

SHOES & ACCESSORIES

TRENDS • MARKETING • RETAILING

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INDIA SHOES & ACCESSORIES FORUM, 2016

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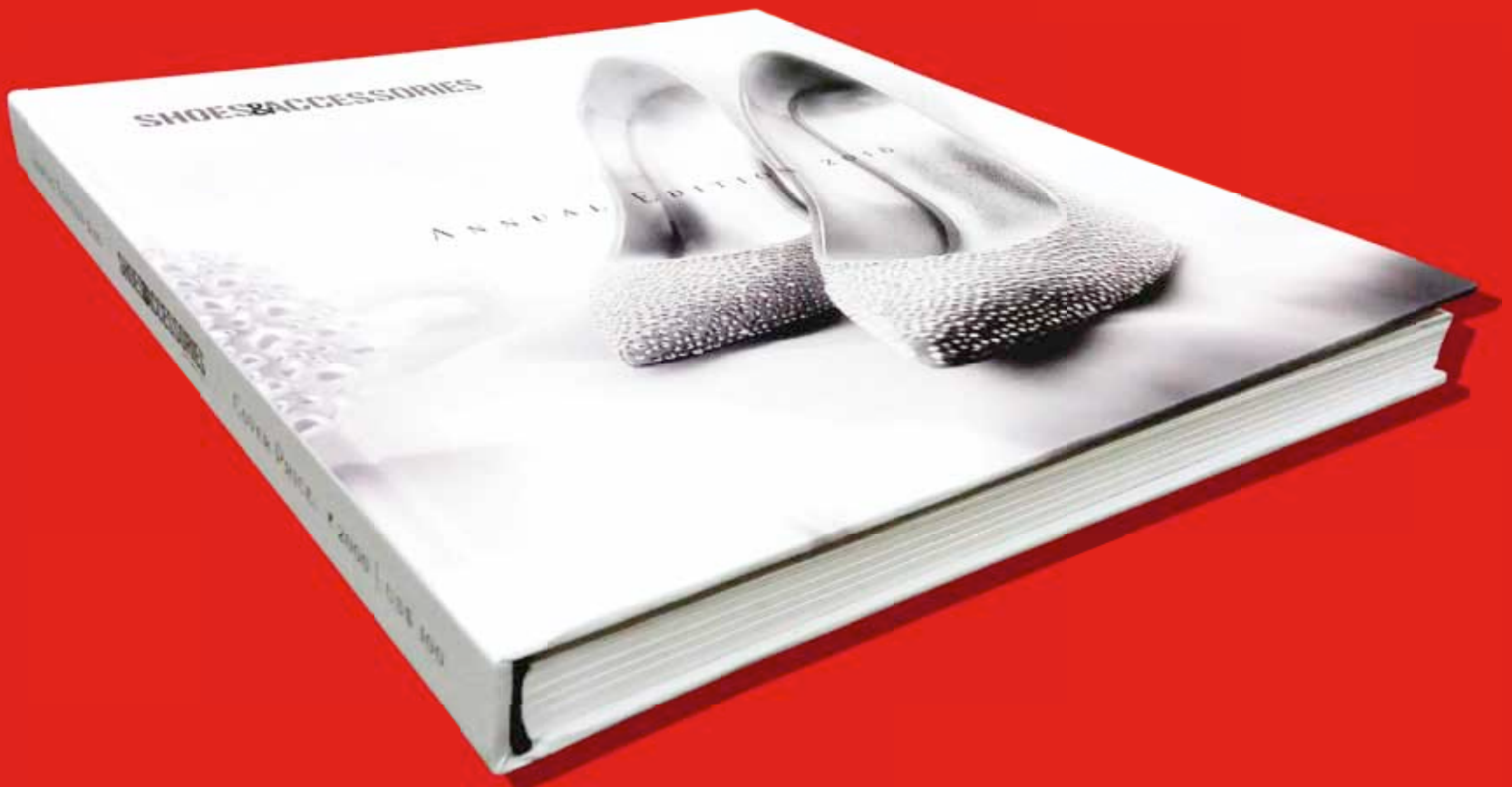
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Editor's Letter

Global economic slowdown and a decrease in exports have ruled the market sentiments the world over. The Chinese slowdown was expected. After all, at some point, after a long and consistent growth, it was expected that its growth would hit a curve, requiring the economy for readjustment. This perhaps means that China now has to tell itself that it is no more a cheap manufacturing hub; countries like Vietnam has emerged more favourable, and what it needs is to act on the realization that the time has come for something advanced, like the Japanese had done in the recent past.

Like they have been leafing through the Japanese experience, India should pay closer attention to what its neighbor is going through. Back home, the talks have been all about making a conducive environment so that foreign investors and manufacturers alike can set themselves up without being entangled in bureaucratic labyrinth. The obvious objective is to generate massive employment and attain optimal utilization of all the available resources apart from the much-sought technology transfer the country so much desires.

While we set up and arrangements are being made for the environment, we shouldn't overlook the fact that heavy emphasis on exports will only leave the economy too dependent to the point that we could face what the Chinese are going or had in the recent past. Obviously, the call is to focus on domestic consumption as well so that there is a balance.

In some of the panel discussions at India Shoes and Accessories Forum, 2016, similar concerns were highlighted and several industry stalwarts shared similar views on the current state of the economy. That the degree of pessimism was evitable made all the more convincing that things are not that bad as they appear are how they are talked.



AMITABH TANEJA
Editor-in-Chief





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DUKE FASHIONS BAGGED “MAKE IN INDIA” AWARD

Duke Fashions (India) Ltd., a lifestyle brand, received the Make in India “National Productivity & Innovation Award” for the year (2014-15) in Textiles & Garments Sector. The Award was given by Kalraj Mishra, Union Minister of Micro, Small & Medium Enterprises to Aman Jain, Of Duke Fashions (India) Limited, in ‘NPI Award presenting ceremony’ on 22th February, 2016 in New Delhi. Total 51 awards were given in 6 sectors of MSME, and Duke bagged first award in textile category.

Komal Kumar Jain, Chairman Duke Fashions (India) Ltd., said, “I express my sincere gratitude and appreciation for the invaluable contribution and cooperation of our channel partners, colleagues and employees who have been our consistent source of inspiration in helping us achieve our business results and deliver best-in-class and qualitative products to local and global markets.” He further added that they are improving not only the productivity and quality of industrial goods but also of entrepreneurial talent through innovations.

Stressing further, Jain opined, “A large part of the credit for this growth in the business goes to those people who have been very pro-active on the business of Duke. Our products are cost competitive and affordable



to common people. We planned for an even larger growth in the innovation and production ahead. With the support of the Duke Team, we are confident of achieving this. Duke is a value for money brand and our mission is to make available the international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident.”

