

IMAGES

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THE INNERWEAR SPECIAL

+ Sportswear International section inside

Dear Readers,

Frustrating is the word that perfectly defined an innerwear shopping experience in India just some years ago. Forget fashion choices, even figuring out what is right for you whilst evading the ubiquitous stares was a quest. It was an absolutely fleet-footed affair; you either were hustled through the few insipid options laid out or had to satiate your needs with whatever the sales person claimed as the alternative options. And yes, shop attendants, you discovered, were ignorantly inept in guiding a customer on her size and fit queries.

For years, the industry as well as the women of the country yearned for some sort of a coup, which finally manifested in the form of e-commerce. The internet came as a saviour!!

The impetuous also compelled the traditional retail formats to revamp and stay relevant. While sizing up this issue, and especially going through the market mapping research by Technopak, I myself was completely overwhelmed by the progress of this industry over the last few years. Innerwear is now a booming sector – with new national and international entrants and established brands expanding their portfolio in an attempt to emboss a mark. The arrival of the international brands is also a welcome phenomenon, as it is increasing the importance of the category in large format multi-brand retailers and hitherto western skewed departmental stores, as well as upping the ante on the design side. At

last, sheeny straps have begun to sneak curious glimpses from racer backs and colorful thongs now gleam above svelte waistlines marking liberation from the traditional retail hegemony that treated the category just as a commodity. Even the men's segment is also no longer the realm of the blacks and whites.

Besides on-line retail, which we study as a phenomenon, there is also tremendous activity going on in several emerging segments. The featured studies on shape wear, lounge wear and sleep wear, beachwear, kids' innerwear, thermals, and socks, will take you on an odyssey of exploration on the opportunities brimming in the inner garment segment. Some segments are in fact being spawned by talented Indian designers as is evidenced by Nidhi Munim's interview in this issue. We also have featured an exclusive interview with Nick Tacchi, Global Marketing Director of the famed Italian luxury lingerie brand La Perla, as he discusses their launch plans for India.

In addition, the issue also looks into the moves of major innerwear brands like Jockey, Hanes, Triumph, Amante, Bwitch, Lux, Marks & Spencer, etc., who outlines the season's best selling trends and bet on upcoming fads.

I hope you enjoy this issue on innerwear as much as we enjoyed creating it.



Amitabh Taneja

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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.

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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.

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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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A PRECIOUS BLEND OF **FEMININITY & SENSUALITY**

In an exclusive dialogue with Images BoF, Nick Tacchi, Global Marketing Director, La Perla, gives us a look into the world of La Perla, an internationally famed Italian luxury lingerie and beachwear brand. He also discusses their launch plans for India.

By Namita Bhagat



-Nick Tacchi,
Global Marketing Director, La Perla

Artisanal heritage, knowledge of the female body, blend of innovation, tradition and Italian identity are the founding values of the La Perla universe. The brand offers collections of lingerie, sleep wear, beachwear, lounge wear and accessories for both women and men. In 2013, the company was acquired by Pacific Global Management, owned by Silvio Scaglia's family holding and already active in the fashion industry through the world's largest model management network, operating under the brands Elite, Women and The Society. La Perla is now all set to launch its first boutique in India. The Indian luxury sector is experiencing an evolution. The present market scenario fits very well into La Perla's ongoing global retail expansion strategy!

Brief us on the history and evolution of La Perla. How has been the journey so far?

Nick Tacchi (NT): La Perla has been founded in 1954, in the Italian town of Bologna by Ada Masotti, a skilled corset-maker. To choose the name of her lingerie atelier, Ada Masotti was inspired by a case lined in red velvet in which she presented her

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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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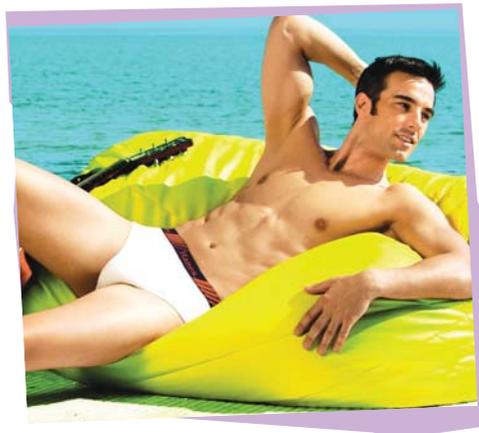
CATEGORY WATCH

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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DIGITALLY CHIC ORGANIC INNERWEAR

Neerja Lakhani, CEO and Founder of India's first premium organic lingerie brand 'Inner Sense', speaks to Images BoF about selling an innovative concept through online portals and how she has managed to bridge the gap between healthy and chic lingerie.

