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September 2016

HOME FASHION IN INDIA

PREVIEW:
**FESTIVE FASHION
SEASON 2016-17**



Dear Readers,

Clubbed with factors like easy bank loans, the real estate industry has experienced growth in the last few decades. What's fascinating is that many families are now buying their first homes or getting their existing ones upgraded and when I say many, it is yet not a commendable number keeping in mind the potential of India. Also considering this with the growth of lifestyle aspirations in the middle class this is further giving a boost to the home fashion market. And now, with the growing options available for beautifying living spaces, home fashion has become a necessity even amongst the bourgeois. This remarkable development has compelled us to study the Home Fashion Industry in the September issue Business of Fashion.

As an issue lead, experts layout the core stats that outline the size and potential of the home fashion industry. This is followed by a detailed feature on trends and growth drivers of the game, which is a market roundup by the leading brands and retailers, both online and offline, in the segment. What's really positive about this is that the Indian players see the new international entrants like IKEA as a welcome phenomenon, as it will only increase the importance of the category. We also profile a few players in the segment who are ruling the roost in the Home Fashion market and are here to stay for long.

India is known to be a country of festivals and with the festive season just here, painting the

nation with colours, lights and joy, fashion brands and retailers have geared up with their best collections. We focus on the chief factors leading to sales growth of various fashion brands during the Festive Season. The issue narrows down the key trends that drive the festive season sales, and the strategies adopted by the retailers to promote the festive collection.

We also take a look at the Wear.Style Bangalore Fashion Week: Winter 2016, which encompassed myriad designers launching their essentials for the upcoming season. As also the Garment Show of India (GSI), and Galleria Intima's 2016 edition, the sourcing show for intimate apparel professionals.

Please don't miss a detailed chapter on the state of India spinning industry and how the Indian spinners are going through a difficult phase, despite the cotton prices being reasonably low; and NIFT pens a chapter on how companies maintain "green" in their different parameters of supply chain. In addition, the issue also looks into the evolution of Levi's with its next stage of innovation. We also talk to Paul Dillinger, VP of Global Innovations, LS&CO, about the developments in the brand. Overall, this is a complete must have issue of the magazine, perfectly in time with the festive season.

I hope you enjoy reading the issue.



Amitabh Taneja

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Stores



Cott-Counter
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Diva Rose
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Kids Around
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Monte Carlo:
Opens Its First Exclusive Brand Outlet In Mumbai
Monte Carlo, one of India's leading fashion brands, opened its first exclusive store in Mumbai's Satra Park on Shimpoli Road, Borivali (West).

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Rangoli
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KIDS

Revolutionizing Kids Retail In India

Sharad Venkta, CEO & MD, Toonz Retail Pvt. Ltd., talks to Images BoF, about the the kids' segment and the huge opportunity it holds for the retailers.

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TRADE WINDS

Galleria Intima 2016: Where The Industry, The Media And The Government Converged

India's largest sourcing show for intimate apparel professionals, Galleria Intima's 2016 edition took place in New Delhi's Crowne Plaza, in the presence of 2,000 visitors and 500 exhibitors.

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Garment Show Of India Debuts In India

New Delhi's Pragati Maidan hosted the three-day Garment Show of India (GSI) recently. Images BoF brings you the details of the event.

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RAMP

WEAR.STYLE BANGALORE FASHION WEEK: WINTER FESTIVE ONLINE 2016

Held at Sheraton Grand with focus on Winter Festive collections, the Wear.Style Bangalore Fashion Week Winter Festive Online 2016 encompassed myriad designers launching their ensembles for the upcoming season.

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AWARDS

Deal Jeans Wins Award For National Industrial Excellence & Quality

Deal Jeans recently bagged the "National Industrial Excellence Award" and "Quality Brand India Award 2016-2020" by National Chambers of Commerce and Industry (NCCI) of India.

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LAUNCH

Lyra To Expand Brand Portfolio

Lyra is to become a complete women's wear brand by foraying into the market with lingerie and lounge wear.

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Breaking Traditional Fashion Sense Zegdo Enters India

Zegdo, a complete men's head to toe styling solution brand by Vishal Mawandia, opened its first studio in India, at Nariman Point, Mumbai in 2016.

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Superdry Sports: Autumn/Winter '16

Hosted by veteran fitness expert Namrata Purohit, Superdry Sports introduced the season's must-have fitness looks from their A/W '16 collection.

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REVOLUTIONIZING KIDS RETAIL IN INDIA

Toonz Retail aims to provide complete fashion solutions for kids of 0 to 12 years of age. With safety and quality being the top priority, the company provides the best in apparels and other kids' merchandise.

