

imagesfashion.com

# IMAGES Business of Fashion™

A N I M A G E S M U L T I M E D I A P U B L I C A T I O N

JAN '11  
VOL. XII  
No. 1  
₹100  
US\$20



## TRENDS IN 2011

Industry stalwarts on upcoming trends in the fashion retail industry

**Market Watch**  
New avenues in business process outsourcing

F A S H I O N • M A R K E T I N G • R E T A I L I N G



**96 RETAIL WATCH**

**A Steady Success**

Diversification takes a new meaning when a photography shop decides to venture into garment retailing and pens a success story.



**100 Being Customer-centric**

Daring to be different, Planet Fashion ups the ante of customer expectation through a wider selection range.

**104 MARKET WATCH**

**New Avenues in Business Process Outsourcing**  
 BoF brings to fore a differently packaged BPO concept and tracks its market demand.



**26**

**EVERY MONTH**

- 11 EDITORIAL
- 17 LETTERS TO THE EDITOR
- 19 WEB PAGE
- 26 DECEMBER IN BRIEF
- 48 SEASON'S OFFERINGS
- 74 OUTLETS
- 81 BRAND DEBUT
- 156 WINDOW TRENDS
- 170 TRADE CALENDAR

**COVER STORY**



**Trends In 2011** **137**  
 INDUSTRY STALWARTS ON UPCOMING TRENDS IN THE FASHION RETAIL INDUSTRY

**112 IN THE CLOSET**

**Lady of Fashion**

IMAGES BOF takes a sneak peak into the trendy and up-to-date wardrobe of **Sophia Premjee**, MD, Lord's Shoes.

**118 THE JOURNEY**

**Conservative Aggression**

Zodiac passes the five-decade mark in business. **Meher Castelino** traces its journey over the years.



**124 DREAM MERCHANTS**

**Check Mate**

**Nital Ganatra**, fashion and costume stylist, brings a preview of latest Bollywood styles.



**126 BRAND WATCH**

**Quintessentially American**

With its recent re-entry in India, **Rishi Vasudev**, Vice President and Brand Head, Gant India, reveals the new brand strategy and positioning.

**130 HR WATCH**

**Creating Indian-ness, Embracing Mythology**

Central is a unique mix of tradition and modernity. Old values and a young workforce stride alongside to turn the wheels of this big organisation.

**154 FASHION AD-DICTION**

Ad Man **Shivjeet Kullar** decodes the going-ons of the fashion advertising world.

**168 EVENTS**

**Magic of Denim at InFashion**

InFashion, India's leading trade show cosponsored by **IMAGES Group**, holds a special segment totally dedicated to denims.



**172**

**GLAMOURCLAMOUR**  
 Gul Panag

My homespun picks

**HARD TALK**

**Explosive Growth of Premium and Luxury Fashion Business**  
 Management consultant **Harminder Sahni** analyses the highs and lows of fashion retail industry.





# A New Avatar

WITH THE LAUNCH OF ITS 50TH STORE, PANTALOONS HAS REVAMPED THE ENTIRE LOOK AND FEEL OF THE STORE. **RAKESH BIYANI**, DIRECTOR AND CEO - RETAIL, FUTURE GROUP, TALKS TO **IMAGES BOF** ABOUT THE CHANGES IN BUSINESS STRATEGIES AND CONSTANT INNOVATIONS WITHIN THE BRAND.

**P**antaloons, one of India's leading fashion retailers and a part of the Future Group, has recently launched its 50th store at Ambience Mall, Vasant Kunj, Delhi. With colourful and bright interiors the "new avatar" store reflects high-end concepts. Spread over 2 floors in an area of 31,109 sq. ft., the store has been designed to create an international shopping experience for its customers.

With increasing competition every retailer has to make constant innovations to be on the

edge. "Indian consumers are evolving and with so many international brands penetrating the Indian market the competition is getting tougher every day. There are so many options available in the market and if you don't evolve your brand and increase your product range and sync it with the aspirations of consumers then you tend to loose your clientele," says Rakesh Biyani, Director and CEO- Retail, Future Group.