By Sunayna Gupta

Tell us about your brand Inner sense. When and how the idea of organic innerwear was conceptualised?

Neerja Lakhani (NL): Being a NIFT graduate in Fashion and Apparel, we were always taught to design and create apparels that offer a practical solution to a problem. Keeping this in my heart, I had inclination to design something that has sustainability with an eco-friendly attitude. With passion of creating a brand that is fashionable yet eco-friendly, my dream was conceptualized in May 2013 with the brand name 'Inner Sense'. I had a prior experience of working with an organic/eco-friendly brand; Abhishek Lodha is my business partner.

As we see, the market is full of innerwear brands that are trying to sell trends, but at the base of trend-based clothing is the hard reality of sweat-shops and exploitation of labour and/or farmers (in case of cotton clothing). Easily available stylish and shiny lingerie may look attractive, but their fabric is harmful to wear as innerwear, since they don't breathe.

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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

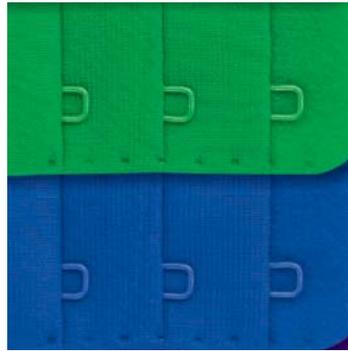
It's all about flashing that peek of lace, or flaunting those straps. We bring you some of the underwear and lingerie trends you'll be seeing more of.

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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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THERMALS GETTING TRENDY

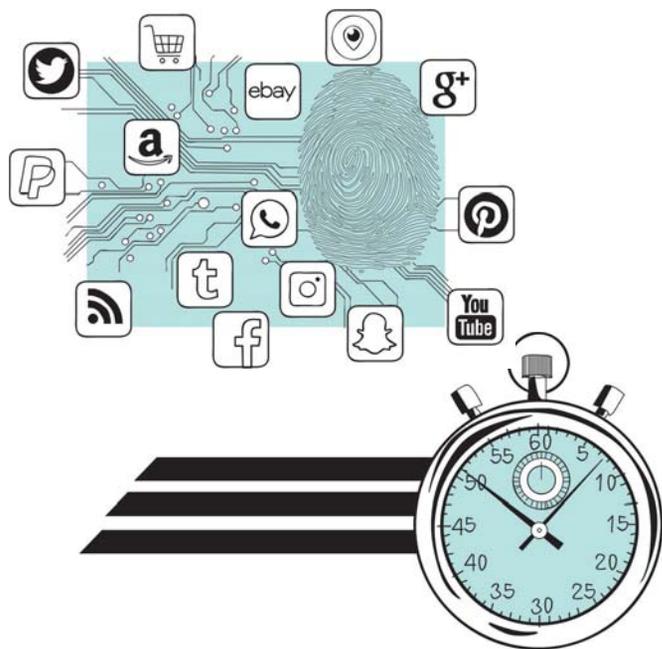
Thermal wear is a part of the innerwear category and like its peers, it is becoming stylish by the day. With people holidaying more often to colder destinations, the demand for thermal wear has grown which has not only made brands expand their range but add innovations too. We take a look at the current trends.

By Zainab S. Kazi

Sharing quick market dynamics for thermal wear in India, Kuntal Raj Jain, Director, Duke, shares, “Thermal wear has evolved to be a part of the fashion category today. The growth is about 20 percent as a whole. The colours and styles for thermal wear have evolved but without compromising on its core of extending warmth and comfort to the wearer. Traders and manufacturers have seen a clear shift from their target audience in North India, who now prefer thermal wear rather than woollen wear. Demand in North India is rising and also is reaping well in eastern markets. Currently, men’s wear is the biggest segment of the apparel market, however, kids wear and women’s wear are growing faster than men’s segment. In kids wear, the range for girls has the highest growth rate. Innerwear has graduated from being just a functional category to a category that offers additional fashion quotient. Today, thermal wear has become a brand conscious category.”