Union minister Kalraj Mishra said, “We have to aim at improving not only the productivity and quality of our industrial goods but also of our entrepreneurial talent through innovations. Only then we could translate our strength of human capital dividends into an effective mode of socio-economic development and for all round productivity.” He expressed hope that through the improved productivity and innovation demonstrated by the award winners the scheme will motivate others to follow the path of excellence and to make India the global manufacturing hub.

AGRA FOOTWEAR INDUSTRY THREATENS PROTEST OVER IT DEPT RAID

The footwear industry of Agra has threatened to take to the streets if the income tax department does not stop harassing them by conducting surveys and raids.

The industry, already reeling under the global slowdown, has alleged that the department is forcibly “recovering” tax from them to achieve their target as the financial year is about to end.

Joining the industry are associations like National Chambers of Commerce, Factory Owners Association, Agra Iron Founders Association and Agra Vyapar Mandal.

A delegation will meet Union finance minister Arun Jaitley next week to discuss the matter.

According to data available, the footwear export industry of Agra has reported a fall in revenue by 10% from what it was in 2014.

“The I-T department is conducting disproportionate surveys and raids. To achieve their yearly target, the officials are putting pressurize on higher tax payers to pay even more. The manufacturing sector is showing a negative growth,” stated Puran Dawar, president of the Agra Footwear Manufacturers & Exporters Chamber (AFMEC). “Exporters are also experiencing negative growth. The coercive measures and threat of prosecution will not be tolerated any more. Agra branch of I-T department has

taken a lead in this. All along this fiscal, they have not done their job and at the end, they resort to such arm twisting tactics. We will come on the roads if it does not stop.”

A meeting of all prominent trade and industrial organizations was convened to discuss the future course of action in the matter. The move has come after the income tax department sleuths conducted raids on 15 places (showrooms, godowns and manufacturing plant) of shoe exporter, Virola International and its associates, making it “surrender” ₹16 crore after a three-day survey.

The meeting demanded that a legal advisory committee should be set up and the yearly target should be formed after discussing it with industrialists.

According to AFMEC, exports decreased to ₹2,200 crore in April-January 2015-16, which was about ₹220 crore lower than the figures in the same period the previous year.

LEATHER FOOTWEAR EXPORTS CONTINUE TO DECLINE

According to the Council for Leather Exports (CLE) leather footwear exports reached \$1599 million in the first nine months of the fiscal year, declining by 7.31% from similar period in the previous year

Using data from the Directorate General of Commercial Intelligence and Statistics (DGOI&S) the CLE estimates that sales abroad of leather and leather products for the period April 2015 – December 2015 reached \$ 4 457.36 million, compared to \$ 4990.15 in similar period of the previous year. This represents a decline of 10.68%.

Leather footwear exports totaled \$1599 in the first nine months of the fiscal year, declining by 7.31% from similar period in the previous year (\$1725.1 million).

In the same period, exports of finished leather declined by 22.53% and leather goods by 4.77%.

Worth being highlighted is the performance of exports of non-leather footwear, the only category within the industry not showing declining exports. A stable performance compared to similar period in 2014, with a growth rate of only 0.87%.

The main destinations for the exports of leather and leather products during the period were Germany (11.38%), US (14.48%), UK (12.41%) and Italy (6.83%), all together representing roughly 45% of the sales abroad of these products.



CEO'S EMAIL ACCOUNT SPOOFED, NOT HACKED: FLIPKART



Refuting media reports that its CEO Binny Bansal's email account has been hacked, Flipkart clarified that it was spoofed but not hacked.

"We would like to clarify it is not a case of hacking. Flipkart's corporate email system leverages the highest standards of security including but not limited to two factor authentication," the company explained in a statement.

A spoofed e-mail does not originate from the real source but from a different source falsifying the name and address with an ulterior motive.

It may be recalled that a leading newspaper recently reported that Bansal's email account was hacked and two emails were sent in his name to Flipkart's CFO Sanjay Baweja on March 1, directing him to transfer \$80,000.

The company said it has filed a police report complaining on e-mail spoofing its CEO suffered. The statement added: "We have filed a case of email spoofing which involves use of a forged email header to make it look like a legitimate email. This case of email spoofing was immediately detected and a report was filed with police."

AFTER INVESTMENT IN PAYTM, SNAPDEAL, ALIBABA MULLS ENTERING INDIA



Chinese e-commerce major Alibaba Group is planning to enter India this year and is looking at opportunities to build the business organically or through other means.

"We are planning to enter the e-commerce business in India in 2016. We have been exploring very carefully the e-commerce opportunity in this country, which we think is very exciting on the backdrop of Digital India," Alibaba Group President J Michael Evans said.

The company said it is evaluating all opportunities to build the business organically or look at any other thing that might come along.

Evans said the company plans to come here and work to serve both customers, consumers and small businesses because that is the

history and the DNA of Alibaba. It was reported that Evans along with Alibaba Group's Global Managing Director K Guru Gowrappan met Telecom Minister Ravi Shankar Prasad.

Speaking about the meeting, Prasad said, "We hope Alibaba will come and have a good footprint in India, including the expanding business of e-commerce (for which) they are exploring the possibility. I have said very clearly that Alibaba is quite free to come and expand its footprint in India. I explained to them that e-commerce is a rising phenomenon in India with a growth rate of over 60%."

"We have investments in both payments and e-commerce already and we will, over the course of next year, will figure about exactly what our strategy is," Evans said. Alibaba has made investments in Paytm and Snapdeal.

The company is exploring the potential whether to go on their own or set up shop with someone else.

In November 2014, Alibaba founder Jack Ma on his first visit to the country said he would invest more in India, work with Indian entrepreneurs and Indian technologists to improve the relationship between the two nations.

CONSUMERS MAY SOON BE ABLE TO BOOK AN UBER CAB ON SNAPDEAL APP

A tie-up between Uber and Snapdeal could soon allow consumers to book cabs on the latter's app. The arrangement is one of the most high profile partnerships forged in recent history in India's startup ecosystem.

According to the terms of the deal, both companies are in discussions to integrate Uber's API on the Snapdeal platform.

The development also follows other partnerships entered into by New Delhi-headquartered Snapdeal, such as the ones with ticketing platform redBus, online travel agency Cleartrip and more recently, food aggregator Zomato.

During the recent past, Snapdeal has been rolling out a series of upgrades for its mobile app, primarily around its user interface and user experience, as it looks to evolve from a just an ecommerce company, and into a complete ecosystem of goods and services. The association between these two players can be for customer acquisition and joint promotions.

For Uber, the partnership with Snapdeal will give it access to more than 25 million registered users of the ecommerce company, at a time when it is locked in battle with home-grown ride-hailing app Ola.

San Francisco-based Uber, which was valued at \$62.5 billion after its last funding round, has also tied up with a number of prominent Indian startups, such as Zomato and doctor appointment booking app Practo.