Indian-ness is an integral part of the Future Group's strategy and work culture. It is very well reflected in the new and all other Pantaloons stores. As you enter the store a warm "namaste" welcomes instead of a "good



Management consultant Harminder Sahni analyses the highs and lows of the fashion retail industry. Covering a spectrum of topics, each month he looks at the need of the hour for India.

# Explosive Growth of Premium and Luxury Fashion Business

**S**ometime around 2000, I was part of Fashion Design Council of India's (FDCI) commissioned study to establish the size of the designerwear market and also project its future. As part of this study, I got the chance to meet many Indian designers and did research on the evolution of the designerwear market in developed markets such as the U.S., Europe and Japan. That's when I stumbled over a designer called Giorgio Armani and his company that carried his name. Till then I was quite oblivious to the world of high fashion and to the fact that a designer could and actually had created such a huge business empire eponymous to his name.

Intrigued by this world of high fashion, I delved deeper and came across D&G, Gucci, Versace and many interesting designers and the large businesses built around their names. Compared to the size and scale of this segment in developed market, Indian designerwear market was tinier than tiny and even with most optimistic projections it didn't even add up to probably the total sales figure of a couple of Gucci stores. But something started to change with the arrival of the

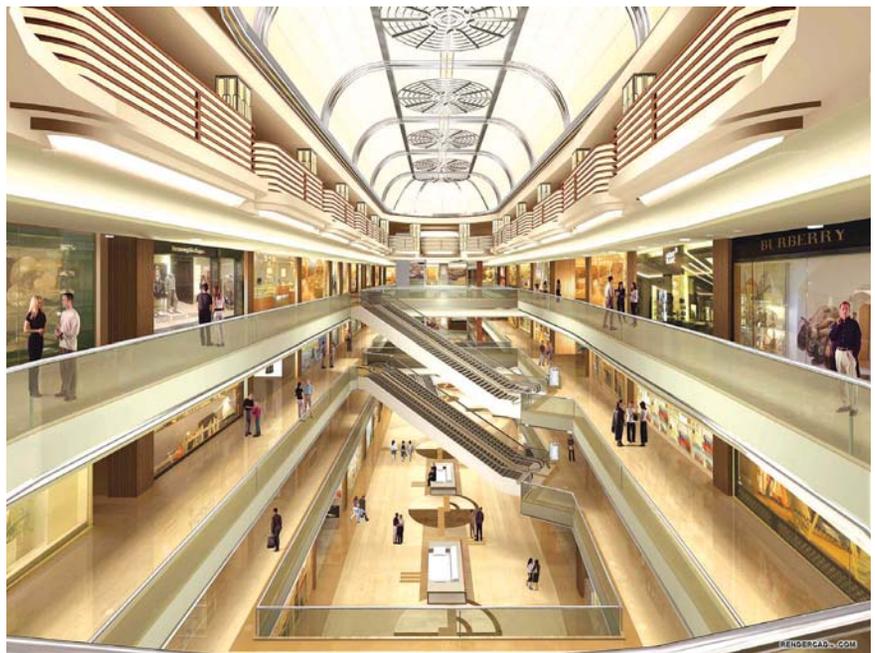
new century and I couldn't believe, when in 2004-05, the DLF management invited me to discuss the possibility of setting up a luxury mall housing only international luxury and premium brands and few Indian designers.

Compared to the prevailing standard sizes of malls at that point of time, the proposed mall with an area of 3,00,000 sq. ft. plus was quite a large mall. The prospect of creating such a huge mall and filling it with dozens of brands that weren't even present in India sounded audacious to say the least.

However, backed by some understanding from my previous experience of international designerwear market, I could see that there is a serious opportunity for such a mall some time

in the future. I also had understood with time that in such pioneering ventures, one can never time it right. You have to follow the dictum – let us build it first, they will come for sure later. The key point in this is – how much later? And this question can only be answered post facto. Anyhow, as we all know that the mall Emporio is a grand reality and seems to find its feet quite fast, despite the fact that its opening coincided with the demise of Lehman Brothers.

