

SHOES ACCESSORIES

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COVER STORY

THINK INDIA. THINK RETAIL:
KOLKATA CITY ANALYSIS

E-commerce

*eBay: An open marketplace
for million buyers*

Feature Story

Men's premium footwear
FROM NEED-BASED TO PREMIUM

ACCESSORIES

BONJOUR:
SOCK VISIONARY

Brand Debut

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EVOKING A SENSE OF
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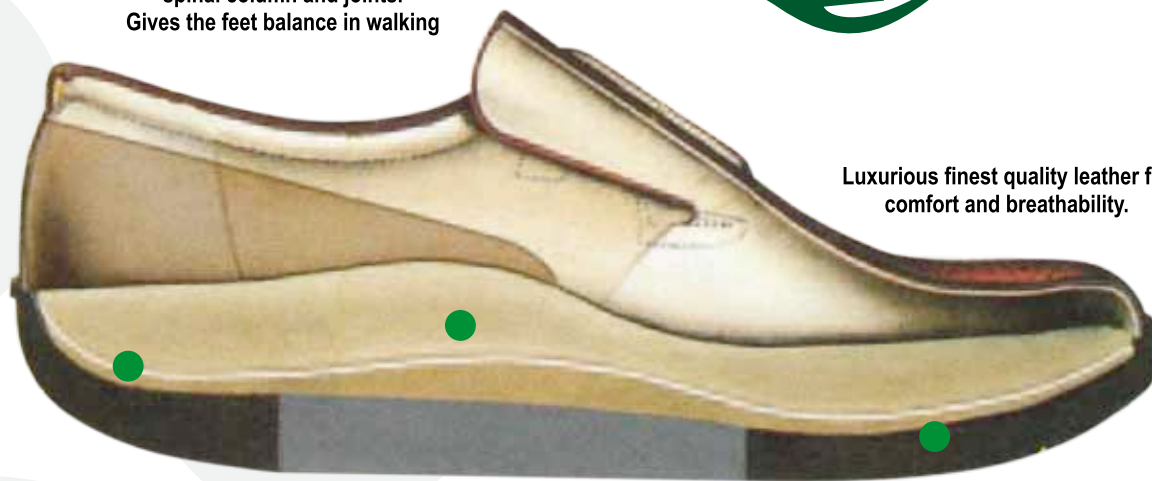
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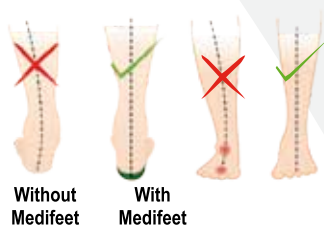


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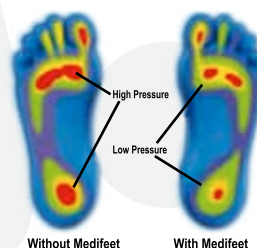
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Editor's Letter

Despite the tumult in the market which ended as a soft ripple, 2015 was relatively a good year. Though the disruption in the exports segment caused some jitter, the overall performance of the industry was healthy. Many rated the year average, while some went to the extent of displaying great pessimism.

If we dig up a little more, the picture is undoubtedly rosy. The fact that several international retail chains and brands, in particular, knocked the Indian door to establish themselves showed that the market has been quite lucrative. If Columbia enjoyed a superiority air in its segment as the premium player, then it has been jolted by the entry of The North Face through Myntra; if Clarks was once treated a premium brand, today it has been dislodged by the arrivals of brands like Johnston & Murphy and Church's, and been relegated to another segment. These all happened in 2015, and made the year quite eventful.

Such atmosphere has toughened the game brands and retailers alike have to play today to consolidate their positions in the market. The trend is no more about feeding the needs of people, but it is more about adding fashion, style and finest quality. This means a new focus on design, ensuring higher quality and consistent emphasis on R&D. The altered landscape also demands the retailers to rethink their strategies, and it has to be more sophisticated at a time when the online format has created a helter-skelter.

2016 has a good start. The sincere and relentless efforts of industry leaders have borne fruit. The Designers Fairs in Chennai is one such achievement which will help bring in global talents to the industry. This soon will be succeeded by India Shoes & Accessories Forum, 2016 in Mumbai, a gathering of top footwear and accessories brands and retailers.

AMITABH TANEJA
Editor-in-Chief



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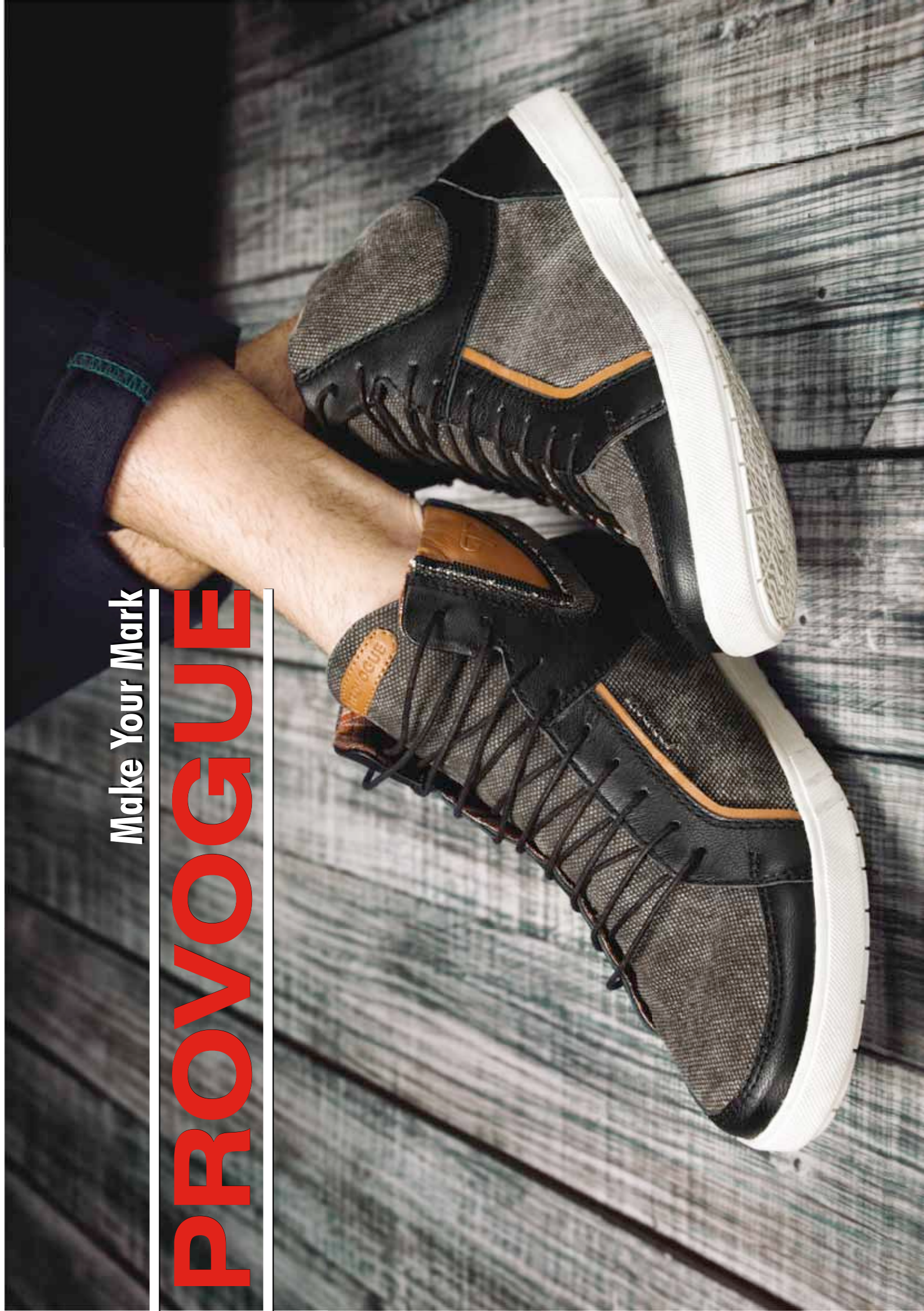
30 PRODUCT WATCH LAUNCH TRENDS



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DUKE LAUNCHES "LIFESTYLE & CASUAL" FOOTWEAR COLLECTION

Duke Fashions (India) Ltd., a leading fashion & apparel brand of India, has recently launched lifestyle and casual footwear collection. The collection is conceived for men with "go-anywhere" lifestyles and high fashion sensibilities.

The collection comes in a wide array of styles, colors, and sizes. The new range is available at selected Duke Stores and is priced between Rs 1149 to Rs 2499. Also, the new collection is available at all major online shopping portals like Myntra.com, Snapdeal.com, Jabong.com, Flipkart.com, Fashionara.com, Amazon.in, www.dukeindia.com and returnfavor.com.



BONJOUR DONATES SOCKS TO HOMELESS PEOPLE

Socks are among the most needed items at homeless shelters, yet among the least-often donated. Bonjour, the largest manufacturer of socks in India, celebrated Christmas with thousands of homeless people by donating socks.

R.K. Jain, MD of Bonjour Group said, "Sometimes, it is important to be told that God loves you, especially when you are poor. This campaign or initiative is so heart-warming. Over the past few years, many homeless people have told me that the socks are the most important clothing item in winters. For them, socks are more important than food to survive in the callous winters of Delhi. These destitute people know of many pantries and shelters where they can get food, but that there's no way they can walk the streets of Delhi in winters without socks. Bonjour tries to bring smiles on the faces of the homeless people every Christmas."

Bonjour distributes more than thousand pairs of new socks every Christmas to the people in need.



FUTURE RETAIL SIGNS BOND DEAL WITH AXIS BANK



Future Retail has signed a unique bond deal with Axis Bank, from which it raised Rs 300 crore recently. The company will reward the bank for holding the bond till maturity by paying a higher premium on the principal amount.

The company will pay a coupon of 10.10 per cent on the bonds on a quarterly basis. However, the bondholder will receive a premium on the face value of the bonds at the time of maturity, resulting in a higher payout of 10.75 per cent.

Future Retail, which is refinancing debt to take advantage of falling interest rates in the country, raised the bonds in two tranches — Rs 120 crore and Rs 180 crore — with tenures of five and six years, respectively. The bonds have put and call options at the end of three years.

Earlier this year, the company raised Rs 1,600 crore through a rights issue and used the proceeds to retire high-cost debt. The company has also been swapping its loans with non-convertible debentures, which are raised at rates lower than those paid on loans. Future's interest burden fell to Rs 135 crore in the quarter ended September from Rs 172 crore a year earlier and Rs 151 crore in the quarter ended June.

ADIDAS HOSTS MULTI-SPORT EVENT IN INDIA

Adidas Uprising organized a multi-sport event, including running, training bootcamp, tennis, rugby, yoga, badminton, basketball, cricket and more at 29 venues across Delhi-NCR. The activities, held between 12-13 December, also included cycling, football, zumba, skateboarding, table tennis and wall climbing.

"Adidas Uprising is a brand statement, a hub for sports enthusiasts and streetwear hounds in the city to experience the breadth and depth of the adidas brand, in a sports performance-led environment. We will continue to cultivate the rich sporting culture by encouraging Delhiites to come out, play and further inspire the country to take to sport," Damyant Singh, senior marketing director, adidas India, said.

Adidas India earlier hosted the Uprising event in Bengaluru.

SKECHERS PLANS LOCAL MANUFACTURING

After operating in India for three years through a joint venture with the Future Group, footwear brand Skechers is planning to locally manufacture products in the country.

"We would look at the potential of third party manufacturing and take the brand to countries in West Asia and Europe from India. The brand is growing here and we can drive quality sourcing by building capacity and processes here," David Weinberg, Chief Operating Officer, Skechers USA Inc, said.

Skechers currently imports its footwear from countries such as Vietnam and China.

"We are trying to get an idea as to the amount of capital required to aggressively grow in India. Today, we have 25 stores and 700 points of sale and are looking at franchising opportunities," Weinberg elaborated. "Today, Skechers is the Number 2 brand in the US and we hope to have a similar position here. We are more affordable than our competitors like Nike and Reebok and the price differential between our competitors could range from two per cent to 20 per cent."

After it starts local manufacturing, there are chances that Skechers will drop its prices further.

Going forward, Skechers may also seek FIPB clearance for opening its own stores since its competitors such as Puma and Nike has already got permission to do so.



FLIPKART TO HELP LOCAL FIRMS TO SELL LICENSED GLOBAL BRANDS

As Flipkart eyes higher earnings through sales of more expensive branded products, India's largest e-commerce firm has launched a pilot project to bring together international brands and local sellers on its platform to ease the process of licensing.

The gross value of licensed products sold in India is over Rs 13,000 crore, which is predominantly offline. Flipkart hopes to bring this online, while helping brands easily tap its already existing base of sellers and using analytics to help them plug leakages in royalties.

"The licensor of the brands, which are being licensed, can be from any country and primarily they are looking at India as a market. So, they are looking at partners who they can work with to license these brands to the right sellers or manufacturers," Manish Maheshwari, head of seller ecosystem at Flipkart, said.

The brand licensing programme is part of Flipkart's various seller initiatives, which include facilitating short-term capital loans and even procurement of raw materials. The move is aimed at promoting sales of authentic products on its



platform, acting as an intermediary between brands and its own sellers.

While the exact terms of deals were not disclosed, Flipkart will aid its sellers to get licences to produce branded products paying royalties between seven and 12 per cent. With India slowly emerging as brand conscious market, the company thinks its sellers will comfortably be able to charge a premium from customers for these branded products. This in turn will help Flipkart improve margins.

SNAPDEAL LAUNCHES MOBILE WEBSITE IN HINDI, TELUGU

Online marketplace Snapdeal.com, run by Jasper Infotech Pvt Ltd, has launched its mobile website in Hindi and Telugu, and said the mobile platform will be available in 11 regional languages by 26 January.

Snapdeal expects to reach out to an additional 130 million smartphone users in India with regional languages such as Hindi, Telugu, Gujarati, Tamil, Marathi, Bengali, Kannada, Malayalam, Oriya, Assamese and Punjabi.

"Everyone is right now targeting the 140 million users in the country. Over 90% of the users in India speak languages other than English. With today's announcement we will cater to 270 million users in the country," said Rohit Bansal, co-founder, Snapdeal. "Two-thirds of our buyer base comes from Tier 2 and 3 towns which have slower internet connections and don't understand English. This platform goes hand in hand with our earlier announcement of Snaplite, which allows users to access the mobile website in areas where internet connectivity is poor."

Snaplite is Snapdeal's website for mobile

browser, which is 85% lighter and consumes less bandwidth and loads in 1/4th the time of most other mobile sites.

The company, which already has customer care services available in five different languages, plans to add more languages to its platform.

In January 2014, Snapdeal had introduced browsing in Hindi and Tamil languages on its desktop website. However, it was rolled back within after a few months.

"We did an experiment back then and realized that the magnitude of the problem was larger. Also, user base of customers who only understood Indian languages wasn't large enough. But today with smartphone penetration we are seeing increase in such users," said Bansal.

Co-founded by Kunal Bahl along with Bansal in February 2010, Snapdeal lists more than 200,000 sellers and delivers products to over 5,000 cities and towns in India. The company is backed by Japan's SoftBank, Chinese e-commerce giant Alibaba, BlackRock, Temasek, Foxconn, eBay Inc., Premji Invest, Intel Capital, Bessemer Venture Partners and Ratan Tata.



SNAPDEAL TO INVEST IN LOGISTICS TO SPEED UP DELIVERY

Online marketplace Snapdeal will spend more on logistics and technology to better compete with Flipkart and Amazon's Indian unit, its co-founder said.

The e-commerce market in India is expected to grow to \$220 billion in the value of goods sold by 2025, up from an expected \$11 billion this year, Bank of America Merrill Lynch said in a recent report.

One area Snapdeal will focus on is to cut delivery times by investing in better data analytics and demand forecasting, co-founder Rohit Bansal said.

"We have done over 10 acquisitions and investments in the last one year, almost all of them in the field of technology or supply chain and payments," he said. "With all these investments we have been able to reduce our delivery times by 70 percent in the last one year."

Snapdeal, which had \$4.5 billion in Gross Merchandise Volumes (GMV), a measure of value of goods and services sold, by August, bought mobile wallet company FreeCharge in April for around \$400 million.

It has also spent around \$35 million to buy about 50 percent stake in logistics services company GoJavas.

Bansal said that Snapdeal had received interest in part of its stake in FreeCharge to raise funds for the mobile wallet company, but declined to comment further.

JABONG LAUNCHES UK BRAND MISSGUIDED



E-tailer Jabong has signed an exclusive deal with Missguided to sell UK-based fashion retailer's products on its platform.

"We are happy to add yet another renowned fashion label to our list of International exclusive brands," said Sanjeev Mohanty, CEO and managing director of Jabong. "We want fashion to be accessible to all and bring best international trends and brands to our visitors."

Missguided is a women online-fashion brand. They design and create product informed by their customers and global influences.

"India is a key strategic market for Missguided and we are confident our partnership with Jabong will be a huge success," said Nitin Passi, founder and CEO, Missguided.

Jabong directly competes with Myntra, FashionandYou and more in the fashion space.

JABONG FY15 SALES CROSS RS 1,000-CR MARK

Online retailer Jabong crossed the Rs 1,000 crore sales mark in the year to March, doubling its revenue from a year ago, but deep discounting has led to a nearly threefold increase in the net loss.

Xerion Retail, which runs Jabong, posted a loss of Rs 43.6 crore on sales of Rs 1082.9 crore. A year ago, it had sales of Rs527 crore with a net loss of Rs16.6 crore.

India's ecommerce market is set to rise to \$103 billion by FY20 from \$26 billion now, according to Goldman Sachs. At this stage of evolution, online retailers have to go through years of operating losses, given high initial investments as well as the incentives they provide in the form of discounting to attract consumers online. At the same time, several online retailers are said to be getting more circumspect with discounts as they seek to shore up their balance sheets.

"Jabong is transitioning from a startup to a professionally managed profitable ecommerce business. We are putting together a strong leadership team. Our focus will be on more and more curation, building unique assets and increasing assortment," Sanjeev Mohanty, Jabong's

CEO and managing director, said.

India's biggest homegrown ecommerce companies Flipkart and Snapdeal are flushed with cash as overseas investors in the two companies look to get a piece of a market that's set to surge further. Amazon India too has indicated that it may exceed the \$2 billion that CEO Jeff Bezos had pledged to spend last year, with sales growing more rapidly than expected. In comparison, Jabong has raised about \$100 million from a consortium of investors including Swedish investment giant AB Kinnevik and Rocket Internet.

Myntra, owned by Flipkart, and Jabong were considered the leaders in the fashion category, but Amazon India is gradually getting aggressive with the segment consistently among its top three. During the festive season, Amazon saw its fashion segment grow fivefold from a year ago.

Apart from this, most lifestyle product makers are either shying away from offering heavy discounts for their wares or giving price-offs for old merchandise, something that goes against Jabong's business model of offering fast fashion or the latest collection.



US BRAND FOREVER 21 DEBUTS ON MYNTRA

Los Angeles-headquartered fashion trendsetter Forever 21 will offer a range of apparel, footwear and accessories for women on fashion portal Myntra, a subsidiary of e-commerce major Flipkart.

In a statement, Myntra said, "Forever 21 debuts on our platform with its winter collection consisting of colourful prints, printed tops, footwear, sunglasses, bottom wear, lingerie and accessories."

Myntra has partnership with over 1,700 fashion and lifestyle brands.

"Launch of marquee brands such as Forever 21 reinforces our leadership position as a major house of brands," said Prasad Kompalli, head, e-commerce platform of Myntra.

Founded in 1984, Forever 21 operates 730 stores in 48 countries.

INDIAN LEATHER PRODUCTS SHOWCASED IN DUBAI



Indian leather products such as footwear, garments and accessories were showcased at a 2-day exhibition in Dubai.

The event was being organised by India's Council for Leather Exports, the Indian Embassy in UAE, Consulate General of India, Dubai and India Trade & Exhibition Centre (ITEC) M.E.

It was inaugurated by Indian envoy in the UAE Anurag Bhushan in the presence of M Rafeeqe Ahmed, Chairman, Council for Leather Exports and Sudesh K Aggarwal, Chairman ITEC M.E.

The event focused on showcasing India's finest leather and leather products ranging from finished leather, leather and non-leather footwear, footwear components, leather garments, leather goods and accessories etc.

The event received wide support with more than 250 brands and companies which included top buyers and industry leaders.

"Indian leather sector has been included as one of the 'Focus Sectors' under 'Make in India' Programme of the Prime Minister. A turnover target of \$ 27 billion (as against present turnover of \$ 12.5 billion) has been set for the leather industry under Make in India, which is to be achieved by 2020," said Ahmed.

The Council for Leather Exports is the single largest and Apex trade promotion organisation of the strong and rapidly growing Indian leather and leather products industry.

"India's export of leather and leather products to UAE increased from \$ 69.05 million in the year 2009-10 to \$ 284.06 million in the year 2014-15, growing at a CAGR rate of 32.69 per cent," Ahmed said.

STREETWEAR BRAND BREAKBOUNCE OPENS FIRST STORE IN INDIA

Breakbounce, the retail brand of Goldenseam Industries Pvt Ltd, launched its first exclusive brand outlet in India in Vadodara on December 8. Samarjit Gaekwad from the royal family of Vadodara inaugurated the store.

The brainchild of Sanjeev Mukhija, the founder of Goldenseam Industries Pvt Ltd, Breakbounce is the first streetwear brand of the country. Dominating the menswear category, the brand already has presence in more than 140 places through partnerships with retail giants such as Lifestyle, Splash, Central and Reliance Footprint.



It has a pan Indian reach that is enabled by e-commerce players Flipkart, Myntra, Snapdeal, Jabong and Amazon.

Headquartered in Bangalore, Breakbounce has adopted a strategically different approach from the brick and mortar model universally adopted by most brands.

The first exclusive brand outlet launched with the brand's FW15 collection. With an advantage of backward integration to design, develop and manufacture, the brand has paid great attention to product and its detailing. Its product proposition encapsulates all categories of apparel and provides a more holistic experience of the current international street styles. It includes tees, shirts, jackets, hoodies, sweatshirts, chinos, denims, shorts, belts, headgear, wallets, bags and footwear.

Commenting on the launch, Sanjeev Mukhija, who is also Managing Director, Breakbounce said, "The men's wear market in the country is growing rapidly YOY, making India a lucrative market for the brand. Taking this into consideration, we have strategically timed and planned the launch of our first EBO in Vadodara. It is one of the most promising markets of the Tier 2 cities with immense purchasing power and demand for defined fashion. By the end of 2016 we plan to launch EBOs in Bangalore followed by a few in Surat, Ahmedabad and Delhi."



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MYNTRA TO LAUNCH US BRAND THE NORTH FACE

Online fashion retailer Myntra has signed a deal with US-based apparel, equipment and footwear retailer The North Face to sell its merchandise in India from January 11.

"We are happy to add yet another renowned fashion label to our list of international exclusive brands," said Prasad Kompalli, head of ecommerce at Myntra.

The retailer, which went mobile app only in May last year, has over 25 international brands in its portfolio. The North Face, founded in California in 1966, is an outdoor product company specializing in outerwear, fleece, coats, shirts and more. The retailer will be directly competing with Columbia sportswear international brand, which entered India in December 2013.

"We made this choice based on all the evolution we saw around us. Our experience in China helped us decide to first go online and understand the market. Then perhaps nothing prevents us to go offline after we reach a certain stage," said Bruno Feltracco, vice-president and managing director, outdoor and action sport coalitions Asia Pacific, at VF Asia, whose brands include The North Face, Lee, Wrangler and Nautica.

INDIAN LUXURY MARKET TO CROSS \$18.3 BILLION BY 2016: ASSOCHAM

Increasing brand awareness among the youth and higher purchasing power beyond big cities is likely to boost India's luxury market around 20% to \$18.3 billion this year, says a study.

The current size of the country's luxury market \$14.7 billion, says the Assocham study.

"The factors that have fuelled the luxury industry's growth are the rise in disposable income, brand awareness among the youth and purchasing power of the upper class in Tier II & III cities in India," Assocham Secretary General D S Rawat said.

Five star hotels and fine-dining restaurants, electronic gadgets, luxury personal care items, and the jewellery sector have performed well in the year 2015 and are expected to grow by 30-35% over the next three years, the study notes.

Big ticket spends on items like luxury cars mainly in the SUV section is likely to continue, with an estimated growth projected at 18-20% over the next three years, driven by consumption in smaller towns and cities, the study adds.

