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# BRANDS IN INDIA 2016

FOCUS FEATURE // FASHION RETAILERS & BRANDS FROM GUJARAT //

Dear Readers,

First of all, I would like to wish a very happy new year to you. I sincerely hope that this year turns out to be prosperous both for you and your business.

As per tradition, we begin this new year with the Brands in India Special annual edition. This special edition is a part of our mission to catalyze fashion retail business in India. The issue helps in aiding retailers with a survey that catalogues fashion brands based on their current status on the market. It also elucidates upon the brand identities, consumer trends that they satisfy in an attempt to help the Indian fashion retailers build a highly profitable business around it. It traces and presents dominant as well as emerging brands that defined the year in fashion.

While we showcase brands, we also ponder upon the art of creating a brand. In fashion, creativity and business go together. How does one turn a piece of garment into a composite entity that seemingly represents a whole range of emotions? While creating a brand is ephemeral, the business attached to it is endlessly complex. You will notice as you flip through the pages, that just as the issue captivates heavyweights from the big league, we also feature the rising stars.

Gujarat is one of the leading industrial states in India, and in the textile and fashion industry in particular. We, at IMAGES Business of Fashion, were keen to take our great connect with Gujarat textile, fashion and retail business to a next level. IMAGES BoF, in its December, 2015 issue, covered some significant fashion brands and manufacturers from Surat, namely Manjula Fashions, Nakshatra Creations, Romy Lace, Shivam Prints, Vivek Fashion, Mukesh International, Krishna Terine, Priya Fabrics, Parvati Fabrics Collection, R K Green Vogue, Allol Sarees, Fiona and G3 Fashions.

In this issue the January 2016 issue, we take our connect with Gujarat's fashion and lifestyle brands and retailers to the next level. We focus on the Ahmedabad region this time and showcase the star retailers and brands rooted in the magnificent city.

In the February issue we will showcase the leading textile and fashion ingredient and support players from Gujarat.

I hope that as you read through the issue you find success stories that inspire you



Amitabh Taneja

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# APPLE EYE

Brand: **APPLE EYE** | Company: **STITCH FAB INDIA PVT. LTD.** | Total no. of EBOs: **8** | Total no. of MBOs: **450** | No. of EBOs added in 2015: **6**  
Growth percentage (CAGR of last 3 years): **33%**



**H**eadquartered in Kolkata, Apple Eye is a modern kidswear brand, launched by Stitch Fab India Pvt.

Ltd. Apple Eye is one of its kind in more ways than one. Adhering to international standards, cutting across all departments from conception to execution, Apple Eye is a dedicated effort to instill attitude and set new trends in kid's fashion. An Apple Eye product is a personification of intricate design research and experiments.

**Brand USP:** The brand's USP lies in its trendy designs of international standards that it shells out at affordable prices.



**Core Product Offering:** The brand offers a trendy casual wear range for the kids.

**Target customers:** Apple Eye caters to kids; starting from infants to 16 year olds. The target consumers are middle and upper middle class families.

**Presence in Large Format Stores:** The brand is available at large format stores including Central, Reliance Trends and Brand Factory.

**Presence in online retail:** Apple Eye caters to its online consumers through e-commerce portals like Snapdeal, Amazon and Flipkart.

**Future plans:** The kid's wear brand has plans to increase its presence through availability in more large format stores and also by opening its own stores.

**Targeted cities in the next couple of years:** Apple Eye is planning to venture into the markets of Bengaluru, Hyderabad, Chennai, Pune, Visakhapatnam and Guwahati in the coming years.

**Franchise requirement:** The brand is looking for franchise business. Interested franchisee should have a capacity to invest ₹10 to ₹25 lakh and an area requirement of 500-700 sq.ft. For further details, contact Nasim Ahmed Warsi, EBO Head, Apple Eye, on +91 9038077781 or write to him at ebo1@appleeye.co.in.

