

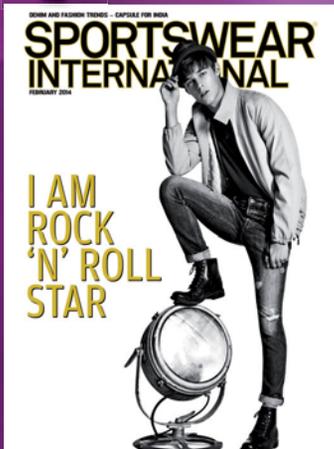
IMAGES Business of Fashion™

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The Story of the Change

The India Fashion Forum 2014
Opening new vistas in thought leadership in Fashion Creation & Fashion Retailing

- > NIFT Alumni Meet 2014
- > Trends by Ingene



BEST IN MERCHANDISE AND TRENDS FROM ACROSS THE WORLD



IFA
14th annual
IMAGES
FASHION AWARDS



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I wish to say a big "Thank You" to you all for making the India Fashion Forum 2014, InFashion 2014, and the India Shoes & Accessories Forum 2014 events, a huge success. The overwhelming response encourages us at IMAGES to promise to make next year bigger and better.

The new format was appreciated by all. The fashion forward community was absolutely delighted with it. We saw jam-pack attendance at our new innovation--the workshops, intense discussions at the conferences, very healthy walk-ins at the exhibitions with great business networking. The awards were also well applauded and the fashion show was flamboyantly creative and highly choreographic.

In the comprehensive cover story of this issue of IMAGES Business of Fashion that is a post-show report of the event we have tried to foster a buoyant mood amongst the stalwarts and renowned people of the retail fraternity and thereby also in the market. The positivity came across strongly in all that they had shared in different sessions of the conference. The distinguished panelists' shed light on various topics ranging from nurturing the fashion ecosystem to creating growth drivers for more consumption, from catalysing new ideas to ingredient branding, and the influence of real estate in retail growth. While the workshops were abuzz with a lot of enthusiastic fashion creators who wanted to gain insight on visual merchandising, fashion creation, fashion innovations, and fashion forecasting. In next month's issue of Images Business of Fashion we will carry a report on the IFF and InFashion exhibitions.

We could not have successfully culminated the past months events without the efforts of our team. Similarly the backbone of any organisation is its human resource. In the HR Excellence column, Shoppers Stop sheds light on how they have strategically transformed the workplace culture and environment through a comprehensive approach to human resource. They showed us how an HR initiative can enable employees to contribute effectively and productively to the overall organisation's direction and the accomplishment of its key goals and objectives. HR is today expected to add value to the strategic utilisation of employees and consequently employee programs impact the business of the organisation in clearly measurable ways.

Happy reading!



Amitabh Taneja

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W-THE JOURNEY UNFOLDS

WHEN TALKING ABOUT SALWAR KAMEEZ, THE WORDS 'TRADITIONAL' AND 'ETHNIC' IMMEDIATELY POP OUT IN ONE'S MIND; AND THE WORD 'TRADITIONAL' IS OFTEN UNDERSTOOD AS THE OPPOSITE OF BEING 'MODERN'. BUT WITH BRANDS LIKE W, BIBA, ARTH, COTTON COTTAGE, SOCH, ET CETERA TAKING OVER THE MANTLE TO DESIGN SALWAR KAMEEZ, THE TRADITIONAL ATTIRE OF INDIA HAS UNDERGONE A SEA CHANGE. MODERN, CHIC YET ETHNIC, EACH BRAND HAS BEEN DOING A REMARKABLE JOB IN MAKING THE GENERATION OF TODAY SPOT THE ETHNIC INDIAN ARTIER WITH PRIDE AND CONFIDENCE. IMAGES BUSINESS OF FASHION TRACES THE JOURNEY OF 'W' IN THIS ISSUE.

•BY ZAINAB MORBIWALA

THE FIRST STEPS

Elucidating the inception of 'W', Anant Daga, CEO, TCNS Clothing Company Pvt Ltd shared, "In the late '90s, the Indian retail market was showing signs of taking off and the team at TCNS, one of the leading export houses in the country, had the international experience to understand the latent potential of the domestic market. An extensive market opportunity and gap mapping exercise was conducted and, out of various options evaluated, the one of offering contemporary womenswear was zeroed in. We clearly saw the gap in terms of the womenswear ready-to-wear segment wherein little or less choices were available to the Indian women. So, we decided to target the modern Indian women, working or the one with similar frame of mind, and offered her the unique blend western and Indian design sensibilities in garments, which imbued fashion with functionality. It was our attempt to reinvent the Indian fashion of salwar kameez with westernised concept of related separates."

This explains well the acceptance the brand managed to gain in the market and also get the young generation, who so far was more than aspired and amused by western outfits, get hooked to and look up to Indian ethnicwear in a different way altogether. The name 'W' was well thought of, and as Daga explained, "Working women was our target audience when we launched the brand and we thought W represents the same well. We found W as catchy, feminine and a name that could well be lent to additional categories beyond apparel too."

