

IMAGES Business of Fashion™

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CASUALWEAR

TRACKING THE INDIAN MARKET

ALL THAT JAZZ

INDIA'S FIRST EXPERIENTIAL RETAIL
STORE IN A MULTI BRAND FORMAT

DEHN AND FASHION TRENDS - CAPSULE FOR INDIA
SPORTSWEAR INTERNATIONAL



BEST IN MERCHANDISE AND
TRENDS FROM ACROSS THE WORLD

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Dear Readers,

Imagination without ambition is like a bird without wings. While it is very well to dream of a better tomorrow (and we all do that, don't we?), a dream without an action plan and the tenacity to see it through to reality, is actually just a vague wish. The stunning shift in India's political landscape reflects exactly the opposite of it. A desire to be on top of the game was fortified with an astonishingly thought-through strategy that rode on India's new cultural arteries – social media and a young country's desperation for forceful leadership – with historical results.

I am sure our new Prime Minister's spectacular and emphatic ascent to the top will be the subject of management and marketing discourses for some time to come; India's 2014 General Elections may well become case study material on the 'Dos and Don'ts' of targeted marketing' and 'emotionally connecting with customers'. Think about it - Mr. Modi's campaign bore every hallmark of what all of us have heard again and again: read the customer well, identify the market gaps, develop a clear actionable solution, and market it relentlessly on mediums that the customer uses.

I think the fashion business in India could imbibe a thing or two emerging from this sensational turnaround. To me, the most important is a very shrewd, intelligent understanding of the voters' (read customers) dreams and aspirations. Everything really follows from there. As you prepare for the fall-winter season, look back, check, recheck. Will your merchandise strike a nerve? Do you have an eye-poppingly targeted marketing gameplan in place?

Meanwhile, this issue of BoF (the first of a twin June and July special issue set on casualwear and sportswear) – containing a Technopak market study, well-researched trend forecasts, new collections, insights on store design, and reports on social media strategies – should help you get better equipped for the next major fashion season.

Of course, the next – and the most critical – culmination of any successful marketing strategy is to actually deliver on the promised solutions. Like you, I too am passionately hoping that Mr. Modi does. As does India's fashion business.



Amitabh Taneja

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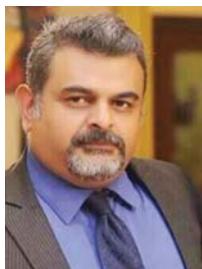
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GOING THE DIGITAL WAY

ONLINE RETAIL STORE SHOPNINETEEN.COM WAS LAUNCHED IN MARCH 2012, AND EVER SINCE HAS BEEN GROWING AT A QUARTERLY RATE OF 40 PERCENT. IN CONVERSATION WITH IMAGES BUSINESS OF FASHION, GOBIND SINGH PAHWA, MD, SHOPNINETEEN.COM SHARES THE BRAND'S JOURNEY SO FAR. EXCERPTS.
BY KANAK PRABHA



Gobind Singh Pahwa,
[MD, shopnineteen.com](http://SHOPNINETEEN.COM)



When did shopnineteen.com begin its operations? How important is e-commerce today?

Nineteen was conceptualised in the summer of 2011, when we were looking for avenues to diversify our interests from exports and cater to the domestic Indian market. We wanted to bring forth a private label that would cater to the needs of young women, providing them the latest trends at affordable prices, while incorporating international quality standards.

The Indian middle class of 288 million people is equal to the entire US consumer base. This makes India a real attractive market for clothing e-commerce since it is one of the most searched categories not just in India but globally too. Moreover, considering extremely high rental and management costs of a physical store, it makes good sense to launch a brand online.

What are the highlights of your online strategy?

Our brand created a space for itself due to its diverse designs and international trends we brought to our customers. Being an online platform, our focus has always been the digital space to communicate with our customers.

Talking about our promotion strategy for the brand, we are using only social media tools for brand promotion. Starting with Facebook, shopnineteen.com was very swiftly present on almost all social media platforms, including Pinterest and Instagram.