Every parent wants to provide the best to their kids. According to Sharad Venka, CEO & MD, Toonz Retail Pvt. Ltd., the kids' segment in India has not got its due attention yet, and there is a huge opportunity. In order to capture the gap and provide end-to-end solution, Toonz was launched in October 2010 as a one-stop destination for all needs of kids from 0-12 years.

Currently, Toonz has a pan India presence with 100 stores, including 19 selected hypercity stores. Internationally, Toonz Retail has entered the Gulf Cooperation Council (GCC) Region and launched its first store. Its brands WOWMOM and SUPERYOUNG are available in countries like Nepal, Mauritius, GCC, Fiji, and Papua New Guinea. The brand also has a strong online presence. Apart from its own e-commerce portal www.toonz.in, it is present in almost all the leading domestic e-commerce portals like Flipkart, Snapdeal, Jabong, Paytm, Amazon amongst other General Trade Outlets.

BoF: Toonz is now reckoned as the best in its class with a formidable impression not only in India but also in various overseas markets. So, how has the journey been for you? What are the challenges you encountered during the course and how did you overcome them?

In the initial phase, understanding the regional requirement was challenging, but over the years, with research and experience, we grew, and have now become one of the largest players in the kid's retail segment. As a new company, it





FASHION RETAIL

LEAD STORY

**FESTIVE SEASON 2016-17:
BOOM TIME FOR FASHION IN INDIA**

The festive season in India morphs the country in its brightest and most jubilant avatar of the year. It's the time the entire nation musters together to feast, pray, share love and above all—SHOP, with unsurpassed fervour.

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FESTIVE COLLECTION

- Aura: A/W 2016 Collection By Amante
- Festive Charm By Cornelianii
- A/W 2016 Collection By Deal Jeans
- Pretty Wonderland By De Moza
- Tie- Dye Your Festive By Desi Belle
- Vibrant & Festive Men's Collection By Manish Creations
- Fusion Beats By Mash Up
- Festive Affair By Meena Bazaar
- Yana By Soch
- A/W 2016 Collection By Success

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COVER STORY

HOME IS WHERE THE HEART IS

With easy bank loan availability, the real estate industry has experienced growth in the last few decades in residential as well as commercial sector. Booming real estate industry is further driving the growth of the home décor market. BoF takes a quick look at the current trends in home furnishings, especially with the festive season just round the corner.

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PLAYERS ! HOME FASHION

SPRUCE UP YOUR SPACE!!

Aspirations for better lifestyles, well decorated houses, that once was prerogative of only the elite class, have now become a necessity amongst the bourgeois. Images BoF handpicks a few of the hottest brands from the sector.

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Magnifying Home Decor
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- 120 PRESTIGE:**
Making Cooking Easy With Complete Kitchen Solutions
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Helping Homes Create Beautiful Stories
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Embellishing Homes in Unique Style
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Adding Charm & Elegance to Homes
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Beautifying Homes With Sophistication



Fashion Retail



COVER RESEARCH

INDIA'S HOME FASHION MARKET

The total retail market for home and interiors is worth ₹1,15,000 crores. It is growing at 12 percent and is expected to be worth ₹1,81,000 crores by 2020. Modern retail is estimated to be 20 percent of this total market and is expected to grow at a rate of 25 percent. JORRS goes into detail.

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BRAND WATCH

DESIGNED WITH PASSION

Founded in 1952, BoConcept is globally-renowned premium furniture and accessories brand, offering customised, coordinated and affordable products styled for modern day living. With its flagship store opened in New Delhi recently, the brand seeks to add a touch of class and its "Urban Danish Design" heritage to homes of NCR denizens.

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BLISSFUL ELEGANCE

Boutique Living, an aspirational home textile brand, was launched by Indo Count Retail Ventures (ICRVL). Drawing upon the avant-garde production capabilities and global export experience of parent Indo Count Industries, ICRVL aims to capture around 25 percent share of Indian bed linen market in the next five years.

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CONCEPT

LIVING LIKE THE STARS

Started in 2012, The Label Life is a famed e-commerce lifestyle brand which celebrates an Indian woman's desire for classy, glamorous lifestyle. Images BoF caught up with the brand founder, Preeta Sukhtankar, who talks about the nitty-gritties of her business.

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Chumbak: MAGNIFYING HOME DECOR

Chumbak was founded in 2010 by the husband-wife duo, Vivek Prabhakar and Shubhra Chadda, as an idea for creating a range of fun souvenirs for India and Indians. Chumbak is one of India's most promising lifestyle brands, that brings together an eclectic mix of fashion clothing, accessories and home decor with global design appeal, targeted at consumers worldwide. The brand was conceived at the time when there was an increasing demand for well-designed and crafted products that could be used as accessories but were not easily found in the market. What started with souvenirs stocked in multi brand outlets, soon transformed itself into a business spanning stores across the country in both large format, full experience stores and pop up stores across popular malls and high streets. A huge part of what Chumbak symbolises, is also driven by its philosophy to 'Make Happy'.

