



Cover Picture Courtesy: La Perla

Celebration

Zola Celebrates its Silver Jubilee

As brand Zola completes 25 years in understanding and shelling out great women's fashion, Images BoF takes a look at the brand's journey.

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WOMEN

Spykar Extends into the Women's Fashion Vertical with Miss Spykar

Sanjay Vakharia, COO, Spykar Lifestyles Pvt. Ltd., shares with Images BoF, the identity that they have created for the new women's jeans and apparel range.

Pg No. 46

TRADE WINDS

CMAI's 63rd NGF Retains its Unparalleled Stature as India's Premier Trade Fair

A report on the 63rd National Garment Fair, which was held at Bombay Exhibition Centre, Mumbai.

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EIGMEF and the Bengal Pavillion At NGF

Continuing on their objective to promote garment business in East India, EIGMEF organised both their 23rd Garment Fair as well as partnered with the 63rd NGF.

Pg No. 50

HGH India 2016 Showcases the Rapidly Growing Indian Home Market

A report on HGH India, the annual trade show for home textiles, home decor, gifts and houseware, held in Mumbai from 1st to 3rd July 2016.

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LAUNCH

It's a Season of Big Launches with Lux Industries Ltd.

The innerwear giant seeks to strongly develop emerging sunrise segments in both men's and women's innerwear with aggressive launches.

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PERSPECTIVE

Men's Innerwear: Understanding the Dynamics

The men's innerwear segment is today a high activity category and has already witnessed substantial restructuring and high investments. Nischal Puri, Managing Director, Horizon Consulting India discusses.

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LEADER TALK

TOP TRENDS IN INNERWEAR

Images BoF talks to top industry leaders and takes an overview of the current and emerging trends in innerwear.

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BRAND WATCH

A PRECIOUS BLEND OF FEMININITY AND SENSUALITY

Nick Tacchi, Global Marketing Director of La Perla—the internationally famed Italian luxury lingerie and beachwear brand—shares a glimpse into the world of La Perla and also discusses launch plans for India.

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THE ESSENCE OF A WOMAN

Global luxury lingerie major Wacoal has completed one successful year of operations in India. Wacoal is now looking to fly to other Indian cities and launching its own online store.

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LEAD RESEARCH

THE INNERWEAR MARKET IN INDIA: TRENDS AND OPPORTUNITIES

Amit Gugnani, Senior Vice President - Fashion and Sakshi Chhillar, Research Associate - Fashion & Textile, Technopak, size the innerwear market in India and highlight key trends and opportunities

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NEXT WAVE

TRENDS IN SHAPE WEAR

Shape wear, which is fairly well entrenched in the western world and helps models & celebs to achieve the famous 'hour glass' figure, is now emerging in India too. Images BoF takes a look.

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RISING STAR

MISSION 100 EBOS: C9 SWINGS FORWARD ON SEAMLESS TECHNOLOGY

Pranal Modani, Director, C9, bets on the vacant seamless category and offers plush, sensibly priced products within a new aspirational brand, Channel Nine, in 2015.

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E-RETAIL

GETTING INTIMATE ONLINE

The online platform provides women a new environment with wider choice, flexible return policies, and more privacy, ensuring that customers buy innerwear online.

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CATEGORY FOCUS

THE BEACH COMPANY: FUN IN WATER

Imagine a brand for all those who love water. Harshad Daswani, Founder, The Beach Company, shares insights on the brand's collection and future plans.

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CATEGORY TALK

SOAK IN CHIC, EFFORTLESS SOPHISTICATION

Images BoF got into a candid tête-à-tête with renowned fashion designer Nidhi Munim—a rare Indian designer that creates swimsuits.

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CATEGORY FOCUS

TEENS IN FOCUS

The Indian teen innerwear market is bursting with opportunities and several brands are coming up with ranges exclusively designed for the teens, which focus on support, shape and comfort.

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CATEGORY TALK

KIDS INNERWEAR: ZERO AND SIMPLI

Two renowned name in kids innerwear, Zero and Simpli are making waves in kids innerwear. Director, Pradeep Arora, shares insights.

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ORGANIC

DIGITALLY CHIC: ORGANIC INNERWEAR

Neerja Lakhani, CEO and Founder of India's first premium organic lingerie brand 'Inner Sense', speaks to Images BoF.

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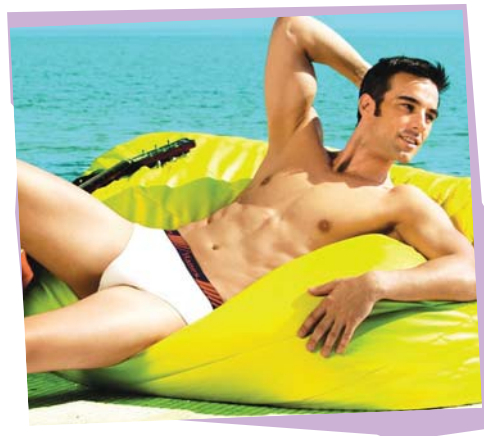
CATEGORY WATCH

LOUNGE WEAR AND SLEEP WEAR: UNTAPPED MARKETS

Lounge wear and sleep wear are gathering momentum with the 'looking good' culture not being restricted to just outdoors but indoors as well.

