

IMAGES

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The Kidswear Special



Smart Garments:
Present & Future

2016 International
Events Preview

India Fashion Forum 2016:
Curtain Raiser

Exclusively
PRESENTS
IFF INDIA
FASHION
FORUM
2016
15-16 March 2016
Renaissance Hotel,
Mumbai

Dear Readers,

Every loving parent would like his child to have the best. If within our means, I am sure all our kids would be flaunting 5+ digit-designer-luxury-brands. But then we think. And try to be more than loving... we try to be "wise/good" parent also. We wonder what message will we be giving the little ones. Will we be spoiling them or inculcating wrong value systems? And then we think some more... we calculate... and we try to be "intelligent" parents too. We wonder if it is worth it? ... considering the child will outgrow the dress very soon. So, we ponder on the "wardrobe life." We look at wiser options. It's like creating a fund for the next purchase during this very purchase. We look at organic skin-friendly stuff and then we buy "100% cotton." Budgetary provisioning again.

Further, within our quest for our goodness we then take primary p.o.s. decisions on colours, designs and prints only. Which are, in general, completely disastrous till we chose the next lesser disaster. We do the entire journey from Patch-Land to Graphic World for our boys and from Alice's Wonderland to Cinderella's Ball-room for our little girls. That's how it would have happened and that's how it happens.

We'll...we all play this game. But it's is a short game. It ends as soon as that child of ours begins to express his/her own preferences and taking their own decisions. But it's a game that parents in India are totally not in control of. And, for guidance there is little to go by. The parenting magazines which

are around focus little on fashion. Bloggers are totally womenswear skewed. Media work (fashion mags included) is only for women's and men's wear. They don't care about kids wear.

Team BoF was recently at an international exhibition where the Chinese fashion journalists were trying to impress upon European fabric makers to focus on kids wear as they felt it would be big in China soon. Pretty cocky for those who have just got the right to make a second baby, wasn't it? "Sorry honey...kids wear is going to be biggest in India..." we silently muttered. Our research in this issue shows that kids wear will grow from a market of Rs. 50,120 crores in 2014 to Rs. 1,38,540 crores in 2014. In this issue you will also read about Carter's—a brand that is Rs. 19,500 crores in size as on date. So Images Bof refuses to believe that kids wear mega brands can't be made. It is a huge challenge... but it is a huge opportunity too. We hope there are brands around who are looking at an INR 1000 crore turnover in kids wear over the next few years, because the future will belong to them. None else.

The kids wear brands in India indeed do have the huge task of up-sizing fast while managing their huge array of sizes and the best way would be to seize complete leadership in defining the looks within the various sub-segments. And a closer partnership with both Indian parents and kids has to be fostered. There is no other way.



Amitabh Taneja

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Concept Store

Fashion e-tailer Yepme Takes the Offline Route

Yepme launches its first brick and mortar store in Delhi NCR

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Fashion Tech

Smart Garments: Present & Future

From key functional benefits across health, wellness, sports, protection to fashion and everyday comfort, 'smart garments' are the new buzz word. Dr. Nupur Anand, Chairperson, Department of Fashion Technology, NIFT, walks us through the new vistas

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Industry Speak

From Just Functional Clothes to DesignerTags: The emerging kids wear Industry in India

In an attempt to map the burgeoning kids wear market, IMAGES BoF talks to a few influential figures in the Indian kids wear industry.

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My Thoughts

REVAMP YOUR KIDS WARDROBE THIS SUMMER

Style tips for kids and their parents for Spring/Summer 2016. A must read for fashion creators and retailers, from the Queen of kidswear fashion creation Mohita Indrayan.

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Brand Launch

Babyoye from Mahindra Retail brings Carter's Inc. to India



Prakash Wakankar, CEO, Mahindra Retail welcomes Carter's to India. With a legacy dating back to 1865, Carter's is one of America's most trusted brands.

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Round Up

MARKET ROUND UP 2015-16: KIDSWEAR, STILL AT A TEETHING STAGE

Zainab S Kazi takes a quick dive to wrap up the latest happenings and to understand the dynamics of kidswear in India, especially infant wear.

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COVER STORY

KIDSWEAR IN INDIA: A MARKET MARKED BY CAUTIOUS OPTIMISM

Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion, Technopak, study the critical kidswear category and its finer nuances.