Uber has also tied-up with wallet player Paytm in India for digital payments in compliance with RBI norms. But the push by Snapdeal in recent times to increase the adoption of its nested wallet, FreeCharge could impact the terms of association between the ride-hailing app and the marketplace.

The talks between the two companies come soon after Snapdeal raised \$200 million in funding from Ontario Teachers' Pension Plan, one of the world's largest pension funds and a new technology focused venture capital firm Iron Pillar.

Separately, in August last year, Uber announced that it was going to invest \$1 billion in the Indian market in the next nine months, making it one of its primary markets outside the US.

HELIOS LAUNCHES LIQUID SHOE POLISH FOR SHINING AND CONDITIONING

Helios, India's only shoe care brand with comprehensive range of products, has launched 'Helios Liquid Shoe Polish' with a trendy and sleek packaging. It is available in four colors – black, brown, tan and natural. The product is a part of Helios' economical shoe care range comprising of more than a dozen other products to ensure complete care of high quality branded leather shoes. Helios is a C.P. Marketing-owned brand.

Priced competitively at ₹60, the new product gives an instant shine to leather shoes. The product is made out of the best kind of waxes and ensures that it gives a glowing, long lasting shine to the leather just within a few strokes. It is enriched with cleaner-cum-liquid shining agent that rejuvenates both old and new leather shoes in just a few seconds and brings back their original shine quickly. The product not only

takes care of leather shoes, but also adds shine and life to them.

The product has been designed to ensure easy grip, trendy and premium look, and is comfortably portable.

Speaking at the launch, Sahil Gupta, Managing Director, C.P. Marketing Inc. said, "We are excited to introduce 'Helios Liquid Shoe Polish', which adds class to customer's aspirations. It contains more pigment than ordinary wax-based polish and so it's good for covering up blemishes and serious scuffs in the leather more efficiently. Use of innovative technology has catapulted this pioneering product as the market leader in homemade shoe care products segment."

The product is available all over India in all general stores, shops and selected shoe stores.

CP Marketing Inc. is a renowned manufacturer, supplier, trader and exporter

of a wide array of shoe care products. The company was floated specifically to manufacture and market all the 'Helios' products. In a span of just 15 years, Helios and its products have made its presence felt. The company has been able to expand its market to North America.



HELIOS JOINS ONLINE WAGON WITH HELIOSINDIA.COM

Shoe care company Helios has taken e-commerce route (christened Heliosindia.com) to reach larger markets. Helios has become the latest brand to use the surge in online commerce as a way to expand the market for its highly innovative shoe-care product range. The company is eyeing over 200% growth in 2016 through its e-commerce portal.

The company offers its entire collection of shoe care products online. The platform also facilitates payments modes like debit cards, credit cards and net banking.

While unveiling the e-commerce portal of brand Helios, Sahil Gupta, Managing Director, C.P. Marketing Inc. said, "We aim to offer unmatched shopping experience to our valued customers on Heliosindia.com. Apart from expanding the market of super exclusive Helios shoe-care product range, the e-commerce portal will offer our customers the ease of shopping their favourite shoe-care product line from the convenience of their own homes, round the clock."

Helios offers easy return and hassle free exchange policy, besides cash on delivery service for all its products purchased online. Minimum order value at this portal is ₹200 and the company offers no COD charge for the purchase above ₹500.

"Over the years, we have witnessed that the demand for high-quality shoe-care product range has increased manifold and this portal will help us fill the gap in India and world over where we look forward to expand our wings," added Gupta.

AGRA FOOTWEAR INDUSTRY HIT BY SLOWDOWN, SUPPLY CRUNCH

Agra footwear industry witnessed its first negative growth period in many years, exports fell by more than 9%. According to Agra Footwear Manufacturers and Exporters' Chamber (AFMEC) exports decreased to ₹2,200 crore in April-January 2015-16, which was about ₹220 crore lower than in the same period the previous year.

Agra's footwear industry contributes a significant amount to the total footwear exports from India. Agra has more than 100 footwear manufacturers who together make up 28% of all footwear products exported.

"The global slowdown has affected

everyone. We are getting far fewer export orders compared to earlier years. Goods manufactured for European retailers are yet to leave Agra and many foreign retailers are not giving fresh orders," said Puran Dawar, president of AFMEC.

The industry has also suffered because of the recent Chennai floods. Nearly 60% of the leather used by the industry comes from Chennai, where production got severely hit by the floods. According to footwear makers, supply constraints due to the floods caused delays in sending export consignments abroad, with losses predicted to be ₹150-200 crore.

ARVIND SPORTS TO LAUNCH COLE HAAN AND HEATWAVE SHOES IN INDIA

Arvind Sports Lifestyle is planning to launch shoe brands, Cole Haan and Heatwave, in India as part of a plan to cash in on the country's growing premium footwear market.

The move comes a year after textile firm Arvind entered the footwear segment to sell shoes of existing partners such as Arrow, Tommy Hilfger and Calvin Klein, and roped in former Puma managing director Rajiv Mehta to head the new division.

American brand Cole Haan, which was previously owned by Nike, specialises in casual and dress leather shoes and is now controlled by Apex Partners. On the other hand, Singapore-based Heatwave is known for comfortable as well as high-heeled footwear, especially for women.

"At present, there is a huge vacuum in the price points between ₹7,000 and ₹21,000. The positioning of Cole Haan will be right between premium and luxury brands available in India," said Mehta.

The company plans to open first stores of both these brands by May. "The market for women office wear has limited offerings and Heatwave is high in fashion at an affordable pricing. Hence, both these brands will address a crucial gap in the market," Mehta said. Heatwave will be priced at ₹2,000-4,300 and will compete with Clarks and Charles & Keith. Merchandise for both these brands will be imported and the company is targeting ₹130 crore in revenues in the next five years.

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WEST BENGAL GOVT OFFERS LAND FOR FOOTWEAR PARK

The West Bengal government has extended support to a proposed footwear park in the state by offering 130 acres of land for the project, Council of Leather Exports said.

"The West Bengal government has agreed to support the project by offering 130 acres of land at Bantala leather complex. The footwear park will attract an investment of ₹1,000 crore," Council of Leather Exports chairman Ramesh Juneja said.

"The state government has directed the Kolkata Metropolitan Development Authority to construct the new effluent treatment plant and revamp the drainage system to felicitate the footwear complex. It will cost around ₹100

crore," Juneja explained.

He said that the government wants leather sector business in state to increase five times to ₹50,000 crore in the next five years.

"Bengal once held an important place in footwear industry clocking about 18 per cent share in exports. Now it has become nil," he elaborated.

Beside, footwear park and other leather goods park would also be constructed and 110 acres in Bantala will be allotted by the government, he added. "Till December exports was \$4.4 billion but till March exports could remain at \$5.5-6 billion," the chairman added.

