

# IMAGES

4

Issue No.

# BUSINESS OF FASHION

April 2016

Volume XVII // No. 4 // ₹ 100



THE REPORT

MILANO UNICA XXII | WGSN TOP 5 TIPS | EPICENTERS OF FASHION  
+SPORTSWEAR INTERNATIONAL



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Collections**  
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#### WGSN's Top 5 Fashion Predictions for Pre-Fall 16

WGSN highlights some of the top women's wear trends to watch out for, in its catwalk analytics report, a data-based analysis that highlights important product shifts from Pre-Fall '15 to Pre-Fall '16.

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### BIG DATA

#### Put Your Fashionable Foot Forward As Big Data Meets Fashion

The fashion industry in India is rapidly evolving and with this, the need to predict the fashion trends on real time, too has become an unavoidable requirement. This is where 'Big Data' steps in to save the day for the fashion brands and retailers. Sunil Jose, MD, Teradata India, talks about Big Data and how it helps companies in turning extremely large quantities of data into useful information.

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### LEAD RESEARCH

#### The Epicenters of Fashion Retail in India

India is one of the important retail markets for retailers with Mumbai, NCR and Bengaluru being the biggest. Knight Frank studies these fashion epicenters. Extracts from its "Think India. Think Retail 2016" report.

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### BRAND WATCH

#### RUOSH: IT'S ALL ABOUT THE EXPERIENCE

Offline stores like Ruosh have crossed boundaries when it comes to making the consumer experience, the back bone of the store. Mohini Binopal, Co-Founder and Retail Head, Ruosh (Sara Soule Pvt. Ltd.), talks to IMAGES BoF.

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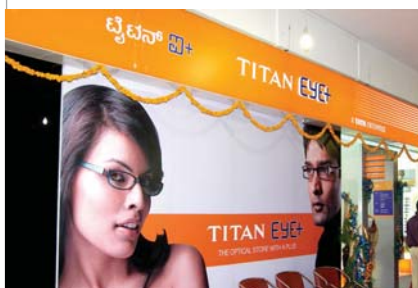
### CATEGORY WATCH

#### Easy On The Eyes



"From neighbourhood opticians to multiple touch points, eyewear retailing gets an accessibility makeover. An overview.

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### LAUNCH

#### LUX GLO

The renowned innerwear brand, Lux Cozi has introduced Lux Cozi Glo for the youth of today who yearn for stylish and attractive innerwear.

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### FLAIRMEN

A high-quality range of leather accessories that bridge the gap between elegance and functionality, we explore Flairmen's new stylish line of bags and wallets.

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## Fashion Business



### COLLECTION

#### DUKE

Inspired by the creative allure of Bali, apparel brand, Duke Fashions has launched its Spring/ Summer collection 2016.

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### Neva

The leading thermal and active wear brand, Neva has introduced its latest collection of 'Neva Summer Active Wear'.

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### Q&A

#### WOOLMARK

Arti Gudal, Country Manager - India, The Woolmark Company, shares her thoughts on India Fashion Forum 2016, The Wool Lab, and The Woolmark Company's focus on the Indian market.

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### LUXURY

#### LE DOLCE VITA

The Ambassador of Italy to India and the Italian Trade Commissioner unveil the first ever Italian campaign in India, 'Italy: The Extraordinary Commonplace' and launch 'Le Dolce Vita - a celebration of Italian Fashion, Luxury & Lifestyle'.

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# WOOL GETS CASUAL:

Gurbir Singh Gulati talks to Arti Gudal, Country Manager - India, The Woolmark Company, who shares her insights as she says, "India Fashion Form 2016 has been instrumental in connecting suppliers with buyers, and also enables us to communicate the current innovations we are doing with The Wool Lab. These innovations exemplify the positioning of The Woolmark Company and also aids in stimulating the demand for wool at the premium end of the apparel market in both India and globally." Gudal further talks about The Woolmark Company and its strong focus on the Indian market in an exclusive interview.