Moreover, with the luxury market expected to

PAVERS ENGLAND ROLLS OUT DIGITAL CAMPAIGN IN INDIA

Pavers England, a premium UK-based footwear brand, has rolled out its digital campaign in collaboration with BEE Digital, the digital wing of BEE Advertising.

The agency has been promoting the brand aggressively from past 10 months in three different phases. Targeting the young generation, the agency rolled out its third campaign with the brand's autumn collection.

The second in the series, Go Places, captured the spirit of holidays and travel. The idea was to associate the brand and its footwear with the excitement of travelling, holidays and the partying

LUXURY BRAND FABI UNVEILS FIRST RETAIL STORE IN NEW DELHI

Fabi -the luxury Italian brand has forayed into the Indian market with its first store launch in New Delhi. Situated in the upscale South Extension market this flagship store is grabbing a lot of eyeballs. Spread over 1100 sq.ft. area, the one of a kind store offers high class men/ women shoes and hand bags imported especially from Italy.

Speaking at the launch event, Sameer Singh, Director, Mescos Shoes Ltd said, "We are delighted to launch our maiden store in India. Fabi has 122 stores in the world including one in India as of now. We are also eyeing Mumbai and Kolkata in coming months." He adds, "The current shoe line in stores is the Winter-2015 collection which includes some chic boots and ankle length shoes, designed especially for Indian women. "

Founded by Enrico Fabiin 1965, FABI is a premium Italian brand with its headquarters in Monte San Giusto, Italy. The company has three hundred sixty five employees including master shoemakers and artisans who work closely with specialists in IT technology and state-of-the-art

machinery. The brand's first set of samples was 12 hand-stitched tubular models which instantly became hit among people.

After getting success in such a short span of time, FABI expanded its horizons and established its reputation as a dynamic brand. It has now become a perfect beacon of Italian made designs, a promoter of elegant style and an astute observer of trends who always anticipate new ways of life.



grow at over 25% year on year, Private Equity investments (PE) in the respective segment is expected to increase and support the enhanced size of the Indian luxury market.

The study segregates the luxury sector into product categories like apparel and accessories, pens, home decor, watches, wines & spirits and jewellery, services like spas, concierge service, travel & tourism, fine dining and hotels and assets including yachts, fine art and automobiles.

The high Internet penetration across tier-II and tier-III cities along with more disposable income shall lead to approximately 100 million transactions through the Internet by 2020. As a result, the luxury consumption is going to increase manifold in the country, highlights the study.

Some of the significant players across various verticals which performed well in 2015 included GUCCI, Christian Dior, Louis Vuitton, Ocean Style Yachting, Judith Leiber, Geetanjali Group and The Bauers.

The cities where the study was conducted included

Delhi, Mumbai, Kolkata, Chennai, Ahmedabad, Hyderabad, Pune, Chandigarh and Dehradun.

Around 250 employees were selected from each city on an average. In 2015, Delhi ranks first in spending most on luxury brands followed by Mumbai (2nd), Ahmedabad (3rd) Pune (4th) and Bangalore (5th).

Around 55% of the survey respondents were in the age bracket of 20-29 years, followed by 30-39 years (26 pc), 40-49 years (16 pc), the rest over 50.

Over 69% of the respondents said they prefer to purchase well known luxury brands, while 65% indicated they would pay a premium for well-known, popular luxury brands.



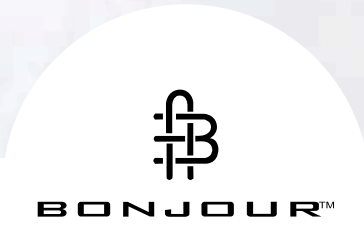
and fun season.

The third and ongoing one, Winter Campaign, is focused on lifestyle with special emphasis on footwear. Along with the campaigns, the agency also worked on online promotions for user engagement. It launched a contest #clickyourfeet, where people were asked to click and upload the pictures wearing Pavers England footwear.

Amitava Mitra, Managing Director, BEE advertising, while elaborating the campaign, says, "The three back-to-back campaigns, which were devised and conceptualized to engage the customers in a simple, yet effective way, paving the way for

the brand to connect with them. And this, I would say has been the single-minded focus of the team at BEE...to understand the brand and the market, and to subsequently engage customers through innovative and new ways of communication."

Talking about the three campaigns, Jayant Bedi, Chief Creative Lead, BEE, says, "Through these three back-to-back campaigns, we have actively positioned Pavers England as the primary choice of the premium footwear seeking audience. The aim was to get closer to our customers through smart communication that builds excitement towards the brand and most importantly captures the mood of consumer."



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SKECHERS CEO ROBERT RANKED ONE OF TOP US CEOS

ExecRank, a social-networking platform that connects executives with companies seeking to fill top-level posts, listed Skechers' Chairman and CEO Robert Greenberg as No. 17 on its list of top U.S. CEOs at mid-cap companies.

The ranking — which includes 400 CEOs — is compiled using the firm's 24-point methodology, which measures aspects such as a CEO's experience, business results during tenure, significant professional achievements, company earnings-per-share growth this year and industry/professional reputation.

Greenberg is the only footwear-company CEO to make the top 20. "I would feel much better if there was a check coming in the mail for the recognition!" Greenberg joked in response to his ranking on the list. "But actually, I feel wonderful — especially considering the other successful footwear companies in our enormously challenging industry, and I was chosen."



At the FN Achievements Awards earlier this month, Greenberg took to the stage to receive the Manolo Blahnik Lifetime Achievement Award.

Skechers has been taking the shoe industry by storm with high-profile collaborators, the latest of whom include boxer Sugar Ray Leonard and pop singer Meghan Trainor — as well as its buzzy international moves. This year, the company opened wholly owned subsidiaries in Latin America and Central Eastern Europe.

"I think I made the ExecRank list because of the popularity and phenomenal growth of our brand and company over the last three years," Greenberg added.

This year's ExecRank list is dominated by CEOs of retail, food and consumer brands, with Rite Aid Chairman and CEO John Standley landing the No. 1 spot.

WOLVERINE WORLDWIDE WINS U.S. DEFENSE LOGISTICS AGENCY CONTRACTS



A division of Wolverine Worldwide has been awarded contracts to manufacture Temperate Weather Combat boots for the allied forces in Afghanistan by

the US Defense Logistics Agency.

It was announced that Bates, which produces boots and shoes for the US military, was awarded the contracts, valued at \$27 million. The boots boast Vibram outsoles and Gore-Tex waterproof-breathable technology and will be made in both black and tan.

In a statement, Blake Krueger, chairman, CEO and president of Wolverine Worldwide said, "Bates continues to produce some of the world's most technologically advanced footwear for men and women in combat. We are committed to being the leader in providing footwear solutions for all branches of the US military and are privileged to supply these performance benefits inherent in our Michigan-made combat boots."

As required by law for US defense contracts, the boots are constructed of 100 percent American-made materials and will be manufactured at the Bates facility in Big Rapids, Michigan.

HUGH JACKMAN INVESTS IN AUSSIE LABEL R.M. WILLIAMS

Well-known Australian fashion brand R.M. Williams now has the financial backing of Hollywood star Hugh Jackman.

The brand announced that the Aussie actor has become a private investor in the firm, alongside other investors.

According to the company's statement, "R.M. Williams is proud to have Hugh Jackman as a shareholder. It is the strong view of the company that with the support of its shareholders, there is a unique opportunity to take R.M. Williams and its iconic Adelaide-made boots to a global customer. This was a long-held goal of the company's founder, Reginald Murray Williams."

R.M. Williams Co. was founded in South Australia in 1932 by Reginald Murray Williams, who sold it in 1998.



NIKE DEBUTS GOLD LUNAR CALDRA SNEAKER

Nike has honored decathlete Ashton Eaton with a new limited-edition sneaker that hits stores on December 26.

The Nike Lunar Caldra — which Eaton wore at the IAAF World Championships in August, when he broke his own world record, set in 2012 — will come in a gold colorway to celebrate the stunning athletic achievement.

Nike said its design team updated the Lunar Caldra cross-training shoe based on Eaton's feedback during wear-testing prior to the championship races. "This is the one shoe you can toss in your bag whether you're going out for a 5-mile run, lifting heavy weight, doing drills or going after some high-intensity training," Drew Conant, footwear product director at Nike, said.

The Lunar Caldra is known for its ultra-soft feel, with Lunarlon cushioning, accompanied by Flywire cables on the forefoot to enhance lockdown when cutting from side to side. The new "ode to Eaton" version will feature a gold mesh upper accented by black laces and a black Swoosh, and a white-and-black sole.



NIKE UNVEILS NEW AIR HUARACHE ULTRA FOR WOMEN

Nike has unveiled the new Air Huarache Ultra, designed for women. The shoe expands on the design philosophy behind its original Huarache: Less is more.

The new version keeps elements of the iconic 1991 style, from the logo to bootie construction and heel stabilizer, while reimagining its exoskeleton-like qualities.

"We wanted to re-imagine the Huarache in a fresh and modern way for the way our female consumer maneuvers today," said Nike footwear designer Ashley Comeaux of the Nike Air Huarache Ultra. "You get the shape of the original saddle and added Nike technology with the next generation Flywire lacing system. It's simple, clean, yet the DNA of Huarache is still there."

The shoe retains the lateral and medial side of the original as rubber components, with a bigger branding on the back done in stretch webbing. The saddle is executed in molded detail as a nod to the original design and uses next generation Flywire to keep the mid-foot locked down and the fit component intact. The midsole retains the expressive gesture of the original, while the classic dotted pattern from the heel also serves as sidewall texture. The tip and heel are rubber in contrast to the completely rubber outsole of the original. The forefoot is cored-out for more flexibility.



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PUMA LAUNCHES NEW SUPER LIGHTWEIGHT FOOTBALL BOOT



Puma has launched evoSPEED SL-S, the new super lightweight football boot with a synthetic upper that offers extra durability for everyday use. The evoSPEED SL was introduced by PUMA last summer for match days and special moments, whilst the new evoSPEED SL-S is for players that require the 'lighter than light' feeling also in every training session. Puma players Sergio Agüero, Marco Reus, Antoine Griezmann and Marco Verratti will wear the new evoSPEED SL-S.

The super lightweight boot is now combined with a new monolayer microfibre upper material. Sergio Agüero said, "These new boots are simply incredible. Players have different needs from their football boots, I like to wear the same boots in training that I wear in matches, which is just my personal preference. This new evoSPEED SL-S allows me to do that, which I am very happy about. To me, a light boot is very important, as it helps me to pick up maximum speed within few seconds or change direction easily, which is key to my style of play."

Puma has also launched the new colourway of the evoSPEED SL, which continues to be a performance product in the global sports brand's football footwear offering. Both the new evoSPEED SL and the SL-S are available for purchase on puma.com and at global football boot retailers.

CLARKS OPENS FIRST STANDALONE KIDS' STORE IN DUBAI



British footwear brand Clarks has opened its first standalone children's store in Dubai. Located on the second floor of Dubai Mall in Dubai, the 400-sq.-ft. shop carries Clarks' full range of baby and children's shoes.

The new store is the first in a series of kids' retail openings planned for the brand. According to Sheldon Smith, group product director of children's product, the company is eyeing other cities in the United Arab Emirates as well as China.

The Gulf region, in particular, is a key retail market for Clarks, representing more than half of its global store base. The brand currently operates 107 stores in the Middle East and Africa. That number is expected to grow to more than 150 within the next two years.

NEW BALANCE TO SPONSOR NYC MARATHON FROM 2017

New Balance and New York Road Runners announced a 10-year partnership deal that will make the footwear maker NYRR's official footwear and apparel partner starting 2017. It means that come 2017, New Balance will be a new sponsor of the TCS New York City Marathon, the annual event organized by NYRR that had been sponsored in part by Asics for the last 25 years. In addition, New Balance and NYRR have plans to open a New York City running center. The center, which opens in 2016, will feature New Balance products.

It's a big announcement for the running shoe company as it gets ready to debut its latest innovation: The first running shoe with a 3D-printed midsole.

New Balance plans to start selling its new running shoe in the Boston area in April. A 3D-printed shoe is an opportunity for shoe companies to shorten the supply chain, slash costs, and give customers a way to customize their footwear to make truly unique running shoes.

"New Balance is a 109-year-old brand that was founded on innovation, and through the leadership of owners Jim and Anne Davis, we have had the courage to do it our way," New Balance CEO Rob DeMartini said. "3D printing has the potential to change the way we make footwear."



AUTODESK FOOTWEAR TO HOST 2016 US FOOTWEAR TECHNOLOGY FORUM

Autodesk Footwear will host its 2nd North American Footwear Technology Forum (FTF) at the District Hall, Boston, on the 24th and 25th May 2016. The FTF is an educational event aimed at designers and manufacturers of footwear around the world who are keen to learn about 'The Future of Making Things'.

Topics for discussion will include 3D printing, 3D prototyping, sustainability of materials, manufacturing, customisation and orthopaedics, and scanning technology. For the first time, the event will also include foot-health topics previously discussed at the Ortho Technology Forum.

The FTF brings together industry leaders and like-minded professionals from both the footwear and custom insole industries to talk about technology for future innovation. Presentations at the Portland event, attended by more than 120 people in May 2015 at the Pensle Footwear Design Academy, were delivered by industry

professionals including Lucy Beard from Feetz, Luigi Ferracuti from Crocs and Philippe Ribera from Lectra.

Luigi Ferracuti, the Senior Director of 3D Development and Tooling at Crocs who has attended Forums in North America and Europe, said: "The FTF is a very interesting experience because there are so many topics related to footwear technology, meaning you can find out what is new in the market."

As well as footwear designers and manufacturers, the popular forum also attracts footwear and foot-health professionals such as pattern/design engineers, product development or technical managers, company presidents, pedorthists or laboratory managers. Previous events have attracted a varied audience including representatives of high fashion brands Prada, Ferragamo and Gucci, as well as popular sportswear companies such as Nike, Reebok, Adidas and Decathlon.





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ALIBABA HIRES BASSIUR TO TACKLE COUNTERFEITING



Just days after the U.S. government issued a strong warning to the e-tailer, Alibaba Group is taking action. The group has appointed former Pfizer Inc. and Apple Inc. executive Matthew Bassiur as VP and head of global intellectual property enforcement.

The move follows several months of mounting criticism and pressure mainly from American Apparel & Footwear Association and U.S. Trade Representative regarding Alibaba's "slow, difficult-to-use and nontransparent" anti-counterfeit enforcement program.

According to the company, Bassiur will lead a team that work with international brands and retail partners, industry associations, government regulators, law enforcement and other organizations to advance Alibaba Group's anti-counterfeiting and intellectual property-rights-protection efforts.

"Matthew's appointment is the latest step in Alibaba Group's comprehensive and industry-leading efforts to fight counterfeits," said Jack Ma, executive chairman of Alibaba Group. "Counterfeiting is a problem that challenges all

forms of distribution, whether in e-commerce or offline retail. We will continue to be relentless in our long-term commitment to protect both consumers and intellectual-property-rights owners, and we call on all companies in our industry to join our fight against bad actors."

Bassiur comes to Alibaba with an extensive anti-counterfeiting résumé that includes top-level posts at Apple and Pfizer and a stint as a federal prosecutor in the Computer Crime and Intellectual Property Section (CCIPS) of the U.S. Department of Justice.

Bassiur will report to Alibaba Group's newly appointed president, Michael Evans. Evans was tapped by Ma in August to help expand Alibaba beyond Asian borders and to bolster the executive chairman's goals of rebranding China as a consumption-based economy.

PEOPLE FOOTWEAR RELEASES PHILLIPS HIGH

People Footwear has released a version of its most popular silhouette, the Phillips High.

The Phillips High is available now for men and women. The brand's latest shoe is available in beachwalk brown, naval blue, and expedition green.

The high-top version of the shoe, complete with its signature toe cap and blue-and-white branding on the heel, features a basket-woven polyester upper and two of the brand's proprietary technologies: a SkyLite EVA outsole and a removable SuperCrush sock liner for light weight and superior comfort. The Phillips High also features laces in the same color as the upper.

Launched in Asia in 2013 and made its global debut with its spring '16 collection, People Footwear is the latest shoe venture of Damian Van Zyll De Jong, the founder of Native Shoes.



NEARLY 150 GARMENT, FOOTWEAR FACTORIES IN CAMBODIA CLOSED DOWN IN 2015

Nearly 150 garment and footwear factories in Cambodia were shut down this year, while more than 50 new ones opened, cited a report by the Commerce Ministry.

A total of 982 garment factories and 90 footwear manufacturers have been registered with the ministry. Of these, 130 apparel factories and 14 footwear factories shut down this year, according to ministry figures.

Ho Sivyong, director of the ministry's import and export department, said though more factories closed than opened, he was optimistic that the production would increase next year.

Some global brands had promised to buy more products from Cambodian factories, he said.

However, Sivyong said strikes for higher wages were deterring new investment, and a shift in production to Myanmar was underway. "Demonstrations and demands for higher wages from workers are a challenge for investors considering investing in Cambodia," he was quoted.

Some companies that had shut factories here have shifted production to Myanmar, he added.

Sivyong noted that like Cambodia, Myanmar has duty- and quota-free access to the European market under its Everything But Arms trade deal tailored to the specific needs of least developed countries.



INVESTORS NOT PUSHING FOR REEBOK SALE, ADIDAS CFO

Adidas is not facing pressure to trim its portfolio beyond the sale of footwear brand Rockport and several golf labels, despite the recent arrival of three big activist shareholders, the sportswear group's chief financial officer said.

Over the course of 2015, the US investor Mason Hawkins, Belgium's Albert Frère and the Egyptian billionaire Nassef Sawiris have all built up stakes in Adidas. Their purchases have prompted speculation that they could push for the German group to offload low-performing assets such as Reebok or

the US golf brand TaylorMade.

But Robin Stalker, Adidas's chief financial officer, said that the investors had not been pushing for the group to sell assets.

The company posted operating profits of €1.08bn from sales of €12.7bn in the first nine months of the year, but he conceded that the company had not yet met its ambition of a double digit operating margin.

He added, "What has been of interest to everybody is that we have said that we are prepared to look at our portfolio. We've done a very good review of that." After selling off footwear business Rockport, Adidas indicated it might sell its Adams and Ashworth golf brands.

The group plans to decide in the first quarter of next year whether to part company with TaylorMade as well, which, like other golf brands, has been hit by a decline in the popularity of the sport. It has lost money this year.

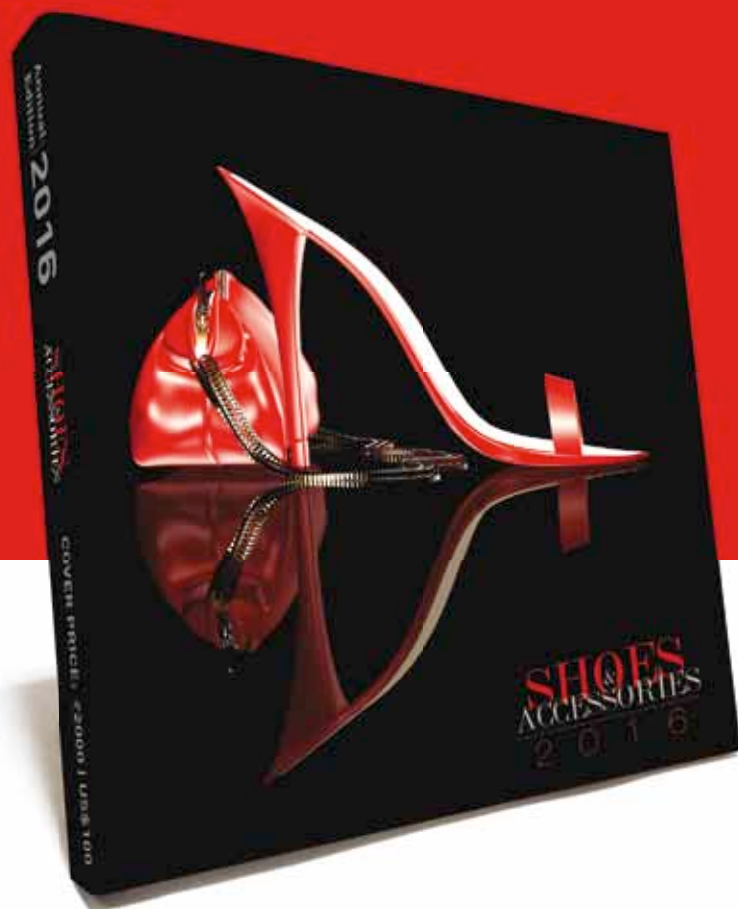
The arrival of the new investors comes at a critical juncture for Adidas, which in March launched a new strategy in a bid to boost profitability and close the gap on its arch-rival Nike.

A key part of the strategy is a marketing push in the US, where Adidas has been investing heavily to recover ground after losing its second place in the market to Under Armour last year.



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India's premier B2B monthly glossy, Shoes & Accessories, is ready with its 2nd Annual Edition for the business of footwear and accessories. This special publication provides insights on some key players that have shaped the growth of this industry, and on emerging names that could bolster this fashion category's growth figures. The edition also focuses on how the segments herein fare at MBOs, both at the national and regional levels and analyses how the influx of international brands has changed the business-scope, by ushering in new ideas and concepts.

KITSON TO CLOSE ALL 17 RETAIL STORES, WEBSITE



Kitson, once one of Los Angeles' hottest retail destinations, is closing all of its 17 stores as well as its website.

The retailer has seen significant challenges over the past few years. Gordon Brothers Group and Hilco Merchant Resources started store closing sales at all retail locations.

In addition to footwear and apparel, Kitson stocked a range of giftables and trinkets.

James Wong, Kitson's chief restructuring officer, said in a statement that the company is in deal discussions to keep the name alive.

Kitson owner Fraser Ross had been looking for new opportunities to expand the business over the years. In 2010, Ross was quoted that he had realized that the time had come to bring in outside money for future expansion.

HARBINGER HANDMADE SHOES TO LAUNCH IN JANUARY 2016

Footwear craftsmen Yasmina Cadiz and Amanda Real are expanding their repertoire in January 2016 with the launch of Harbinger, a collection of handmade men's and women's limited-edition shoes.

The partners are already recognized for their line of upscale handcrafted baby shoes under the Toe Jamm name as well as a line of handmade adult shoes under the Atelier Collection label.

While the Atelier line has developed a strong consumer following with signature looks that include raw-edge details and crinkled effects, it will now be replaced by the Harbinger collection, said Cadiz. "Harbinger is less extreme, but has the same attitude and DNA of Atelier. We're only one of three women-run footwear brands actually handcrafting their own collections here in Los Angeles. I think that makes us much more unique when you consider we're working in a hugely male-dominated industry. We're not wannabe designers adding our name to a line that's developed by a production house," Cadiz explained.

The Harbinger collection will be available in limited-edition 36-pair runs per style and color. Each shoe is numbered, making them collectibles. While the shoes are unisex in styling, they're done on specific men's and women's lasts.

KENNETH COLE PARTNERS WITH LF BRANDS FOR EXPANSION



Kenneth Cole announced a three-year partnership with LF Brands to further its global expansion.

The agreement includes global footwear launches for fall '16, in territories such as Germany, France, Benelux, Switzerland and Austria. The launch will focus on men's and women's

footwear from the company's namesake brand, as well as women's Gentle Souls footwear, another name under Kenneth Cole Productions Inc.

"We are looking forward to having a Central Europe-based partner who specializes in footwear and is able to offer best-in-class service to department stores and independent retailers in these regions," said CEO Marc Schneider.

LF Brands is working with Kenneth Cole Productions to reach European customers through new retail accounts, including department stores, independents and e-commerce. Currently, Kenneth Cole has a presence in North America, Asia, Latin America, the Middle East and Australia.

"It's not about getting bigger, but getting better and more efficient and more productive," said Cole. "That's the journey we've been on."

Part of that journey included the opening of a New York store, on Bowery, that offers shoppers a virtual retail experience.

VANS CELEBRATES ANNIVERSARY WITH GLOBAL EXPANSION

Action sports brand Vans is celebrating 50 years of its "Off The Wall" heritage in 2016. The brand was launched in 1966 as the Van Doren Rubber Co., in Anaheim, Calif. There, it produced deck shoes in its own manufacturing facility, which were then sold directly to the public. The shoes' rugged design and sticky rubber sole made them the perfect companion for skateboarding.

These beginnings led to Vans' 50-year history of "Off The Wall" moments in action sports, fashion, music and art, turning a pair of canvas shoes into a platform for creative expression around the world.