PUMA, ADIDAS TO START OWN E-COMMERCE PORTALS IN

Puma and Adidas are seeking permission from the government to open their own e-commerce portals in the country. With the move, they have become the first among foreign companies willing to take advantage of the changed Indian foreign direct investment rules, which allow single-brand overseas retailers to sell their products online.

According to Abhishek Ganguly, managing director of Puma India, "Based on the new regulation on single-brand retail, we have sought approval for Puma Sports India to do retail and e-commerce. The same entity was originally

allowed to do wholesale of Puma products."

Both Puma and Adidas have filed applications with Department of Industrial Policy & Promotion (DIPP) on March 3rd.

Last year the Indian government had relaxed the rules for FDI in retail. The new rules allow manufacturers to sell their products through wholesale, retail and e-commerce channels as well for the first time.

"It's a very progressive approach from the government. Once our approval comes through, it will make business much smoother for us," added Ganguly.

RETAIL INFLATION HIGHER IN LOW-INCOME STATES

Despite a fall in retail inflation to 5.18 per cent in February from 5.69 per cent in the previous month, most of the lower-income states witnessed higher retail inflation than the richer ones.

According to DK Joshi, the chief economist at Crisil, higher-income states like Haryana, Kerala, Uttarakhand, Maharashtra and Gujarat saw lower retail inflation in February than Bihar, Jharkhand, Odisha and Chhattisgarh. While a relatively richer state like Punjab witnessed the lowest level of consumer price index-based inflation (2.7 per cent) in February, Odisha, adjudged in 2013 the most backward state by a panel headed by Raghuram Rajan, which developed a new index for backwardness, recorded the highest inflation of 8.04 per cent, showed the official data released this week.

The data revealed while inflation in urban India was just 4.30 per cent, that in rural areas was as high as 5.97 per cent. "This shows those who are more vulnerable to price shocks are bearing a higher inflationary burden," Joshi said.

Already, rural India is reeling under stress due to a second straight year of monsoon failure, the resultant lower farm harvest and a crash in global commodity prices that have pulled down export earnings.

DLF MALL AWARDED 'BEST RETAIL PROJECT OF THE YEAR'

DLF Mall of India (Noida) has won the award for 'Best Retail Project of the Year - 2015'. The award was presented by the Chief Minister of Maharashtra, Shri Devendra Phadnavis, at CNBC Awaaz Real Estate Awards held in Mumbai.

Mall of India launched the first phase of the mall in Mid- December 2015 with over 180 brands opening their doors to the customers.

DLF has been instrumental in setting high standards in creating world class projects in residential, commercial and retail projects since its inception.

"We are humbled and honoured to be conferred with the award for Best Retail Project of the Year by CNBC Awaaz within the first year of launching the operations. One of our brand philosophies is to work on projects that positively impact the lifestyle and quality of life of the community and DLF Mall of India project is built on that philosophy. We are committed to build high quality projects for our customers and this award will only encourage us to raise the bar and deliver more world class projects in



the future," said Pushpa Bector, Executive Vice President & Head - DLF Mall of India.

DLF Mall of India is an 1800 crore project, spread across the retail space of 2 million (sq. ft. GLA), which is going to double the total DLF's retail portfolio. It has six customized

levels of retail experience like international and Indian premium fashion, dedicated kids zone, entertainment, international cafes, food court and restaurants with a race track atrium ensuring equal and excellent visibility to all stores.



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CLASSE ITALIANA OPENS FIRST STORE IN B'LORE

Classe Italiana, Italian leather shoes for men, has launched its first store in Bangalore. Classe Italiana shoes are an eclectic mix of sharp formals and contemporary casuals.

Speaking about the launch, Fayisal Shariff, MD, Classe Italiana, said, "Being in business of making and exporting shoes to the best of international brands, we realized the need to bring a homegrown brand with a stamp of Italian excellence to the Indian market. Every pair of Classe Italiana shoes is created from the best leather that we procure from across the world. Quality is of utmost importance to us, we provide a hundred percent leather finish with the best craftsmanship married with the latest technology and skin handling techniques to create striking and stylish designs. In a Classe Italiana shoe the Indian man can now put his best foot forward on every occasion."

Classe Italiana will be available through retail stores, with the first one in Koramangala, Bangalore and through the website www.classeitalianashoes.com.

AFFLUENCE, A 'LUXURY BRAND' FOR MEN

Affluence shoes are meant to dress fashionable individuals' feet. The shoes are designed with the latest trends from the world of fashion and are on par with any global luxury brand. Aqeel Ahmed, promoter of the brand, said, "Indian consumers must have shoes with good fit, great quality and high standard with ethical values in manufacturing meeting the REACH compliance, which means adhering to high standards of global testing. Meeting 'quality' and 'comfort' is the main aim for bringing the product AFFLUENCE to the Indian consumer keeping in mind the latest trends."

The parent company, SRL Trading Company, Chennai, has a history of 30 years in exporting finished leather shoes. The company will be exploring the Indian domestic market with great passion and desire to introduce world-class shoes and accessories for the Indian consumers.

The company was built on ethics adhering to every norm of the world: checked and periodically audited, corroborates to put its best for the Indian consumer. The concept of AFFLUENCE is that every consumer should touch and feel the product and know the real value of the shoe that is crafted with great talent and skill, right from raw material to finished shoes with durability.

"The shoes are designed and developed in Design Studio in Italy with the latest trends, lasts and leather. The company is a member of SATRA: the highest standard for testing and for factory production management systems," added Aqeel.

The promoter admitted that his entry into the domestic retail business in India was encouraged and promoted by Amit Chopra, MD, Shoes & Accessories. The brand was registered and launched at the India Shoes and Accessories Forum, 2016 held in Mumbai.

INDIA ALLOWS CONDITIONAL FOREIGN EQUITY IN E-RETAIL

India now permits conditional foreign equity in the retail e-commerce segment when the products sold are also manufactured in the country, as also for single-brand foreign entities with physical retail chains that want to go for online merchandise.

The move is expected to benefit not just foreign online multi-brand retailers, but also single-brand overseas chains like Adidas and Nike. Existing Indian online retailers like Snapdeal and Flipkart can also now opt for foreign equity tie-ups.

The guidelines issued by Department of Industrial Policy and Promotion (DIPP) came after numerous submissions from stakeholders that the current policy had no clarity on the issue of foreign equity in e-commerce where the sales were made directly to customers.

"In order to provide clarity to the extant policy, guidelines for FDI on e-commerce sector have been formulated," DIPP said.

As per the current FDI policy, foreign capital of up to even 100 percent is allowed under the automatic route involving business-to-business e-commerce transactions. No such foreign equity was permitted in business-to-consumer e-commerce.

But now, a manufacturer is permitted to retail products made in the country through foreign-owned entities, even as single brand foreign retail chains that currently have brick and mortar stores can undertake direct sale to

consumers through e-commerce.

