

IMAGES BUSINESS OF FASHION

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Dear Readers,

Festive Greetings from Images Business of Fashion.

In your hands is the October issue of Images Business of Fashion.

The issue has a twin focus. While on one side we look at the winterwear category which in India might have a short span every year but is extremely profitable.

Pegged at ₹15,670 crores in 2014, it is expected to reach ₹33,590 crores by 2024— which is a CAGR of 8 percent. The cover story sizes and understands the key segments, issues and challenges. Thermals, Jackets, Furs, and Shawls we look at the cosy niceties too.

On the other side in another lead story we explore a category that is not just fast asserting its independence but is growing in importance even where it co-exists with the elder fashion apparels categories. With a myriad concepts that are worthy of independent retailing we also explore its ethnic side. A special look at Jewellry in voque.

In the Fashion Creation section, Images BoF also takes a look at the iconic fashion creation and ingredients exhibition—Milano Unica, through which we look at issues and fashion that are the focus of the European fashion ingredients and thereby fashion creation industry. We do this in perspective of the fact that as India explores its own "Make in India" vision, we need to know what to make and what spirit should lead it.

The winterwear trend focus is on the Woolmark ON STAGE fashion show, which was supported by The Campaign for Wool. The Campaign for Wool is a global endeavor initiated by its patron, His Royal Highness The Prince of Wales, to raise awareness amongst consumers about the unique natural benefits offered by wool; and to call attention to the ecological advantages that wool delivers.

Our soft side makes us also look at the Mysore Fashion Week as it brought together collections on nature and the need to go back to eco-friendly products.

Lots and lots more in the issue.

Hope you enjoy reading it.

Amitabh Taneja

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JACK IT

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ETHNIC ACCESSORIES

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KEEPING IT WARM IN THE WINTERS WITH

THERMAL WEAR

As people in India get more and more fashion conscious, the rise in thermal wear comes as no surprise. No doubt trendy overcoats and cardigans sell like hot cakes during winters but irresistible outerwear is pushing people to indulge in thermal wear with growing propensity as compared to sweaters and cardigans. Images Business of Fashion speak with top brands to find out about the dynamics in the thermal wear industry in India in terms of acceptance, demands and trends.

By Zainab S Kazi

Setting the context for the story, Saket Todi,
Director, Lux Industries, shares, "Considering
the frequency of social and cultural events in
the winter season, thermal products are the preferred
choice. People are becoming increasingly fashion
conscious and as a result they have to take care of trends
and comfort both. Indian consumers are always eager to
keep abreast of the latest global fashion trends and this
is the trigger for demand and purchase."

According to Todi, this has led the brand to modify its production and a step towards this direction is accentuated with the launch of Lyra winter leggings.

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PROFILES - ACCESSORY BRANDS

A quick look at some top accessory players, their latest collections and future plans

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COLLECTIONS

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DOLLAR MISSY LEGGINGS: LEGGINGS CONQUERING THE MARKET AS THE MOST CONVENIENT BOTTOM WEAR



Vinod Gupta,
Managing Director, Dollar Industries Limited

Images Business of Fashion talks to Vinod Gupta, Managing Director, Dollar Industries Limited about the emerging leggings (bottom wear category) market and the response of Dollar Missy Leggings after its launch.

By Rosy Ngaihte Sharma

Dollar is a renowned name in innerwear industry. Tell us about Missy Leggings?

Vinod Gupta (VG): Dollar introduced Missy Leggings range to offer premium quality women wear in casual and intimate category. Missy Leggings cover the daily-wear needs of women on the go. The leggings collection includes churidar, ankle length and capri in more than 65 attractive shades. They are great in fit and style, super stretchable and are extremely soft against skin.

What will be the USP of the brand, how will it be different from other brands in the same category?

VG: The USP of Dollar Missy product is its quality, standard price and high fashion colours. These leggings are ideal for all season, all occasion; be it formal or casual. The most exclusive facet of Missy Leggings is its soft, breathable fabric equipped with shape retaining technology that keeps it ahead of race.

What is the price range of the products?

VG: We keep our range very affordable. Missy churidar is available at ₹377, ankle length at ₹365 and capri is at ₹345.

Who are your target customers?

VG: Dollar Missy targets female audience. The brand is for those who are price conscious but aspire to wear branded garments.

What are your strategies to promote the legging brand?

VG: To popularise the brand, Missy Leggings, we are adopting 360-degree branding strategies both in above-the-line and belowthe-line platforms. Missy Leggings' new TVC has already grabbed the attentions of many and is receiving high level of audience connection. In digital base too, Missy Leggings are holding very active presence. Missy Leggings has MBO presence all over India. Apart from that, partnership with the leading e-commerce platforms are contributing to the sales of the brand.



