accessory label in the category of shawls and scarves.

...on how the Indian fashion market is changing and its implications

AJ: The Indian fashion market has been facing a sea change with the internet making the whole world a connected globe with every trend being absorbed by every culture and region. The visibility of trends of all evolved regions and markets have created a huge impact on the current fashion scenario. The future, which is just becoming an extension of the present, there will be trends that will be shown simultaneously in India as in the rest of the world. The world has become one huge drawing board with trends reflecting from all angles and regions.



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