For Indian manufacturer, 70 percent of the value of products has to be made in-house, sourcing no more than 30 percent from other Indian manufacturers. But no inventory-based sale is allowed -- that is, such foreign retailers cannot stock products.

For such sales, the e-commerce model will include all digital and electronic platforms such as networked computers, television channels, mobile phones and extranets. The payment for such a sale will be in conformity with the guidelines of the Reserve Bank of India.

India's retail market is expected to touch \$1 trillion by 2020.

Domestic e-tailers have alleged that

foreign e-commerce companies are acting like a marketplace by storing goods in their warehouses.

Prior to this development, Commerce Minister Nirmala Sitharaman met industry representatives from both e-commerce and retail companies as well as other stakeholders to discuss opening up the e-commerce sector to FDI.

The Retailers Association of India had moved the Delhi High Court last year seeking a level playing field between online and offline retailers, while the Confederation of All India Traders (CAIT) has urged the government not to turn the Indian retail market "into an e-commerce dumping yard by allowing FDI in e-commerce".





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COS GET READY TO STAMP THEIR MARK AT LEATHER TRADE SHOW IN DUBAI

From the most technologically advanced Abu Dhabi tannery to a Dubai-based start-up aiming to be a global name in leather accessories, UAE companies are set to steal the spotlight when the 2nd edition of Leatherworld Middle East opens next month.

Some of the world's leading manufacturers and suppliers are preparing for the Middle East's only trade show covering the global leather industry's entire value chain, but it's new and returning UAE-based companies will eagerly stamp their mark on an industry typically dominated by European heavyweights.

At the forefront of returning UAE exhibitors at Leatherworld Middle East 2016 is the show's founding sponsor Al Khaznah Tannery, the region's only tannery that specialises in 100 per cent biodegradable and metal-free camel hide.

The Abu Dhabi government-owned facility produces about 4.2 million sqft of camel leather annually, and is one of the few tanneries worldwide equipped to recycle up to 80 per cent of water required in production.

Fresh off the heels of its successful outing at the inaugural show last year, Al Khaznah is returning with its latest range of leather articles and finished goods at Leatherworld Middle East 2016, which takes place from 26-28 April at the Dubai International Convention and Exhibition Centre.

The latest developments at Al Khaznah include the supplying of its camel hide for saddles and traditional sandals, while Emirati artist Zeinab Alhashemi used Al Khaznah's hides for her 2015 Abu Dhabi exhibition, Camouflage. In addition to being used for shoes, watches, upholstery for hotels, airlines, or boats, Al Khaznah camel hide can be seen in exclusive European contemporary furniture.

Another returning UAE exhibitor at Leatherworld Middle East 2016 is Afriwest General Trading, a Dubai-based supplier of European leather for the automotive and interior design industries in the Middle East and North Africa.

Having met with locally-based independent handbag designers at the show last year, Afriwest is now aiming to attract other designers with the launch of its new exotic leather range, including high-end Python, Stingray, Alligator and Ostrich leathers from Italy.

"We are targeting fashion design start-ups and established accessory and shoe



manufacturers within the region," said Anita Ahiadormey, Business Development Manager of Afriwest General Trading. "We would also like to show automotive, hospitality and yacht interior designers how exotics can be used to enhance luxury design."

Among the UAE exhibitors making their Leatherworld Middle East 2016 debut is Maria Thelma Rosales – a family-owned leather accessories maker established two years ago in Dubai.

The start-up brand will display its entire range of handmade leather pouches, wallets, and handbags at Leatherworld Middle East, including the launch of its newest collection designed with Swarovski crystals.

"When I travelled to Florence, Italy in 2013, I was fascinated with the leather shops by the Ponte Vecchio, and upon returning to Dubai, I started making my own leather accessories," said Managing Director Thelma Rosales, whose long-term goal is to establish standalone boutiques globally.

"The Maria Thelma Rosales brand combines luxury, simplicity of design, emphasis on high quality materials, attention to detail, and traditional craft techniques. Every collection is proudly hand-cut and stitched, while we produce only a limited quantity of each collection to maintain the brand's exclusivity."

Other UAE-based exhibitors at Leatherworld

Middle East 2016 include Joudi International, Hidesign, Katabe Middle East, Percept General Trading, RexCorp General Trading, and ESMOD Dubai, one of the world's leading fashion design institutions.

Ahmed Pauwels, CEO of Messe Frankfurt Middle East, the organiser of Leatherworld Middle East, said: "Leather making and tanning are part of the Middle East's heritage, and it is encouraging to see UAE-based manufacturers and designers take an active part in meeting the demands of the increasingly sophisticated and high-end global leather market."

Leatherworld Middle East is the region's first and only dedicated trade event covering the entire value chain of the global leather industry, from tanneries (semi-finished and finished leather), chemicals, and machinery to finished leather goods, including footwear, bags, wallets, accessories, furniture and everything derived from leather.

The three-day event will feature exclusive product zones, including 'The Shoe Box', a section dedicated entirely for footwear; 'The Trend Zone', for tanneries to display the latest international leather trends, 'The Designers' Area; and 'The Fashion Avenue', where suppliers of high street fashion leather products showcase their high-end leather clothes and accessories.



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ADIDAS SUES APL FOR DESIGN INFRINGEMENT

Adidas America has filed a lawsuit against Athletic Propulsion Labs alleging trademark infringement, unfair competition, trademark dilution and deceptive trade practices.

The lawsuit claims Athletic Propulsion Labs (APL) is “designing, sourcing, manufacturing, distributing, marketing, promoting, offering for sale, and/or selling footwear bearing confusingly similar imitations of adidas’s Three-Stripe Mark.”

Adidas said it has invested millions of dollars into building its brand around the Three-Stripe Mark.

According to the lawsuit, adidas worries that APL products are likely to cause confusion, deceive the public regarding its source, and dilute and tarnish the distinctive qualities of adidas’s Three-Stripe Mark.

Adidas, in the lawsuit, calls the activities of APL a “blatant disregard” of adidas’s rights.

According to its website APL was founded in March 2009.

ADIDAS ORIGINALS DELIVERS NMD TO MAJOR U.S. RETAILERS

Adidas Originals announced that the NMD will be sold in select major U.S. retail locations as of March 17. The women’s styles of the NMD_R1 will range in price from \$110 to \$150. The brand also confirmed that the NMD line would eventually arrive in multiple colorways and material compositions for both men and women. The NMD is one of the more celebrated silhouettes Adidas Originals has released.

The launch of the NMD_R1 for women begins with a limited-edition mesh white colorway with tonal blue accents that adorn the Boost sole. Other NMD_R1 offerings for women will also be available, including three shoe packs using different materials such as woven mesh, suede and neoprene uppers with geometric lines.

The latest iteration of the NMD unveiled by Adidas Originals is the City Sock, which is slated to hit stores this summer. The shoe is the new mid-cut version without laces, but still remains true to its DNA by using Primeknit material for its upper and a full-length Boost midsole.