K-SWISS GLOBAL BRANDS RESTRUCTURES LEADERSHIP

K-Swiss Global Brands (KSGB), a division of E-Land Group and owners of K-Swiss, Palladium, PLDM, OTZ Shoes, SUPRA Footwear (SUPRA) and KR3W Denim Co. (KR3W), has announced a restructure in its leadership team. Truman Kim, Chairman of KSGB will become Chairman and CEO as Larry Remington, who served as KSGB President and CEO for the past two years, retires. KSGB will move toward a brand-specific leadership model with a dedicated brand leader.

Also effective, is Barney Waters' appointment to Brand President of K-Swiss. In his previous role as CMO of KSGB, Waters built brand and marketing strategies for all brands. In his new capacity, he will focus on all aspects of the K-Swiss brand specifically.

"We are grateful for Larry's service and his contributions to creating this dynamic multi-brand company. Under this new model, we feel that we will have more focused attention on each brand while continuing to leverage our shared services on the back-end such as IT, finance, accounting

To celebrate the anniversary, Vans will offer special product releases throughout the year, showcasing its timeless design and innovation. The culmination of its legacy will kick off in March with the global expansion of Vans' cultural hub, the international music venue, House of Vans.

In addition to House of Vans, the company promotes action sports lifestyle, youth culture and creative self-expression through events and platforms such as the Vans Triple Crown of Surfing, Vans U.S. Open of Surfing, Vans Pool Party, Vans Custom Culture and Vans Warped Tour.

and operations. We look forward to optimizing our efficiencies, achieving scale and profitability to better serve our customers," commented Kim.

KSGB is a division of E-Land Group, a \$10 billion group of companies with over 200 brands, 10,000 retail stores and business across apparel, footwear, retail, hotels, leisure and entertainment.





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Name of the store: WET BLUE

Location: Viviana Mall, Thane, Mumbai

Area: 600 sq ft

Product Range: Women's Footwear

Catchment Area And Target Audience: Viviana mall has a unique advantage of its strategic location and enjoys the footfall of upscale Thane, Airoli and Mulund. Our target audience is the young working population who are growing in this area in large numbers.

Retail Presence: Pan India

Price Range: ₹1,599- 3,499

Store Design And Interiors, Fixtures, Props, Graphics: The store is designed by the famous retail design firm E Eternals. All the Elements, whether it is Coco cola cans fixtures on the wall, the color combination, Lux level or the open space set up, has been kept in sync with the brand's philosophy, which is centered around youthfulness and fashion quotient.

Future Plans: We are planning to open 4 stores (1 Delhi, 2 Mumbai, 1 Pune) in the next financial year. We are also focused on increasing our pan India footprint by expanding our presence in multiple brand outlets like Shoppers Stop, Pantaloon and Lifestyle. SA

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Mix assortments as enhancers





R.K.Jain, Managing Director, Bonjour Group



Sock Visionary

Socks were treated as intimate apparel, but today people are proud to flaunt them. But this change has been made possible with the introduction of quality and comfort. We have been working closely on 'push market strategy' for retail market as quality is our priority, says R.K.JAIN, Managing Director, BONJOUR Group, in an interaction with S&A.



How much the Indian sock industry has evolved over the years?

Back in early the 90s Indian socks manufacturers used to offer Nylon socks, and as time changed people started demanding more of comfort and quality. This led to the use of Cotton and Lycra and thus offering high-quality socks.

And in this landscape, where does Bonjour stand?

Bonjour has been the visionary and we brought this change back in the early 90s.

How much consumers' preference for quality socks has changed over the years? To what factors will you attribute this?

It has changed a lot, now consumers' demand for quality socks with comfort, unique designs and all the colors etc has been on the rise. Initially, consumers used to use socks as intimate apparel, but today they have started flaunting their socks with neon shades and character socks, etc. This can largely be attributed to the exposure they have obtained through the digital medium and rich use of other media.

Where in India does Bonjour enjoy strong demand?

Sock is still treated as winter apparel in India. So in North India, the demand for our products is quite strong. In Tier I towns of all other territories, our socks have also started experiencing strong demand.

Share the retail strategy you have adopted.

We have been working closely on 'push market strategy' for retail market as quality is our priority. But the most important aspect is penetration and that happens only through retailers.

How strong is your reliance on online format? In comparison with offline, how strong is it?

We have also started selling online through our website www.bonjourretail.com, and through other marketplaces like snapdeal, amazon etc. and have been witnessing increasing number every passing day. However, when compared with offline format, the online presence is still very less and most of our sales come through channel marketing.

What's Bonjour's growth projection for the next three years?

We are focusing now on penetrating the Southern, Western and Eastern zones. Apart from these zones, we are also targeting Tier II and Tier III towns.

In what countries is Bonjour active and what other markets are you targeting?

At present, we are very active in India and UAE. In our attempt to widen our oversea presence, we are targeting the US and UK markets.

What new product lines are you planning to introduce?

We are experimenting with different types of yarns so that our socks will be more hygienic and more soothing for the feet. SA



WE HAVE BEEN WORKING CLOSELY ON 'PUSH MARKET STRATEGY' FOR RETAIL MARKET AS QUALITY IS OUR PRIORITY. BUT THE MOST IMPORTANT ASPECT IS PENETRATION AND THAT HAPPENS ONLY THROUGH RETAILERS.



EVOKING A SENSE OF SMARTNESS



Anushree Tainwala

Founded in France in 2005 by François Lipovetsky, Lipault's products are designed to meet the needs of today's savvy travelers, featuring ultra-lightweight, smart designs, chic and vibrant colours, and constructed using luxurious but durable nylon twill fabric. The brand's product range includes business and laptop bags, handbags and totes, and softside and hardside suitcases. Luggage manufacturer and retailer Samsonite acquired the brand in a deal worth €20m. ANUSHREE TAINWALA, Executive Director Marketing, Samsonite South Asia Pvt Ltd, discusses with S&A Lipault's retail strategy, its positioning and the product lines it has been offering, to mention a few.





“ ORIGINATED IN PARIS, LIPAULT’S DETAILED DESIGNING AND SUPER- STYLISH SEMBLANCE MAKE AN APPEALING IMPRESSION AMONGST THE LADIES. LIPAULT BREAKS AWAY FROM BORING, VANILLA TRAVEL PRODUCTS TO OFFER A RANGE OF ALLURING HUES SUCH AS BRIGHT BLUES, PASTEL PINKS, CHOCOLATE MAUVES, ROYAL PURPLE, SUNRISE ORANGE, TO NAME A FEW. ”

What motivated Lipault to enter the Indian market?

Indian women have evolved, and in the recent times they have demanded what is at the cutting edge of fashion. They have gradually come to the stage where it is not just about their families and children but also themselves. The Indian woman has also started travelling independently or with friends for both work and leisure. Herein lies the opportunity. Lipault is all about women and their travel needs - travel totes, business bags, handbags, luggage and accessories designed in its signature Parisian style keeping in mind a woman’s needs. This is a huge market and has mainly remained untapped.

How unique are Lipault’s products from others operating in the same segment? Also, share how unique are its products in term of deigns and quality.

There is no travel brand that only targets women in the market today. Lipault’s light-as-feather designs and vibrant, eye-catching colors have made it a favourite brand amongst women across the world. Originated in Paris, Lipault’s detailed designing and super- stylish semblance make an appealing impression amongst the ladies. Lipault breaks away from boring, vanilla travel products to offer a range of alluring hues such as bright blues, pastel pinks, chocolate mauves, royal purple, sunrise orange, to name a few. The bags

are made using its signature nylon that makes each piece user friendly and extremely luxurious. Besides its charming good looks, Lipault bags evoke a sense of invisible smartness with its ultra-lightness, making it a woman’s perfect travel companion.

Share with us the product line you have been offering to the Indian market? What products have been doing well so far here?

The Indian market is promising and we pride in retailing products that are at par with global standards. The same merchandise sits across stores in New York, London, Hong Kong, Sydney and India. To reinstate, the entire global assortment of Lipault is available in India. We have seen a lot of traction in everyday use bags, purses, totes and also our collapsible luggage. We were pleasantly surprised to see that consumers prefer to buy the brighter oranges, purples and reds over the traditional navy and brown.

Discuss the retail strategy you have adopted here? What’s your sales target (in term of percentage) for the next three years?

We have managed to add 15 retail doors across India - this is a mix of exclusive doors and shop-in-shop counters. By the end of 2016 we are targeting an ambitious count of 50 retail doors. By 2017 we are expecting to cross the 35 crore mark in topline.



“

INDIAN WOMEN HAVE EVOLVED, AND IN THE RECENT TIMES THEY HAVE DEMANDED WHAT IS AT THE CUTTING EDGE OF FASHION. THEY HAVE GRADUALLY COME TO THE STAGE WHERE IT IS NOT JUST ABOUT THEIR FAMILIES AND CHILDREN BUT ALSO THEMSELVES.

”

How seriously do you take the online retail format, and how strong your reliance will be on this channel?

In the current market place, one cannot ignore the e-commerce space. While traditional retail will be an intrinsic part of our growth strategy, we will also start to retail online in 2016 through our own website and through a few top third party websites. This will be an important channel for the brand. The Lipault woman lives and works everywhere, not just the larger cities. Online gives us a chance to reach our consumers in places where our offline stores cannot.

Space scarcity has been a challenge hindering brands from furthering their expansion in the metros of India.

How serious a challenge is this for you and how are you handling it?

Retail space is definitely scarce in high traffic premium malls and high street locations. But a unique brand that is truly

offering something different to the Indian customers will find support from malls. We have targeted a pan India expansion looking at not just the big metros, but also satellite cities and smaller towns, wherever we get the best retail spaces. We are also looking at creating corners in some Samsonite doors and premium department stores across the country.

Share with us some of the challenges you often encounter in India.

India is still a place where women are not spending enough on themselves when it comes to travel. The share of wallet remains occupied by men or other family members. The effort is to offer products that would connect with women and inspire them to get a share for themselves. Lipault bags are outrageously feminine and we are trying to woo the Indian women to buy a travel companion just for themselves, that reflects her personality and flair. SA

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The new Avatar



Winter Chic

Feminine & Flirty

A woman with long brown hair is leaning against a chain-link fence. She is wearing a black, short-sleeved, semi-transparent top and a bright yellow, high-waisted, short skirt. She is also wearing black lace-up boots. Her right arm is raised and resting on the fence, and her left leg is crossed over her right. The background shows a brick building and a parking lot with cars.

Fashion Resolution

A woman with long, wavy brown hair is sitting on a large, dark-stained wooden planter box. She is wearing a bright red, double-breasted coat over a patterned scarf with shades of purple, pink, and white. She is also wearing dark blue or black trousers and black high-heeled boots. She is holding an open book and looking down at it. The background shows a wooden structure, possibly a staircase or balcony railing, and a tree trunk. The overall scene is outdoors and well-lit.

Effortless Style



The Boot Spirit

*Pair
Perfect*





Timeless Appeal



Candy Boots



Pink Is Gold

A woman with long dark hair, wearing a black bra and shorts, is sitting on a black stool. She is wearing black lace-up boots with silver studs. She is leaning forward, resting her head on her hand, and looking down. The background is a red wall with some texture.

Boot Over Heels



*Classic
goes
Cool*

AN OPEN MARKETPLACE OF MILLION BUYERS



eBay India has over 65,000 sellers who sell both domestically and to over 157 million buyers around the world. Over 5.2 million Indian buyers access 3 crore products across 2000 categories on eBay. We have observed in India and globally that a multi-screen user is most engaged and we will continue to invest in this strategy to develop our app and M-web platforms which will see features that will continuously improve the user experience and conversions, SHIVANI SURI, Director Marketing, eBay India, tells S&A in an interview.

Where does eBay India stand today in India's e-commerce market?

eBay India has been at the forefront of pioneering e-commerce in India since the last 10 years and we continue to scale our business at a rapid growth rate. We have established a strong brand equity, large and loyal user base and are a strong global technology platform. We have over 65,000 sellers in India who sell both domestically and to over 157 million buyers around the world. Over 5.2 million Indian buyers' access 3 crore products across 2000 categories on eBay.

Some of the online companies have gone app-only strategy, citing operation cost and data accuracy. Kindly share your views on the significance of app-only strategy, and how important is this for you?

The growth of smartphone penetration and the fact that the first interface for most Indian users is mobile, eBay India considers mobile as a key



“ WE HAVE OBSERVED IN INDIA AND GLOBALLY THAT A **MULTI-SCREEN USER** IS MOST ENGAGED AND WE WILL CONTINUE TO **INVEST** IN THIS STRATEGY TO DEVELOP OUR APP AND **M-WEB PLATFORMS** WHICH WILL SEE FEATURES THAT WILL CONTINUOUSLY IMPROVE THE **USER EXPERIENCE** AND CONVERSIONS ”

medium. Today over 55% of the traffic is through mobile. However, we have observed that globally as well as in India, a multi-screen user is most engaged. At eBay India, we believe in an inclusive strategy rather than an app-only strategy. We have invested heavily in developing both iOS and Android apps for mobile commerce, but we also leverage our platform as a social commerce tool with features like Collections where customers create their own collections, Share, Comment and undertake engagements.

Needless to say, we will continue to invest in developing our app and M-web platforms which will continuously improve the user experience and conversions.

Retail bodies like RAI have explored legal avenues against online retailers, stating that e-commerce violates FDI norms. How much of the claim they have made is true. Please explain.

eBay India has been an open marketplace technology platform player in India for the last 10 years. We have always supported free and open markets everywhere as this enables greater choice and value to the consumer. However, eBay strongly believes in the need for a carefully calibrated approach to opening up of FDI in e-commerce. This should not be treated as an extension of the current FDI policy in multi-brand retail in India, but should emerge out of a carefully crafted, premeditated approach

that helps Indian SMEs for better adaptation to deal with global competitors that have deeper inventories and stronger financial muscle.

Why cash-on-delivery is still a preferred option in India? Does this preference reflect the existence of loopholes in internet banking?

For eBay India, consumers has always been the focus and to enhance their experience we have introduced three pioneering services exclusively for India consumers i.e. eBay Guarantee, PaisaPay and PowerShip. These services guarantee a safe, secure and transparent transaction between the merchant and the buyer. The e-commerce penetration which is growing two fold and with a lot of consumers shopping online for the first time, it is important to provide a convenient and trustworthy option and hence cash-on-delivery seems to overcome this barrier of trust while undergoing the trial of shopping online.

Will it be a challenge for you to launch in-house brand in the near future?

eBay follows an open marketplace business model and therefore it wouldn't be prudent to launch an in-house brand.

You have achieved significant market penetration and virtually eliminated the trust deficit between retailers and customers over

the years, what newer technology could create a virtual reality in online shopping?

Technology is ever evolving. India has become a mobile first market where mobile technology and approach has leaped frog some of the developed markets in the world. We have observed in India and globally that a multi-screen user is most engaged and we will continue to invest in this strategy to develop our app and M-web platforms which will see features that will continuously improve the user experience and conversions. Breaking down the barrier by eliminating and differentiating from online and offline shopping to the time of delivery as well as offering the consumers with a touch and feel approach will further drive the business.

Many online retailers claim that logistics has been a greater issue. What faster route could you employ, rather than relying on major logistics players, to address this?

A huge challenge for the industry has been that the logistics capacity and reach has not been able to keep pace with the ecommerce volume growth. Unless the ecosystem keeps up with e-commerce volume demand we will see challenges in scale-up. Hence, it is significantly important to crunch on the first mile to the last mile delivery process which is going to be the key towards driving the logistic issue. This is only possible by increasing the width and breadth of the seller base and ensuring a geographical spread. SA



From Need-based to Premium

Indian footwear industry has evolved from being a need-based industry to a fashion, quality and performance industry. The development has been shaped by a host of factors, including increased disposable income and rising fashion consciousness.



If a pair of shoes fulfilled a man's need some years back, today diverse demand, fuelled by higher income and exposures, has lured in high end brands. The entry of brands like Johnstone & Murphy, Church's, Bugatti, to mention a few, has exposed Indian men to a new taste and it has also enhanced it.

“The luxury segment makes up around 5% of the men's footwear market in India. Internationally, this is a much larger segment with the availability of several high-end brands such as

Cole Haan, Allen Edmonds, etc. In India, due to the demographics, there is a limited market for luxury brands which is why several brands are still contemplating the timing of their entry into India,” says Gaurav Agarwal-Managing Director, Premium Retail Pvt. Ltd. The company retails premium brand Johnston & Murphy in India.

The footwear industry is dominated by the men's segment followed by kids and then ladies. According to Dhiraj Bathija, Managing Director at Heel & Buckle, “The footwear industry has evolved from a basic need based industry to a fashion, style, quality and performance industry. This change has been driven by a host of changing demographics and economic factors including increased disposable income, growing fashion consciousness and increase in growth of young and working population.” Heel & Buckle also retails other men's premium footwear brands like Church's in the country.

Men's premium footwear segment has grown over the last few years. It is expected that this will be furthered by the abovementioned factors. Agarwal says, “Brands such as Tods, Dune and Johnston & Murphy are steadily increasing their footprint in India.”

According to Tim Torsten Müller, Creative Director and CEO, AstorMueller Group, “The urban Indian consumer today is very in-tune with global trends, and as more Indians are travelling overseas than ever before, there's a sizeable section of the population that is familiar with the premium quality of things they've used abroad - and they expect the same of things they buy here. All of this makes it the right time for Bugatti Shoes in India.” Bugatti recently marks its entry in India exclusively through Jabong.com

As consumers are becoming increasingly exposed to international trends, the product offering has also changed significantly. “With more and more international players coming



AVAILABILITY OF PREMIUM RETAIL SPACES STILL CONTINUES TO BE THE MAJOR CHALLENGE FOR THE RETAIL EXPANSION IN INDIA. HOWEVER, THIS AVAILABILITY IS INCREASING AND IT IS IMPORTANT FOR LUXURY BRANDS TO CREATE A BRAND PULL BY SHOWCASING THEIR PRODUCTS THROUGH THE OFFLINE RETAIL CHANNELS. ”

– GAURAV AGARWAL
MANAGING DIRECTOR, PREMIUM RETAIL PVT. LTD.



“**WITH MORE AND MORE INTERNATIONAL PLAYERS COMING IN, THE COMPETITIVE LANDSCAPE IS MORE EXCITING - PUSHING US TO THINK OF DIFFERENT WAYS TO REACH OUT TO OUR CUSTOMER. OVER THE LAST TWO DECADES THERE HAS BEEN A MARKED DIFFERENCE IN THE MIND-SET OF THE INDIAN CONSUMER.**”

– DHIRAJ BATHIJA
MANAGING DIRECTOR, HEEL & BUCKLE



in, the competitive landscape is more exciting - pushing us to think of different ways to reach out to our customer. Over the last two decades there has been a marked difference in the mind-set of the Indian consumer,” Bathija opines.

The scenario confirms why more consumers are now looking to invest in high-quality and well-made products. Bathija believes that customer's tastes have reached a level of refinement where the mere brand name is not enough to sell them the product. “The smaller details, the in-store experience, the quotient of how unique your product offering is and the quality of the product is of growing importance.”

But the entry of foreign brands is the primary driver of growth in this segment. Agarwal elucidates, “International experience and heritage which brands like Salvatore Ferragamo, Gucci and Tods bring to the Indian Market has fueled demand of high-end footwear. They have been able to create excitement by creating a luxury environment as well as world class service levels at their retail stores. Creative marketing tactics has made Indian consumers notice and create desirability for these brands.”

However, the virtual absence of Indian brands in this segment is quite distinct. Agarwal avers, “For a brand to command a huge premium, it is important that it is globally recognized and has an established track record of making quality product along with the desired service levels. Indian brands which are well established and have built up creditability will start venturing into this space.”

In their attempts to expand their market size and consolidate their position in the market, brands have relied on offline and online retail formats. However, retail space scarcity in India's metros is still a hindrance to brands' aspiration for wider retail footprint, thus making them rely significantly on online format. Agarwal stresses, “Availability of premium retail spaces still continues to be the major challenge for the retail expansion in India. However, this availability is increasing and it is important for luxury brands to create a brand pull by showcasing their products through the offline retail channels.”

Bathija remarks, “A communication mode like Whatsapp is an ideal way to reach out to targeted customers. We can initiate a conversation with a specific customer, send them images from the new collection based on their buying history, check in with them on how the product they purchased is faring and ensure, that overall, the communication is extremely personalised. With innovative approaches such as these, E-Commerce and M-Commerce will both potentially emerge as leading growth drivers by 2020.”

“

BASIC LOGISTICS MIGHT SEEM TO BE A SMALL ASPECT IN SETTING UP A BUSINESS BUT PLAYS A VITAL ROLE. THIS CAN EITHER MAKE OR BREAK A BUSINESS. FOR INSTANCE, IF A CUSTOMER IS HAPPY WITH THE OVERALL SHOPPING EXPERIENCE, THERE ARE HIGHER CHANCES OF THEM COMING BACK FOR A PURCHASE.”

– DHIRAJ BATHIJA
MANAGING DIRECTOR AT HEEL & BUCKLE

“Online selling for luxury brands is a very small market since consumers will want to experience these products. Online channels should be used as a complementary space along with the traditional channels to build brand awareness and reach a wider audience,” Agarwal elaborates. “It is a huge investment to launch a luxury brand in India - from procuring expensive real estate to building the store ambience and then marketing. The sales of luxury products need to reach a sustainable level so it is seen viable for a retailer to invest in this space. Brands which have strong recognition internationally have done well in this space since they already have a ready customer base for their product.”

In a less organized industry, the segment is still in nascent stage. “For us at Heel & Buckle, our journey so far has been primarily dictated by an unyielding attempt to thoroughly understand the mind of our customer, their tastes and preferences, the stimulus that drives their buying decision and the thought process from identifying a desirable product to going through with the purchase. By striving to think as customers of luxury ourselves, we were able to better understand the subtle nuances, the smaller details, and the intangible experiential requirements to improve the overall sales experience,” Bathija explains.

But the major hurdles for most brands are logistics and the difficulty involved in dealing with local vendors. “Basic logistics might seem to be a small aspect in setting up a business but plays a vital role. This can either make or break a business. For instance, if a customer is happy with the overall shopping experience, there are higher chances of them coming back for a purchase,” Bathija describes. This apparently means that their



presence in the non-metros in the near future is still far from becoming a reality. Heel & Buckle’s MD informs, “The sheer lack of accountability and lack of integrity made things difficult in the beginning. Mumbai being home to both of us, it seemed the ideal place to start as we realised that the market held potential for a brand like ours. It was all a very organic decision-making process with a number of different factors pointing us in the direction of Mumbai.”

Despite the insignificant market size and the challenges, the optimism industry stakeholders display is validated by the fact that India’s annual footwear consumption of 2.1 billion pair is the third largest globally after China and USA. The country also recorded a healthy growth over the past decade driven by rise in income levels,

higher disposable income, growing fashion consciousness, and increasing discretionary spending. The same has also led to a change in perception of the footwear industry from a basic need-based industry to a fashion and style industry.

Agarwal is of the opinion that to overcome the challenges faced by the industry, the government needs to be supportive towards 100% FDI for these brands to scale up and build the same kind of infrastructure that they have in other countries. “The regulations associated with duties and taxation. Essentially, working towards rationalizing import duties or eliminating inter-state octroi are all regulations that would help make the business environment more congenial to growth,” Bathija adds. SA



THINK INDIA.
THINK RETAIL.

Knight Frank shares this report with S&A in response to the industry's expectations of an in-depth analysis of the changing modern retail landscape in the country. Focus city: KOLKATA!