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# JACK & JONES

A brand owned by the family-held clothing and accessories company BESTSELLER

Brand: **JACK & JONES** | Company: **BESTSELLER FASHION INDIA PVT. LTD.** | No. of Indian cities currently present in: **31**

Total no. of EBOs: **26** | Total no. of MBOs: **39** | No. of MBOs added in 2015: **6** | Total no. of flagship stores: **11**

No. of flagship stores added in 2014: **2**



**J**ack & Jones is a democratic jeans brand making it easy for fashion conscious men to create their own personal style. The brand's story started in 1990 and there was no looking back post that. In the following years, Jack & Jones manifested itself as one of the strongest jeans brands in the market. The five lines - Originals, Core, Vintage, Tech and Premium - that the company offers, have different target groups and expressions. All the five brand-lines have trendy, relaxed and cool designs with super fits, offering great styles to young jeans freaks as well as to grown up rebels. Jack & Jones India currently has 60 stores and 106 shop-in-shops spread across the country.



**Brand USP:** Jack & Jones is a trendy and stylish brand which caters to every lifestyle, be it a college student, a biker, a corporate or a skateboarder. The brand collections are designed by independent design teams, each one of them with their own ideas, concepts and designs.

**Core Product Offering:** The product range of Jack & Jones include denims, graphic tees, shirts and also UG range. The brand also offers licensed products including Star Wars, Marvel and Disney merchandise.

**Target Consumers:** Jack & Jones targets young men between 22 to 28 years of age from Section A and B of society.

**Presence in Large Format Stores:** The brand is present in large format stores like Shoppers Stop, Lifestyle, Central and Splash.

**Presence in online retail:** Apart from its own online store [www.jackjones.in](http://www.jackjones.in), the brand is also available on Jabong, Amazon, Paytm, Myntra and Koovs.

**Future plans:** The fashion major has aggressive plans to consolidate its hold in various cities it is already present in. The brand also has plans to further expand to other tier -II and -III cities over the next few years.

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# FASHION & LIFESTYLE RETAILERS

## ROCK THE IMAGES RETAIL AWARDS 2015

Perhaps the most awaited and coveted awards for retailers in India – The Images Retail Awards have earned a remarkable niche in the industry since their inception in 2004. The awards have a reputation of cherry picking the most deserving retailers across categories. Narrowing down on 19 categories this year, the jury chose 21 retailers and felicitated them at a glittering award function. Images BoF delves deep into the winning mantras adopted by the winners across fashion and lifestyle categories that swept the majority of awards!



***“We have chosen Karnataka, mainly Bengaluru, as our launchpad as it is a brand conscious zone with professionals that earn enough to afford the flexibility of having a few lakhs of discretionary spending every year. Moreover, they are grounded and respect value for money so they will appreciate our concept,”***

**-Anmol Gupta,**  
Director, Hello 10 Pvt.Ltd.

# HELLO 10

**H**ello 10, the new concept initiative from Hello Ten Brands Pvt. Ltd. is a very recent entrant to the Indian retail segment. Incepted with the core aim of catering to the trendy requirements of the fast-paced young generation with its range of innovative and value for money products, the brand is all set to roll out its first store by April, 2016. The company, that was registered in October, 2015, aims to bring forth an exquisite collection from the top national and international premium brands under one single roof, thereby presenting the Indian customers with a hassle free, one-shop footwear destination.

About 75 percent of the merchandise in a Hello 10 store is footwear. The store planogram is structured to cater to different genres via promoting 10 looks across casual, formal, partywear, sportswear, etc. Its is a lifetime



brand with the core being footwear with look related apparels, bags and travel accessories completing the story.

Sharing the brand USP, director Anmol Gupta said, “Considering the ease and convenience of shopping, fast cash transactions, trained sales personnel and efficient customer service that Hello 10 is armed with, Indian customers are up for an unfathomable surprise in the form of shopping experience.” According to Gupta, the targeted customer base includes individuals within the 12-45 years age bracket.

With the first Hello 10 store set to be launched by April, 2016, the company intends to start operations by setting up atleast 50 MBO's in Karnataka within the Q1 2016-17 and taking the number of outlets to 100 by the end of the year. After Karnataka, the retail concept will be expanded to Delhi-NCR and other high income zones of North India with a minimum sales potential of more than ₹1 crore per annum.