To talk about Duke, the brand is one of the leading players in this category. Jain elaborates, “We present largest range of thermal wear which is fabricated with the help of finest grade fabrics and advanced stitching machines in compliance with set industry standards. These thermals are recognized for perfect stitching, softness, colour fastness, skin friendliness and durability, thereby widely demanded in the market. The collection is lightweight and it is designed to keep the wearer not just warm, but adjust itself to help

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

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In the heads of customers

ARTIFICIAL INTELLIGENCE IS ALL WELL AND GOOD. BUT IT REALLY GETS INTERESTING WHEN INTERDISCIPLINARY RESEARCH LIKE PROF. DR. PETER KENNING'S COMBINES MARKETING KNOW-HOW WITH KNOWLEDGE FROM THE FIELD OF NEUROSCIENCE.

Interview **Julia Mönnich**



Peter Kenning has a professorship in business management, with a major concentration in marketing, at the Heinrich Heine University Düsseldorf, and is chair of the coordination committee of the network consumer research of the German Federal Ministry of Justice and Consumer Protection (BMJV). His most recent publications focus on, among other subjects, sustainable marketing management and service innovations in retailing.

What is consumer neuroscience capable of?

These methods allow us to better understand and predict customer behavior. For example, the success of an advertising campaign can be determined with 80% accuracy based on the reaction in only a few areas of the brain. The application of this method in the real world is therefore very promising.

Is this meaningful for the fashion business?

Theoretically, yes. The methodology not only allows the behavior of individuals to be predicted but also the response of customer groups to certain marketing campaigns.

Everybody is talking about systems that learn from customer behavior in the past. Is there no use for that?

Such systems differ greatly from neuroscience. Learning systems observe customers but often do not explain why a customer behaves a certain way. But what if the market changes? At that point you need at least a theoretical basis and have to know what factors affect customer behavior. We now have new methods available which allow these factors to be detected.

How elaborate are investigations like these?

The use of methods from neuroscience in market research can be quite meaningful from the point of view of effectiveness but it involves considerable cost and effort. The first thing which must be asked regarding efficiency is: Is the effort worth it? How much benefit will result? What is the competitive situation like? What alternatives are there? What knowledge do I already have and what more do I still need? The right method results from asking these questions. A comprehensive neuroscience study with 30 to 40 participants now costs €40,000 to €50,000. A simple eye-tracking studio, with which it is also possible to discover interesting things, costs significantly less, perhaps €3,000. Thus, the most important basic question is: What equipment do I need to solve my problem?

The whole thing is still relatively expensive...

Yes, but the costs of a method are often a function of time: In the past, for example, for large-scale customer phone surveys, significant five-figure sums had to be spent; today online market research with comparable numbers of participants is substantially cheaper.

If you were a fashion retailer would you use neuroscientific methods?

I would use them if unconscious processes were controlling the purchasing behavior of my customers and I had no adequate theory to explain this behavior.

How long are neuroscientific findings valid? An hour? A day? A whole life?

According to what we know now, the interaction between reward and punishment reactions in the brain is relatively stable. According to the particular personal experiences customers have in their lives, these basic mechanisms take on differing forms, which are then reflected in customer preferences.

On the other hand, if something serious happens with a brand, which our brain becomes aware of, the corresponding neural processes also change. Such striking events can have a positive or a negative effect. Take the present situation of the VW brand, which is respected internationally, whose reputation has been significantly reduced within a short timespan because many customers feel the exhaust emissions problem is striking. In a nutshell: The basic mechanisms are stable, although specific reactions to individual brands can change relatively rapidly, especially on the basis of personal experience.

Where and how do you shop?

As a scientist you are your own subject, your own real-life laboratory. Before I buy I certainly think things over more, observe a lot, am curious and ask questions in order to see how sales staff reacts. All in all, however, I am probably a relatively uncomplicated customer. The lighting in a store is the most important thing for me. I do not like cold, glaring light, even though neon tubes reduce costs.



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