NIKE AMONG COMPANIES SUPPORTING LGBT EQUALITY ACT

Nike is among the U.S. corporations that are supporting the Equality Act — federal legislation that would give the same protections to LGBT people as those given to other protected groups under federal law.

The Human Rights Campaign, which is behind this legislation, has announced its Business Coalition for the Equality Act, which includes 60 employers that have officially put their support behind the act. The HRC said on its website that these companies employ more than 4.2 million people in the United States and have a combined \$1.9 trillion in revenue.

According to the HRC, a majority of states still do not have fully inclusive non-discrimination protections for LGBT people. The act would ensure that LGBT employees are “hired, fired and promoted based on their performance.” The act also protects in areas such as housing, credit and public accommodations.

The Equality Act was introduced by the House of Representatives in 2015. It amends the Civil Rights Act of 1964 to include sex, sexual orientation and gender identity among the prohibited categories of discrimination or segregation in places of public accommodation, according to Congress.gov.

Along with Nike, other retailers that have pledged their support of the act include Amazon, Gap, Levi Strauss & Co. and American Eagle Outfitters. Tech companies Google, Facebook, Twitter, Apple, Microsoft and IBM, among others, are also behind the act.

In a statement, HRC president Chad Griffin expressed pride for the companies.

“These business leaders are showing true leadership and fighting to end a shameful status quo that leaves LGBT people at risk in a majority of states for being denied services or fired because of who they are or who they love,” he said

TANYA GOLESIC NAMED PRESIDENT OF JIMMY CHOO U.S

Jimmy Choo has named Tanya Golesic president of the brand’s US subsidiary. Golesic joins on April 11 and will be based in the company’s New York office. He will oversee the US and Canada operations.

She will report directly to Pierre Denis, the brand’s chief executive officer, who is based in London.

Golesic has spent more than 20 years in the fashion and retail industries, most recently at Canada Goose where she was chief commercial officer.

Her previous experience also includes executive positions at Marc by Marc Jacobs, Jones Group and Ralph Lauren Corporation.

She replaces Brian Henke, the previous president of the US subsidiary.

“I am looking forward to working with Tanya

to continue to strengthen the business in the US, as it is the leading market for the company,” said Denis. “Her proven track record of business development in both retail and wholesale, strong team management, and keen understanding of the US market will enable us to drive the business forward.”



GARY CHAMPION APPOINTED PRESIDENT OF CLARKS AMERICAS

Clarks Americas, a subsidiary of C&J Clark Limited of Somerset, England, announced that Gary Champion will serve as the President of Clarks Americas.

Gary spent 25 years with Clarks, rising to the position of Senior Vice President with responsibility for the wholesale business in the United States and Canada before serving as the COO of Geox USA. Gary rejoins Clarks from Earth Footwear, where he has been President for the past six years.

“Gary is an industry veteran who has a deep history with Clarks and a clear understanding of the brand,” said Clarks Executive Chairman Tom O’Neill. “We are very excited that his leadership

will guide the Americas Region to its next stage of growth. I’m thrilled to be rejoining the Clarks organization at a time when the global strategy aligns so closely to the Americas strategy for growth,” said Gary. “To be part of this new chapter for Clarks is truly exciting. It’s like coming home.”

Geralyn Breig, President of Clarks Americas, has left the business.

“Gary Champion comes to us at a time of exceptional opportunity for Clarks. With his enormous amounts of energy and deep understanding of the footwear business, Clarks in the Americas will excel under his leadership,” O’Neill added.

CAITLYN JENNER TO STAR IN H&M SPORT CAMPAIGN

Retired Olympic gold medalist Caitlyn Jenner is the face of the new H&M Sport campaign.

A spokesman for the Swedish fast-fashion retailer confirmed the news. According to a spokesman, "We have picked Caitlyn Jenner, one of the world's most celebrated athletes, as part of this H&M sports campaign because we want to illustrate that everything is possible – in sports, and in life. It is a collection of performance sportswear made to celebrate individuality and self-belief."

H&M has put more emphasis on diversity lately. The runway show in Paris for its H&M Studio line on March 2 featured models of different ages, sizes and gender identities, including Pat Cleveland, Amber Valletta, Ashley Graham, Andreja Pejli and Hari Nef.

Jenner is also teaming up with MAC Cosmetics to create a limited-edition lipstick called Finally Free.

ALTRA MAKING INROADS WITH RUNNERS & RETAILERS

For 2016, Altra, best known for shoes with a foot-shaped toe box and zero drop, aims to expand its retail footprint by at least 150 doors — two-thirds of those outside the U.S.

One of Altra's newest retail partners is outdoor behemoth REI. "Our merchandising team listens closely to member feedback when we consider our product inventory," said Kristin Finton, REI category merchandising manager for running footwear. "In talking with the footwear buyers, our members have been asking for the Altra brand."

Altra started with REI in May 2015 in four locations, but within weeks expanded to 14. By year's end, the label was in 34 REI doors. For 2016, Altra is in discussion with the retailer to be in 84 of its doors.

Although Altra's retail base has grown quickly since launching, it is still a niche player in the market. According to data compiled by SportsOneSource, the brand held less than 1 percent of the performance-running footwear category in 2015.

To bolster growth, brand founder Golden Harper and his team have a number of offerings on tap.

Another strong area for Altra is its Everyday line, featuring dressier shoes designed to be worn in the office or out on the town.

KENNETH COLE TO LAUNCH SHOE AND CLOTHING DRIVE

In order to simplify its upcoming month-long recycled clothing and shoe drive nationwide, Kenneth Cole partnered with Postmates, a logistics firm that operates a network of couriers who deliver goods locally.

The items will either be recycled into new products or reused to help other communities. To thank consumers for their donations, they will receive a 20 percent discount on a new pair of full-price shoes at Kennethcole.com.

For those outside the New York area, they're invited to drop off their donations in collection boxes at more than 60 Kenneth Cole stores around the country. All proceeds generated from the drive will support the homeless.

Through the initiative, Kenneth Cole also supports the sustainable handling of these items by directing them to their next best use in partnership with I:CO, which provides a global solution for preventing clothing and shoes from become waste by diverting them from landfills. Wearable items are resold and reworn, while other pieces are recycled into products such as cleaning cloths or fibers for insulation and padding material as well as new clothing.



SPORTO TEAMS UP WITH VIBRAM FOR DUCK BOOT

To celebrate the shoe's 40th anniversary, Sporto the outdoor brand has teamed up with Vibram to launch re-imagined iterations of its renowned duck-boot styles for fall '16.

For the season, Sporto's traditional weather-resistant duck boots will utilize Vibram's IceTrek outsole technology. Prices of the boots featured in the collection will range from \$110 to \$140. The collection will be available at Sporto's worldwide retailer partners, and those include national department stores, specialty footwear locations, national footwear retailers, online retailers and independent retailers.