Market Presence

Chumbak retails in cities like Bengaluru, Delhi/ NCR, Chennai, Hyderabad, Kochi, Jaipur and Chandigarh. Apart



Godrej Interio: FROM STOREWELL TO LIVE WELL

One of India's largest furniture brand, Godrej Interio has travelled a long journey from manufacturing the humble storewell cupboard 80 years ago, to being a vibrant, innovative brand with a diverse portfolio. Godrej has sustained itself for years, on the pillars of trust, durability and quality. Be it collaborating with the best design minds internationally, co-creating with the haute couture artists or sourcing the latest in technology from across the world, the brand's team derives inspiration from a simple leaf to the most advanced technology in all its product categories. Godrej Interio works with emphasis on comfort and aesthetics while delivering well designed, fun and functional furniture solutions for its customers.

Market Presence

Godrej Interio has a wide reach pan India and also boasts of the largest customer base. The brand claims to be the market leaders in the category for the last 10 years. Godrej Interio have 11 formats for retail addressing every consumer segment spread across 490 EBOs and 2,000 MBOs. The experience across each of the 11 formats of retail is standard.

Product Basket

Godrej Interio's product basket has expanded over the years from just storewell cupboards to over 1,600 SKUs. The brand's each product is developed with user insight collected by a strong and dedicated team of designers. Godrej Interio is the only company in India to have BIFMA certification for both manufacturing process as well as products. The product categories include, home furniture and interior solutions, bedroom solutions, living room solutions, dining room solutions, storage solutions, kids furniture solutions, study furniture solutions, kitchen solutions, accessories, mattresses, customized hardwood furniture and interior solutions, and institutional furniture and interior solutions, desking solutions, seating solutions,

No. of Employees:
4,000

Total No. of Doors Present In:
EBOs: 490 | MBOs: 2,000

No. of States Present In:
29 STATES

No. of Cities Present In:
640 CITIES

Annual Turnover:
₹1,800 CRORES

Total Retail Space:
75,700 SQ.FT.

Average Bill/ Ticket Size:
₹52,000

Same Store Sales Growth Percentage:
15% YoY



DESIGNED WITH PASSION

Founded in 1952, BoConcept is globally-renowned premium furniture and accessories brand, offering customised, coordinated and affordable products styled for modern day living. With its flagship store opened in New Delhi recently, the brand seeks to add a touch of class and its “Urban Danish Design” heritage to homes of NCR denizens.

By Namita Bhagat

Denmark-based BoConcept, a premium furniture and accessories brand, has entered the Indian market via the franchise route. With its flagship store opened in New Delhi recently, the brand is looking to mesmerize the denizens of National Capital Region (NCR) with its exquisite, modern design furniture that adds a touch of class and its “Urban Danish Design” heritage to one’s abode! BoConcept has appointed Zoe Concepts Pvt. Ltd. as its exclusive franchise partner for Delhi NCR and other markets. The firm has been conceptualized by Navin Khanna, who is a modern contemporary design enthusiast. An established entrepreneur, he also owns “Nouvel”, a leading integrated service provider company, offering solutions for: facility management, turnkey interiors, ambient scenting, handyman services and plant rentals.

The origin of the brand dates back to 1952, tells Navin. “BoConcept is a premium furniture and accessories brand based in Herning, Denmark. Its foundations were laid by two Danish craftsmen, Jens Ærthøj and Tage Mølholm.



Celebrity Style Editors: Malaika Arora Khan, Sussanne Khan & Bipasha Basu

LIVING LIKE THE STARS



Mumbai-based “The Label Life” is a popular e-commerce lifestyle brand that celebrates an Indian woman’s desire for classy and glamorous lifestyle. The concept’s USP lies in offering celebrity-curated collections and free content in an exciting user interface to provide a superlative, personalised shopping experience. The BoF caught up with the brand founder, Preeta Sukhtankar, who talks about the nitty-gritties of her business and her future plans.

By Namita Bhagat

Preeta’s tryst with fashion and style began long before she founded her own e-commerce lifestyle brand – The Label Life. Her work as a television producer at MTV, and later as a publisher at Seventeen Magazine & L’Officiel helped her develop a profound understanding and appreciation of the beauty and luxury tastes. During this time, she also dabbled in event production and celebrity management, and styling ads. These experiences further enriched her learnings and endowed her with diverse set of skills that came in handy when she donned the mantle of an entrepreneur. Importantly, she also developed a good sense of consumer wants and needs, especially the Indian woman consumer, which became a precursor to her decision to launch a woman-centric fashion & lifestyle e-commerce venture.