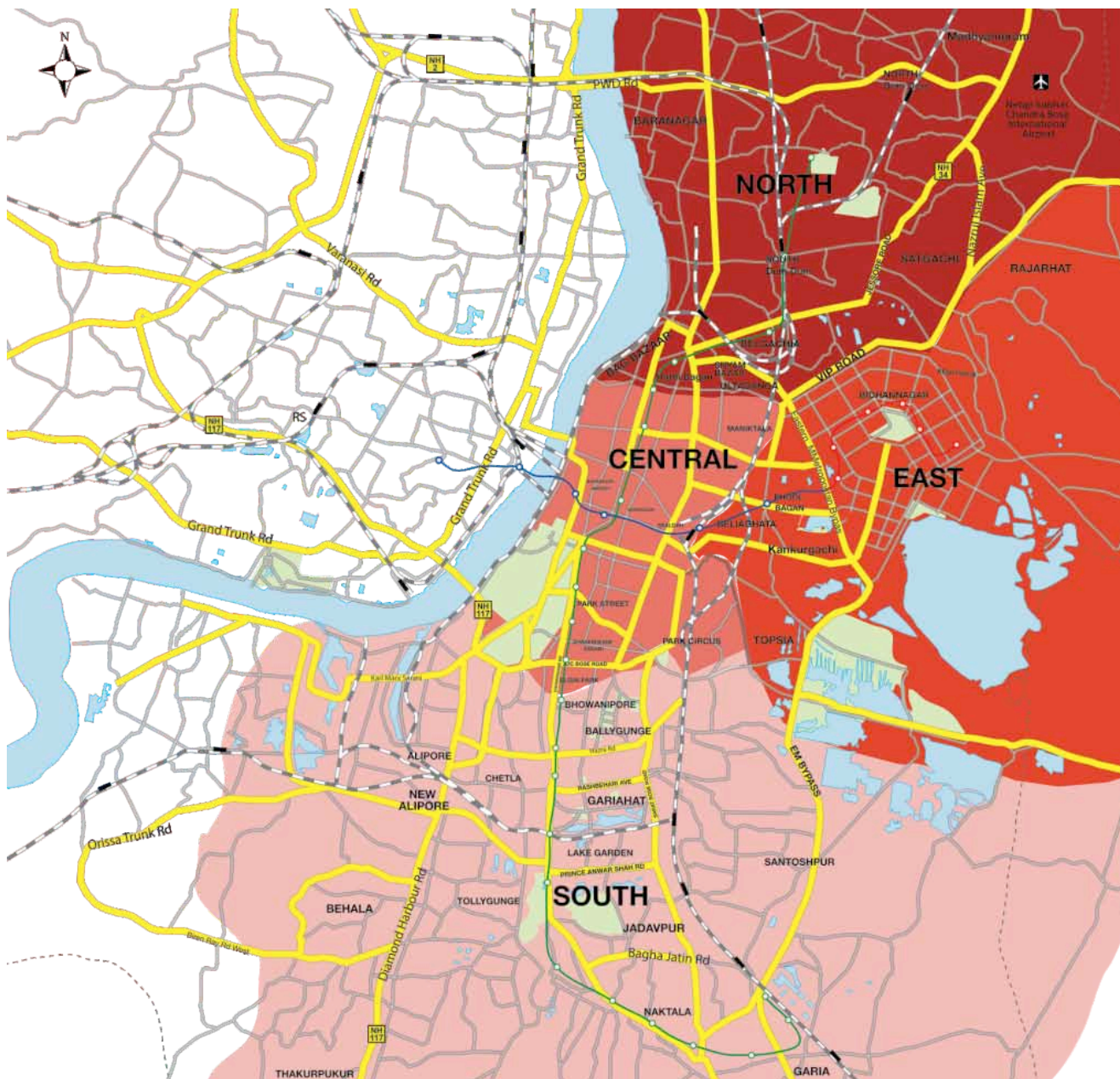


Kolkata City Analysis

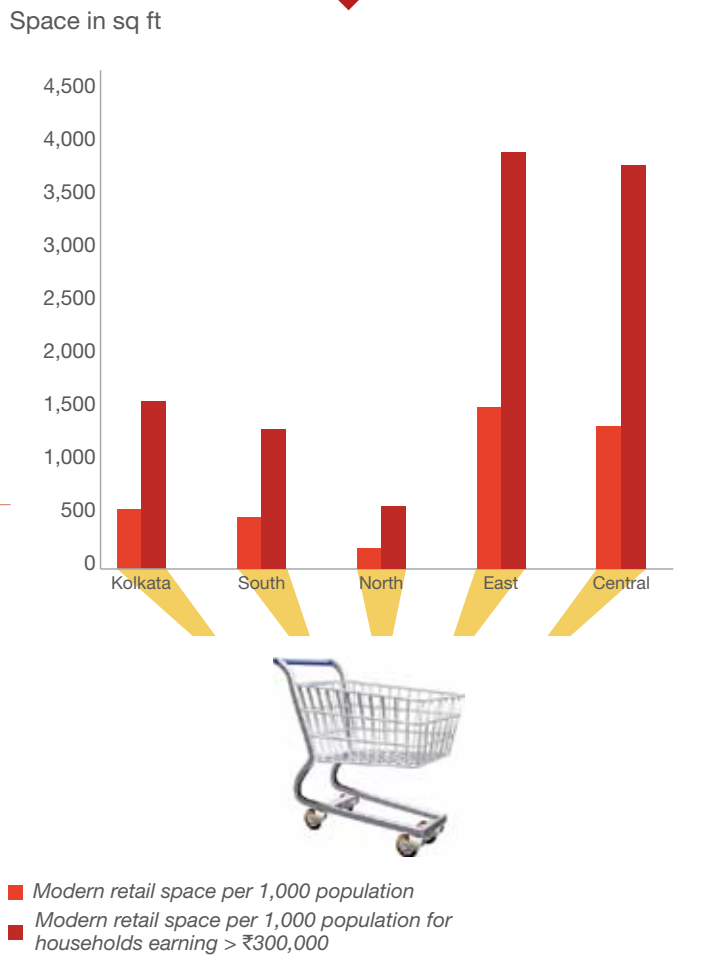
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Kolkata city map



PER CAPITA OCCUPIED MODERN RETAIL SPACE

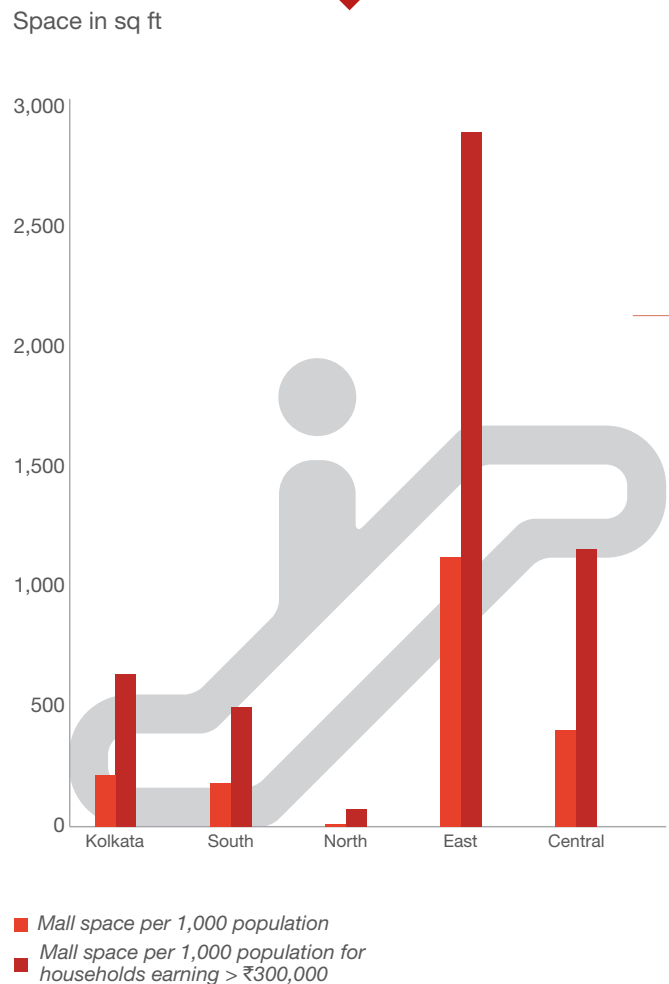


Source: Knight Frank Research, Indicus Analytics

- ▶ Modern retail in Kolkata has evolved steadfastly over the past few decades, and today, the city is considered by retailers and developers as one among the top destinations in the country to set up their retail establishments/ projects
- ▶ The city, on an average, has 569 sq ft of modern retail space catering to the needs of every 1,000 of the population, while around 1,588 sq ft is available per 1,000 of the population in households earning over ₹300,000
- ▶ Interestingly, Central and East Kolkata have the highest per capita modern retail space available in the city
- ▶ While most parts of East Kolkata are relatively newly - developed, it scored the highest penetration of per capita retail space in the city owing to the presence of a number of large-format malls there
- ▶ In contrast, the long-standing region of Central Kolkata has a larger concentration of shopping streets, thereby augmenting the per capita modern retail space in the region

- ▶ Kolkata has a clearly demarcated shopping street domination, with its share of modern retail space skewed at 60 per cent. This indicates the compliance of the traditional markets of the city towards the demand for modern retail
- ▶ However, East Kolkata saw a reverse trend, with a mall space of over 70 per cent leading the way in modern retail space
- ▶ The share of shopping streets is the highest in North Kolkata, with only one operational mall in the region. Central and South Kolkata have higher shares, too, as these regions, although substantiated with malls, have numerous shopping streets adjacent to heavily-populated residential areas

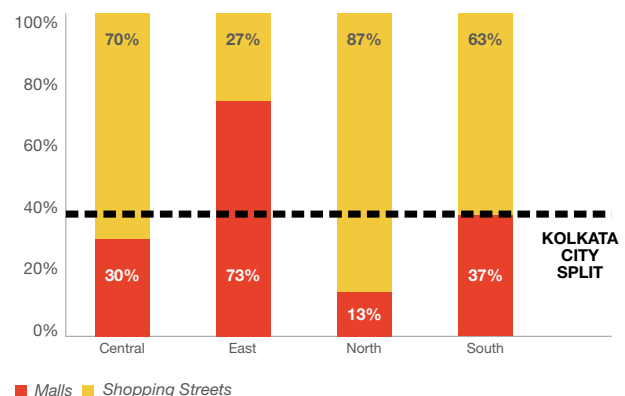
PER CAPITA OCCUPIED MALL SPACE



Source: Knight Frank Research, Indicus Analytics

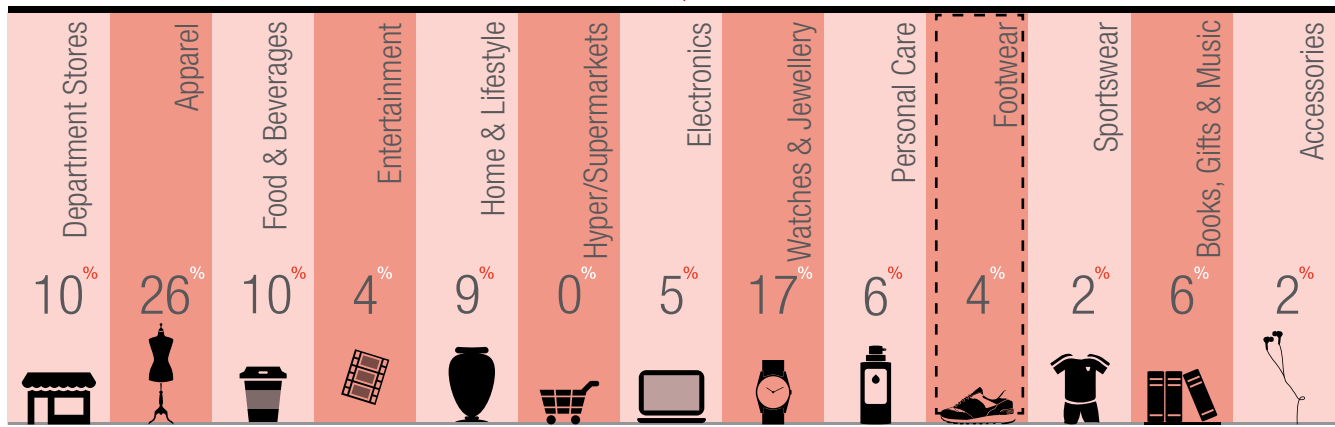
- ▶ The average mall space availability per 1,000 persons in Kolkata stands at 229 sq ft, while it is higher, at 637 sq ft, for households earning over ₹300,000
- ▶ East Kolkata remains the region with the highest per capita mall space availability. The presence of several large-format malls catering to the retail needs of the population, chiefly employed in the IT hub of Salt Lake Sector V and Rajarhat, has taken the per capita mall space to a whopping 2,859 sq ft for households with an income of over ₹300,000
- ▶ On the other hand, the mall space availability of North Kolkata per 1,000 persons is minimal owing to the limited number of malls in the region

SPLIT OF OCCUPIED MODERN RETAIL SPACE INTO MALLS AND SHOPPING STREETS



Source: Knight Frank Research

PRODUCT CATEGORY SPLIT OF OCCUPIED MODERN RETAIL SPACE IN CENTRAL KOLKATA



Source: Knight Frank Research

► Apparel accounted for the highest share of the modern retail space in Central Kolkata, primarily due to the presence of several shopping streets in the area, some of which specialised in apparel

► Its share of 26 per cent is followed by the watches & jewellery category at 17 per cent, jewellery being the dominant factor
 ► Department stores and food and beverages (F&B) followed, with a 10 per cent share each of the total modern retail space

PRODUCT CATEGORY SPLIT OF OCCUPIED MODERN RETAIL SPACE IN EAST KOLKATA



Source: Knight Frank Research

► East Kolkata has a profusion of apparel stores, located mainly in malls, and accounting for 22 per cent of the total modern retail space in the region
 ► Remarkably, the home & lifestyle, and entertainment avenues were responsible for the next highest share, to the tune of 14 per cent each, both these product categories having a considerable presence in malls and on shopping streets
 ► This points towards a developing region that is witnessing residential interest as well as an increase in modern consumers who prefer to visit multiplex theatres for leisure
 ► The region has a plethora of food & beverages joints, adding up to 9 per cent of the retail space, patronised largely by IT industry-employees at food courts

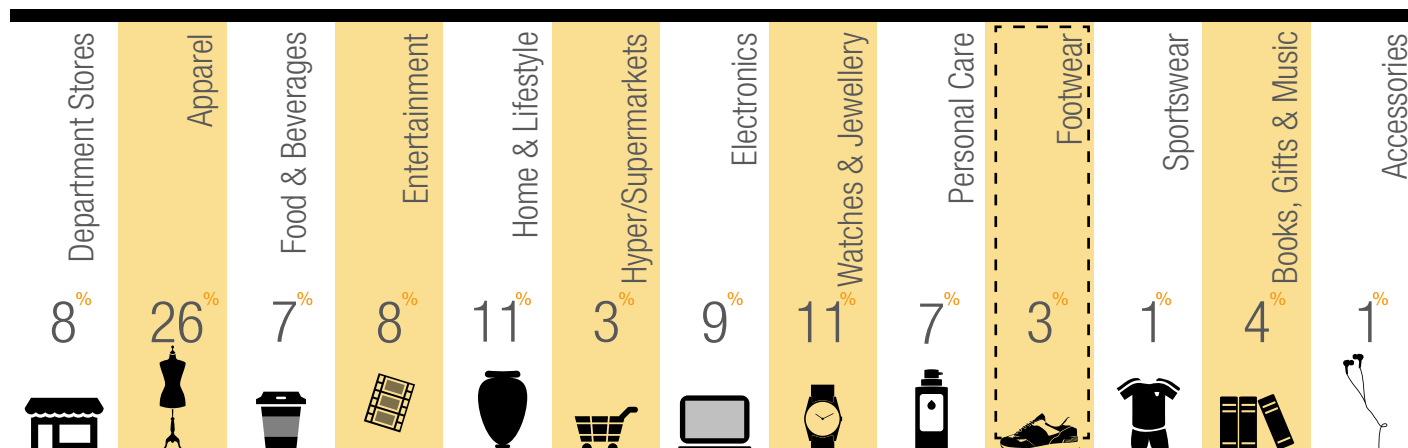
PRODUCT CATEGORY SPLIT OF OCCUPIED MODERN RETAIL SPACE IN NORTH KOLKATA



Source: Knight Frank Research

► Apparel comprises the bulk of the modern retail space in North Kolkata, accounting for 23 per cent of the total pie
 ► The presence of a large number of furniture stores led this category to account for 18 per cent of the total modern retail pie - the second highest share in the region
 ► Hyper/supermarkets, consisting mainly of brands like Big Bazaar and Vishal Mega Mart, are third in the line – their prominence pointing towards an increasing preference of consumers to shop for their daily necessities in such large format stores

PRODUCT CATEGORY SPLIT OF OCCUPIED MODERN RETAIL SPACE IN SOUTH KOLKATA



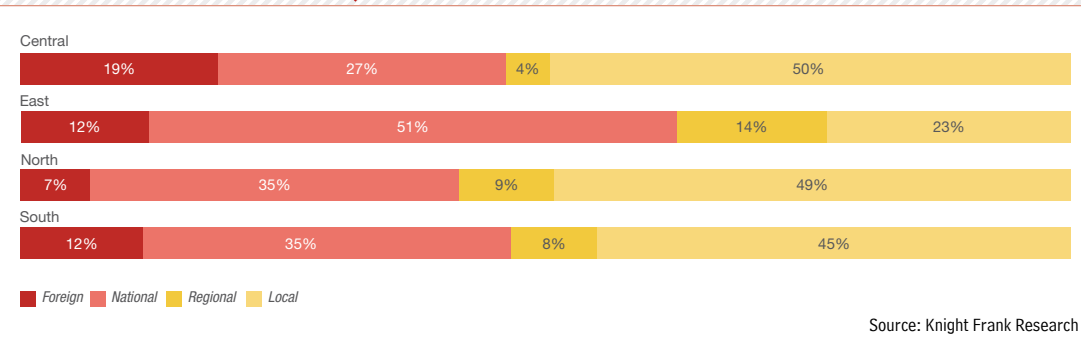
Source: Knight Frank Research

- ▶ South Kolkata consists of some of the most preferred residential locations in the city, the region boasting of a number of major shopping streets, some specialising in single-product categories like apparel and jewellery
- ▶ Not surprisingly, modern retail space here is led by apparel, at 26 per cent, followed by home & lifestyle, and watches & jewellery, each with shares of 11 per cent of the total pie



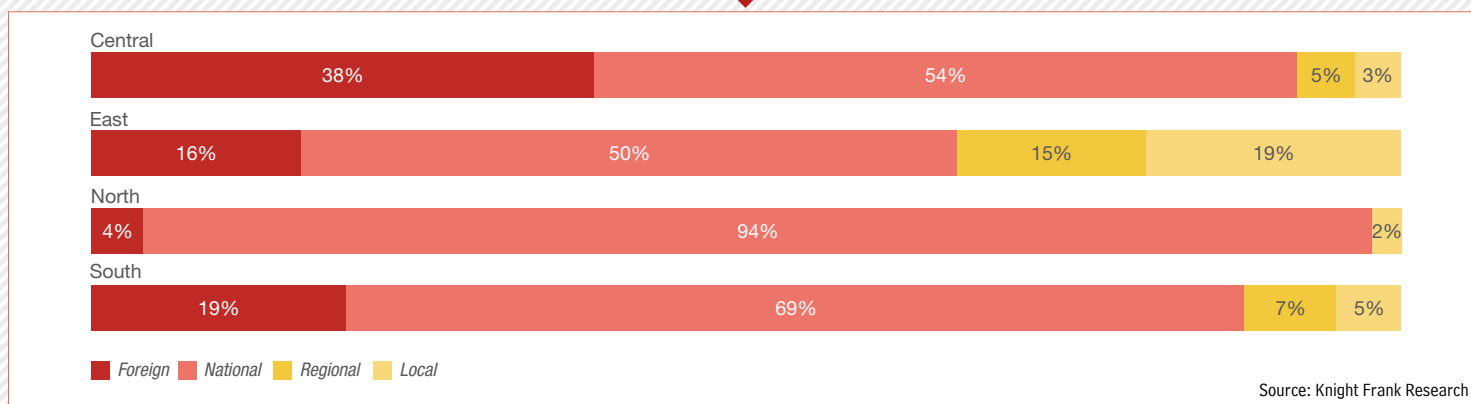
BRAND-WISE SPLIT OF OCCUPIED MODERN RETAIL STORE SPACE

- ▶ Kolkata has emerged as a sought-after retail market in recent years, with several foreign and national brands setting up their stores in the city. Today, the city provides modern retail experience to buyers in various malls and shopping streets, targeting both the luxury segment and value shoppers
- ▶ An analysis of retail brands across markets shows that the majority of the foreign brands are located in the Central Kolkata region, mainly in the newly-launched Quest Mall and in high-end shopping streets such as Park Street
- ▶ Interestingly, Central Kolkata accounts for the highest share of local brands too, primarily due to



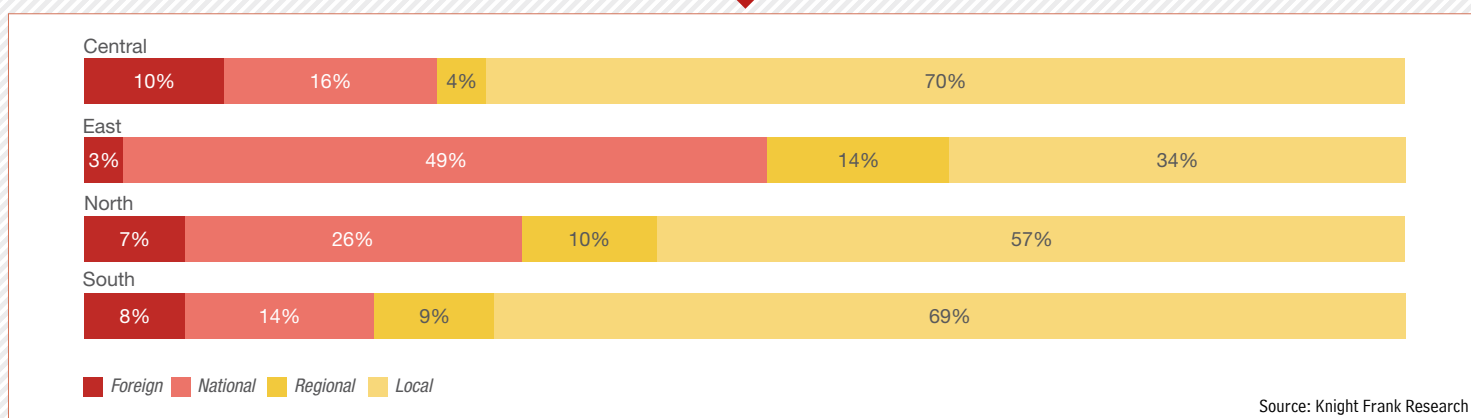
- the numerous traditional shopping streets that have attuned themselves to become modern retail spaces
- ▶ East and South Kolkata have a fair presence of foreign brands as well, with a share of 12 per cent each, which can be attributed primarily to the malls in these regions.
- ▶ The least share of foreign brands is observed in the northern zone, owing to the relatively undeveloped modern retail state of this region
- ▶ National brands have a considerable presence across all the zones, particularly in the east, while regional brands have yet to gain confidence

BRAND-WISE SPLIT OF MODERN RETAIL STORE SPACE IN MALLS



- ▶ The malls in the Central Kolkata region accounted for the highest share of foreign brands, primarily due to the presence of the high-end Quest Mall, which has a host of luxury brands
- ▶ South Kolkata has the second highest share of foreign brands, which can be attributed chiefly to the presence of South City, a large-format mall project
- ▶ However, modern retail space in Kolkata's malls is skewed considerably towards national brands, with its share in all the regions upward of 50 per cent
- ▶ North Kolkata has the largest share of modern retail space occupied by national brands in mall space

BRAND-WISE SPLIT OF OCCUPIED MODERN RETAIL STORE SPACE IN SHOPPING STREETS



- ▶ Although the share of foreign brands is significantly less in the city's shopping streets, Central Kolkata, followed closely by South Kolkata, emerged as preferred regions for foreign retailers to set up their stores
- ▶ High streets, such as Park Street in Central Kolkata and parts of Rashbehari Avenue in the south, are responsible for the presence of foreign brands in their respective zones
- ▶ However, despite its share of foreign brands, the Central zone has the highest share of local brands too, owing to the presence of traditional markets in the region that have adapted to modern retail
- ▶ Meanwhile, East Kolkata, which boasted of a large share of foreign brands in malls, has the minimum share of the same on its shopping streets. Remarkably, the proliferation of national brands stood at a considerable 49 per cent in the region