One can always debate whether Emporio will be successful or not because so many luxury brands have chosen to come to India or it's the other way round that they have chosen to come to India because a mall like Emporio exists! Whichever way we look at it, the





# Being Customer-centric

PLANET FASHION REALISED THAT TO EVOLVE AS A TRUE RETAILER ONE NEEDS TO BECOME CUSTOMER-CENTRIC. IT CONDUCTED EXTENSIVE RESEARCH AND UPGRADED RETAILING QUALITY. SHOAB FAROOQI, COO, OF THE COMPANY, SPEAKS TO IMAGES BOF ON RETAIL STRATEGY.

**M**adura Garments was the pioneer in the menswear readymade garment segment. The retailer aimed to provide a world-class shopping experience and brought leading brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England under one roof.

By 2001, the retailers had already carved a dominant share in all multi-brand outlets. However, Madura Garments desired to raise the benchmark of the retailing quality. And this led to the opening of a mega menswear showroom at Commercial Street in Bangalore, which was later christened as Planet Fashion.

Talking about the strategies implemented while opening the store, Shoab Farooqi, COO, Planet Fashion, said, "Although we had carved a niche for ourselves in the market, the quality of retailing needed to be improved, as otherwise it would restrict the growth of its brands in terms

of value and imagery. Therefore, the need of the hour was to enhance the quality of our retailing and also protect our share in the multi-brand retail segment. We experimented with a multi-brand retail concept and with that aim we introduced Planet Fashion."

The initial retail strategy was to represent each brand with proper brand identity and provide customers a world-class shopping experience. "We got our stores designed by the internationally acclaimed architect Jean Claude Panighetti. This coupled with the best brands and superior shopping experience has been our winning formula," adds Farooqi.

At the time of inception, Planet Fashion was conceived as a multi-brand retail chain dedicated only to the Madura brands. The stores stocked only leading in-house brands such as Louis Philippe, Van Heusen, Allen Solly and Peter England.

But soon it realised that with limited offerings the growth would be limited and the



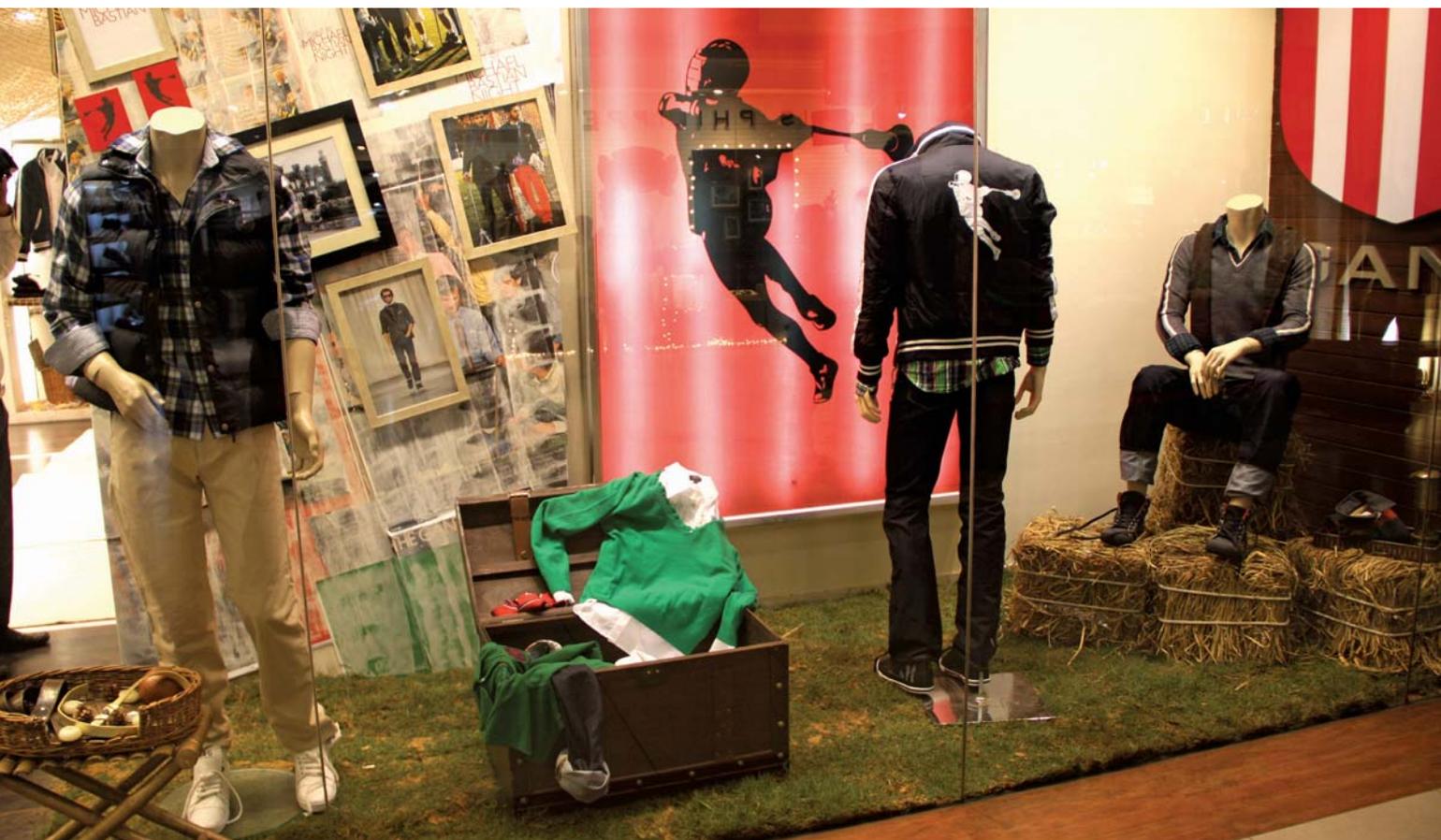
WHEN A BRAND PASSES THE FIVE-DECADE MARK IN BUSINESS, IT IS TIME TO NOT ONLY REJOICE BUT ALSO LEARN FROM ITS STAYING POWER. MEHER CASTELINO TRACES ZODIAC'S JOURNEY OVER THE YEARS.