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TRADE WINDS

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Curtain Raiser

India Fashion Forum 2016

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MARKET ROUND UP: 2015-16

KIDSWEAR

STILL AT A TEETHING STAGE

Zainab S Kazi takes a quick dive to wrap up the latest happenings and to understand the dynamics of kidswear in India, especially infant wear.

Without any iota of exaggeration, it is safe to say that till date the kidswear market in India remains largely unorganised. Players like Gini & Jony, Liliput, Ruff, etc. have been pioneers to set the ball rolling for branded kidswear in the country but the market has not managed to see a single national player have a stronghold on the category. Though, it is interesting to take note of the growing prominence of online portals for kidswear

which serve to be a one-stop destination for infant wear and kidswear catering to age group from 0-12 years.

The prominence of an unorganised market

Rajat Kapoor, Brand Head, Poney India, shares, "Kidswear market has been predominantly unorganised in India. Very recently have people started focusing on kidswear as a lucrative category amongst the mainstream retail industry. We are very



FASHION RETAIL

STORE OF THE MONTH

VAN HEUSEN: TECHNOLOGY FOR PERSONAL TOUCH

IMAGES BoF showcases how the newly relaunched Van Heusen Style Studio uses all five senses to create an immersive experience for next-gen shopping.

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STORES

ASICS

INDIAN ARTIZANS

FABI

WACOAL

SUCCESS

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Q&A

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EXTENDS INTO BOY'S WEAR

Ojas Nishar, Director, Vitamins shares how the brand is on the road to become a one stop destination for kids.

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Fashion for the Budding Hearts



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FOCUS KIDSWEAR

BRAND WATCH



BEEBAY: PLANNING ITS NEXT MOVE

Beebay's Retail Network shares about its journey in the domestic retail sector since 2007 and its future plans.

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TOONZ: QUENCHING THE FASHION THIRST OF THE LITTLE ONES

Sharad Venkta, Managing Director and CEO, Toonz Retail India Pvt. Ltd., talks to IMAGES BoF.

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UFO: THE UNDER 14 SEGMENT

Abhishek Agarwal, Director, Creative Kidswear Pvt. Ltd. talks to IMAGES BoF on his brand UFO.

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BEEBAY

PLANNING ITS NEXT MOVE

Beebay's Retail Network is a company which is synonymous to fashionable kids wear. The company has been into garment export since 1969 and in the domestic retail sector since 2007 with its own brand of children's wear by the name of Beebay.

Beebay was conceptualised by a first generation entrepreneur Satish Chander Jain, who has been involved in the apparel industry since 1954. The group also runs Akriti Apparels Pvt. Ltd., a leading children's wear manufacturer with a production capacity of more than 3 million garments per annum.

Beebay has grown aggressively since its inception in the year 2007. The brand currently caters to the smart casual segment in the 0-12 years age group. The collection ranges from casuals and formal wear for both boys and girls with a European flavour, including an exclusive range for infants.

The USP of the brand is to provide excellent quality at a reasonable price. Utmost care is taken throughout the production process to ensure that their kidswear products conform to the highest global standards of safety and comfort. The brand also currently operates through 10 exclusive outlets along with having an active presence online. The brand also operates in countries such as the USA, UK, EU, Australia, etc.



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ENTREPRENEUR

IN CONVERSATION WITH A MAVERICK, A BELIEVER, A PIONEER...

Pradeep Arora, one of the most influential figures in the Indian kids wear talks to IMAGES BoF on his experiences and his brands.

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ORGANIC

ORGANIC CLOTHING: THE WAY TO GO

Manisha Bapna takes a quick overview at how organic apparel are being accepted in kids wear.

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LICENSING

CHARACTER APPAREL: RULING THE ROUGE

While globally, licensing and merchandising is a large business, IMAGES BoF takes a look at its impact on kidswear in India.

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CELEB WATCH

TWINKLE TWINKLE FASHION'S STARS

IMAGES BoF takes a look at the sartorial side of some young actors who have grabbed eyeballs with their amazing on screen appearances.

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TEXTILE PLAYER

IN FOCUS THIS MONTH IS DEEP BLUE.

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Fashion Creation



PREVIEWS

TOMMY HILFIGER, ALLEN SOLLY, PEPE

IMAGES BoF presents a sneak preview of the Tommy Hilfiger, Allen Solly & Pepe Spring/Summer 2016 kidswear collections.