The social media strategy that we follow is to engage consumers by reflecting the intrinsic values of our brand 'Nineteen'. At shopnineteen.com, we have a certain personality of the brand; a certain thought process that we want to bring to the consumers to highlight what goes behind making their favourite brand. Also, a lot of exciting contests, discussions, engaging posts, etc. are the regular features here if you are connected with us on social media.

What is the profit ratio for shopnineteen.com? How is this figure going to change in future?

Since the inception of [shopnineteen](http://shopnineteen.com) in March 2012, we have been growing at a quarterly rate of 40 percent and since we manufacture ourselves and sell directly to the end consumer, we manage to keep 40 to 50 percent margins. Currently, we get close to 25,000 women on our site daily, who shop for close to 600 pieces a day. As far as breaking even is concerned, we hope to do so by 2016.



ALL THAT JAZZ: INDIA'S FIRST EXPERIENTIAL RETAIL STORE

SET TO REDEFINE THE BUSINESS OF FASHION, ALL THAT JAZZ IS INDIA'S FIRST EXPERIENTIAL RETAIL STORE HOUSING THE BEST OF GLOBAL CASUAL, SPORTS AND LIFESTYLE BRANDS — ALL UNDER ONE ROOF. IT IS POSITIONED AS 'RETAIL SPA' WHERE SHOPPERS DON'T JUST BUY CLOTHES OR ACCESSORIES BUT ALSO ENLIVEN THEIR SHOPPING EXPERIENCE.

BY NAMITA BHAGAT



Founded in early 1970s in Orissa, Jas Group has incredibly evolved through the sands of time. Starting out as textile retailer, today its business interests span hospitality, automobiles, construction, fashion retail and distribution sectors. As regards to fashion business, the group has been instrumental in making Orissa an emerging fashion capital in eastern India through its foray into distribution, franchising and retail of renowned clothing and accessories brands. Today, it has substantial presence across the state via 30 exclusive brand outlets (EBOs) of UCB, Levi's, Puma and in-house brand Ethny. Known for its flair for innovation and unique business acumen, Jas Group has come up with yet another one-of-its-kind retail concept namely, All That Jazz (ATJ) which is India's first multi-brand experiential retail store. Shedding light on the concept, Shamsher Singh Hura, CEO, All That Jazz says, "ATJ is our foray into multi-brand format without compromising on the brand equity of our exclusive brand outlets. The concept deals only in international casual, sports and lifestyle fashion brands across categories which make it unique. It's a perfect blend of the finest hospitality experience with retail platform. ATJ has a DNA of its own and hence is different from anything else in the market."

THE CONCEPT

ATJ was born out of Jas Group's rich experience as distributor and franchisee of major clothing and accessories brands like Reebok, Nike, Puma, UCB, etc. Taking business to the next level, it launched ATJ, a multi-brand retail format based on shop-in-shop (SIS) business model whereby various brand outlets are placed within ATJ store. Hura explicates the rationale behind SIS model, "We would like to increase sales from same store rather than service from 50 points and the shop-in-shop business model provides more control on retailing. As such, it will help



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Having taken Indian political scene by storm, Narendra Modi is making big waves even in the fashion world through his half-sleeve 'kurta'