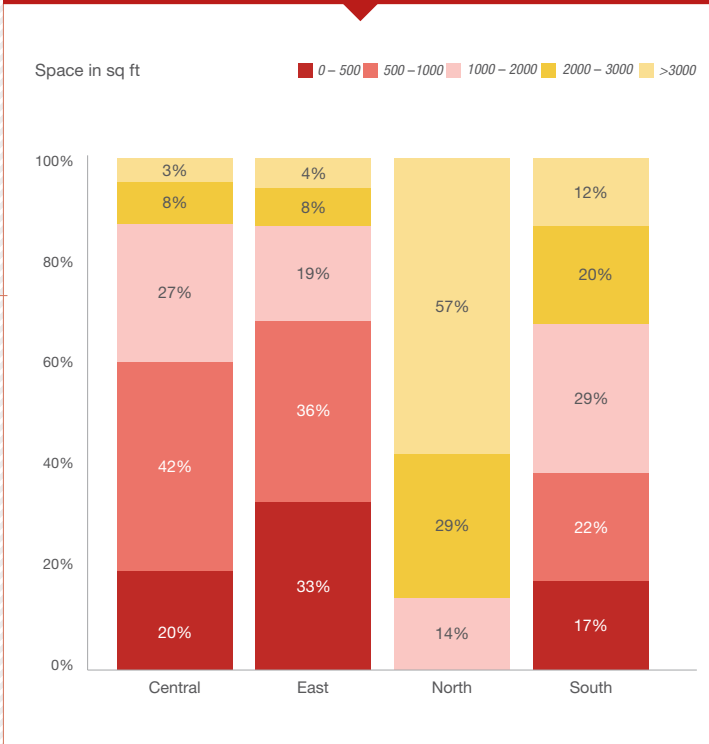


TOP FOREIGN, NATIONAL AND REGIONAL BRANDS

FOREIGN BRANDS		CATEGORIES	NATIONAL/REGIONAL BRANDS				
Claire's	Gucci	Accessorize	HideSign	Fastrack			
Levis	United Colors of Benetton		Raymonds	Prapti	The little shop		
			Crossword	Archies	Landmark	Starmark bookshop	M3 music
Lifestyle	Max		Westside	Shoppers Stop	Pantaloons		
Samsung	LG	Sony Center	Reliance Digital	E Zone			
			INOX	PVR Cinemas	Cinemax	Fun Cinemas	Adventure plex
McDonald's	KFC	Pizza Hut	Café Coffee Day	Haldiram's			
Bata	Clarks		Reliance Footprint	Metro Shoes	Khadims footwear		
			Home Town	Godrej Interio	Estillo furniture	Jagdish Store	Mobel (furniture)
			Big Bazaar	Vishal Mega Mart	Spencers	Food Bazaar	More
			VLCC	GKB Opticals	Himalaya Opticals	The Thai spa	Skysports
Woodland	Nike	Puma	Adidas	Reebok			
			World of Titan	Tanishq	Senco jewellers	Adrija jewel	

Source: Knight Frank Research

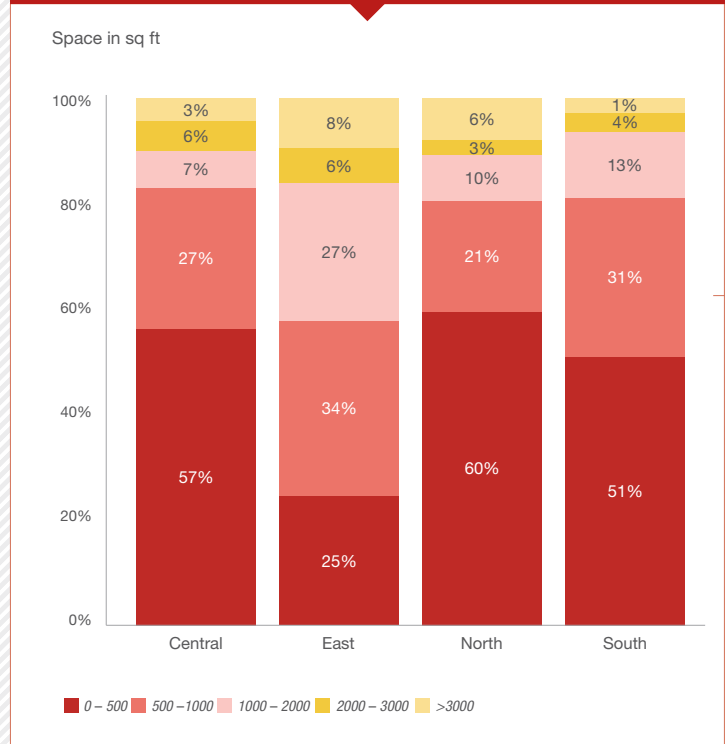
SIZE-WISE SPLIT OF OCCUPIED MODERN RETAIL STORES IN MALLS



Source: Knight Frank Research

- ▶ South Kolkata emerges as the region with a fairly uniform share in the mix of shop sizes in malls, as compared to the other zones
- ▶ East Kolkata accounted for 69 per cent of the shops skewed towards the lower size range of less than 1,000 sq ft, owing to the presence of community malls like City Centre 1 and 2
- ▶ On the other hand, North Kolkata has the highest share of shops with sizes upwards of 3,000 sq ft. These large-size shops can be attributed to hyper/supermarkets that require large areas to operate

SIZE-WISE SPLIT OF OCCUPIED MODERN RETAIL STORES IN SHOPPING STREETS



Source: Knight Frank Research

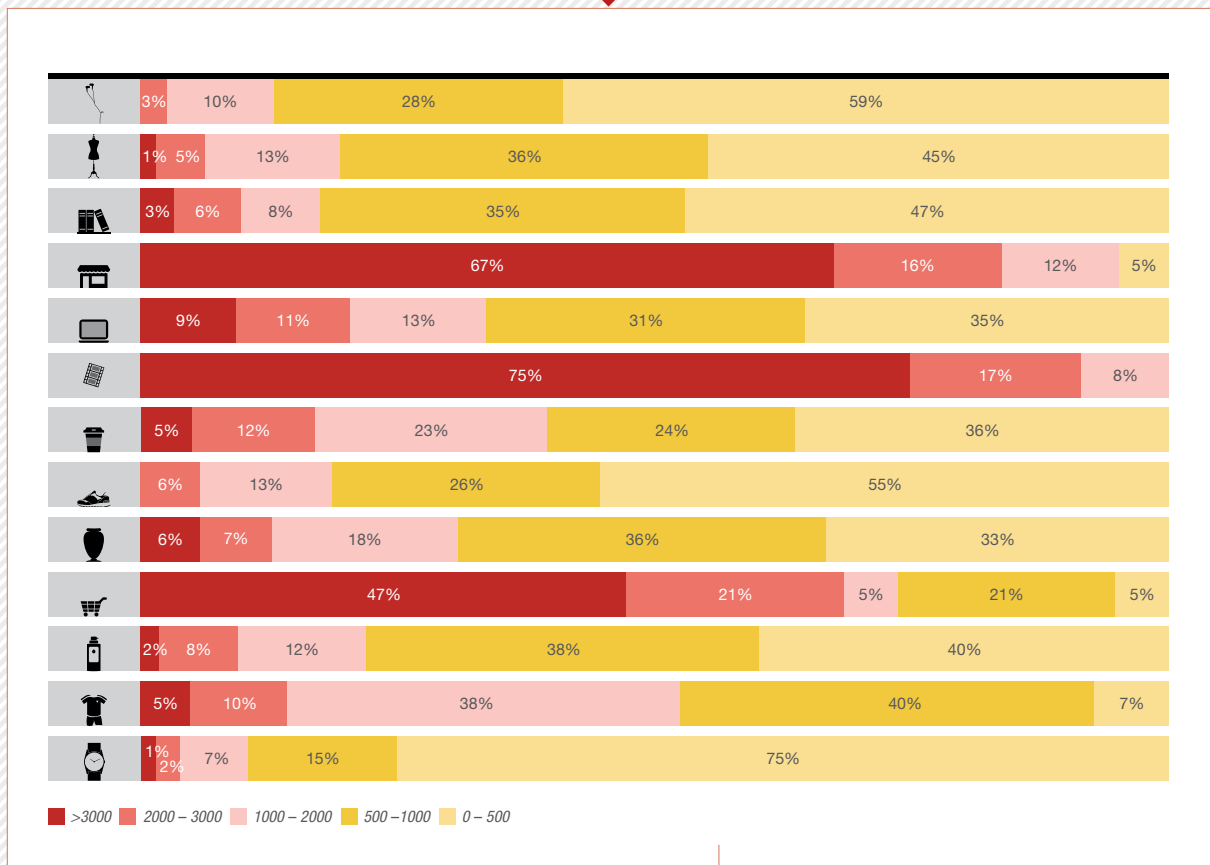
- ▶ Owing to the presence of a number of heavily-populated traditional shopping streets, Central and South Kolkata have a larger percentage share of shops with average sizes less than 1,000 sq ft - to the tune of 84 per cent and 82 per cent respectively, followed closely by North Kolkata at 81 per cent
- ▶ Despite its limited number of shopping streets, East Kolkata can be considered as the region with a comparatively better mix of shops in various sizes
- ▶ It also has the highest share of shops with sizes greater than an average of 3,000 sq ft, as the retail markets there have numerous electronics stores and fine dining options





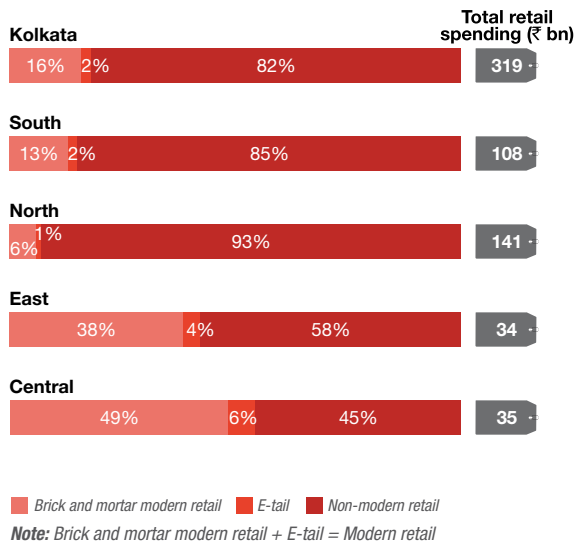
- ▶ Watches & jewellery, the product category with higher average trading density (ATD), has been observed to be housed mainly in shops with lower size ranges. A whopping 75 per cent of these stores have sizes less than 500 sq ft
- ▶ Not surprisingly, entertainment avenues like movie theatres, which require large formats, have the highest share of sizes exceeding 3,000 sq ft
- ▶ Department stores, another category that needs large formats to showcase their product ranges, has the second highest share of shop sizes that are greater than 3,000 sq ft
- ▶ Interestingly, sportswear, which consists mostly of foreign brands, has a considerable share of shops with sizes in the range of 1,000-2,000 sq.ft – to the tune of 38 per cent
- ▶ The accessories category has been observed to operate in small-size shops as well. Around 87 per cent of this product category belong to a size range of less than 1,000 sq ft

SIZE-WISE SPLIT OF MODERN RETAIL STORES ACROSS PRODUCT CATEGORIES



Source: Knight Frank Research

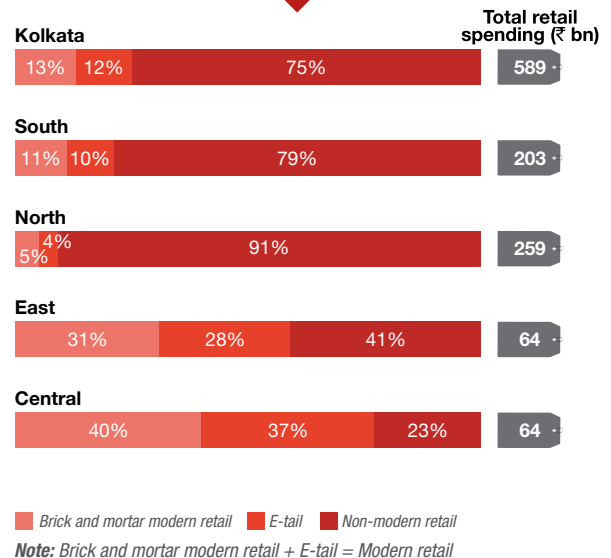
TOTAL RETAIL SPENDING AND PENETRATION OF MODERN RETAIL IN 2014



Source: Knight Frank Research

- ▶ At present, the total retail spending in Kolkata amounts to ₹319 bn, with North Kolkata accounting for the largest share at 44 per cent. This is in line with the population of this zone, which stands at 45 per cent
- ▶ The share of modern retail in Kolkata stood at 18 per cent in 2014, of which brick and mortar is at 16 per cent, and E-tail, at 2 per cent
- ▶ Central Kolkata has the highest share of modern retail, at 55 per cent, followed by the eastern zone. The presence of a large number of shopping streets in Central Kolkata and several large-format malls in East Kolkata with a substantial IT population seem to have tilted the balance towards modern retail in these two zones
- ▶ Significantly, although non-modern retail accounts for more than 90 per cent of the retail market in North Kolkata, compared to less than 50 per cent in Central Kolkata, its retail spending is much higher

PROJECTED TOTAL RETAIL SPENDING AND PENETRATION OF MODERN RETAIL IN 2019



Source: Knight Frank Research

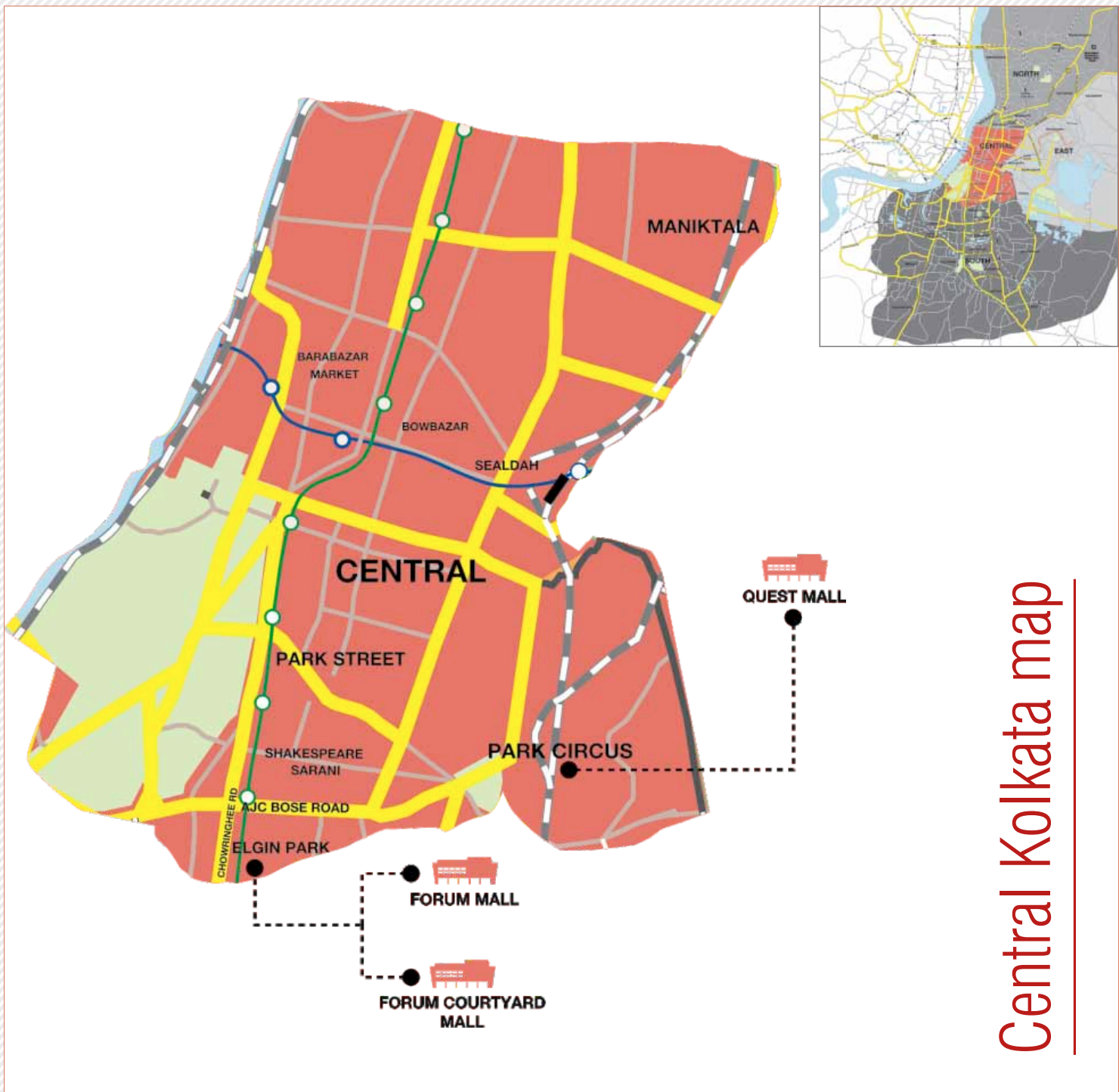
- ▶ The total retail spending in Kolkata is projected to increase from ₹319 bn in 2014 to ₹589 bn in 2019. The share of modern retail is estimated to increase from 18 per cent to 25 per cent during this period
- ▶ While the share of E-tail is expected to increase exponentially by six times, from 2 per cent in 2014 to 12 per cent in 2019, the share of brick and mortar modern retail is expected to fall correspondingly, from 16 per cent to 13 per cent during the same period
- ▶ Central and East Kolkata are expected to witness the maximum impact in terms of modern retail share owing to the fast-paced growth of the E-tail segment in the next five years. On the other hand, North Kolkata will continue to be dominated by non-modern retail during the same period



Kolkata Zone Analysis

CENTRAL KOLKATA ZONE ANALYSIS

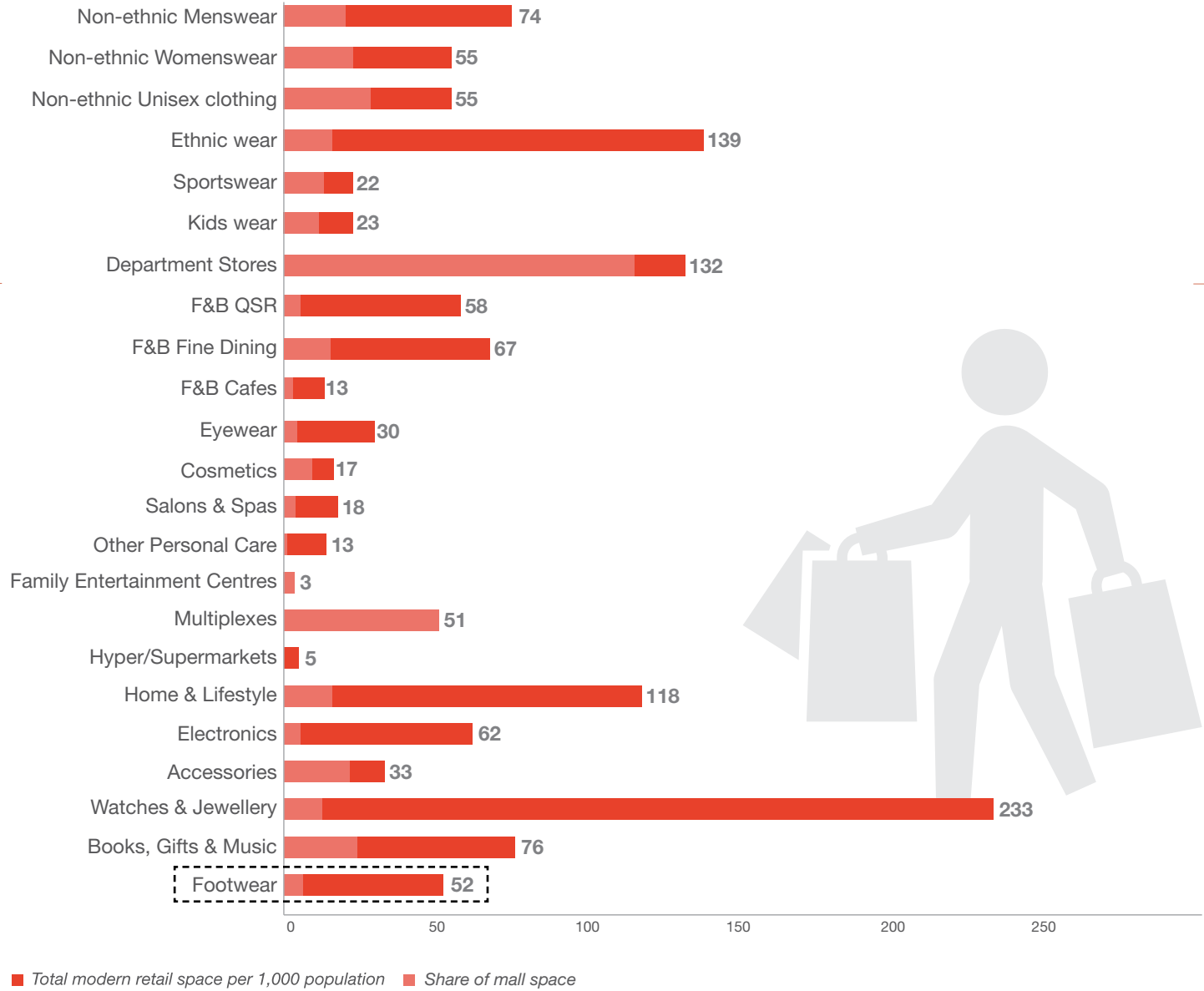
CENTRAL KOLKATA ZONE ANALYSIS



Central Kolkata map

PER CAPITA OCCUPIED MODERN RETAIL SPACE IN CENTRAL KOLKATA

Space in sq ft



Source: Knight Frank Research, Indicus Analytics



- ▶ It has been observed that for most product categories, shopping streets in Central Kolkata score higher on the availability of modern retail space per 1,000 persons compared to malls
- ▶ The highest per capita modern retail space availability in Central Kolkata is for watches and jewellery due to the large number of stores located on the numerous shopping streets, some of them specialising only in jewellery.