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INTERNATIONAL TRADE FAIRS-2016 PREVIEW

Presented by: SPORTSWEAR INTERNATIONAL

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CHARACTER APPARELS

RULE THE ROUGE

Globally, licensing and merchandising (L&M) is a large business. Today many eminent personalities and fashion designers in India have started licensing their products to business houses who independently produce and sell on a large scale and give royalties to designers.

By Manisha Bapna

Four-year-old Reva feels no less than a Barbie on her birthday, when she was dressed up in her pink coloured satin gown adorned with satin roses, just like a Barbie silhouette. The whole room was filled with little Barbies and Toms and Peters dancing to the tunes of One Direction. The licensing for kids' apparel segment is seeing a new growth horizon both in monetary terms as well as popularity.

Globally, licensing and merchandising (L&M) is a large business. The Walt Disney Company is the largest character licensor in the world with US\$45 billion in character merchandising retail sales in 2013. So much so that there used to be a time when licensing in kids' apparels was synonymous with only few global characters like Donald Duck, Garfield, Mickey Mouse, etc. But now Indian markets have opened up

TWINKLE TWINKLE FASHION'S STARS

ACTING IS NO CHILD'S PLAY, BUT THESE YOUNG ACTORS HAVE GRABBED EYEBALLS WITH THEIR AMAZING ON SCREEN APPEARANCES. THEY ARE CUTE, CHARMING AND EXTREMELY TALENTED.

By Aarti Kapur Singh



HARSHALI
Malhotra



This cherubic kid nearly stole the show from Salman Khan after she appeared in Bajrangi Bhaijaan. Salman himself called her gorgeous and said, "She's one of the most beautiful kids I have seen. I had a great time working with her." Rather aware of her celebrity status, Harshali has strong likes and dislikes. She does not like the colour yellow and loves pinks and reds. Adding to her list of fashion choices, Harshali says, "I love big gowns, like Cinderella! And I really like stars on my clips and hair bands." That is what being clear about sartorial choices means.



NAISHA
Khanna



Naisha Khanna started a career under the arc lights at the age of four. Starting with advertisement campaigns like those for LIC and Bank of India, Naisha moved on to TV and was seen in Best of Luck Nikki, Uttaran and several others. Her big screen break was as Akshay Kumar's daughter in the film, Brothers.

PARIS PREMIÈRE VISION

LOCATION:	textile designs & patterns, accessories and manufacturings
Parc d'Expositions de Paris, Nord-Villepinte, Paris, France	
OPENING DAYS / HOURS:	16-18 February, 9am-6.30pm
KEY SEGMENTS:	
yarns & fibers, clothing fabrics, fur & leather,	PRODUCER /CONTACT: info@premierevision.com premierevision.com



Six complementary shows, brought together in one place, where the entire fashion industry meets. *Première Vision Paris* is an essential business hub, where 62,000 industry professionals from over 120 countries come together to share ideas, do business, work and build their new collections.

AMSTERDAM BLUEPRINT / AMSTERDAM DENIM DAYS



LOCATION:
Westergasfabriekterrein (Zuiveringshal / Machinegebouw), Amsterdam, Netherlands

KEY SEGMENTS:
denim, music & food for denim addicts.

OPENING DAYS / HOURS:
15 April, 12am-8pm
16 April, 10am-6pm

amsterdamdenimdays.com/blueprint

As a two-day denim event during the *Amsterdam Denim Days* (11-17 April) *Blueprint* will feature a selection of leading and special denim labels, workshops, seminars, exclusive denim items, exhibitions, music & food for denim addicts and denim professionals around the globe.

BARCELONA DENIM PREMIÈRE VISION

LOCATION:
Fira Montjuïc, Hall 8, Avinguda Reina Maria Cristina, s/n, Barcelona, Spain

KEY SEGMENTS:
weavers, launderers and spinners, game-changing brands and finishers, cutting-edge technologies

OPENING DAYS / HOURS:
18-19 May, 9.30am-6.30pm

denimbypremierevision.com

"*Denim Première Vision* confirms itself to be a unifying and inspiring event for the global upscale jeanswear industry because it presents the jeanswear supply chain entirely," commented Chantal Malingrey, director of the show, "The show will present the market a strong offer that confirms the faith insiders lay in our show."





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