

## Contents

# B

66-111

## FASHION BUSINESS

### Stores:

AMERICA'S **BROOKS BROTHERS**  
NOW CLOTHES NCR

Pg No. 66

**C9: A NEW ERA IN WOMEN'S  
FASHION**

Pg No. 68

ITALIAN FASHION MAJOR **CADINI**  
DEBUTS IN INDIA

Pg No. 70

**COLE HAAN** PENETRATES INTO  
INDIA'S PREMIUM FOOTWEAR  
MARKET

Pg No. 72

**DKNY: FORTIFYING ITS RETAIL  
FOOTPRINT IN INDIA**

Pg No. 74

### Launch

#### Cover Story: India's New Women's Fast Fashion Brand

*Future Retail has announced the launch of their new brand Cover Story, an exclusive fast fashion brand dedicated to women.*

Pg No. 76



### SPACES

#### THE EVOLUTION OF FASHION RETAIL IN INDIA

*Fashion category occupies 45-60 percent of mall spaces in India. Pankaj Ranjhen, Managing Director-Retail Services, JLL India, analyses the growth of fashion retail in the country.*

Pg No. 80

#### DLF MALL OF INDIA: AN INDELIBLE FASHION DESTINATION

*India's mall space hits a new dimension with the launch of the long awaited DLF Mall of India, the largest shopping mall in the country.*

Pg No. 84

### BUSINESS

#### Dollar Industries: Records Outstanding Growth Turnover

*Dollar Industries Ltd., a leading knitwear company, registered a turnover of ₹829.94 crores for FY 2015-16 against ₹736.56 crores during the corresponding period of FY 2014-15, as per the audited financial result.*

Pg No. 88

### TRADEWINDS

#### WILL THE INDIAN KIDSWEAR MARKET GROW OUT OF ITS INFANCY STAGE?

*A recent conference organised by Kidzania outlines the opportunities and the challenges of the domestic kidswear market.*

Pg No. 90

#### India Beach Fashion Week 2016

Pg No. 96

#### The Garment Show Of India 2016

Pg No. 98

### TECH

#### INVIYA Launches Mobile App For Its Value Chain Partners

*INVIYA launched its mobile application for Android platform at the Fibres and Yarns Expo held in Mumbai.*

Pg No. 100

## Fashion Business



### BRAND WATCH

#### GRANITE: TROUSERS INSPIRED BY SIMPLICITY AND ELEGANCE

*S K Jain, Managing Director, Granite, talks about the brand and the domestic trouser market in detail.*

Pg No. 102



### ETHNIC

#### 18 Fire & Divyanshi: Two Brands, One Unique Vision

*A candid chat with the brains behind 18 Fire and Divyanshi from Divyanshi Fashion, Mumbai.*

Pg No. 104

### COLLECTION

#### ONN CASUALZ: BE CASUAL, BE YOU

*Onn Premium Wear launches Casualz, a sassy range of t-shirts, track pants, three-quarter pants and shorts for men.*

Pg No. 106

### BUMCHUMS WOMEN:

#### WOONG ACTIVE WOMEN

*Bumchums, from the house of Rupa, launches a whole new range of casual wear to curry favour with the active modern woman.*

Pg No. 108

### BRAND WATCH

#### HORIZON: THE NEXT NAME IN GROWTH AND INNOVATION

*Directors Mitesh Oza and Karim Lalani talks about the brand and their success mantra.*

Pg No. 110

FASHION RETAIL

DYK?

**XX- THE OLDEST PAIR OF JEANS**

Denim pioneer Levi Strauss, to mark their 142nd year of coming into being, revealed the oldest pair of jeans in the world.