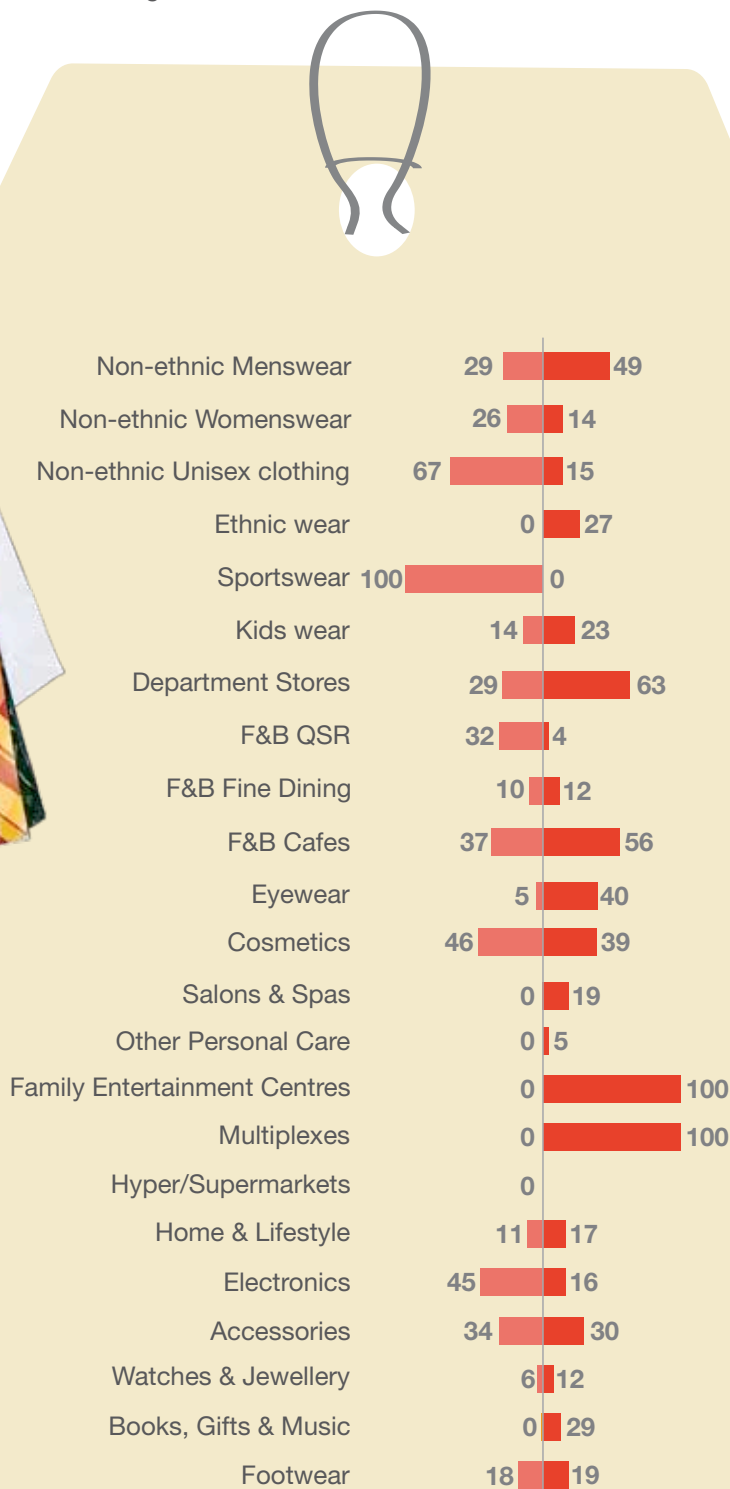
However, this share is minimal on the mall space front

- ▶ Conversely, modern retail space for department stores is predominantly mall-centric, with lesser shopping street penetration.
- ▶ On an interesting note, the non-ethnic apparel for women's and unisex clothing categories have an almost equal share in the modern retail space availability per 1,000 persons on the shopping streets as well as in malls



SHARE OF FOREIGN AND NATIONAL BRAND STORES IN THE OVERALL MODERN RETAIL SPACE

Share in Percentage

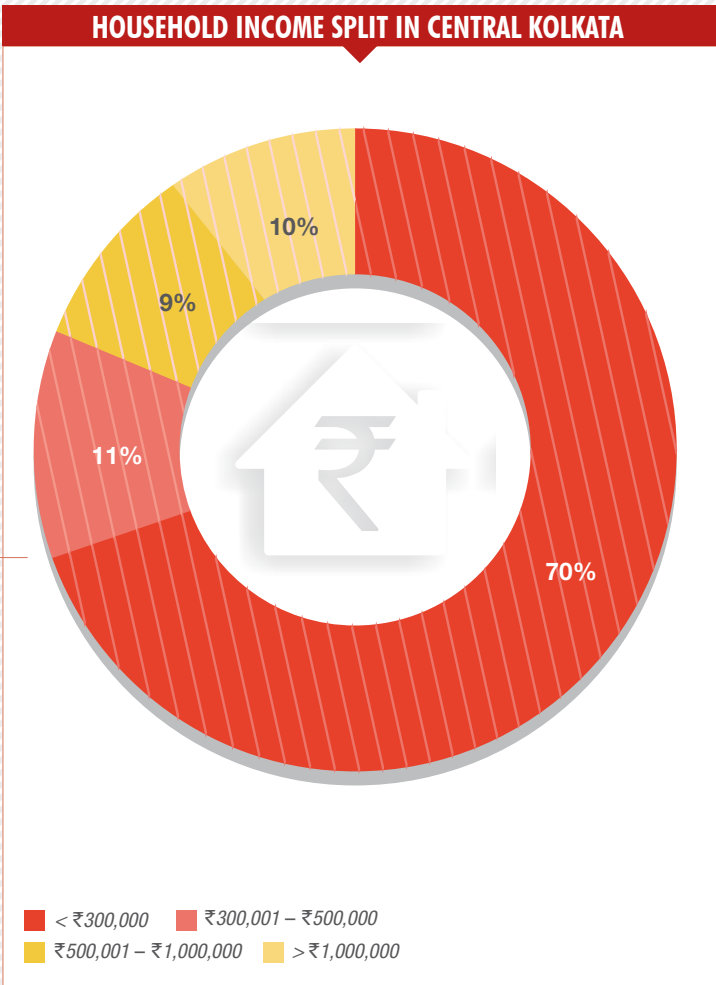


■ Share of foreign brands
 ■ Share of national brands

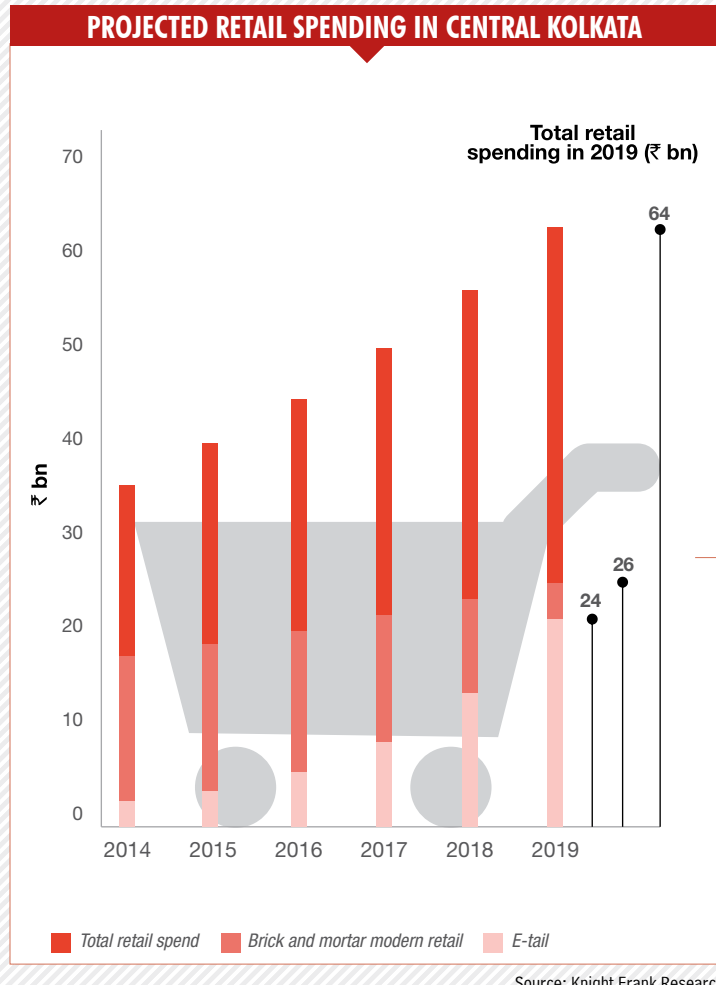
Note: Balance percentage in all the product categories denotes the share of regional and local brand stores

Source: Knight Frank Research

- ▶ The highest percentage share of foreign brands in Central Kolkata's modern retail space is seen in the sportswear segment, where the entire product category is dominated by brands like Nike, Adidas, Puma and others, leaving no space for either national or local brands
- ▶ Foreign brands also scored significantly over national and regional brands in the case of non-ethnic unisex apparel and cosmetics, with shares of 67 per cent and 46 per cent respectively. A majority of these stores are located in malls
- ▶ Meanwhile, quick service restaurants (QSR) with foreign origins like McDonald's, KFC and Pizza Hut dominated the region, with multiple outlets, both in the malls and on the shopping streets
- ▶ On the other hand, retail space in national brands are more evident in product categories like F&B cafe, ethnic wear and department stores, besides having a comprehensible presence in categories like multiplexes and FECs



- ▶ Central Kolkata has a select group of HIG-segment dwellers, with a considerable chunk of the population belonging to other income segments spread out across the other parts of the region
- ▶ While 10 per cent of the region's households have incomes on the upper side of ₹1,000,000, a sizeable 70 per cent of the households earned below ₹300,000
- ▶ This explains the rather large concentration of local brands on this zone's shopping streets, and also the reason behind the high per capita availability of modern retail space per 1,000 persons for households earning over ₹300,000



- ▶ The total retail spending in Central Kolkata is projected to increase from ₹35 bn in 2014 to ₹64 bn in 2019, resulting in an annual growth rate of 12 per cent
- ▶ The most remarkable observation in this zone involves the share of E-tail in total retail, which is estimated to increase from 6 per cent in 2014 to a whopping 37 per cent in 2019. Consequently, the share of brick and mortar modern retail is estimated to witness a fall, from 49 per cent to 40 per cent during the same period
- ▶ Not surprisingly, the share of modern retail, which includes both E-tail and brick and mortar, is expected to increase substantially from 54 per cent in 2014 to 77 per cent in 2019. This implies that modern retail will account for a major share of the total retail spending in Central Kolkata by 2019

FUTURE TRENDS IN CENTRAL KOLKATA

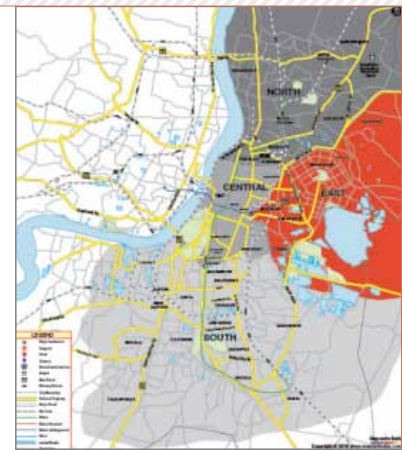
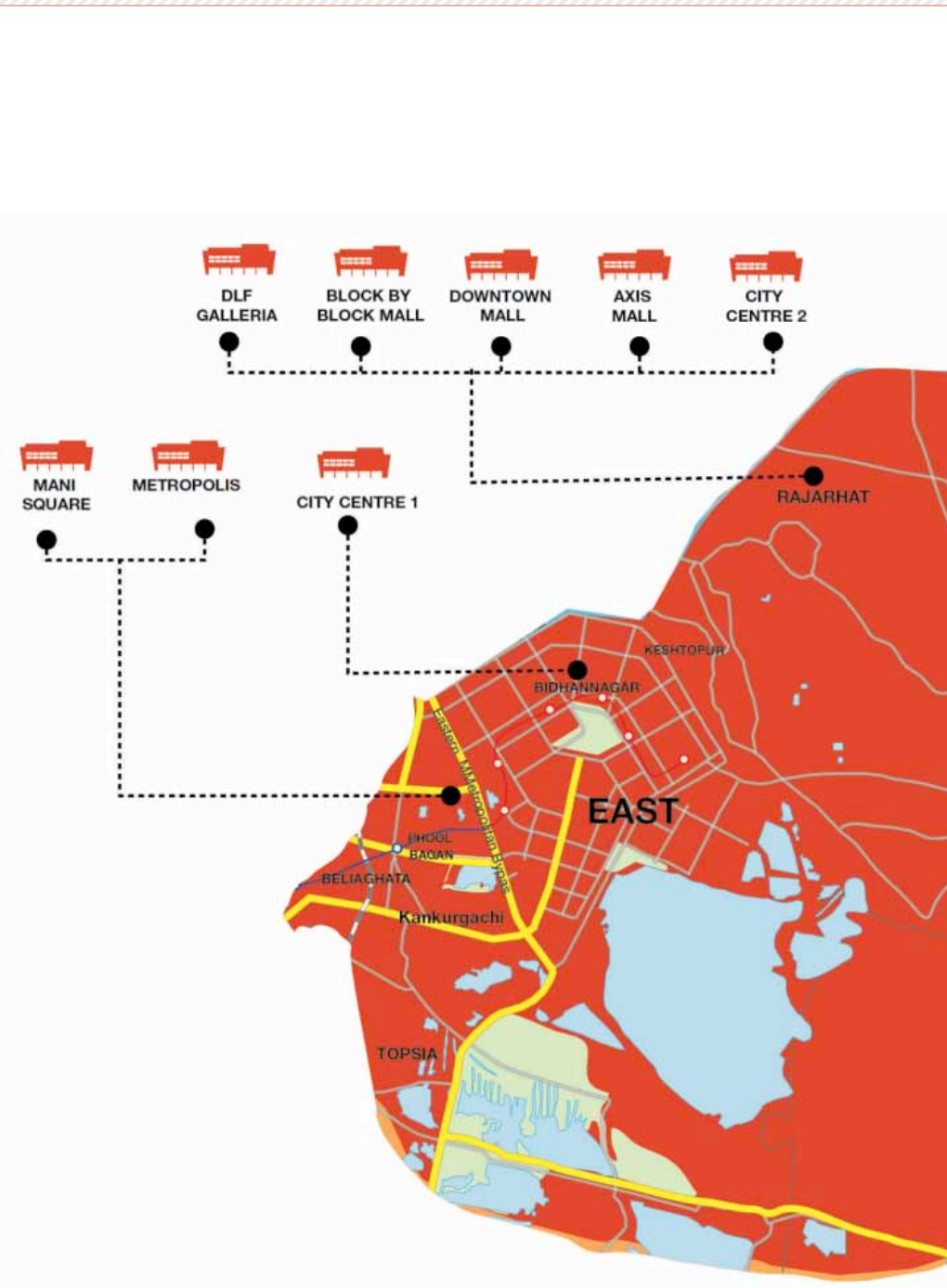
- ▶ The considerable growth of the E-tail segment expected in Central Kolkata over the next five years could result in infringing on the brick and mortar modern retail segment. This will lead to a lower requirement for brick and mortar incremental space in this zone.
- ▶ Shopping streets will continue to lead in terms of brick and mortar modern retail owing to the diversity observed in the household incomes of this region.
- ▶ The region presently has sufficient space in most of the product categories, though categories like cosmetics and accessories have a good potential for retailers to pursue growth over the next five years.



Kolkata Zone Analysis

EAST KOLKATA

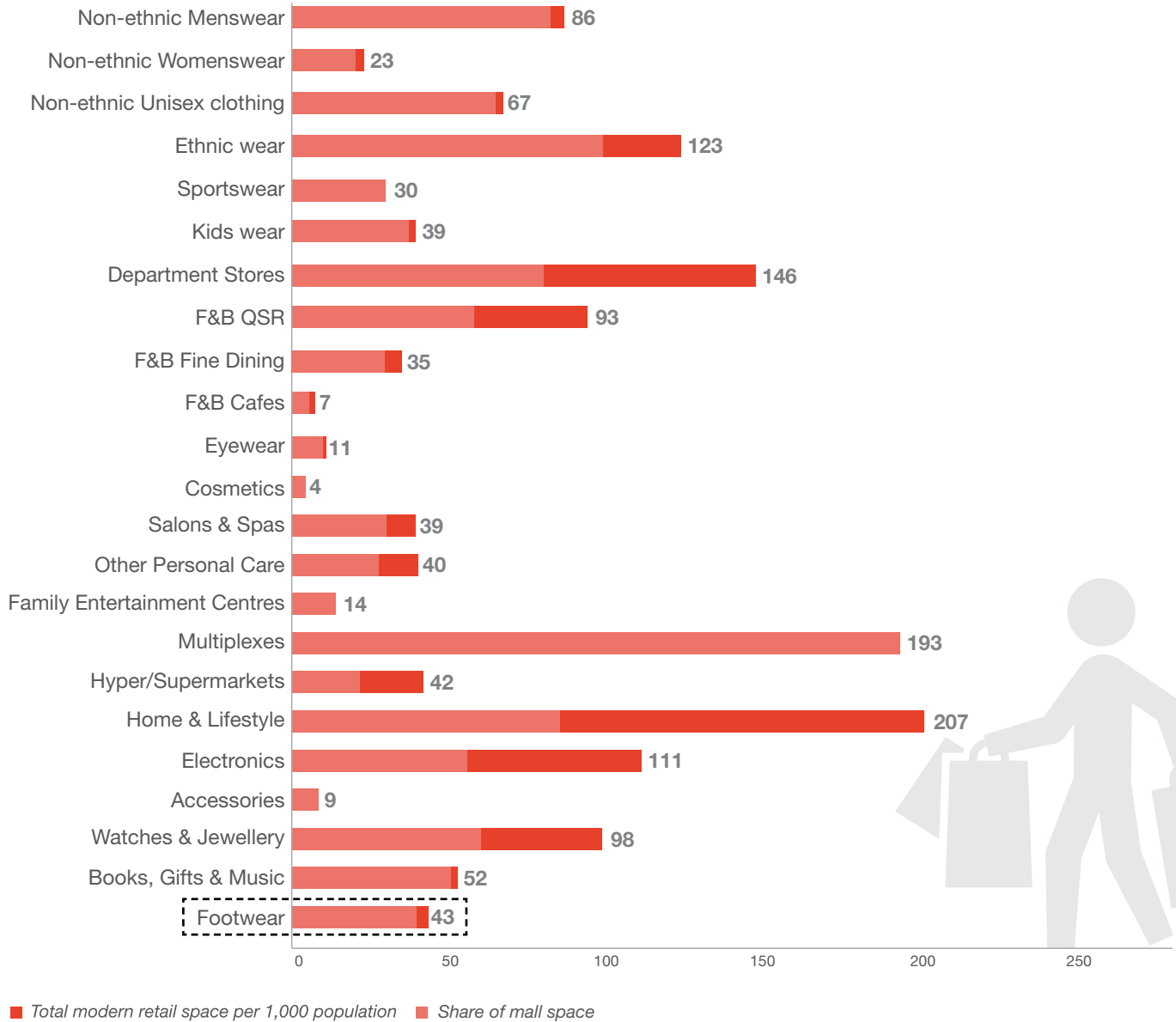
ZONE ANALYSIS



East Kolkata map

PER CAPITA OCCUPIED MODERN RETAIL SPACE IN EAST KOLKATA

Space in sq ft



Source: Knight Frank Research, Indicus Analytics

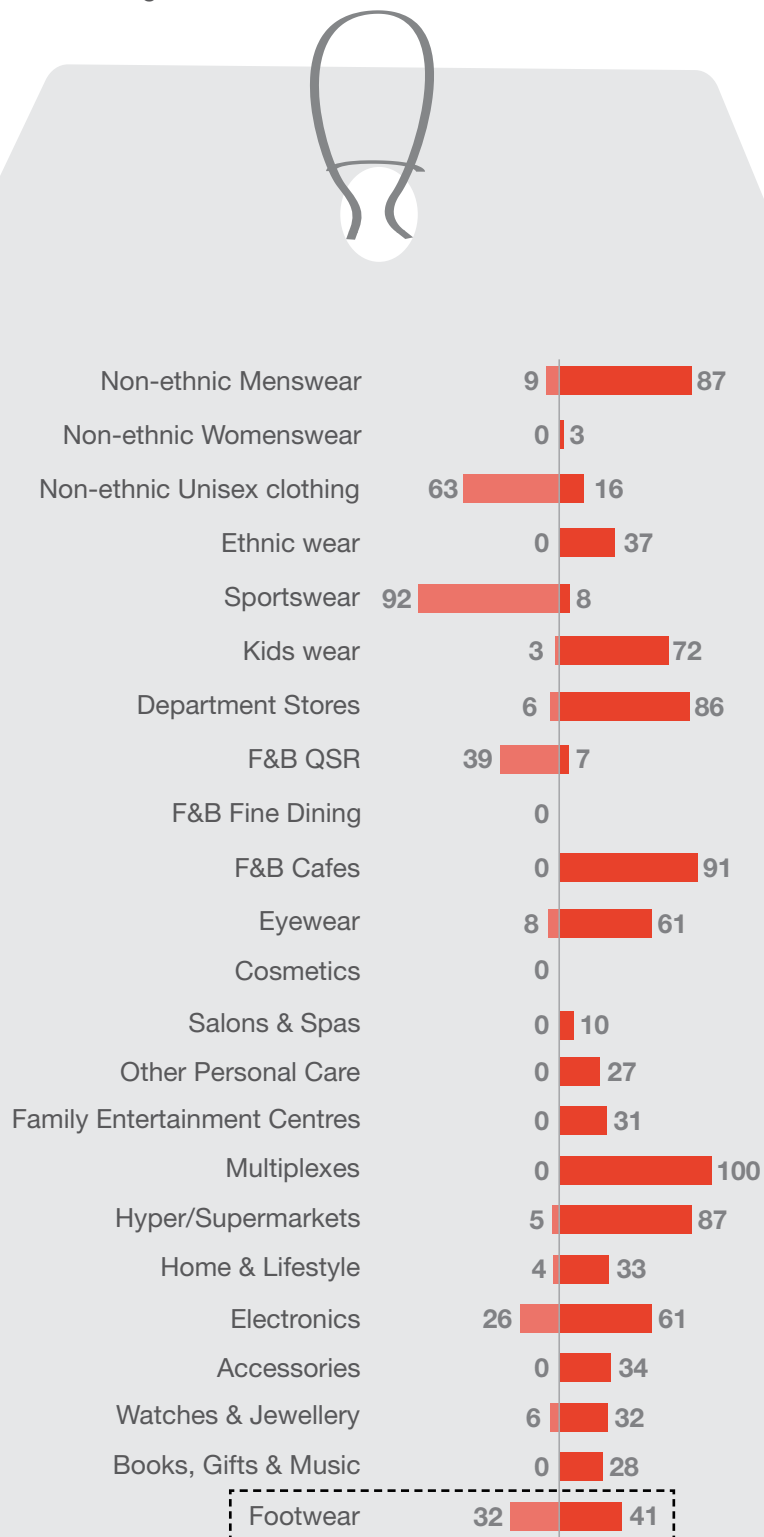


- ▶ Owing to the profusion of large-format malls in this region, East Kolkata has a greater share of mall space availability per 1,000 persons in most of the product categories
- ▶ This supports the finding wherein the zone had scored the highest availability of per capita retail space in the city in terms of malls
- ▶ However, the per capita retail space available in home & lifestyle stores is considerably more in the shopping streets than in the malls



SHARE OF FOREIGN AND NATIONAL BRAND STORES IN THE OVERALL MODERN RETAIL SPACE

Share in Percentage

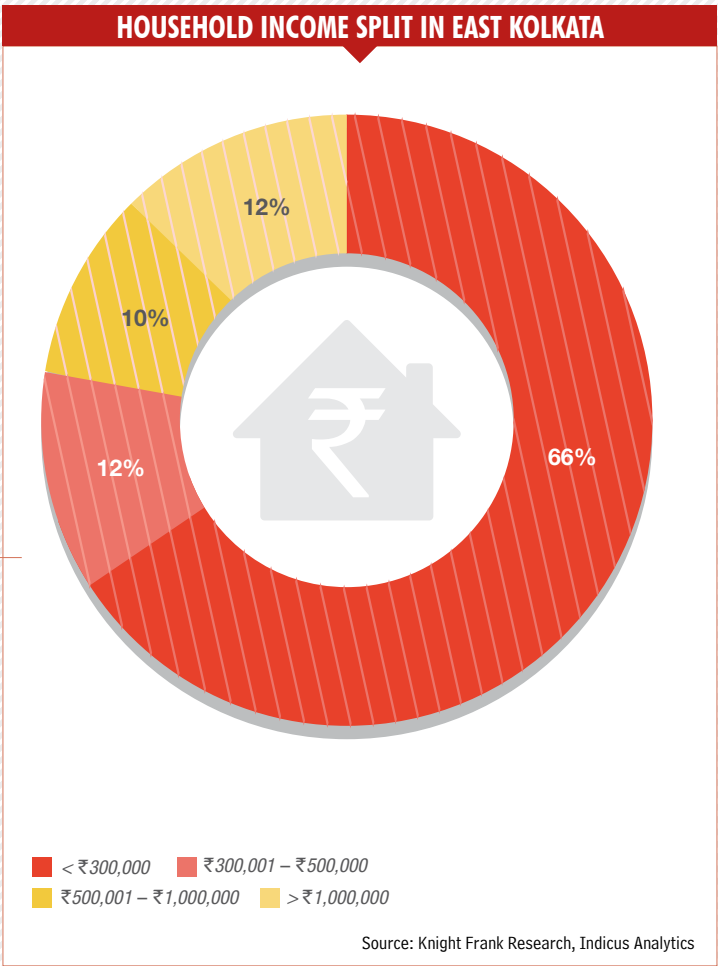


- ▶ Modern retail in the eastern region has a dominance of foreign brands in sportswear and non-ethnic unisex apparel, while national brands led the way in most other categories, particularly in the non-ethnic menswear, multiplex and F&B cafe segments
- ▶ Footwear and electronics with foreign origins, though outnumbered by national brands in terms of retail space, had a fair share in the pie owing to the number of stores located in the malls
- ▶ Another perceptible finding regarding the share of retail space in the eastern zone, is on the hyper/supermarket front. National brands like Big Bazaar and Spencer's accounted for 87 per cent of the total share of space in that category

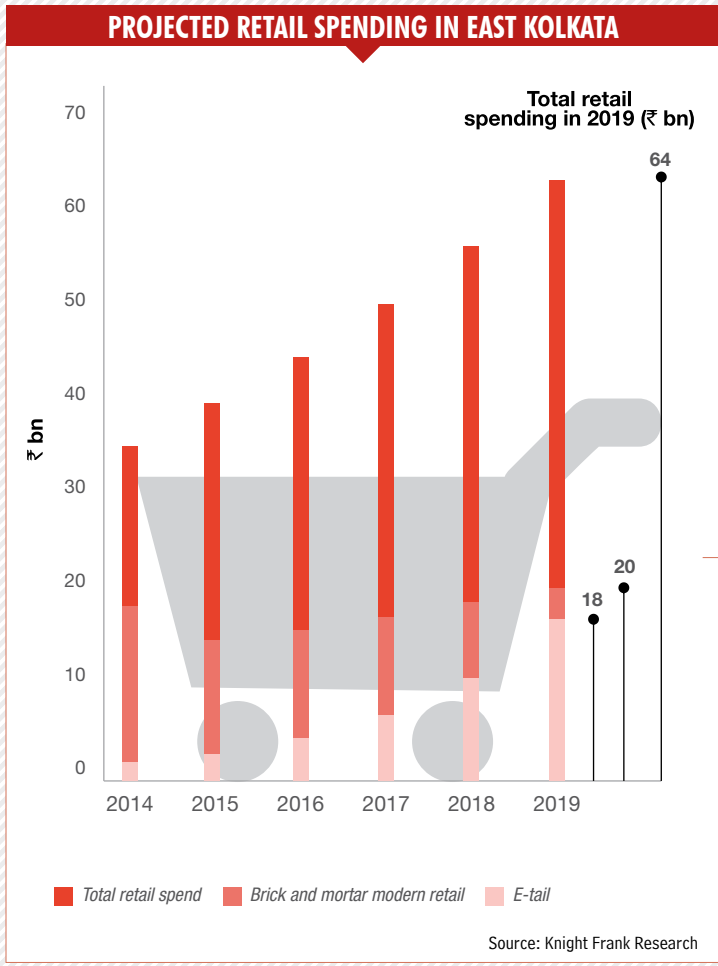
■ Share of foreign brands
■ Share of national brands

Note: Balance percentage in all the product categories denotes the share of regional and local brand stores

Source: Knight Frank Research



- ▶ Until a few decades back, most parts of East Kolkata were sparsely populated. Presently, it is one of the prime IT hubs of the city, with a fair share of households, viz. 12 per cent, earning over ₹1,000,000
- ▶ The establishment of the IT sector explains the hectic development of large-format malls in the region, thereby increasing its per capita modern retail space availability
- ▶ On the other hand, a sizeable 66 per cent of the households have incomes less than ₹300,000, which introspects whether there is a potential scenario of oversupply of mall space in the region



- ▶ Similar to Central Kolkata, the total retail spending in East Kolkata is also expected to grow at the rate of 13 per cent per annum. East Kolkata's total retail spending will rise from ₹34 bn in 2014 to ₹64 bn in 2019
- ▶ While the share of E-tail is estimated to increase seven times, from 4 per cent in 2014 to 28 per cent in 2019, the share of brick and mortar modern retail is expected to decline from 38 per cent to 31 per cent during the same period, owing to the infringement of the E-tail segment upon its share
- ▶ However, the share of modern retail is expected to rise from 43 per cent in 2014 to 59 per cent in 2019, on the back of the burgeoning E-tail segment

FUTURE TRENDS IN EAST KOLKATA

- ▶ East Kolkata has ample brick and mortar modern retail space in terms of malls, and additional mall space supply could result in an oversupply situation, impacting the rental values and vacancy levels of the mall space here.
- ▶ On the other hand, the expected drop in the share of non-modern retail, from 57 per cent to 41 per cent augurs well for the modern retail sector and implies that there is potential for more modern retailers to enter the zone.
- ▶ The present low penetration observed in product categories like accessories and cosmetics necessitate a high potential for these categories to increase their presence in East Kolkata in the next five years.