"We're excited to commemorate the Sporto Duck Boot's 40th anniversary with a partnership that brings this all-weather classic style to the next level of performance and functionality," said Brandy McCarty, SVP of brand strategy for Eastman Group and Sporto. "It's the ideal way to kick off a year of projects and partnerships to celebrate this iconic American brand."

To kick off the collection with Vibram, the brand will release five designs for women and foray into men's footwear once again with a capsule collection of four silhouettes. The boots will be made with handcrafted all-weather treated leather uppers and boast traditionally vulcanized rubber shells and outsoles designed with for exceptional traction on wet, dry and icy surfaces in mind. They will also feature a herringbone design on the sole, which is common in athletic shoes, accentuated with a bold color to display its technical properties.

In addition to the Vibram outsoles, the shoes will also have Thermolite and wool insulation in the footbed, as well as duck head-inspired detailing on the side.

"The first challenge was actually designing a duck boot, a rare style in Vibram's wheelhouse. I looked at many different iterations in the market, past and present, and noticed they were essentially the same design repeated," said Robert Lee, designer at Vibram. "I wanted to change that, and maintain Sporto's traditional DNA but also infuse modern technological design influences."

GIVENCHY RELEASES SNEAKERS CELEBRATING RICCARDO TISCI'S ANNIVERSARY

Riccardo Tisci is Marking 10 years at Givenchy, and to celebrate it is releasing the CL Sneaker.

The sneaker also celebrates Tisci's unofficial house muse, Chinese pop star and actress Chris Lee. This year also coincides with Lee's 10-year anniversary in the entertainment industry.

Lee sat front row at Givenchy's fall '16 runway show earlier this week in Paris and has also appeared in campaigns for the house. The CL Sneaker is a special-edition version of its Tyson sneaker, featuring a "1" and "0" on each heel, with "Why Me" and "Chris Lee" on the front of each shoe.

The sneakers will be available in Givenchy stores in mainland China, Hong Kong and Taiwan.

Lee wasn't the only celebrity in attendance at the Givenchy show. Ciara and Russell Wilson attended, along with Kanye West and Kris Jenner, who are also close friends with Tisci, and Chris Brown.

VANS UNVEILS SPRING 2016 OLD SKOOL SNEAKERS COLLECTION

The Vans Old Skool sneaker is one of the brand's classics. For spring '16, the style is getting an update with new colors, patterns and materials. Vans is partnering with skateboarder Elijah Berle and Clementine Creevy, the lead singer of the band Cherry Glazerr, to present the new collection.

Spring calls for punchy patterns, and Vans packed plenty into its collection. There's a hula-girl print, stripes, classic checkerboard and floral. Some of the uppers are done in leather and feature a zipper detail for a fashion-forward look.

Cherry Glazerr is a rock band from Los Angeles that the brand says embodies "the next generation of rock 'n' roll music talent."



ALIBABA LIKELY TO SURPASS WALMART AS WORLD'S TOP RETAILER

E-commerce giant Alibaba is expected to surpass the multinational firm WalMart soon as the world's largest retail platform with its total trading volume this fiscal year set to exceed \$ 463.3 billion.

WalMart Stores posted net sales of \$ 478.6 billion for its fiscal year ending Jan 31, while the latest trading volume figure for Alibaba amounted to \$ 463.3 billion, the e-commerce company said.

Zhang Yong, the company's CEO, said in Hangzhou that the figure was recorded on the company's business-to-customer platform Tmall, consumer-to-consumer platforms Taobao and Rural Taobao, and group-buying site Juhuasuan.

Zhang said he expected the company will achieve an annual trading volume of \$ 980 billion by 2020 and that "in 2024, we wanted to be a business platform serving 2 billion consumers and tens of millions of enterprises at home and abroad."

According to Zhang, the company will strive to combine cloud computing and big data technologies with the Internet and the Internet of



Things, as well as consumer terminal equipment, to spur its development.

The Internet of Things is the network of physical objects devices, vehicles, buildings and other items embedded with electronics, software, sensors and network connectivity that enables these objects to collect and exchange data.

Citing the National Bureau of Statistics and McKinsey & Co figures, Gao Hongbing, director of AliResearch, said that of Alibaba's 3 trillion yuan in total trading volume, about 660 billion to 1.17 trillion yuan is newly increased consumption.

"Online shopping has been an important engine to promote consumption, which

meets the nation's strategy of promoting domestic demand," Gao said.

Last year, Chinese consumers' willingness to spend reached the highest level since 2012, despite the economic slowdown, according to a study published in February by The Nielsen Company.

"This is a result of China's commitment to shifting from an investment-driven to a consumption-driven economy," said Kiki Fan, managing director of Nielsen China, China Daily reported.

"Booming online shopping provides more variety and convenience to customers, thus fuelling their spending desire," the Daily quoted Fan as saying.

SKECHERS TO SPONSOR 2016 IRONMAN EUROPEAN TOUR

Skechers has announced that it will be the official running shoe sponsor of the 2016 Ironman European Tour.

Beginning with the Ironman 70.3 Pays d'Aix event in May, Skechers Performance — which was also the title sponsor of the 2015 Los Angeles marathon — will be on site at 26 of the 43 races in the Ironman European Tour. Athletes will don Skechers' wares as they swim, bike and run through Switzerland, Austria, Germany, the U.K., Ireland, Spain, France, the Netherlands and Denmark, the company said.

"We are excited to be partnering with Ironman and these incredible athletes for this world-renowned series. Joining Ironman complements our global marketing strategy for the Performance Division, as this is an

essential opportunity to connect directly with our target running demographic and build brand awareness across all of Europe," said Rick Higgins, SVP of merchandising and marketing for Skechers Performance.

Higgins added, "This partnership exemplifies our continued support and commitment to the running community, and our involvement with this tour will emphasize to both serious and casual athletes across Europe that we are a major player in the running category."

"With the Skechers Performance mantra of 'Go Like Never Before' and their lightweight and innovative designs, we couldn't find a more dynamic running shoe partner for our events in Europe than Skechers Performance," Carola Ross, Ironman chief sales officer.

AMAZON ASSEMBLES FLEET OF BOEING JETS TO BUILD ITS OWN AIR-CARGO



Amazon has completed a deal with a cargo-airline partner to run its own airfreight delivery operation flying 20 used Boeing 767 cargo jets.

And in the future it may get bigger. The online retail giant has also been talking to Boeing about potentially buying new 767 freighters. After running a secretive trial since last summer with five Boeing 767s leased from freight carrier Air Transport Services Group (ATSG), Amazon confirmed an agreement to let ATSG run a dedicated air-cargo network and expand the operation to four times its size.

