

IMAGES

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10

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The
WOOLMARK
ON STAGE
show

21st edition
MILANO UNICA

WINTERWEAR

SPECIAL

+

FOCUS ON:

FASHION
ACCESSORIES

SPORTSWEAR
INTERNATIONAL
section inside

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 Jewellery in vogue.

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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MAJORS

Aditya Birla Private Equity Invests in Creative Lifestyle

Creative Lifestyle, the owners of women's apparel brands like 109F, Fusion Beats and O2xygen receive investment from Aditya Birla Private Equity.

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GO TECH-CHIC THIS WINTER

As technology advances in wearable tech, the quantified self and life logging have enabled us to enjoy comforts

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KEEPING IT WARM IN WINTERS WITH THERMAL WEAR

With Indians getting more fashion conscious, the rise in thermal wear comes as no surprise. Trendy, irresistible outerwear are pushing people to indulge in thermal wear with more propensity as compared to sweaters and cardigans. Images BoF speaks with top brands to trace key acceptance, demand and trend dynamics in the thermal wear industry in India

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JACK IT

Jackets and coats are winter fashion staples and here is a low-down on the essential cuts, styles, colours and fabrics that will not only keep you warm, but also make you look fabulous

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WINTERWEAR MARKET IN INDIA

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A salute to 50 years of Karl Lagerfeld with the Italian fashion house Fendi, and Fun Furs, a concept he transformed.

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GIFT A SHAWL, SHALL WE?

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Fashion Accessories Market in India

Amit Gugnani, Senior Vice President and Esha Srivastava, Research Associate for fashion at Technopak trace the size, growth and key dynamics of the fashion accessories market in India.

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ETHNIC ACCESSORIES

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WITH ITS EYES ON THE MEN'S FASHION ACCESSORY MARKET

CROSS JOINS HANDS WITH TORERO CORP

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BOLLYWOOD BAUBLES

Images Business of Fashion has put some of the B-town girls under the style microscope to see who wears the best accessories in Bollywood. The beauties seem to be going big on small details.

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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.



WINTER WEAR BRANDS

PROFILES - FASHION BRANDS

A quick look at some top winter-wear brands, their latest collections and future plans

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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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FLUID AND HOT - IT'S LIVA AW'15

LIVA's latest campaign with Kangana Ranaut brings alive the unique attribute of the fabric – fluidity

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COLLECTIONS

VERO MODA LAUNCHES MARQUEE COLLECTION BY KANGANA RANAUT

The new 'Vero Moda Marquee Collection,' designed by Kangana Ranaut launches on the runway through a sizzling fashion show with Kangana herself as the show-stopper

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LEGGINGS EXCLUSIVELY

Riding on a trend that has taken leggings from a minimal to must, legging brand, De Moza is planning to open 50 exclusive outlets by the end of the next fiscal. Images BoF talks to Agnes Raja George, CEO, De Moza

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STAR RETAILER

AVIRATE LAUNCHES ITS SIGNATURE LINE

Avirate showcased its new arrivals with an haute couture fashion show and also displayed fashion essentials that are easy to wear and easy to carry with garments

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FESTIVE F/W COLLECTIONS CHIC AND SENSATIONAL AW'15 COLLECTION

Velvety, modish and enthralling...the new collection by Deal Jeans showcases new trends in styles, designs and shades

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LAUNCHPAD

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

Images BoF talks to Vinod Gupta, Managing Director, Dollar Industries about the response to Dollar Missy Leggings after its launch

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STITCH APPARELS SEW UP A GREAT BOTTOMLINE WITH SKYING & ENDICOTTE

Ashok Morbia, Director, Stitch Apparels, shares insights on trouser market and the demand of high-end fashion in men's trouser

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DOLLAR LAUNCHED FORCE NEXT PREMIUM INNERWEAR BRAND FOR MEN

Hosiery major, Dollar Industries on how it plans to make Force NXT a 100 crore brand of premium range of briefs, trunks and vests brand by 2016-17 itself

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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 below-the-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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Fashion Creation

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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BRINGING MOTHER NATURE TO THE FOREFRONT

The second season of Mysore Fashion Week (MFW) brought together several collections themed around mother nature and the need to go back to eco-friendly products. A report.

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MILANO UNICA

21ST EDITION

While India simultaneously defines and pursues its “Make In India” mission we firmly believe that it is not just making anything and everything but a conscious choice of which level of the fashion evolution chain at which India will choose to focus its energies that will pave the road ahead for excellence. Images Business of Fashion visits the 21st edition of the iconic fashion creation show Milano Unica, to see how the best fashion ingredient creators and promoters are going about their tasks today. A report.



XXI MILANO UNICA

The 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 Made-in-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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Maintaining a low profile in the noughties due to financial difficulties and misguided management decisions, sports brand Fila is trying to regain its once strong presence in the US and European markets by pulling out iconic styles

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The rise of the denim ingredient brand in the American jeans market



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AW Lab, a cool sport style chain of 164 stores, believes in the importance of the street as a source of inspiration, reference point for its work and the reason for its appeal to young and young at heart customers.



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The design creations of ute holk are only a few millimeters in size. Her company, Jim Knopf, makes unusual buttons for apparel companies around the globe

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SHOPPING IN LONDON (PHOTO: GETTY)

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**

Economic 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 increasingly 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 Street, Seven Dials, Dover Street, Brompton Cross and Shoreditch.

Following London there is Paris, still attracting most openings in Avenue de Champ-Élysées, the Haussmann-Opéra district, as well as Avenue Montaigne, Rue de Faubourg 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.

A man with a beard and short hair is leaning against a wooden wall. He is wearing a black cap with 'BOY' in yellow, a grey tank top, dark blue jeans, a brown belt, a watch, and a bracelet. The background shows a wooden balcony railing and green trees under a blue sky.

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