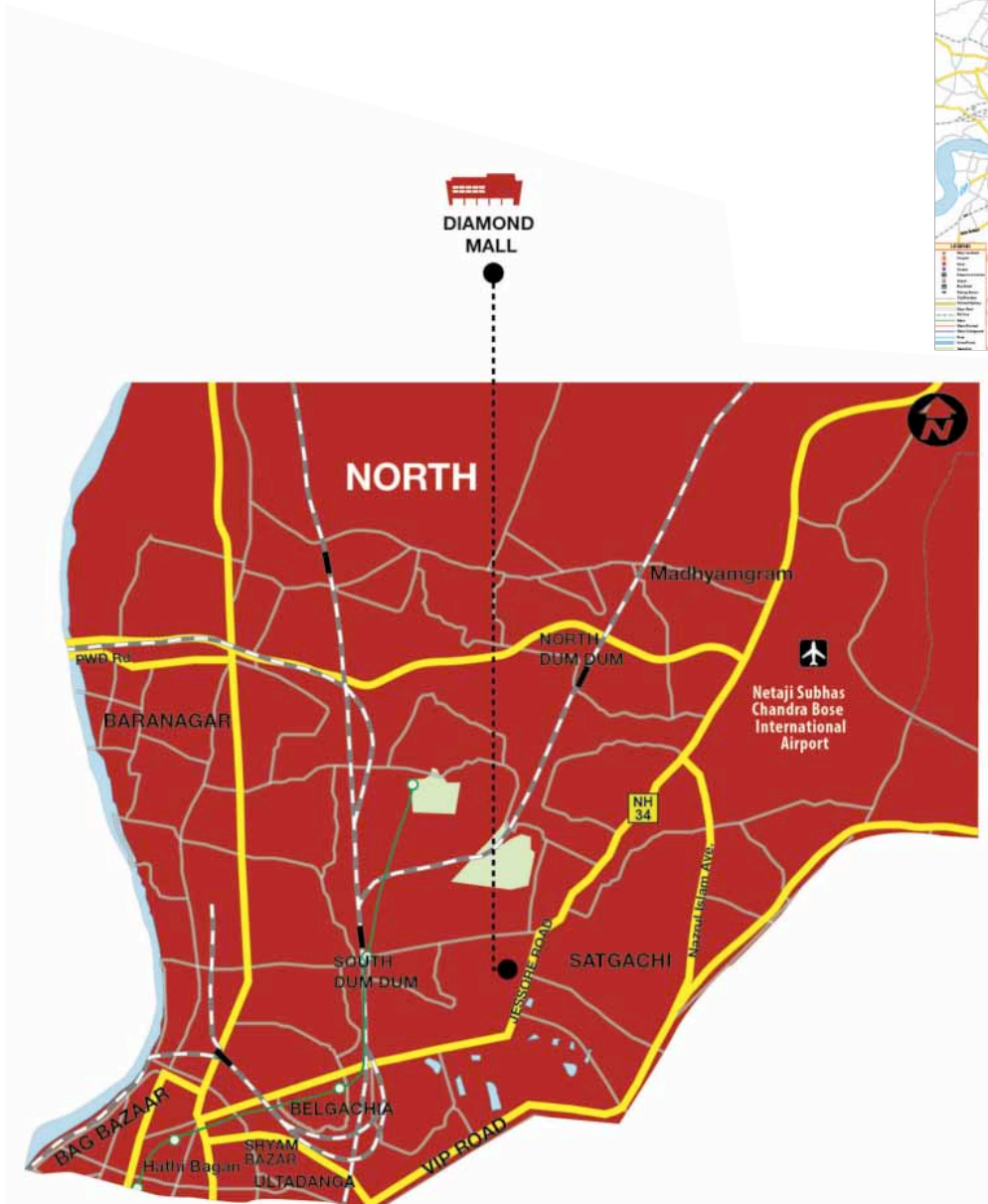


Kolkata Zone Analysis

NORTH

KOLKATA ZONE

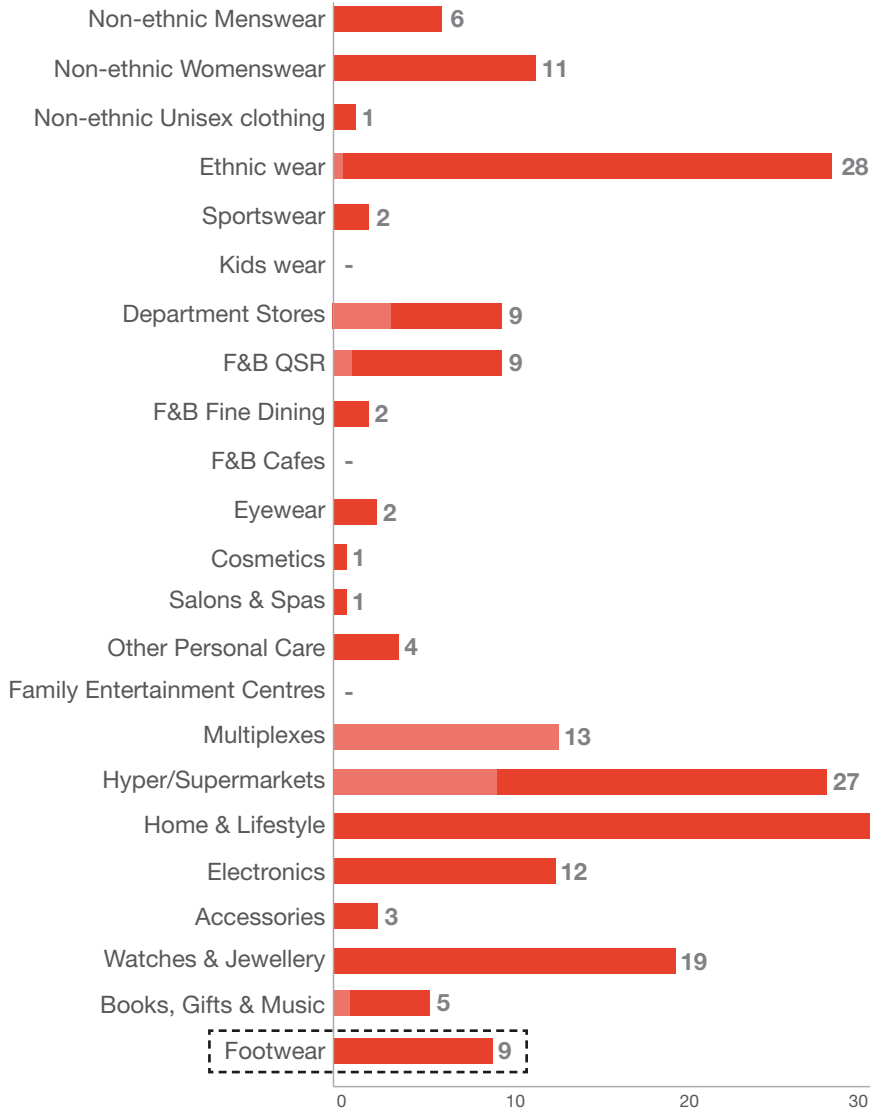
ANALYSIS



North Kolkata map

PER CAPITA OCCUPIED MODERN RETAIL SPACE IN NORTH KOLKATA

Space in sq ft



■ Total modern retail space per 1,000 population ■ Share of mall space

Source: Knight Frank Research, Indicus Analytics

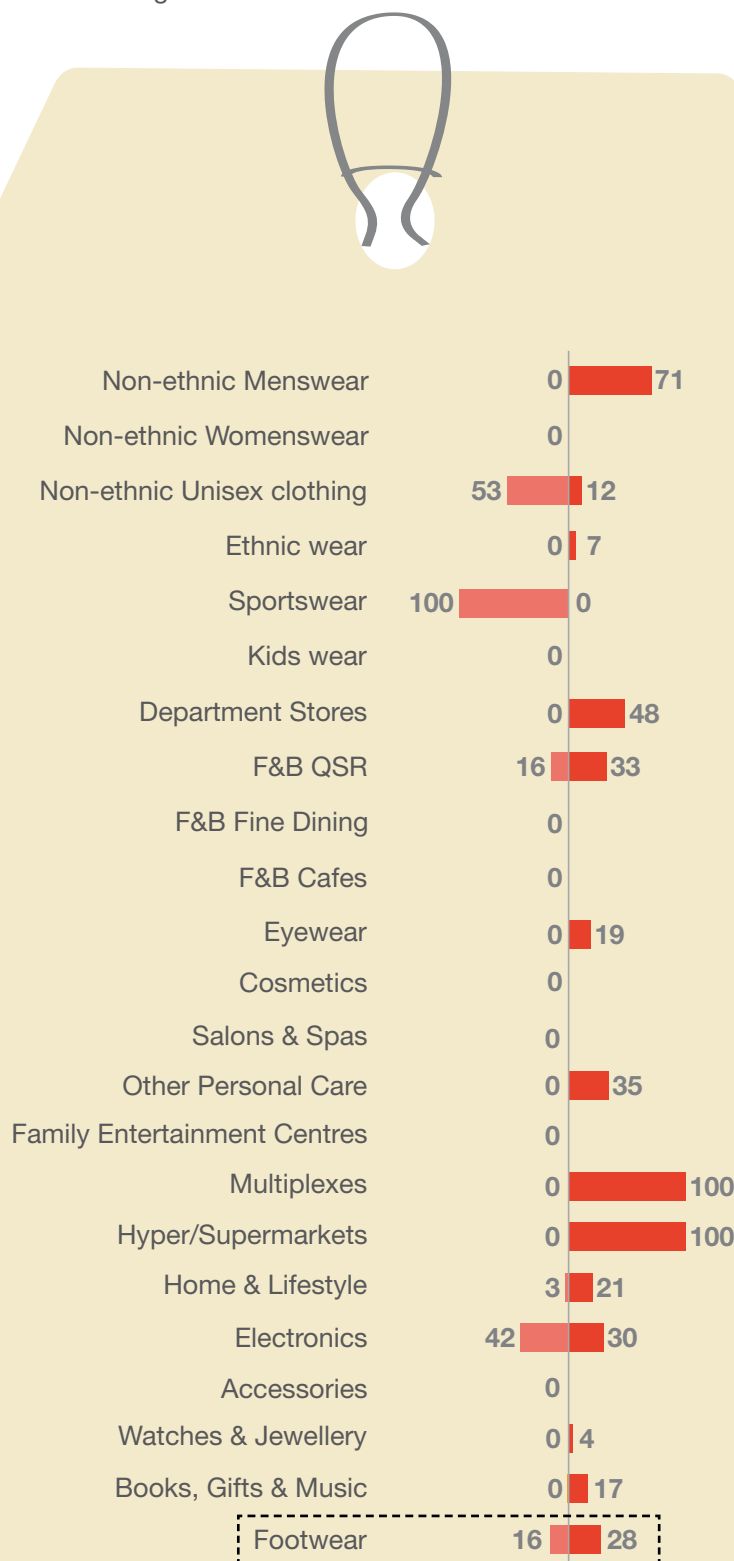


- ▶ North Kolkata is characterised primarily by shopping streets and hence, the per capita mall space share in the total modern retail space availability is minimal in most of the product categories
- ▶ The ethnic wear and home & lifestyle categories lead the market, with the highest modern retail space availability of 36 sq ft and 28 sq ft per 1,000 persons respectively, of which the mall space share is almost negligible
- ▶ Overall, modern retail space in the shopping streets is relatively undeveloped in North Kolkata, and its availability per 1,000 persons is significantly lower for most of the product categories



SHARE OF FOREIGN AND NATIONAL BRAND STORES IN THE OVERALL MODERN RETAIL SPACE

Share in Percentage



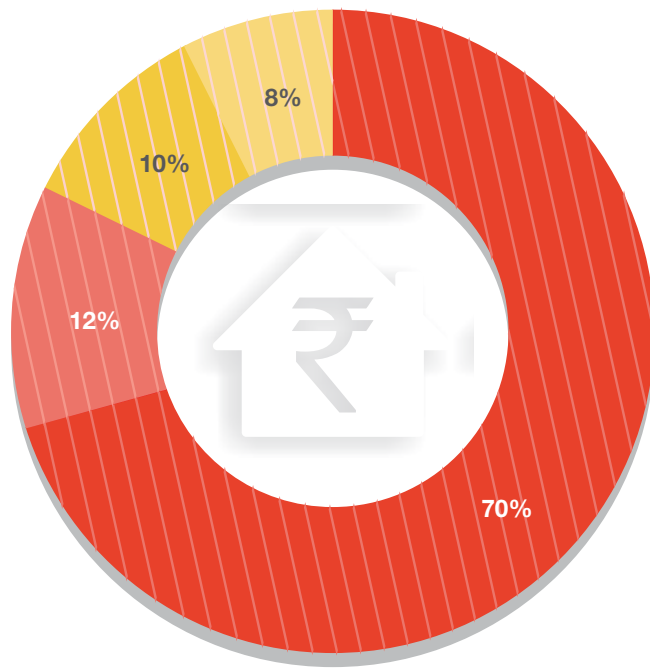
- ▶ The share of foreign brands in the North Kolkata modern retail space, quite plausibly, is marginal in most cases, barring product categories like sportswear, non-ethnic unisex apparel and electronics, where the share exceeds that of national brands
- ▶ Other segments where foreign brands have competitive shares with national brands are footwear and F&B QSR
- ▶ On the other hand, department stores with national brands like Megamart, Reliance Trends and Pantaloons account for a 48 per cent share
- ▶ Hyper/supermarkets such as Big Bazaar and Vishal Megamart constitute 100 per cent of the total modern retail space in their respective categories, thereby filling in for the malls in the region

■ Share of foreign brands
 ■ Share of national brands

Note: Balance percentage in all the product categories denotes the share of regional and local brand stores

Source: Knight Frank Research

HOUSEHOLD INCOME SPLIT IN NORTH KOLKATA



■ < ₹300,000 ■ ₹300,001 – ₹500,000
■ ₹500,001 – ₹1,000,000 ■ > ₹1,000,000

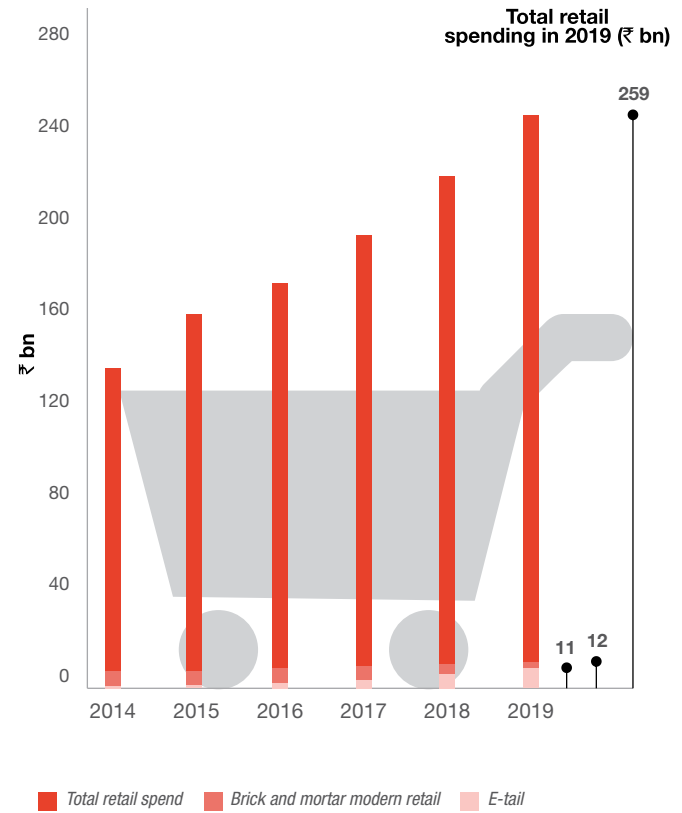
Source: Knight Frank Research, Indicus Analytics

- ▶ North Kolkata has a fairly small number of households earning over ₹1,000,000 in the region – amounting to 8 per cent
- ▶ Meanwhile, a significant 70 per cent of the households have incomes less than ₹300,000, which explains the presence of shopping streets and limited mall projects
- ▶ Also, owing to the income profile of the region, the modern retail space here is skewed more towards local brands

FUTURE TRENDS IN NORTH KOLKATA

- ▶ As mentioned earlier, North Kolkata will continue to be led by non-modern retail in the coming years. The dearth of brick and mortar modern retail will provide ample opportunities for mall space development in the region.
- ▶ Currently, most of the product categories are grossly under supplied in the brick and mortar modern retail space of the region, which could also be exploited by modern retailers in the coming years.
- ▶ Fine dining options are limited in this region, while product categories like watches & jewellery are dominated by regional and local brand stores in this zone. Thus, the potential for foreign and national retailers is very high in these product categories in North Kolkata.
- ▶ The absence of substantial mall space, restraining product categories such as FECs and multiplexes that are generally housed in malls, offers an opportunity for mall developers and retailers to exploit these categories in the forthcoming years.

PROJECTED RETAIL SPENDING IN NORTH KOLKATA



Source: Knight Frank Research

- ▶ The total retail spending in North Kolkata is projected to increase from ₹141 bn in 2014 to ₹259 bn in 2019, resulting in an average annual growth rate of 13 per cent
- ▶ North Kolkata will continue to witness the domination of non-modern retail in the retail market in this zone over the next five years, with the share of modern retail in the region expected to increase to 9 per cent by the end of 2019
- ▶ The E-tail segment will witness a relatively moderate rise in the region, from 1 per cent in 2014 to 12 per cent by 2019, largely at the cost of brick and mortar modern retail, which is estimated to drop from 6 per cent in 2014 to 5 per cent by 2019



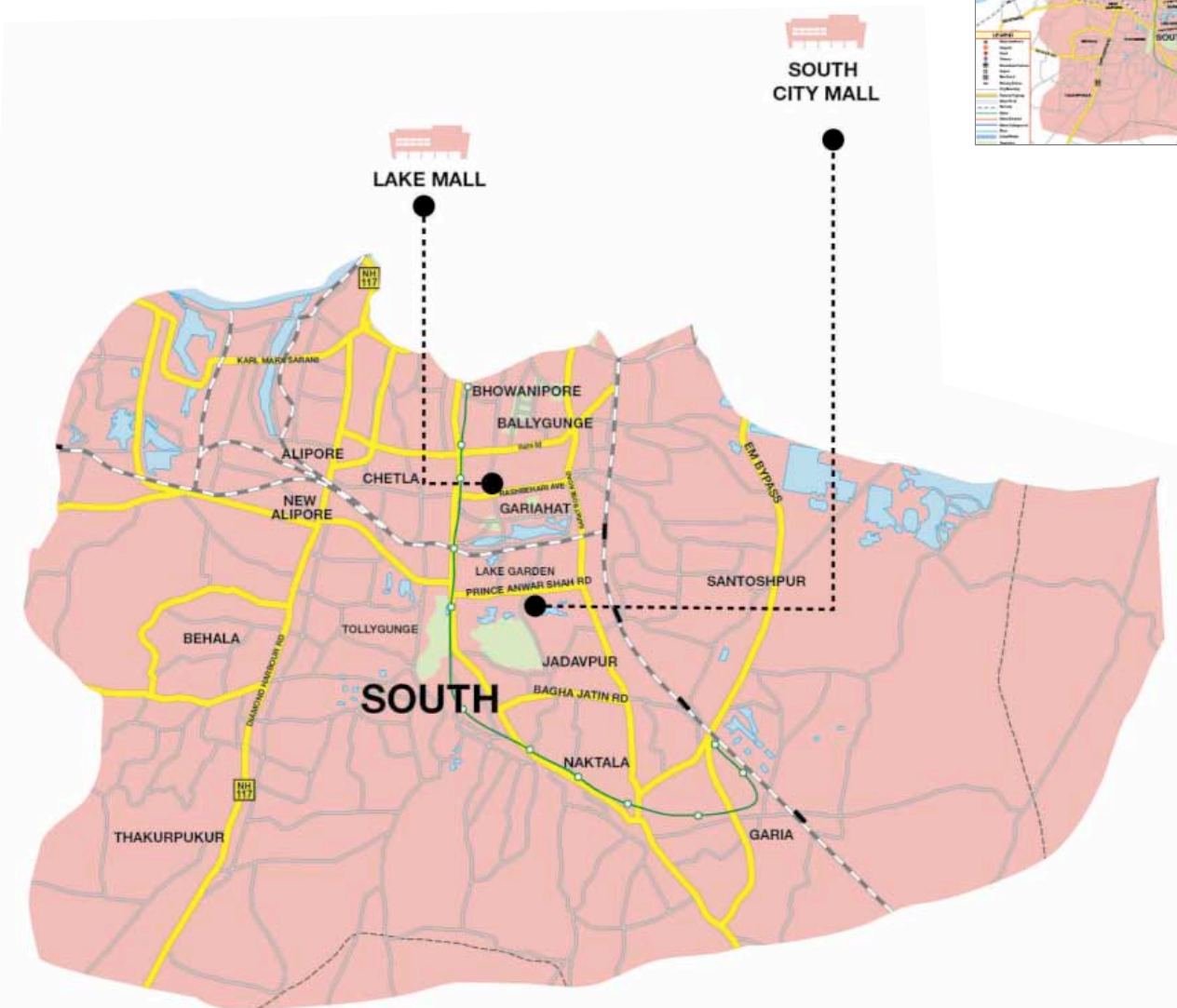
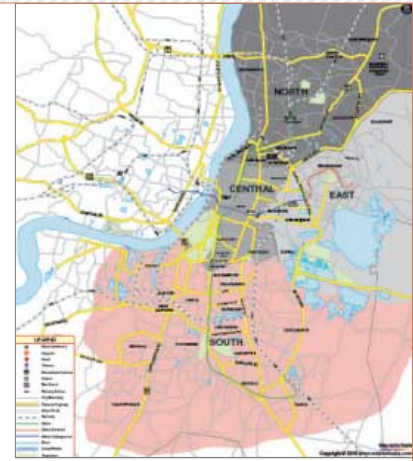
Kolkata Zone Analysis