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LAUNCH

SIYARAM'S BRINGS ITALY'S LIFESTYLE BRAND CADINI IN INDIA

Siyaram Silk Mills Limited has bought ownership rights to manufacture and market Italian lifestyle brand Cadini's fabrics in India, Sri Lanka and few other countries in Middle East

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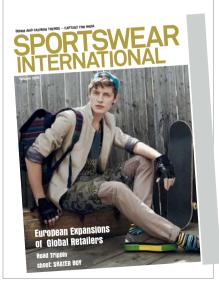
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he 21st edition of the Italian Textile Trade Show—Milano Unica, was held from 8th September to the 10th September 2015 at the Fiera Milano in Milano, Italy. The event showcased the most up-to-date advancements in Madein-Italy and Made-in-Europe collections of Fall/Winter 2016-17 fabrics/textile, apparel, and fashion trims and accessories. The focus of the thought leaders at Milano Unica was on the changing conditions of the global market and the needs of its exhibitors and visitors both Italian and international.

MILANO UNICA

Milano Unica was established in 2005 from a fusion of Ideabiella, Ideacomo, Moda In, Prato Expo and Shirt Avenue, world-renowned trade fairs which had been presenting Italian and European fabrics and accessories for thirty years. Today, they have all become an essential part of UNICA, while conserving their particular character: from prestigious menswear fabrics to exclusive women's collections, from avant-garde fabrics and accessories to modern and classic shirting fabrics—all products necessary to create an entire collection. The Milan tradeshow, featuring

well-known Italian and European brands, is held twice a year. Once in February for Spring/Summer collections and also in September for Fall/Winter collections.

KEY STATS

According to statistics released, the 21st edition of Milano Unica was joined by around 19000 people. There were buyers from all over the world-primarily from the Far East, Europe and the United States.

Over 6322 firms visited the stands of 404 exhibitors (out of which 77 were European). Plus 47 firms participated in the Japan

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SPORTSWEAR INTERNATIONAL



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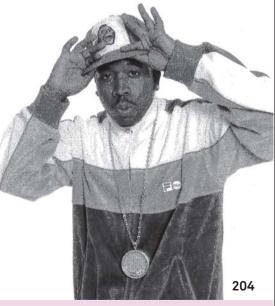
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SPORTSWEAR INTERNATIONAL

Editor-in-Chief: Sabine Kühnl Creative Director: Gian Luca Fracassi Senior Editors: Maria Cristina Pavarini/

Christopher BlomquistFashion Editor: **Juliette Nguyen**Managing Editor: **Wolfgang Lutterbach**

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WELCOME TO EUROPE

EUROPE RESTARTS ATTRACTING INVESTMENTS ACCORDING TO MONICA CANNALIRE, RETAIL EXPERT, JONES LANG LASALLE. SHE TALKS ABOUT MOVEMENTS IN KEY CITIES AND THE TOP PLAYERS.

Text Maria Cristina Pavarini

conomic conditions across Europe have generally become more positive according to "Destination Europe 2015," a yearly report issued by Jones Lang LaSalle (JLL). The research tracks international retailers' expansion strategies and presence more than 250 of the world's leading international retailers in 57 key European cities.

"While the recovery is certainly multi-speed, as a general rule, confidence, gross domestic product and retail sales are in a much healthier state than they were two years ago," says Monica Cannalire, head of retail leasing Italy, JLL. "This is giving stronger retailers more reason to be positive about expansion plans."

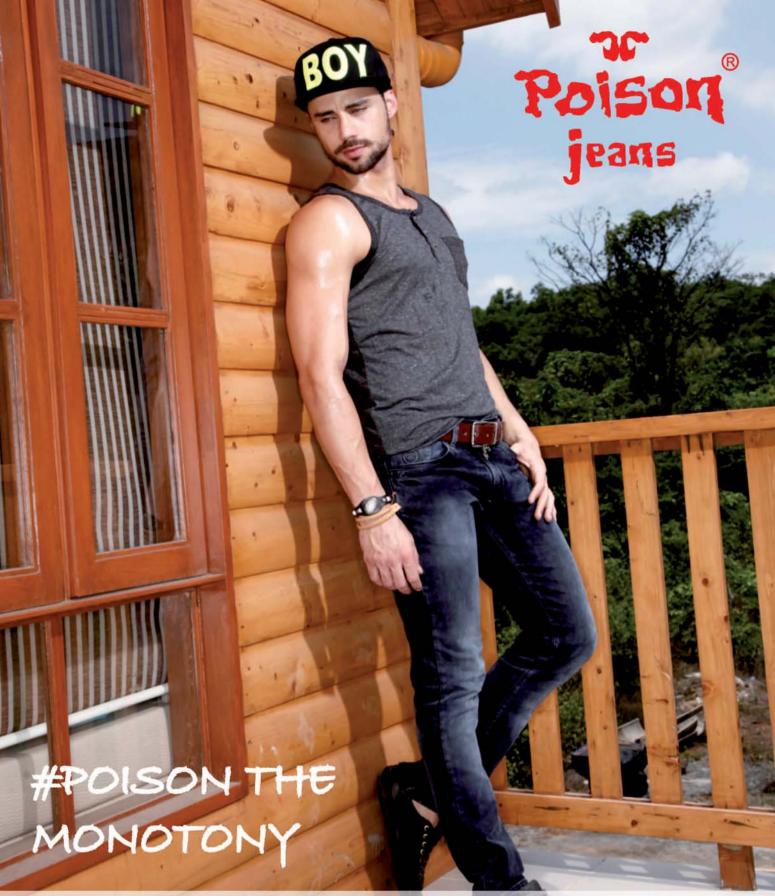
According to the survey more than one million people move to cities every week worldwide. Thus it is no wonder that retailers are in-creasingly targeting major cities. "London is counting the highest presence of international retailers in Europe," she explains referring to a top ten list where London is followed by Paris, Moscow, Milan