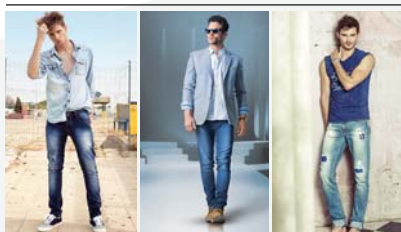
Pg No. 116

SNIPPETS

**You PROBABLY DIDN'T KNOW**

*A few quick facts about denims we cumulated for you.*

Pg No. 118



LEADER TALK

**MEN'S DENIM TRENDS À LA MODE**

*The men's denim segment accounts for 85 percent of the total denim market in India. We take a look by talking to the top players.*

Pg No. 130

**THE KEY TO CHIC: TRENDS IN WOMEN'S DENIM**

*Over the last few years, the overall Indian women's denim market is witnessing tremendous growth, both in volume and sales. Images BoF analyses the various trends in vogue in women's denim.*

Pg No. 142



CATEGORY WATCH

**MAKING DENIMS YOURS TRULY**

*Has customisation taken over the Indian denim market or has the ball just started to roll? We speak with the leading brands to find out.*

Pg No. 150



**DENIM BRAND WATCH:**

PEPE JEANS (KIDS)	172
ONE FRIDAY:	
SPARK & BUTTON NOSES:	174
BLOOD	176
CAMARO	179
CDF	180
COURTYARD/ KRABURS	182
CREYATE	184
DEAL	186
FORCE DENIMS	188
FOCUS JEANS	190
HARD CURRENCY	192
HOFFMEN	194
JEALOUS 21	196-198
LEE COOPER	200
LEEGEND/ CAESER	202
LOTUS JEANS	204
MADAME	206
MEXICO JEANS	208
MONTE CARLO	210
MOUSTACHE	212
NUMERO UNO	214
PEPE JEANS	216
PUFF	218
RECAP	220
ROCKSTAR JEANS	222
SHERIFF	224
SOLLY JEANS Co.	226
SPYKAR	228
SQ JEANS	230
SUCCESS	232
TARAMA	234
TWILLS	236
WERT JEANS	238
X BLUES	240



RESEARCH

**THE INDIAN DENIM MARKET: BRISTLING WITH OPPORTUNITIES**

*The youth driven denim market promises unmatched value as well as volume growth as perhaps no other fashion category. Experts from Technopak size the denim market.*

Pg No. 120

OPINION

**THE IMPACT OF INTERNATIONAL DENIM BRANDS**

*With the advent of international denim brands in India, the regional and national brands are gearing up and taking a lesson or two from their international competitors.*

Pg No. 156

NEXT WAVE

**SUPER PREMIUM DENIMS: THE INDIA STORY**

*Despite growth and visibility in this category, super premium denim is yet to achieve a significant market share, Dr. P R Roy finds out.*

Pg No. 160

CATEGORY FOCUS

**KIDS DENIM: RISE OF THE LITTLE BLUE JEANS**

*The extension of denim brands onto kids' racks is part of the larger trend of marketing, pervading nearly every corner of the consumer marketplace.*

Pg No. 164

## Contents



250-315

## FASHION CREATION

### Trends

#### **SOCIALLY RESPONSIBLE DENIM TRENDS: CURRENT OUTLOOK**

WGSN looks into the top socially responsible denim trends that evokes all the right feelings related to ethics and social responsibility.

Pg No. 250

### SUSTAINABILITY

#### **DENIM STYLES AT H&M HELP CLOSE THE LOOP FOR SUSTAINABLE FASHION**

H&M introduced 16 new denim styles made using recycled cotton from textiles collected in the Garment Collecting initiative in H&M stores. Each of these denim pieces use up to 1,000 fewer litres of water compared to using only conventional virgin cotton.

Pg No. 252

### DYK?

#### **INNOVATIONS TAKING OVER THE DENIM WORLD**

Jeans have evolved from just another pair of straight fit denims to much more. We trace out a few uber-cool and innovative denims doing the rounds in the international arena now.

Pg No. 256

### INNOVATION

#### **LEVI'S LIVING UP TO A LEGACY**

Keeping up with the new generation's affinity for athleisure, Levi's has come up with a fabric with just the right amount of stretch in the right places, that promises to "flatter, hold, and lift".