With everything in place, it wasn't a cakewalk though for the brand to launch itself. It took the team more than 24 months from idea to execution phase. Daga shared, "We hired the best from the industry, and invested significantly in the designing process and manufacturing capabilities. We were amongst the first to undertake an anthropometric study to arrive at the right fits and sizes customised for the Indian women."



IMAGES FASHION AWARDS 2014

INDIA'S MOST ADMIRED FASHION BRANDS, RETAILERS & DESIGN CONCEPTS FELICITATED AT IFA '14

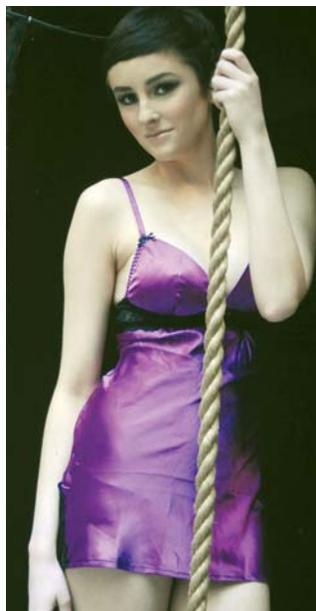
IMAGES Fashion Awards 2014 recognised outstanding achievers in the business of fashion in India for their performance in the calendar year 2013. Held at the Bombay Exhibition Centre in Mumbai, the ceremony to honour the achievements of India's leading fashion brands and retailers kicked off with a high-voltage entertainment sequence by Jack & Jones 'All Starr Jamm', which was a multi-artist jamming session with Shibani Kashyap, Shalmali Kholgade, Aditya Narayan, and Swaroop Khan. Show emcees were – Manasi Scott & Tunvey Gogia. Manasi also rocked the show with rendition of Skyfall which was ably complemented by Fictitious Group, who performed a high-energy dance featuring the dynamic Skechers brand.



DISCREETLY SENSUOUS STORE

A CONSUMER IS NOT COMFORTABLE WALKING AROUND A LINGERIE STORE TO PICK UP SEXY LINGERIE. THE BRAND IS BRIDGING THE GAP IN THE AREA OF SENSUOUS LINGERIE THAT MAKES A WOMAN FEEL GOOD ABOUT HERSELF AND IS FUN AT THE SAME TIME.

MONICA ANAND, CEO AND CO-FOUNDER, UNDER COVER LINGERIE TALKS TO IMAGES BUSINESS OF FASHION MAGAZINE ABOUT THE BRAND IN DETAIL.



How old is the company? What is your brand positioning?

Under Cover Lingerie was established in November of 2011 as a brand of fashion lingerie for the confident Indian woman, who is comfortable with her sensuality. She is a more evolved consumer who is looking at lingerie as more than just a support wear. We were keen on creating a brand that made her feel confident, sensuous, playful and enjoy every fantasy she had, all at the same time. That is how we came about our brand positioning.

What has been your business and marketing strategy?

The aim at Under Cover Lingerie has always been to make women feel good about themselves - confident and sexy. This is how we structure our entire business. Our product lines are built along the line of making women feel good about themselves. From sexy lingerie to accessories, it's all about her. When marketing, we created a brand that talks directly to the woman without much dependence on the male in her life. A lot of our products are made for the special night with her significant other, but she is the first consideration when selecting the perfect product.

What is the USP of the company?

Targeting a more mature customer makes our product offering unique as compared to other brands available today. Our product is unapologetically sensuous and your experience with Under Cover Lingerie is premium all the way. From shopping at our website www.buyundercover.com to receiving your product, at your doorstep, discretely packaged in our signature black boxes, the experience is luxurious.

BRANCHING RAPIDLY THROUGH E-COMMERCE

IN QUITE A SHORT SPAN OF TIME, BREAKBOUNCE STREETWEAR HAS REACHED OUT TO MORE THAN 21,780 DELIGHTED CUSTOMERS IN OVER 500 CITIES IN INDIA. THE STREETWEAR BRAND FOR MEN, WHICH ENTERED THE INDIAN RETAIL SCENE IN 2013, USED THE E-COMMERCE ROUTE TO SUCCESSFULLY PENETRATE INTO THE MARKET. THIS YEAR, THEY HAVE PLANS TO TIE UP WITH SOME OF THE COUNTRY'S LEADING MBOS AND GAIN PRESENCE IN OVER 100 STORES.



Inspired by Dutch craftsmanship and European street fashion nuances, Breakbouce Streetwear is a leading fast fashion streetwear brand for men. With strong focus on detailing, style and quality, Breakbouce Streetwear makes current international fashion available to the discerning Indian.

The brand's philosophy is to take streetwear to 'the next level' by creating raw and young fashion. Breakbouce Streetwear fills the gap in the apparel market by providing high fashion, good quality, and detail-oriented craftsmanship at extremely competitive prices to the Indian youth.