Hello 10 is also looking for franchisees pan India, with the requirements being ₹25-₹30 lakh and 800-1500 sq.ft., with a minimum frontage of 15 and 12 feet of height. They also give retailers the option of having better results on their retail space by converting their retail space into the fast fashion Hello 10 retail concept.



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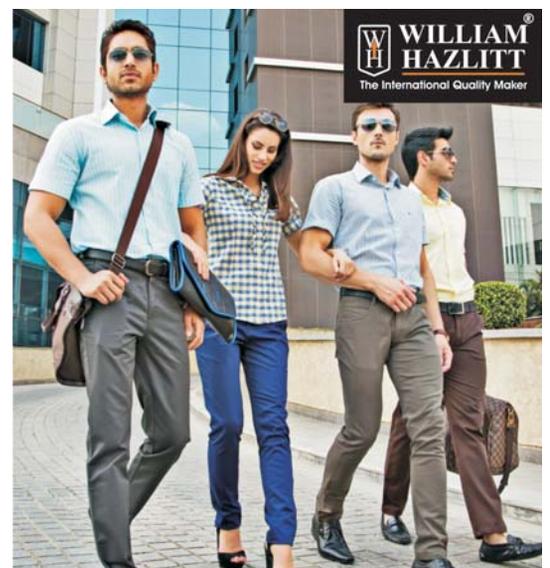
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# JADEBLUE

## A MEN'S WEAR MASTER-CLASS

Powering continuously forward with the objective of grabbing maximum possible market share, JadeBlue has embossed marks of unmatched excellence in its journey so far. The brand operates in two formats; first as an MBO, embellished by a long list of its in-house as well as other premium national and international brand and secondly, as exclusive brand outlets of its brands Greenfibre and JB Studio. In a candid interview, **Jitendra Chauhan, Chief Managing Director, JadeBlue**, shares about the company and its expansion plans with IMAGES BoF.

### Tell us about your company and its retail format.

JadeBlue is led by Bipin Chauhan (MD) and Siddhesh Chauhan (Executive Director & Design Head) and I function as the acting Chief Managing Director. While we three handle the administrative policies and design, Khushali Chauhan looks after the digital side of the company.

We offer a globally acclaimed collection in men's formals, casuals, occasion wear, fabrics and bespoke, customized designs, made to measure, ethnic wear and accessories. Apart from the in-house brands, our MBOs also stock a ceaseless list of established brands like Tommy Hilfiger, Van Heusen, V Dot, Zodiac, Z3, Allen Solly, Arrow, Bee Vee, Being Human, etc.

We have been continuously focusing on consumer-centric areas like product innovation, taste, fits, pricing and customer satisfaction to enhance our brand presence and market share year-on-year. Marketing is an art and the promotions and advertisements are to be balanced prior of launching of any new product category or style at right time with appropriate place or region. We are also planning to establish our brand name across the country as per region customer choice.

### Kindly share your market presence in India.

As of today, we operate across a cumulative retail space of 1,41,827 sq.ft. spanning across 14 cities in the states of Gujarat, Madhya Pradesh, Rajasthan, Maharashtra,

Chhattisgarh and Telangana. We have 19 JadeBlue MBOs and 32 EBOs of our in-house brands Greenfibre (28 EBOs) and JB Studio (4 EBOs).

### Tell us about your product portfolio.

JadeBlue offers a prestigious collection in men's formal wear, casual wear, occasion wear, ethnic wear, fabrics and bespoke, customised designs, made-to-measure and accessories. The company has its own private labels which include, Metal, JB Studio, Azania, JadeBlue Bespoke 1981, Greenfibre and JB Sport. Together they command 38 percent sales ratio in the overall turnover.

Apart from that, the MBOs also house popular brands like Tommy Hilfiger, Van Heusen, V Dot, Zodiac, Z3, Allen Solly, Arrow, Bee Vee, Being Human, Blackberrys, Burnt Umber, CK, ColorPlus, Gant, Gas, Indian Terrain, Izod, Jack & Jones, Levi's, LP, Park Avenue, Mufti, Spykar, Status Quo, Gesture, Irony, R&C, Fritzberg and Copperstone. The national brands contribute to 50 percent of the business, while international brands hold 12 percent of the sales.



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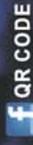
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