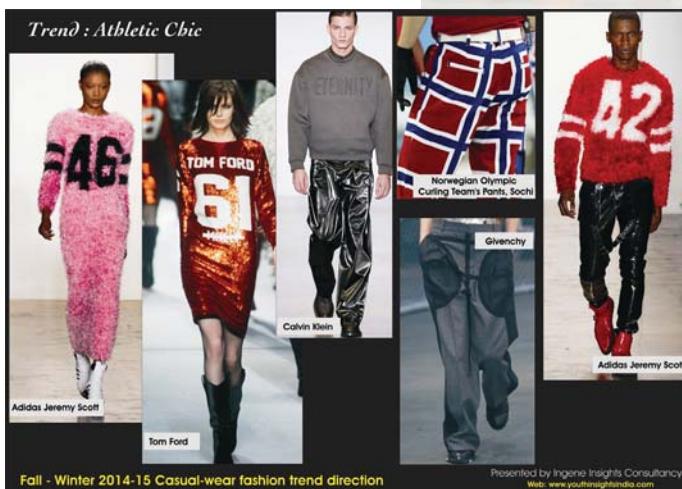


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DRESSED TO POWER

HAVING TAKEN INDIAN POLITICAL SCENE BY STORM, NARENDRA MODI IS MAKING BIG WAVES EVEN IN THE FASHION WORLD. APART FROM STRONG PERSONA AND POLITICAL ACUMEN, HIS DRESSING STYLE HAS ALSO WON HIM PLENTY OF FANS. WHO COULD IMAGINE THAT A HALF SLEEVE 'KURTA' WOULD BECOME THE NEXT BIG THING IN FASHION? BY NAMITA BHAGAT



MODI AS STYLE ICON

"You can have whatever you want if you dress for it" said Edith Head, renowned American costume designer. No one can really say if the idea ever crossed Narendra Bhai Modi's mind when he set out to become India's 15th prime minister. The half-sleeve, long Kurta, his regular attire was just another piece of Indian clothing until September 2013 when his party declared him as PM candidate. Throughout his campaign and TV appearances, he was seen dressed in kurtas in various colours and hues, occasionally paired with a stole or jacket. He gradually made his way into the hearts and minds of millions of Indians, young and old who watched his every move, right from what he did, said and even what he wore. Many times 'brands make a man' but there are also times 'when man becomes a brand'. In Modi's case, it is the latter. Today, Modi kurta has risen to fame, so much so that it has become a unique style statement and a brand new code of 'power dressing'.

GENESIS OF 'MODI KURTA'

The rise of Modi as PM from small town of Vadnagar, Guajrat to one of the country's highest offices is as well the journey of his 'style of dressing'; from the corridors of power to corridors of fashion. The 'Modi Kurta' is today a registered label owned by JadeBlue Lifestyle, an Ahmedabad-based men's luxury clothing company. Its co-owners Bipin Chauhan and his brother Jitendra Chauhan have been associated with Modi for almost 25 years. Comments,

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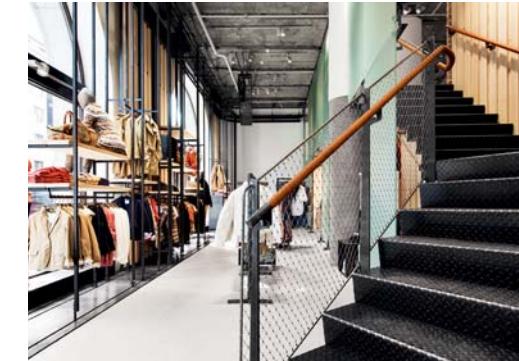


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RIFLE RELOADED

RIFLE IS FACING A RELAUNCH THANKS TO THE FOUNDATION OF A NEW COMPANY, A NEW MANAGEMENT HEADED BY EXPERT INSIDER ANTONIO ARCARO AND AN OVERALL REBRANDING.

BY MARIA CRISTINA PAVARINI

> Rifle, the Italian historic jeans brand founded in 1958 by brothers Giulio and Fiorenzo Fratini, is facing a new start thanks to a new company inaugurated at the beginning of January 2014.