SOUTH

KOLKATA ZONE

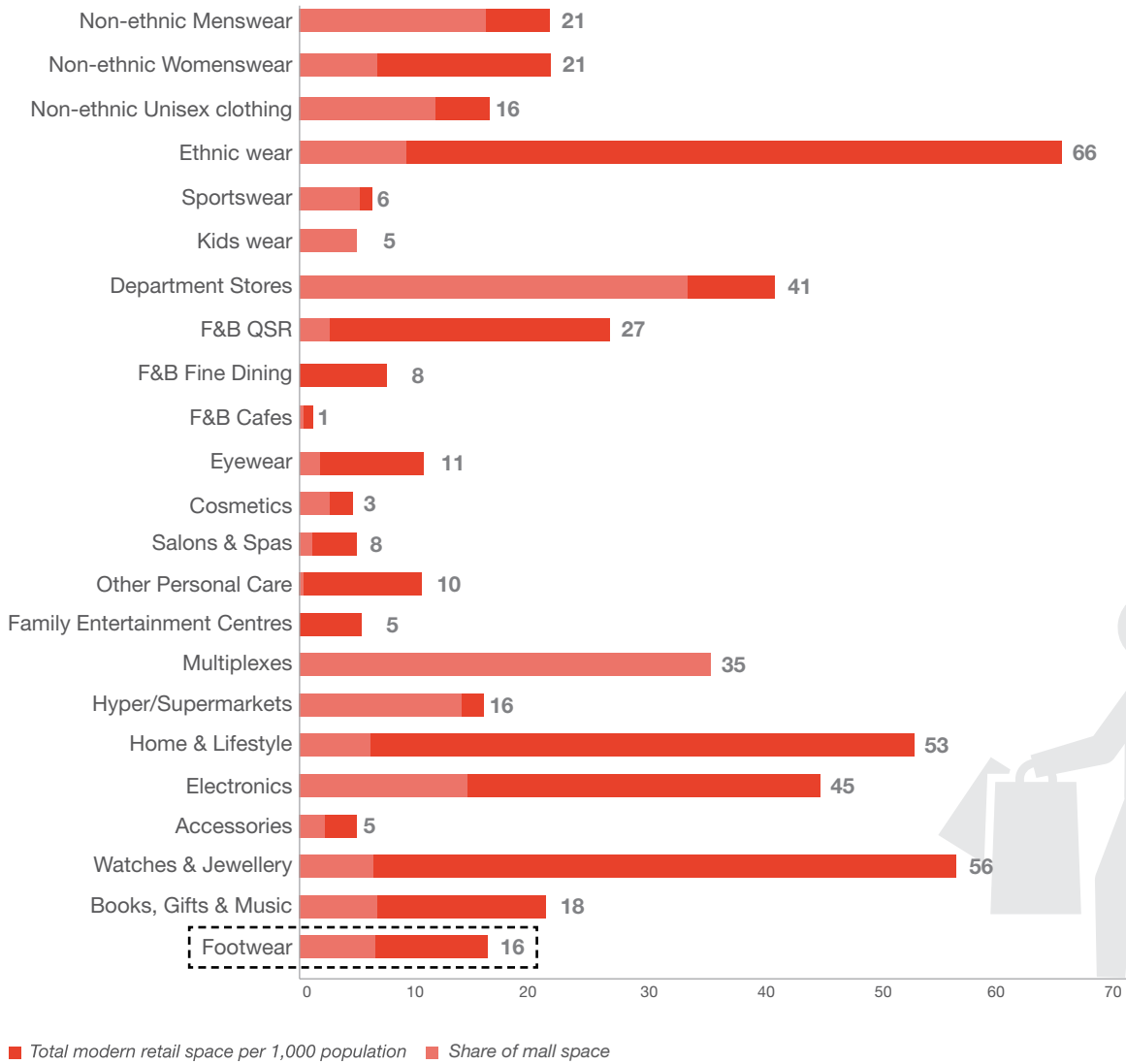
ANALYSIS

South Kolkata map



PER CAPITA OCCUPIED MODERN RETAIL SPACE IN SOUTH KOLKATA

Space in sq ft



Source: Knight Frank Research, Indicus Analytics



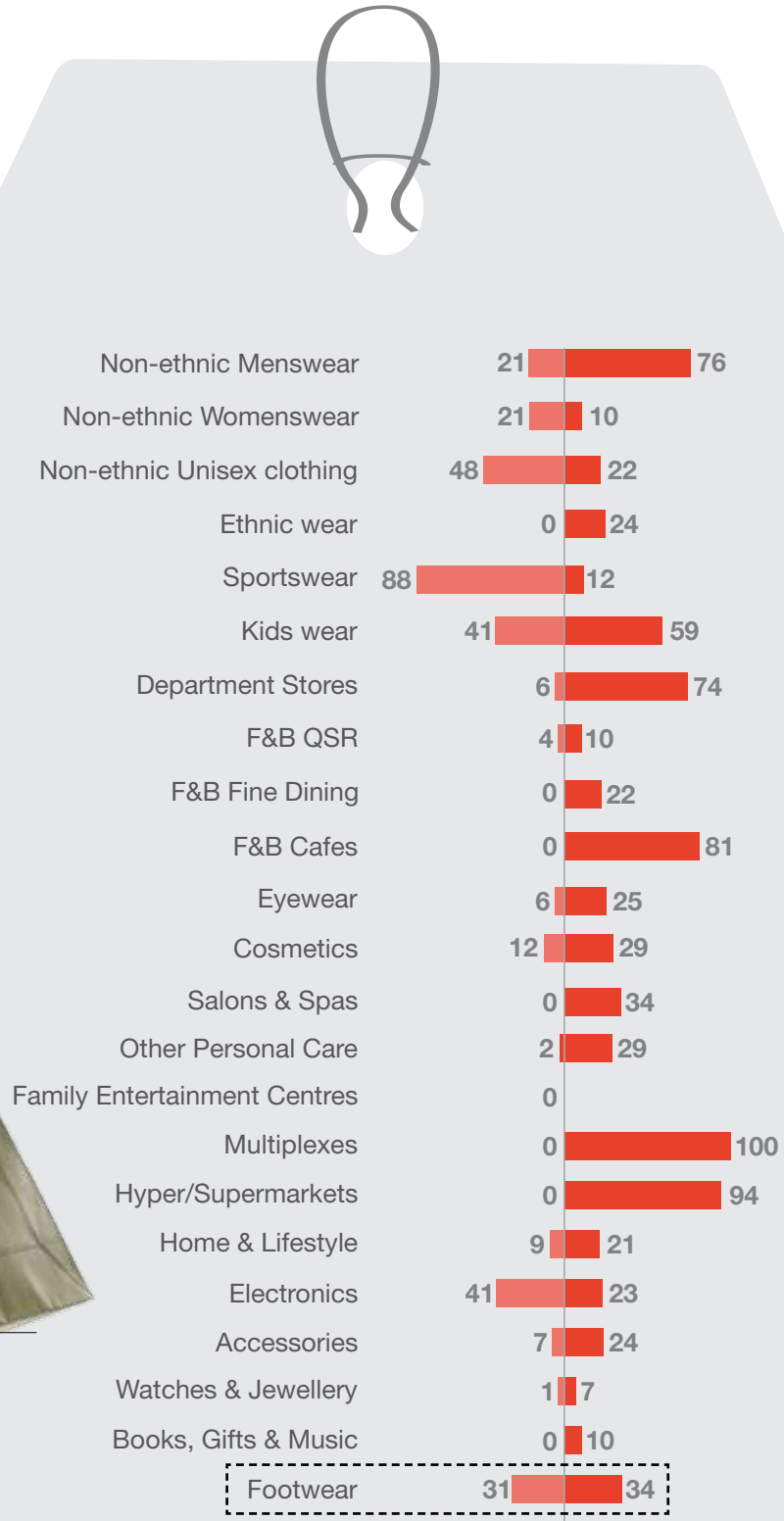
- ▶ South Kolkata has been the traditional residential destination of the city owing to its developed social infrastructure
- ▶ The region has numerous shopping streets and houses a few malls as well
- ▶ In this zone, product categories like ethnic wear, watches & jewellery, and home & lifestyle have a high modern retail space penetration per 1,000 persons, primarily in the shopping streets
- ▶ While the shopping streets' domination is more apparent, a higher volume of modern retail space penetration per 1,000 persons in mall space is observed in department stores and non-ethnic menswear
- ▶ Another important observation is the fairly low level of per capita retail space availability in the F&B cafe segment, while it is quite high in the QSR segment



SOUTH KOLKATA ZONE ANALYSIS

SHARE OF FOREIGN AND NATIONAL BRAND STORES IN THE OVERALL MODERN RETAIL SPACE

Share in Percentage



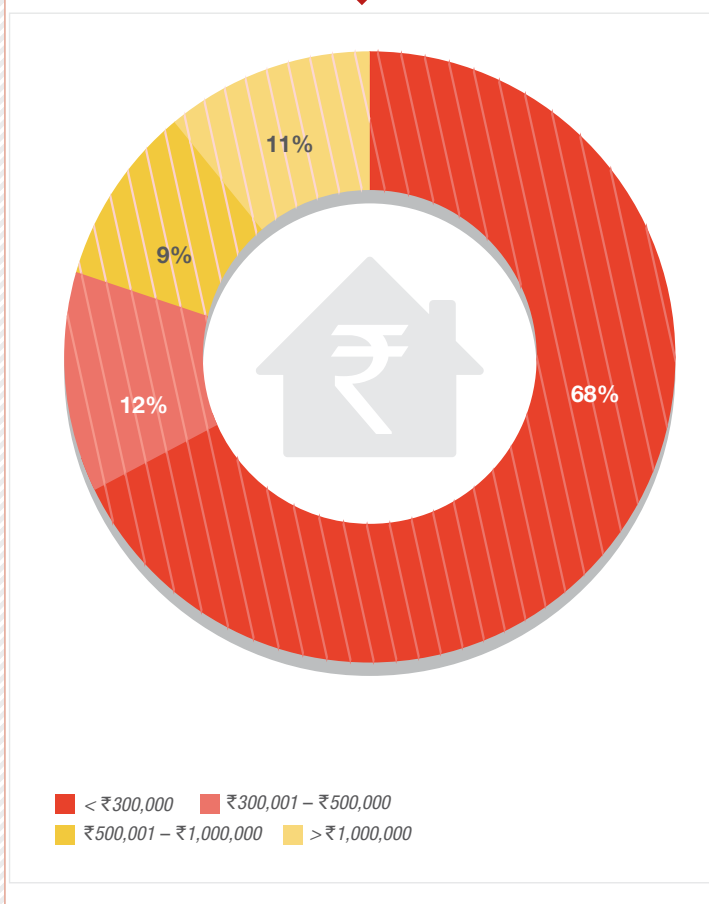
- ▶ South Kolkata has a large share of shopping streets owing to its longstanding residential markets that comprise both national and foreign brands
- ▶ While foreign brands are dominant in the sportswear, non-ethnic women's and unisex apparel, and electronics segments, it has a fair share in footwear and kids wear as well
- ▶ On the other hand, the share of national brands is more evident in categories such as non-ethnic menswear, multiplexes, hyper/supermarkets and F&B cafes

■ Share of foreign brands
■ Share of national brands

Note: Balance percentage in all the product categories denotes the share of regional and local brand stores

Source: Knight Frank Research

HOUSEHOLD INCOME SPLIT IN SOUTH KOLKATA



Source: Knight Frank Research, Indicus Analytics

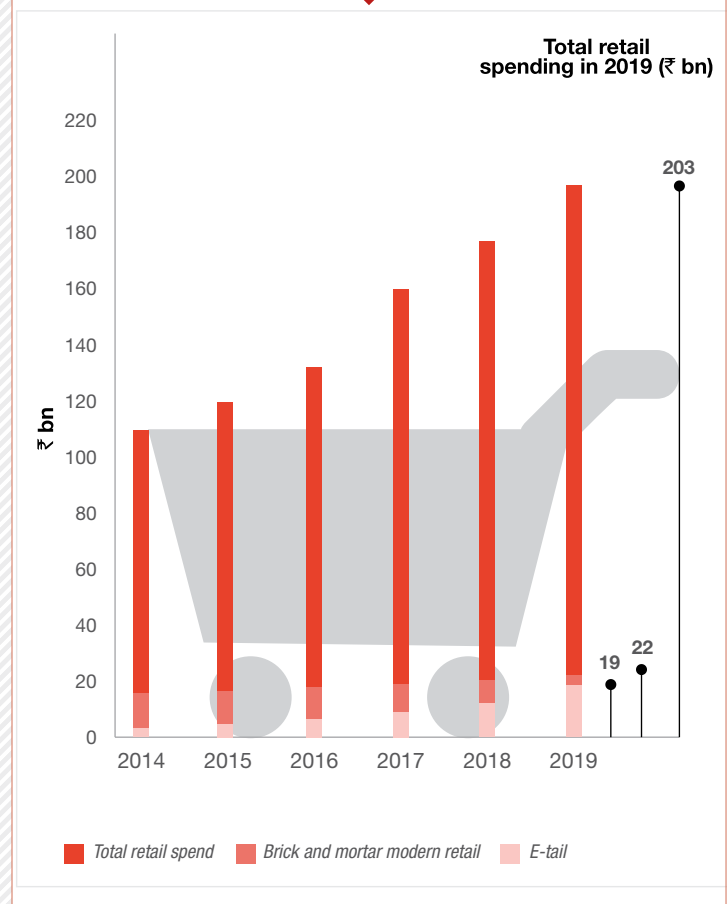
- ▶ South Kolkata, one of the most favoured residential markets of the city, has a relatively better concentration of households earning over ₹1,000,000 – to the tune of 11 per cent
- ▶ It enjoys proximity to the office hubs in Central Kolkata, thereby accounting for a sizeable part of the high-income households
- ▶ On the modern retail space front, this region has a predominant share of shopping streets, catering to the needs of 68 per cent of the households that have incomes less than ₹300,000



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PROJECTED RETAIL SPENDING IN SOUTH KOLKATA



Source: Knight Frank Research

- ▶ The total retail spending in South Kolkata is projected to increase from ₹108 bn in 2014 to ₹203 bn in 2019, resulting in an annual growth rate of 13 per cent, similar to the other regions of the city
- ▶ While the share of E-tail in total retail is just 2 per cent presently, it is estimated to increase to a significant 10 per cent in 2019, thus impacting the share of brick and mortar modern retail, which is estimated to fall from 13 per cent to 11 per cent during the same period
- ▶ However, the share of modern retail, which includes both E-tail and brick and mortar, is expected to increase favourably from 15 per cent in 2014 to 20 per cent in 2019
- ▶ Despite the fair growth in the share of E-tail in South Kolkata, non-modern retail will continue to dominate 79 per cent of the total retail spending in this zone

FUTURE TRENDS IN SOUTH KOLKATA

- ▶ The South Kolkata retail market is a varied mix of malls and shopping streets, with nonmodern retail being the overriding factor. Nevertheless, the estimated growth rate of modern retail portends good potential for retailers in the next five years.
- ▶ Significantly, although the region has sufficient presence of most product categories, the relatively lower penetration of product categories such as F&B cafes and cosmetics as compared to the other categories offers opportunities to modern retailers in the coming years.
- ▶ Besides, with numerous traditional shopping streets in the region, there exists enough scope for developers and retailers. The development of modern retail space on the shopping streets could help shift consumers from non-modern retail towards modern retail, in the forthcoming years. SA

SAHARKAD
PHOTOGRAPHY

WALK THE TALK

A surgeon by profession and a model by choice with countless campaigns, editorials and fashion shows under his belt, also seen on covers of Vogue India and GQ, MANU BORA was the only Indian model chosen to walk the ramp at the Paris Fashion Week. The qualified orthopaedic surgeon currently divides his time between Delhi, Paris and Milan. In a tete-a-tete with DIPIKA CHOPRA, he shares his fashion tastes.

Name:

Manu Bora

Personality: Dual, split personality (orthopaedic surgeon and model)

Where you can find him?
Artemis Hospital, Gurgaon, Elite Model Management, Paris, Major Model Management and Milan, Inega Model Management, Mumbai.





DESCRIBE YOUR PERSONAL SENSE OF STYLE

I like to be simple, solid and bold colours, mostly black and white. I am never fully dressed without a smile, so smile is my favourite outfit .

YOUR DAILY WARDROBE?

In hospital: Solid-coloured suits. This season, I am wearing shades of grey .

Else wear: Denim and plain tee.

YOUR FAVOURITE FORMAL LOOK IS MADE UP OF?

Cotton and wool...and love.

A TREND YOU WOULD NEVER BE SEEN WEARING?

Rap clothing style.

THE WATCH YOU WEAR FOR AN EVENING ABOUT TOWN?

RADO automatic .. simple black ceramic and gold.

YOUR FAVOURITE BRAND?

Louis Vuitton

ACCESSORIES YOU LIKE COLLECTING?

Tie, pen and broach.

FAVOURITE SHOPPING DESTINATION?

Milan.

SHOE/ACCESSORY BRAND THAT YOU WOULD LOVE TO SEE IN INDIA?

All good brands are available in India these days.

FAVOURITE SHOE BRAND?

Christian Louboutin and Tod's

WHAT'S YOUR ONE VICE?

I am an addict of work and love.

YOU FEAR?

I don't operate with fear.

WHICH PERSON DO YOU ADMIRE THE MOST? AND WHY

Steve Jobs, because of his innovative and forward thinking.

WHAT DO YOU THINK IS YOUR MOST VALUABLE TRAIT?

Honesty towards my work SA



ALL IN EYEWEAR



Mango Pickles eyewear products are designed in London and manufactured by creative craftsmen in Italy and China. Its products are available at leading optical chains and also at major online retailers. All the sunglasses are designed by doing detailed research on the color palettes that matches the skin tone, JATIN KHURANA, Founder and President - Mango Pickles, told S&A.





Share with us how Mango Pickles was launched.

Mango Pickles is a fast fashion brand of high quality eyewear designed in London and manufactured by creative craftsmen in Italy and China. All the sunglasses are designed in London by doing detailed research on the color palettes that matches the skin tone and are made for eyewear. We launch ten new styles every week keeping the exclusivity of each style and producing them in small quantities. The brand has completed a year and is available in 500+ optical MBO's pan-India and still growing.

What product range have you introduced and what make them unique?

We have a complete range of sunglasses such as Aviators, Big, Cat-eye, Retro, Round and Fashion. We design our sunglasses based on our customers' wants, needs and desires. All our sunglasses are made from high quality acetates and UV protected lenses.



WE LAUNCH TEN NEW STYLES EVERY WEEK KEEPING THE EXCLUSIVITY OF EACH STYLE AND PRODUCING THEM IN SMALL QUANTITIES. THE BRAND HAS COMPLETED A YEAR AND IS AVAILABLE IN 500+ OPTICAL MBO'S PAN-INDIA AND STILL GROWING.

Who are your target audience?

At an early stage of Mango Pickles, it is yet too hard to define, but I believe students and modern day corporate youth is our biggest market.

Discuss the retail strategy you have adopted.

Mango Pickles is selling at all leading optical chains in India and has a strong partnership with them as we consider offline to be as important as online since we want our clients to experience our brand and product by touch-and-feel. We have a system of weekly replenish new styles on all our selling points so customers experience new styles every time they walk in the stores. We also have our own e-shop on its website. We also sell directly on credible market places such as Amazon, Flipkart, Lime road, Paytm and Snapdeal. We are the only eyewear brand that doesn't give discounts online.

Scarcity of rental space has been a factor hindering the expansion of offline footprint for most brands. Share with us how you are affected by it.

It was our decision to enter the market through offline model by selling on optical shops and now we are available in mostly all shopping malls and strip markets in major cities like Delhi, Gurgaon, Noida, Mumbai, Pune, Goa, Kolkata, etc. We have presence everywhere and we are growing very strategically, the credit goes to our sales team. We face challenges in making our customers experience our brand due to not having our own retail shop but we are working on creative ideas to overcome that too.

What are some of the challenges that you often encounter while introducing new products in the Indian market?

Indian customers are still not very fashionable but that doesn't mean they don't want to; it's mostly because they don't have options. Sunglass brands available in market that are cool and good quality are highly priced. On the other hand, Mango Pickles is worn by cool people having great quality because and we offer value for money.

Elaborate the reasons why the eyewear industry is dominated by foreign brands.

I believe the trend is changing; people have always been obsessed with the assumption of international product being always superior in the quality. Being widely travelled, it's not just Indian eyewear industry; the concept is same everywhere. Often mixed with the mindset that "if you pay more, you're obviously getting better services" but it's not the case with today's youth. I believe every generation is smarter than the previous one because of constant modern transitions. With complete transparency at online platforms, a consumer today wants the product of perfect quality, style/design at reasonable rates, and Mango pickles is offering to all our customers' needs, wants and desires.

What new trends are you planning to introduce in the coming months?

Mango Pickles will soon be releasing some new styles based on our contemporary urban aesthetics. There'll be a lot more range of mirrored sunglasses, wooden frames, premium acetate frames all set to unveil. I have been working on the new business plan and new product model. We'll be releasing the optical frames keeping the same principles in the mind. They'll definitely be rolled out in next year. SA

INTERNATIONAL BRANDS THAT KNOCKED INDIAN DOOR IN 2015

India definitely turned out to be an attractive market for many international fashion and lifestyle brands in 2015. Its burgeoning appetite for foreign brands attracted a long list of international brands to establish their presence in the country. We have listed a selective few.

ASICS opened first standalone store in India



ASICS opened its first store in India—a 670 sq. ft stand-alone outlet in Delhi. ASICS, which reported 329.5 billion yen revenue in fiscal year 2014, actually entered India in 2010 with an exclusive distribution agreement with Reliance Retail.

Topshop, Topman made India entry through Jabong

British fashion brands Topshop and Topman marked their entry in the country through Jabong.com. The e-tailer announced its partnership with leading fashion retailer, the Arcadia Group Ltd., which sees covetable British fashion brands officially entering Indian market. The Topshop collection encapsulates a bohemian, '70s-inspired mood and features laid-back, effortless pieces in an array of autumnal colours and floral motifs across clothing, shoes and accessories, while The Topman collection is influenced by the 1990s, travel, exploration and military trends and styling.

Jabong added Missguided in its long list

Jabong added leading UK fashion brand Missguided to its long list of brands. Fashion conscious young India are now able to shop for this youth brand's extensive apparel, shoes, lingerie and accessories collection on jabong's platform. Missguided is an empowering, bold and forward thinking online fashion brand, inspired

by real life. It designs and creates products informed by its customers and influences like catwalk, celebrity, social media, bloggers and street style. Jabong has clearly established its dominance in bringing well-curated collections of international fashion labels such as Buggati Shoes, Tom Tailor and NEXT this year.

H&M opened first India store in New Delhi

Hennes & Mauritz (H&M) AB, the Swedish fashion retailer, opened its second store in New Delhi in November. The new store is situated at Ambience Mall, Vasant Kunj and spreads over more than 28000 sq. ft. H&M opened its first store in October.

French Brand Lipault entered India

French brand Lipault is now available in India through the Periwinkle Group, the same company that brought us Samsonite, Accessorize, and Lavie. They offer soft-yet-sturdy collapsible suitcases in vivid colours, apart from shoulder bags, totes, satchels, duffels, backpacks, business bags, collapsible wheeled luggage, and carry-on baggage.

Church's inked deal to enter India

UK's iconic luxury footwear brand Church's entered into India as a result of an exclusive distribution tie-up with Heel & Buckle. Church's shoes are available at Heel & Buckle's outlets. Price range of Church's footwear starts from Rs 20,000 to Rs 72,000. The pricing of the product in India and UK is the same.



Italian luxury brand Fabi unveiled first retail store



Fabi -the luxury Italian brand has forayed into the Indian market with its first store launch in New Delhi. Situated in the upscale South Extension market this flagship store is grabbing a lot of eyeballs. Spread over 1100 sq.ft. area, the one of a kind store offers high class men/women shoes and hand bags imported especially from Italy.

Gap entered India



San Francisco-based clothing retailer Gap entered India with its first store in Delhi in May in partnership with domestic textile company Arvind Lifestyle Brands, which has appointed Oliver Kaye as the business head of the division dealing with the American brand.

American brand Aeropostale launched its first store



American youth brand Aeropostale opened its first flagship store at Select City Walk, New Delhi. Arvind Lifestyle Brands Ltd launched the brand here. The store offers a wide range of clothing and accessories from their fall- winter 2015 collection for men and women.

French label Anna Luchini now available in the India via Fashionara.com.

Handbags from French label Anna Luchini are now be available in the Indian market via e-commerce platform Fashionara.com, which has also introduced watches for women from another French label, Christian Lacroix. SA



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