**T**ell what is the latest with Woolmark activities?

**Arti Gudal (AG):** This time our concentration is more towards sportswear. We are looking forward to tie up with lot of manufacturing as well as retail brands in India. There is a great consumption in sports specially cricket where we are preparing ourselves to develop something in white and blue that they can be used in a big way. Globally the sportswear category is addressed well. We have a runner from Australia who is running from South to North India. A few days back we have facilitated him for the same. He was wearing Australian Merino Wool t-shirts.

**Wool globally has been understood as all weather fiber. How has this concept worked in a tropical country like India?**

**AG:** We are looking at two concepts for India; firstly, wool gets casual and secondly cool wool. The wool gets casual concept is in technical stages right now where we are telling consumers where they can use it in their various aspects of clothing weather it is flat knits or circular knits, light weight starting from 16 microns and going upto 13 microns and nothing beyond that. This is what the idea is so that it can be a day to day wear which India is more of casual wear now than a formal wear country. In 'wool gets casual' we also have wool denim wherein the warp we have wool and on the weft we have some other fiber. This is also catching up and is one of our key highlights at India Fashion Forum. The second concept of 'cool wool' is a tropical one where we are again taking about wool blends. It can be 100 percent wool where the GSM is



# THE WOOLMARK COMPANY PRESENTS THE WOOL LAB SS'17

important and if it is wool blend then it is 50 percent wool and 50 percent any other natural fiber along with the GSM. So what we are trying to promote is that wool is breathable, sustainable and we are trying to tell people that is more of a luxury as it gives sheen and it has a more grater fall.

**India has been a dominant market for men's wear? How is Woolmark addressing the other growing categories like womenswear?**

**AG:** Men's wear we are there. Women's wear is the one which is a nascent stage. This category is growing on the aspect of fashion. Corporate women's wear is not a big market in India. We are getting a lot of fashion designers who are in a way educating the development if this category. Woolmark is also working on trend reports in women's wear. We have experimented and started with shawls and stoles to address this category. Our next movement will be getting into evening wear. The next level of will be to educate the brands about the usage of wool in women's wear. It is very important for brands to adopt this idea and that is what Woolmark intends to do by showcasing what designers have done and how best this can feature in their collection.

**Home linen category with the usage of wool blends has grown in Europe. What about India?**

**AG:** If you look at our manufacturers in Indian in the home linen sector everybody is using wool and supplying globally to the world class hotels. But not in India. We do not want to focus largely on this category as many of the manufacturers and our licensee are not ready for it. It will take some time.

**Tell us about your innovation in wool denim?**

**AG:** Wool denim was done by Malwa Denim who created a collection for European market. There were some colour issues which got rectified. We are speaking to Arvind to create the fabric with wool denim for sampling. We have also spoken to Madura to judge how much intake they can have for wool denim with their portfolio of brands. Woolmark will ensure that the development is taken place, the washes are right.

**What is the ratio of wool consumption in India vs the country which is the largest?**

**AG:** Right now the Australian Wool consumption is 7 percent is what comes into India. About 75 percent goes to China. What we have started in the last 2 years is education at every stage from the mass

to the premium level to the luxury right from manufacturing to the use of wool at brands level. Every month we work on these segments. Post the education form the next one year we need to see how much commercialization has happened which will help us to grow the 7 percent consumption to atleast 10 percent in the next 3 years. If we look at China it has grown from 60 percent to 75 percent consumption ratio in wool. What china does in wool is what we do in textiles in India.

**Is Woolmark trying to position wool as a luxury?**

**AG:** Wool is a luxury fiber, and it is natural, it's rich, it has sheen and it's rare. If you look at the costing it is ₹1,600 a kilo whereas a cotton fiber is not more than ₹200 a kilo. Wool is clearly profiled in the higher bracket even because of its market ration in comparison with other fibers.

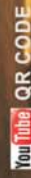
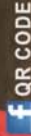
**Is there anything else which you wish to share with us?**

**AG:** Supporting our manufacturers and licensees, connect with retailers. We are looking at a strong connect with India as the exports are going up. We work with large format stores and wish to educate their consumers about wool with an educational view point. We will also continue working with premium and luxury brands which will create a product with wool.





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