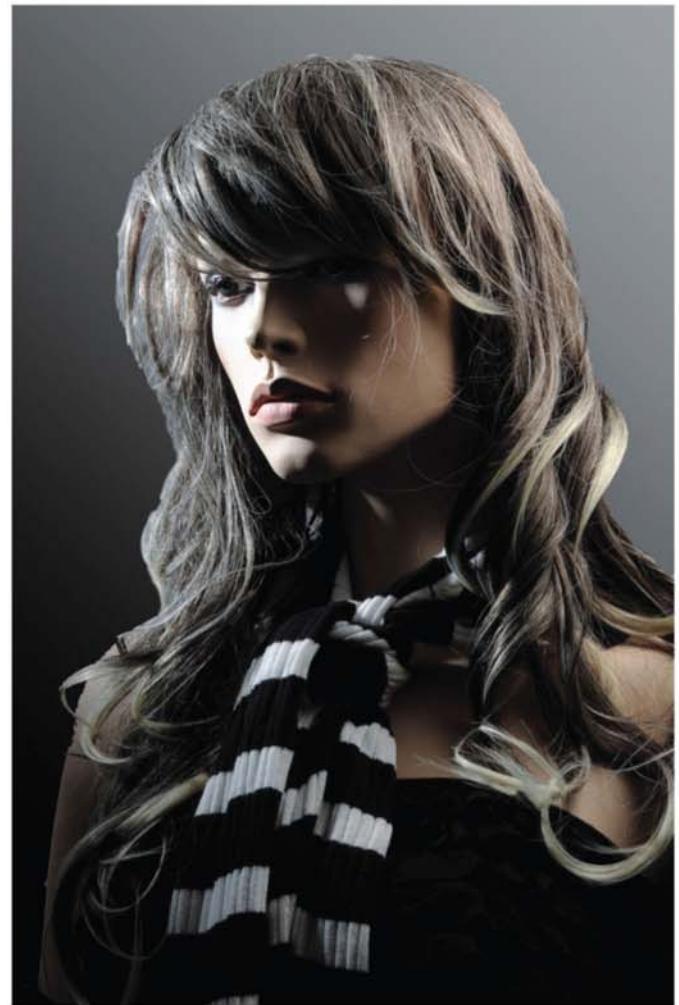
New managers, new product and a new brand awareness, marketing mix and a totally redefined business strategy are key to the restart of the company guided by Antonio Arcaro, CEO of the newborn company Rifle Srl. Arcaro envisioned the restructuring plan and previously worked at Ittierre until 2000, within the Fingen Group managing the Calvin Klein and Guess brands (2002-2006) and Industries between 2006 and 2010. Other managers supporting the restructuring are brand manager Massimo Iozzino, product development manager Alfredo Fiorini, export manager Sonia Spinozzi and retail manager Stefano Mirucci. Rifle Srl was founded by and continues to be owned by Sandro Fratini, a Florentine entrepreneur involved in different fields, including hotels and real estate. The aim of the new operation is to heal debts and start a new path, while marking a change in direction for the brand for the years to come—especially considering that in 2018 Rifle will turn 60.

Super Rifle SpA, the original company managing Rifle since its foundation, was put in liquidation at the end of 2013 with the aim to restructure its debts of an estimated €9 million, despite the fact that it had registered an about €30 million turnover in 2013. After dismissing about 200 people who used to work for the old company, the new one hired back about 170 of them according to agreement with

local unions. It paid an end of collaboration bonus and severance pay and has started registering some significant results since the very beginning of 2014. Arcaro says, "We have already registered encouragingly positive results such as a +18% increase compared with 2013 while selling the new f/w 2014-15 collection. Similarly we also registered +13% in sell-out related to the f/w 2013-14 sales season and the first purchases of s/s 2014." Explaining the new strategy, Arcaro continues: "Our aim is to save costs and start bringing back the company in black figures already from end 2014, while building back our brand image and credibility in order to consolidate the situation." He also adds that the company is considering presenting its totally renovated collection at the next edition of Pitti Uomo in June 2014.

After reaching a €30 million turnover in 2013 (compared to €32 million in 2012), the company expects to close 2014 with €27 million sales and hopes to balance its loss, registering a growth in sales and EBITDA. "This momentary loss in sales is part of our choice to requalify our distribution network in order to only work with retailers that are actually paying," says Arcaro. "We want to concentrate on healthy multibrand stores and therefore start registering a growth by 2015." At present the brand is distributed through about 200 multibrand stores in Italy and it expects to reach about 600 by end 2016. At present only 5% of sales come from foreign markets though the revamp also aims to increase exports: "We want to leave this suffering moment situation, start saving costs and expand in foreign markets," says Arcaro. The plan is to first expand in Italy through multibrand stores and the brand's extant 26 monobrand stores (18 outlets and eight full price ones) there and then deal with nondomestic markets. The brand plans to eventually open a showroom in Düsseldorf to boost sales in Germany and Northern Europe, which were key markets for Rifle in the '80s and '90s. It also wants to re-enter Eastern Europe, another former key market. Overall, it wants to increase export activities from their present 5% to about 25% by 2018 when it expects to reach sales of about €40 million.





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