**Z**odiac, a name synonymous with neckties in India, was started in 1954 by the very adventurous and dynamic, Mohamed Yusuf Noorani, Chairman, Zodiac Clothing Company Ltd (ZCCL). Charting a course traversing 50 years and making a mark requires gumption. Of late the brand has been somewhat quiet. Is it the lull before the storm, or is it the fallout of the recent economic downturn? IMAGES BoF decides to find out.

**Humble beginnings**

The story of success started with humble beginnings and a twist of fate. In 1954, Noorani was a small trader. Once, a consignment of

# Conservative Aggression



# Quintessentially American



TARGETING A NICHE CLIENTELE, GANT MAKES A RE-ENTRY IN INDIA. RISHI VASUDEV, VICE PRESIDENT AND BRAND HEAD, GANT INDIA, REVEALS THE BRAND STRATEGY AND POSITIONING PLANS.

**G**ANT is a lifestyle brand, with an American sportswear heritage, offering modern and casualwear with an European touch. The brand was set up in 1949 by Gant Bernard. It gave the world the first button down shirts. Back pleats on the shirt was another innovation of the brand.

Today, GANT is established in over 70 countries through 600 stores and a large number of selected premium retailers. Originating from the traditions and lifestyles of the American East Coast and reflecting a European way of thinking, the lifestyle brand is defined as American casualness with European elegance. The fusion of these two cultures defines the entire collection of GANT.

This season, the brand introduced a special collection from the world famous designer - Michael Bastian. The limited edition "GANT by Michael Bastian" Autumn Winter collection is inspired by the team sport of lacrosse and redefines sportswear. It features a full assortment of clothing for men. The collection mixes sporty and tailored elements fusing the rich heritage of GANT with the dressed-



# Creating Indian-ness, Embracing Mythology

CENTRAL BELIEVES IN BRIDGING MYTHOLOGY AND BUSINESS. **KRIPESH HARIHARAN**, HEAD OF PEOPLE OFFICE, CENTRAL AND BRAND FACTORY, TALKS TO **IMAGES BOF**, ABOUT PHILOSOPHICAL AND STRATEGICAL POLICIES THAT LAY THE STRONG FOUNDATION OF THE COMPANY.