Tell us a little bit about yourself! How and when did you enter the realm of entrepreneurship?

Preeta Sukhtankar (PS): I have always been interested in fashion and entrepreneurship and hence decided to start my own fashion e-commerce venture in 2012. Originally known as The Label Corp, the company was later rebranded into “The Label Life”. When I started, I had zero experience in e-commerce; and it was hard for me to even name 10 e-commerce sites in India. And that made me work twice as harder. Good thing was that I already had expertise in managing large teams and brand building from my earlier work experiences. I believe in hard work and in not over-thinking things. If something has to be done, you should just go ahead and do it!

Brief us on the idea behind TheLabelLife.com (TLL). What makes your concept unique and different from other players in India’s e-commerce fashion & lifestyle space?

PS: TheLabelLife.com is a destination for independent Indian women who desire a curated mix of clothing, accessories, home décor and much more! The portal hosts three celebrity Style Editors or “tastemakers” for each category. They are Sussanne Khan, Style Editor – House and Home; Malaika Arora Khan, Style Editor – Clothing; and Bipasha Basu, Style

Contents



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FASHION CREATION

Innovation

INNOVATION AT ITS HEART

Hailed as one of the world's most influential fashion brands today, "evolution" and "innovation" have been consistent themes at Levi's ever since its inception in 1873.

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Study

GREENING THE FASHION SUPPLY CHAIN

The worldwide environmental awareness has forced modern enterprises to view supply chain strategies from an environmental perspective. A research from NIFT brings together several examples on how companies maintain "green" in their different parameters of supply chain.

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Focus

SOS YARN SPINNING COMPANIES IN DISTRESS

The Indian spinning industry is the most developed segment of the textile and clothing industry. But Indian spinners have been going through a very difficult time over the last two years, despite cotton prices being reasonably low. **Sanjay K. Jain, President, NITMA**, analyses the state of the spinning industry.

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Fashion Creation



Designer watch

MANISH MALHOTRA UNVEILS FESTIVE GLAMOUR

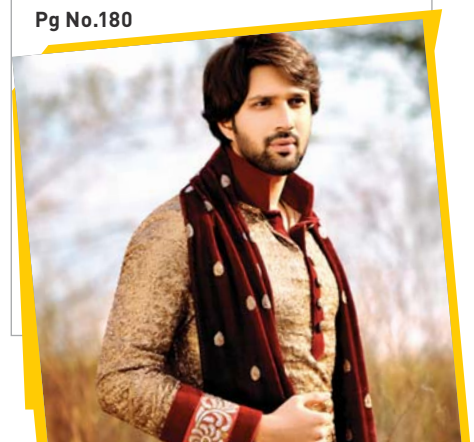
The Manish Malhotra Winter Festive 2016 collection spotlights Indian craftsmanship, combined with modern silhouettes for a stylish, young bridal entourage.

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STILE BY GHULAM ALI MAKES GRAND ENTRY IN DUBAI

With men's fashion making huge strides on Indian and international fashion ramps, it was only a matter of time for the designer duo from Pune, Gulam Ghaus Khan and Mohammed Ali Khan, to stamp their brand's worth with fortitude.

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GREENING THE FASHION SUPPLY CHAIN

The worldwide environmental awareness has forced modern enterprises to view supply chain strategies from an environmental perspective. An efficient green supply chain management system not only ensures a sustainable environmental but also results in lower costs, manufacturing lead-time, and quality. This research paper contains several examples on how companies maintain "green" in their different parameters of supply chain.

-By Isha Singh, Student, Masters of Fashion Technology
Nimish Rastogi, Student, Masters of Fashion Technology
Dr. Archana Gandhi, Associate Professor, Department of Fashion Technology
National Institute of Fashion Technology, New Delhi

From product design, manufacturing to logistics management and product recovery, your supply chain has a major environmental impact. To be accepted and successful, it has to be seen to drive value creation throughout your company.

The key to success of any sustained Green Supply Chain initiative depends solely on how your company changes the way it works with its upstream and downstream trading partners. Note that, if you take a complete lifecycle approach, i.e., from initial raw material extraction to eventual product disposal, then this will require a much greater degree of collaboration, transparency and integration of supply chain processes and systems between the trading partners.

A green supply chain involves five parts in the whole process – from designing to retailing, including green designing, green procurement, green manufacturing, green logistics, and green retailing. (Figure 1)



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