

IMAGES BUSINESS OF FASHION

7

Issue No.

Volume XVII // No. 7 // ₹ 100 // www.imagesfashion.com

July 2016

THE DENIM SPECIAL 2017 TOWARDS A BETTER TOMORROW

// TRENDS
// INNOVATIONS
// SUSTAINABILITY

+
SPORTSWEAR
SECTION INSIDE



Dear Readers,

Greetings and a warm welcome to the hottest issue of the year – The Denim Special. We are truly overwhelmed by the huge support and participation in this issue. First of all, I thank and congratulate all the contributors, participants and the entire team for bringing out this mammoth issue. I am extremely pleased to share the work of so many committed and thoughtful people.

From a utility dress during the Great Gold Rush to evolving into a symbol of youth rebellion, denims are easily one of the most ubiquitous pieces of clothing, and have ruled the world of fashion for more than a century. After all, could there be anything more comfortable than slipping into your pair of comfy used jeans, molded perfectly to your body shape?

Standing at ₹17,661 crores in 2015, the denim industry in India is already substantial. But the game has just begun. It is, from now on, expected to grow at a CAGR of 15.4 percent and reach ₹36,110 crores by 2020. And although, it is the men's segment that dominates the sector, growing fashion consciousness, influence of media and western culture, and growing free choice have bolstered the growth curve of the women's segment too. Industry sentinels expect it to exhibit a CAGR of 18.5 percent.

As our research associates and industry experts have mapped the market and trends, it is evident that jeans, as a category, have undergone a massive evolution from their straight fit indigo hues to a more contemporary avatar. Today, the industry is stockpiled with options to spoil a customer with unfathomable choices from a plethora of fits, cuts, styles, fabrics, colours, washes, effects, value-adds, and of course, brand names. The evolution has been so massive that brands are now compelled to shift their focus from the traditional blue template to concentrate on more contemporary manifestations. We try to map some of these. We also take a look at the positive contributions of brands like H&M and Archroma towards a more environmentally responsible future along with studying the opportunities in emerging categories like kids' denim.

In addition, we take a look at what's the latest at top denim brands. In our Fashion Creation section, we study prospects of denim fabrics in India and feature the leading denim fabric companies, while WGSN shares its thoughts on sustainability. And in the Sportswear International section, this time we present the top men's wear trends, key items, and colours and materials for Fall/Winter 2016-17.

I hope you like the issue. Happy reading!!



Amitabh Taneja

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi-110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.

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



THE EVOLUTION OF FASHION RETAIL IN INDIA

Fashion category occupies 45-60 percent of mall spaces in India. Fashion retailers have not only expanded in metros, but have also moved into tier - II and - III cities. Pankaj Renjhen, Managing Director - Retail Services, JLL India, analyses the growth of fashion retail in the country.

Organised retailing in India has undergone remarkable growth in the last decade owing to favourable demographics, growing consumer aspirations and brand consciousness. Correspondingly, the fashion category has also undergone profound transformation over the years in terms of type and positioning of brands, formats, products and emergence of new players. The depth and variety of fashion brands have taken a quantum leap in shopping malls across all the sub-categories including apparel, footwear, bags and accessories. Fashion retailers have not only expanded in metros but have also moved into tier - II and tier - III cities as organised retail spaces started mushrooming up in smaller towns.

Owing to changing market dynamics and growing popularity of online retailing, fashion retailers have become more adept and flexible in their business models. More and more retailers are adopting multi-channel retailing, so as to provide a seamless shopping experience.

The liberalisation of India's retail FDI policy has further provided impetus for the entry of some popular international fashion brands and fast fashion retailers. In the year 2015, global fashion brands such as GAP and H&M

Contents



116-240

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.

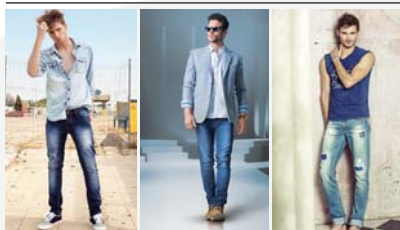
Pg No. 116

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
CREVATE	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

Fashion Retail



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



Today, denim is not just a bold fashion statement but a wardrobe staple for many women across India. No wonder, the Indian women's denim market is witnessing tremendous growth in volumes as well as in sales. Images BoF analyses the various trends in vogue in women's denim.