and Madrid. "London represents a true springboard to Europe. It continues to be a magnet for retailers thanks to its unique blend of retail market size, maturity and high degree of market transparency." Key areas include the West End (Oxford Street, Regent Street and Covent Garden), forming the largest concentration of retail of the continent. In addition to Bond Street, a ripple effect is driving the growth also in other parts of the city such as Carnaby Steet, Seven Dials, Dover Street, Brompton Cross and Shoreditch.

Following London there is Paris, still attracting most openings in Avenue de Champ-Élysees, the Haussmann-Opéra district, as well as Avenue Montaigne, Rue de Fauburg and Rue St. Honoré. Number three is occupied by Moscow even if its positioning is more due to the strong economic growth of the last decade. "Milan is occupying the fourth position, even if more evident results are expected once that Milan Expo 2015 will be in a more advanced phase." Other key destinations include Madrid, Rome, Munich

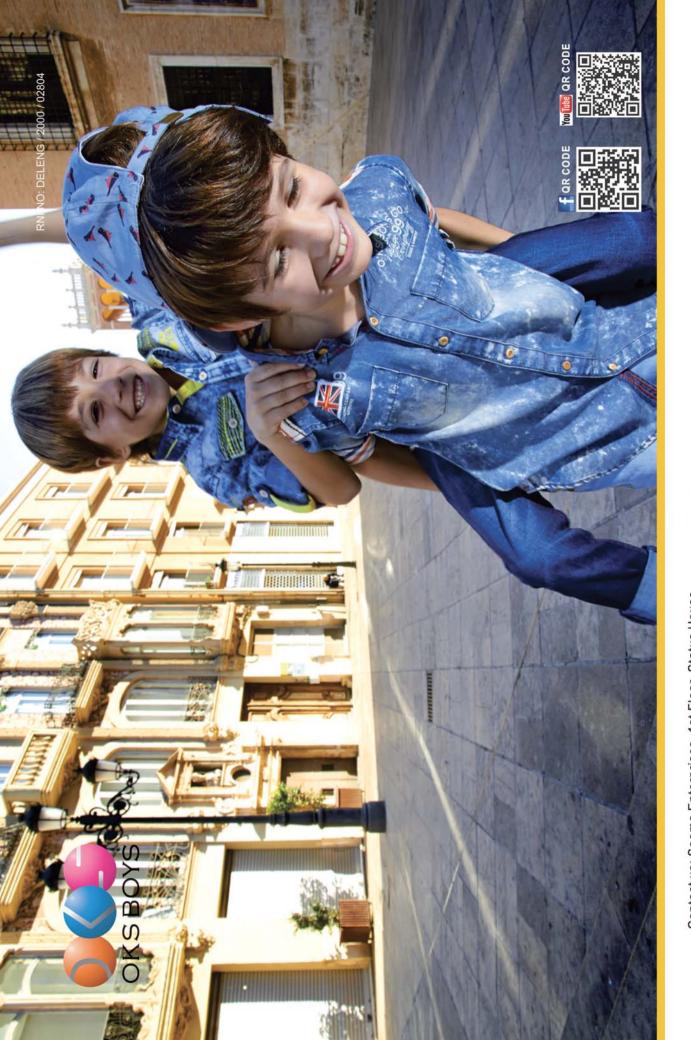
and Berlin. Istanbul, ranked as seventh, is also successful because its retail panorama is revolutionizing quickly. It is a most attractive of point entry to Europe.

Among major countries opening in Europe there is the US occupying the first position and especially focusing on Italy, with brands such as Tommy Hilfiger (eighth for number of openings) and Footlocker (11th). Second are Italian brands such as Benetton (fifth) and Diesel (eighth). The third country is the UK, with Superdry (37th) and Burberry (55th). Notable is Germany, the fourth country, with Hugo Boss, Adidas or New Yorker. Spain is sixth even if the survey's number one brand, Zara, is Spanish followed by Sweden's H&M, both are opening in all the 57 cities. Also significant are openings by Desigual, Michael Kors, Superdry and Cos. As these names indicate, more mainstream brands and not just luxury ones are opening. Luxury brands prefer to group together in exclusive streets or in top-level shopping malls, but only in developing markets.



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