Appealing to the youth's fashion sensibilities with current international styles and fabrics that are trendy, daring and cutting edge, in bold colours, washes and fits, the brand gives them room to experiment and up their style quotient.

Rather than focusing on demographic descriptors and numbers, Breakbouce Streetwear identifies its target audience with lifestyle choices, interests, passions, curiosity and personalities with more than one description that is hard to discern from the outside. This philosophy is also reflected in its eclectic and non-traditional core team. From athletes and mountaineers to bikers and film-makers and a newly added equestrian, team Breakbouce focuses on passions and personalities coming together to create something larger than oneself.

Catering to the wardrobe requirements of India's fashion-forward youth, Breakbouce Streetwear currently offers an exhaustive range of tees, shirts, shorts, chinos, cut-n-sew pants, cargos, hoodies, sweats, jackets and accessories. Design is at the heart of Breakbouce Streetwear's merchandise and the designers behind the brand scour the latest runway trends around the world, taking inspiration from what is 'in', in order to serve up fresh fashions to its customers.

Breakbouce Streetwear's Autumn Winter 13 drew inspiration from the prevailing mood for men's fashion across international runways, which was inspired by retro, vintage and military-inspired gear. In line with this trend, the design team at Breakbouce Streetwear turned to vintage military gear, heritage workwear and industrial cuts to create new classics for the future.

DENIM AND FASHION TRENDS – CAPSULE FOR INDIA

SPORTSWEAR INTERNATIONAL

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There have been quite a few changes at frontlineshop, however, the online retailer does what it has been doing for two decades—just more efficiently



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Located in western fashion capitals these stores display their respective local flair



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Credits for India Capsule

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ADIDAS GROUP'S
CHIEF SALES OFFICER
MICHAEL STANIER;
REEBOK FITHUB
STORE IN LONDON



LASER FOCUS

THE RETAIL SPHERE MIGHT BE IN TURMOIL BUT THIS DOESN'T DETER ADIDAS TO CONTINUE INVESTING IN THE FIELD. THE GROUP'S CHIEF SALES OFFICER MICHAEL STANIER SHARES HIS VIEWS ON OFFLINE SHOPPING AND HOW TO MAKE IT WORK.

BY EMMA HOLMQVIST DEACON

➤ “Does the fear that retail is dead keep me awake at night?” asks Adidas Group’s chief sales officer Michael Stanier rhetorically. “No, it doesn’t,” he concludes firmly. “Even if e-commerce grew to become 20% of the Adidas Group’s entire business, it’s not going to stop people wanting to visit shops—all you have to do is to inspire them to do so.” Stanier—who joined Adidas Group in 2009 after two decades of international retail experience in key roles for Marks & Spencer, Gap and Timberland—is a passionate advocate of brick-and-mortar shopping. Since the start of his tenure at the German sportswear giant, he has led the brand’s quest to fine-tune and expand its global network of shops across all subbrands by improving the look and feel of existing stores as well as trialing new formats. He’s also been hard at work attempting to get Reebok, which has been part of the Adidas

stable since 2005, back on its feet. Whatever he lends his creativity to, Stanier stresses the importance of developing strategies with “laser focus.” A store format that has been carved with particular precision is Reebok FitHub, a concept that was tested across new markets and recently rolled out across the UK and US. “The idea behind the Reebok FitHub is to psychologically trigger consumers to feel sporty and to make fitness a fun part of their lifestyle,” he explains. Indeed, everything about it is geared toward “fun and fit.” Stepping inside, it feels as if though one has entered a gym—there are hoops and ropes and the floors are spongy. To add to the almost surreal experience, staff members have been selected on fitness merits across various sports fields. The London store, for instance, has recruited a trained fitness instructor, an Olympic weightlifter hopeful and a team GB handball player. “Consumers are spoilt for choice these days so it’s more crucial than ever to tailor make concepts according to their target clientele and every facet of the experience has to be considered—from staff to product and interior design,” says Stanier.

Reebok has certainly enjoyed some attention lately; next, Stanier intends to strengthen Adidas’ womenswear business and the Adidas by Stella McCartney stores are instrumental in realizing this objective. Currently, the group operates a limited number of shops of this kind in territories such as London, Korea, Russia and China and additional ones are due to spring up in countries including Germany and France over the next couple of years. “The development of the Adidas by Stella McCartney store concept is about our exploring the womenswear segment and there is room for us to grow this format further to see how far we can take it,” notes Stanier. “By getting the retail business right across all subbrands, we’d be able to control our relationship with the consumer in a much more engaging way. Retail is unlikely to ever become a dominant part of the business since wholesale remains key, yet it is of strategic importance for us to tell our own story and to learn how to excel at four-wall execution.”

ADIDAS GROUP RETAIL BUSINESS

At the end of 2012, the Adidas Group operated 2,446 stores globally. Of the total number, 1,353 stores were Adidas branded—from mega-sized brand centers and single subbrand core shops to the fast fashion Neo shops—and 363 were of the Reebok variety. In addition, the Adidas Group operated 730 factory outlets.



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