By Namita Bhagat

The Key To Chic

TRENDS IN WOMEN'S DENIM

From a symbol of nonconformist, young women's rebellion in 1960's, denim has traversed a long way and how! Today, denim is not just a bold fashion statement but a wardrobe essential for women across age groups all over the world. And the scenario in India is no different. With time, denim has evolved in every way—styles, fabrics & fits, products, occasions and more. These days, women have plenty of options in denim wear, including jeans, jackets, coats, shirts, skirts, shorts, capris, tunics and even dresses. Besides apparel, denim has also made inroads into women's other fashion accessories and footwear.

What's interesting to note is how the women consumers in India have developed over the last few years. The self-assured women of today won't just pick any denim or jeans; they are fashion-savvy and brand-aware, and also know a thing or two about washes, styles and fits. The rising demand and awareness has made denim brands and manufacturers to work harder to meet their expectations and win over them.

Rahul Gupta, Vice President, Jealous 21, notes, "While buying denim, women prioritise on its fit fashion, and innovation." Echoes Sameer Patel, Chairman, Deal Jeans, "For women, the most important criteria for denim is its fit and they take this factor too seriously in making a selection of the denim product."

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

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

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





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. The result is the new Levi's 700 Series stretch denim that are designed to "flatter, hold, and lift".

By Aarti Kapur Singh

Two decades ago, Levi's was bigger than Nike, with revenue exceeding \$7 billion. Sales have since sagged to \$4.8 billion. The company, founded in 1853, has survived the Civil War, the Great Depression, and other epochal threats, but in the last two years it's been tormented by an enemy none of its executives saw coming - yoga pants. Much before yoga pants happened to the fashionable men and women, 'loungewear' was perhaps restricted to denims. But with the introduction and quickly rising popularity of clothing that was functional and yet chic and comfortable, the giant had to reinvent.

Levi Strauss may have invented jeans, but it never saw yoga pants coming. Eva Mendes, the actress and style icon, told a fashion blog that if she was seen wearing jeans, it could only mean that her softer pants were dirty.

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**

Editor-in-Chief: **Sabine Kühnl**

Creative Director: **Gian Luca Fracassi**

Senior Editors: **Maria Cristina Pavarini/Christopher Blomquist**

Fashion Editor: **Juliette Nguyen**

Managing Editor: **Wolfgang Lutterbach**



COLORADO

THE BOMBER JACKET

THE MILITARY-ROOTED STAPLE CONTINUES BEING AS FASHIONABLE AS IT WAS LAST WINTER, BUT SAY ADIEU TO LONG-LINE VERSIONS. THE CLASSIC CUT AND QUILTED LOOKS GAIN STRENGTH.



DENHAM

GAS

EDWIN

DR. DENIM

FRED PERRY



100% NATURAL



RAYSIL. ADDS ELEGANCE TO FASHION.

The superior quality VFY from Indian Rayon.

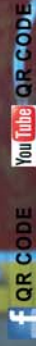
Presenting Raysil. The versatile yarn that helps create the best of georgettes, crepes and chiffons that flow and drape well. Go ahead, try Raysil and feel the difference it makes to fabrics.



Raysil[™]
The fashion yarn

For details, call: Mumbai: +91 22 66917930 / 31, Surat: +91 261 4003362 / 64 | Email: raysil@adityabirla.com

RNI NO: DELENG / 2000 / 02804



Contact us: Seema Enterprises, 1st Floor, Status House,
Behind Lathiya Rubber Industries, Andheri Kurla Road, Sakinaka, Andheri (East),
Mumbai 400072. Tel: 28598162/65293849 Distributor Enquiry Solicited



<https://www.facebook.com/OKSboys>



https://www.youtube.com/channel/UCE_tD7W5wZTcCK-czIzIbgQ/videos