**C**entral, an offshoot of Future Group, is a seamless mall with the theme - "Shop, Eat and Celebrate." This concept exposes multiple brands under one roof to consumers. National and international brands are also laid out in such a manner that it is easy for customers to locate and access a category in which all the related brands are showcased together.

Sprawling within an area of 1 lakh sq. ft. to 2.25 lakh sq. ft. all Central malls are huge entities. And it will be an injustice not to recognise the efficiency of the manpower behind the success story of the organisation. With 3,000 employees in Central, the company has been escalating to great heights.

"People Office (PO), as referred by Central, is the nodal point for implementing all policy measures. The department plays a vital role orienting the employees towards a common vision and goal. At Central, the PO department selects and prepares the talent pool to cater to all business needs, acts as a catalyst to bring in change and adaptability and also aims to build unique cultural



# Trends

# In 2011

INDUSTRY STALWARTS  
ON UPCOMING TRENDS  
IN THE FASHION RETAIL  
INDUSTRY



**Govind Shrikhande**  
customer care associate and  
managing director, **shoppers stop ltd.**

**T**he year 2010 started with the chant of "All Izz Well," but ended on sour notes of Adarsh scam, tape leaks and shooting onion prices. However, the good news is that the retail industry was back in business with a bang, just like *Dabangg!*

So, what does fashion hold for consumers in 2011?

Looking fit and feeling fit is an all-pervasive trend cutting across the country. It is having a long-lasting impact on fashion clothing and accessories. Shopping will continue to be the main stress buster for families across India. With many more malls opening in tier II and III cities shopping will be easier than ever.

Men's fashion, especially in formalwear segment, will see a continuing impact of sports inspiration

with brighter colours and smart-fitted styling. Accessories will become a big differentiator with shoes, watches and pens making strong statements.

Women's Westernwear will continue its grand growth along with coordinated looks with footwear, hand bags and accessories. Beauty and skin segment will also get the next level of booster dose with the penetration of many more international brands. India will see a new dawn with beauty regime combining the goodness of traditional and modern practices.

Apparels inspired by films and designerwears will spread wings further, adding the much needed glamour and zing to the industry. Kidswear will become less and less kiddie with a clear evolution of youthwear brands and fashion.

International brands should see major expansion in India, irrespective of FDI norms. Fast fashion, latest styling and

colour trends would be visible all around.

With EMIs reducing further, home buying will witness higher growth. Coordinated interior looks with tapestry, bed linen would be the in-thing. Home decor will grow further with various looks available across many formats. Usage of international gadgets such as Norpro, XoXo, will also rise and help maintain a fast-paced life.

Technology will have a huge impact on the behaviour of consumers. Online brands will finally gain traction as 3G and broadband arrive in a big way. Technology will become an efficient tool to compare product assortments and offerings. Social networking sites will help further customising offerings.

The next year definitely promises a bright future for the fashion and retail industry and Shoppers Stop will continue to play an important part of this big change.

# Magic of **Denim** at InFashion

INFASHION, INDIA'S LEADING TRADE SHOW COSPONSORED BY **IMAGES GROUP**, IS THE BIGGEST PLATFORM WHERE THE LATEST INNOVATIONS IN THE BUSINESS OF FASHION WILL BE SHOWCASED. THE EVENT IS THE ONE-STOP SHOP FOR ALL GARMENT MANUFACTURERS, WHOLESALERS, FASHION DESIGNERS, APPAREL BRANDS AND LABELS, BUYING HOUSES AND EXPORTERS.

**T**oday, India is the youngest nation with the youth forming 30 per cent of the total population. They are more urbanised, better educated and more exposed to international trends than their predecessors. Not surprisingly, this segment provides vast potential and is a lucrative market for brands and retailers. The fabric denim has captured the fashion world, becoming most sought-after, winning accolades across all age groups, regional diversities and varying interpretations of style. The denim craze is seen more among the younger generation, so much so that denimwear and youth are today synonymous. It is to celebrate this popular fabric that has become a cult ever since its birth in the 1800s that InFashion decided to hold a special segment totally dedicated to it.