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Fashion Retail



RETAILER

FOUR DECADES OF LINGERIE SELLING EXCELLENCE

Amrut, a store in the western suburbs of Mumbai, has witnessed four generations of families coming to the store for lingerie shopping. Rajiv P. Shah, shares his retail success secrets.



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MEGA BRAND

THE INNER POWER!

Page Industries, the exclusive licensee of Jockey and Speedo brands, is credited to have revolutionised the Indian innerwear industry in many ways. A look at the power house.

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MEGA BRAND

HANES: SLIP INTO CHIC COMFORT

Images BoF reports on whats latest with the US-based global mega brand Hanes which operates in India in partnership with Arvind Lifestyle Brands.

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FASHION CREATION

Category Focus

SOCK-O-MANIA: SOARING HIGH

Forget a decade, even a couple of years back, no one would have imagined exclusive stores for socks brands in India. Today we do. We speak with key players to unravel this magic.

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THERMALS GETTING TRENDY

Like its peers in innerwear, thermal wear is also becoming stylish by the day. With holidaying booming as a lifestyle activity the demand has not only made brands expand their range but add innovations too.

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Fashion Trends

TOP INTERNATIONAL WOMEN'S INNERWEAR FASHION TRENDS

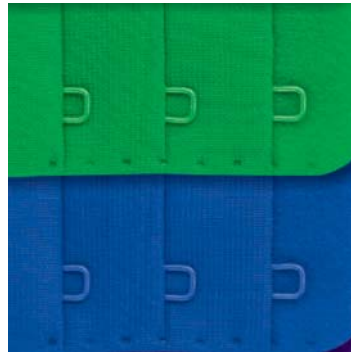
It's all about flashing that peek of lace, or flaunting those straps. We bring you some of the underwear and lingerie trends you'll be seeing more of.

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GODDESSES INSIDE OUT

The heiresses to Madonna's conical bras and corsets are here and are sparking off trends. Underwear-as-outerwear is back. We take an "outside" look.

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Trims & Accessories

KINGSWAY INDUSTRIES: LONG STANDING REPUTE

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ARROW TEXTILES LTD.: THE LABEL SPECIALIST

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Fabrics

TRIENDO IMPREX PVT. LTD.: THE FABRIC SPECIALIST

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SABEENA FABRICS: A UNIQUE SELECTION OF FABRICS

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Fashion Creation



FAIR REPORT

THE 23RD HONG KONG FASHION WEEK: SPRING / SUMMER

HKTDC's Hong Kong Fashion Week show featured over 1,200 exhibitors from 18 countries and attracted more than 13,000 buyers. A report.

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NEXT SECTION SPORTSWEAR INTERNATIONAL

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SPORTSWEAR INTERNATIONAL



188-201 FEATURE

The Consumer's Victory

The future of retail has just begun and its all about the consumer and his wishes. He's sexy and he knows it- the consumer rules today's world, and we try to understand what it will take to understand him.

1. What Do Consumers Want?

Where and how to get in touch with your customer. Consumers, nowadays, buy clothes to communicate, to adorn themselves, to reward themselves. How successful a company is in identifying and satisfying consumer needs, depend on its abilities and resources. Flexibility, speed and customer focus are the decisive factors in this.

2. How Consumers Can Be Profiled?

Digitization has nearly removed the gap separating retailers from shoppers. This creates huge opportunities for getting to know consumers, not just their wishes but also their girth.

3. What Do Customers Expect?

It's time to think in terms of service as this helps companies ensure customers' loyalty. And here are the most important points to bear in mind: Speed, Individualization, Simplicity, Focus, Know-how, and New Formats.

4. The Gender Difference

The sportswear and athletic sector is the one segment that best exemplifies the difference between the men's vs. women's consumer experience. Expert Consultant Company Value Lab explains why.

5. Tech Innovations

Technologies designed to enhance the in-store experience are coming to the fore, while consumers increasingly rely on shopping apps to source pieces from across the world.

6. Best Case: Coffee

If the fashion world needs a role model for exciting retail experience, there is one with its new extraordinary Seattle and London spots, coffee roaster Starbucks stays a step ahead of consumers, striving for world latte domination



202-205 STORES

Customer Bases

If you think that brick and mortar shopping doesn't thrill consumers anymore, a look at these stores will probably change your mind.

Credits for India Capsule

SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**
Creative Director: **Gian Luca Fracassi**
Senior Editors: **Maria Cristina Pavarini/Christopher Blomquist**
Fashion Editor: **Juliette Nguyen**
Managing Editor: **Wolfgang Lutterbach**