Pg No. 260



### DESIGNER TALK

#### **ELEGANCE IS THE WATCH WORD**

In an exclusive interview, veteran denim Designer Leopoldo Durante talks at length about the global denim market dynamics, trends and issues, and his own brand Care Label.

Pg No. 264

### DENIM TEXTILES

#### **BLUE BLOODED DENIM FABRIC & ITS FUTURE**

The continuing appeal of denim apparel, especially jeans, has ensured that the demand for denim fabric remains robust. In turn, robust demand has resulted in sizeable trade flows in denim fabric across markets.

Pg No. 268

### DENIM MAJORS

<b>ARVIND</b>	<b>280</b>
<b>CENTURY DENIM</b>	<b>282</b>
<b>K G DENIM</b>	<b>284</b>
<b>MAFATLAL DENIM</b>	<b>286</b>
<b>MALWA GROUP</b>	<b>288</b>
<b>RAYMOND UCO DENIM</b>	<b>290</b>
<b>SANGAM DENIM</b>	<b>292</b>

### Fabrics

#### **KAPIL RAYON: GROWING ITS FUTURE WITH QUALITY AND INNOVATION**

Pinkesh Shah, Managing Director, talks about his company Kapil Rayon (India) Private Limited that specializes in shirting fabrics which it markets under the brand name Fab-Berry.

Pg No. 294

### Value addition

#### **WHAT IS YOUR WASH?**

What is it about washes that attract shoppers to a pair of jeans or a denim top-wear? We speak with a few leading brands to find out about their views on the dynamics of washes in denims.

Pg No. 296

## Fashion Creation

### Sustainability

#### **ARCHROMA: CHALLENGING THE STATUS QUO TOWARDS MORE SUSTAINABLE TEXTILES**

Archroma makes a positive contribution by helping brands and manufacturers with environmentally responsible processes.

Pg No. 304

### SYMBIOSIS

#### **DENIMS GO FOR A JOG WITH JEGGINGS**

We take a look at the changing market dynamics for denim bottoms in India and the increasing popularity of denim jeggings.

Pg No. 308

### CELEBS

#### **BREAKING IN #YOURDENIMS**

Bollywood's denim lovers share the secret of 'owning' their jeans.

Pg No. 312

### LIMELIGHT

#### **GLOBALLY YOURS**

Get inspired by the best denim looks worn by the most stylish stars and models from all over the world.

Pg No. 314

### NEXT SECTION SPORTSWEAR INTERNATIONAL

Pg no. 317-373



DENIM AND FASHION TRENDS CAPSULE FOR INDIA

# SPORTSWEAR INTERNATIONAL

## 321-334 MENSWEAR/TRENDS

### Menswear Trends: Fall/ Winter 2016-17

- Urban Warriors
- Soft Tailoring Meets The Streets
- The Skate Crew
- Pinching From The Girls' Closet
- Jackets' Double Layer
- From The Ghetto To The World
- Rockers Today
- The Fresh Take On Workwear



## 338-361 MENSWEAR/KEY ITEMS

### Menswear Key Items: Fall/ Winter 2016-17

- The Bomber Jacket
- The Biker Leather Jacket
- The Turtle Neck
- The Jogger Pants
- The Flight Jacket
- The Popular Fleece Jacket
- The Cargo Pants
- The Embroidered Jeans
- The Extra Long Coat
- The Quarter Zip Windbreaker
- The Hiking Inspired Boot
- The Printed Sleeve
- The Wide Leg Trousers



## 363-373 MENSWEAR/COLORS & MATERIALS

### Menswear Colors & Materials: Fall/ Winter 2016-17

- Double Check
- Yellow Hints
- Orange Is The New Black
- Red Between The Lines
- Teddy Bears
- Shine On
- Cotton Candy



Credits for India Capsule

## SPORTSWEAR INTERNATIONAL

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