As part of the deal, Amazon also has the right to acquire just shy of one-fifth of ATSG for more than \$600 million. A senior aviation-industry executive with knowledge of the discussions between Amazon and ATSG said the Seattle company asked for a larger stake in the airline, up to 49 percent, which would have given it effective control.

According to the deal, ATSG will provide the 767s on leases running five to seven years, which is typical in the air-leasing world, and will use its base in Wilmington, Ohio, as the hub

of the Amazon air-cargo operation.

Ned Laird, retired former managing director of Seattle-based consultancy Air Cargo Management Group and who remains in touch with industry players, said Amazon is acquiring the use of important facilities at the hub.

Five years ago, express package carrier DHL pulled out of the hub, 50 miles northeast of Cincinnati, after spending \$200 million to build a package-sortation center and warehouses.

The ATSG move represents a big step in Amazon's drive to provide quasi-immediate gratification to shoppers.

Dave Clark, Amazon senior vice president of worldwide operations and customer service, said in a statement, "We're excited to supplement our existing delivery network with a great new provider, ATSG, by adding 20 planes to ensure air cargo capacity to support one- and two-day delivery for customers."

By linking its fulfillment centers in major markets through a sizable fleet of cargo airplanes, it can speed up delivery and avoid being hostage to third-party logistics hiccups out of its control, especially during the critical holiday season.

KEEN FOOTWEAR TO SPONSOR INTERNATIONAL OCEAN FILM TOUR



Keen Footwear, known for its offering of land-to-water footwear, announced it is presenting sponsor partnership of this year's International Ocean Film Tour. Now in its third year, the tour will kick off with a collection of seven short films about the sea.

"Water and adventure are two elements that, when fused, create a relationship that's nothing less than magical," said Nol Gerritse, Keen marketing director. "They're elements that have been highly influential for Keen from the moment the brand was founded in 2003. We're excited

and honored to bring the energy of some of the most inspiring, engaging adventures to people around the U.S. in partnership with Warren Miller Entertainment and Moving Adventures."

The event will take place at Portland and hit 20 cities. The films include "The Other Shore" (the Diana Nyad story), "Sonic Sea" (about oceanic noise pollution), "My Own Private Monster" (windsurfing off the Tasmanian Coast), "The Edge" (a shark-lover's guide to the sea), "Hola Sunshine, Born Free" (free-diving with sharks) and "View From a Blue Moon".

BEYONCÉ'S IVY PARK ATHLEISURE COLLECTION NOW AVAILABLE

Beyoncé's new athleisure line, Ivy Park, are now available. The collection includes leggings, tops, sports bras, sweatpants and sweatshirts — many of which are emblazoned with the Ivy Park logo.

Beyoncé and Topshop owner Sir Philip Green formed a 50-50 joint venture company, Parkwood Topshop Athletic Ltd., in 2014. The Ivy Park brand is produced under this company.

In videos released by Ivy Park, Beyoncé and other women wear wedge sneakers that have the Ivy Park logo on them, although the shoes are not available for purchase online.





V RENAISSANCE

(NEW DELHI)

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Location: Vasant Kunj, New Delhi

Product Range: Fashion, Art and Interiors

Catchment Area and Target

Audience: Luxury

Retail Presence: Delhi and Mumbai – launching an online store by next month.

Price Range: Smaller accessories starting at ₹3000, and bespoke articles have no upper limit.

Store Design And Interiors, Fixtures, Props, Graphics: Classic, leather, brass and art predominates Studio TVR.

Future Plans: As our clientele is very niche and the focus is on bespoke, we are looking at collaborating with boutique stores across the globe as opposed to having a retail chain. SA

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GLOBAL INVESTORS SUMMIT 📍 GURGAON
MARCH 7-8, 2016

Global CEOs and who's who of India Inc. descended in Gurgaon to support the state's maiden initiative. ADESH GUPTA, Chairman Council for Footwear Leather & Accessories spearheading the sector, makes an impactful case for shoe city in Haryana.



(L to R) Manohar Lal Khattar, Chief Minister Haryana, Baba Ramdev, (Standing) Adesh Gupta CII National Committee on Leather & CEO, Liberty Shoes Ltd

Happening Haryana Global Investors Meet – the Haryana government's first-ever concerted effort to attract global investors into the state – proved to be a great success with the signing of 357 MoUs worth ₹5,84,000 crore, and participation by more than 3,000 delegates – including 160 from 12 partner international countries, 15 Union Ministers, Global CEOs, and who's who of India Inc. While inaugurating the Happening Haryana Global Investors Meet, Haryana Chief Minister M L Khattar said, "The amount of monies committed against the target of ₹1 lakh crore is a proof of the success of our new policy initiatives." The importance of Haryana in the country's economy was evident by the presence of key decision makers such as Union Finance Minister Arun Jaitley, Railways Minister Suresh Prabhu, Union Urban Development Minister Venkaiah Naidu, and Minister of State for Petroleum Shri Dharmendra Pradhan on the dais.

Corporate dignitaries on the dais included Godrej Group chairman Adi Godrej, DLF executive vice chairman Rajiv Singh, Dalian Wanda Group chairman Wang Jianlin, Bharti Enterprises chairman Sunil Bharti Mittal, ITC chairman Y C Deveshwar, Adani Group chairman Gautam Adani, HeroMotoCorp chairman Pawan Munjal, Juniper Networks vice chairman Pradeep Sindhu, Maruti Suzuki chairman R C Bhargava, Essel Group chairman Subhash Chandra, Fortis Healthcare executive chairman Malvinder Monhan Singh, Medanta chairman Naresh Trehan, Tractors India chairman Sumit Mazumder, CII director general Chandrajit Banerjee, Punjab National Bank CEO Usha Ananthasubramanian, Honda Motorcycle and Scooter India CEO Keita Muramatsu, Sun Pharmaceuticals managing director Dilip Shanghvi, JICA Senior Vice-President Hideaki Domichi, and Lotte Asset Development CEO Kim Chang-Kwon.

At the session 'Haryana as Hub of Textile, Apparel & Leatherwear Making a Mark in the Global Landscape, Adesh



(L to R) Sri Sri Ravi Shankar, Adesh Gupta, Nitin Gadkari - Minister of Road Transport and Highways of India

Kumar Gupta, Chairman - Council for Footwear Leather & Accessories & CEO Liberty Group in his inaugural speech stated, "India is a bright spot on the whole planet earth. At 7-10% GDP growth and holding 16% world population India is to become a global superpower. The domestic footwear sector posted a figure of \$10 billions, however, it is poised to achieve \$80 billion by 2030. I expect a volcanic growth in the sector."

Government and corporate dignitaries on the dais included P K Das, Additional Chief Secretary - Home Government of Haryana, Atul Chaturvedi, Joint Secretary - DIPP, Ministry of Commerce and Industry Government of India, Gautam Nair, Managing Director -Matrix Clothing, Kuldeep Singla, Chairman, Hemant Bharat Ram, Managing Director DCM Textiles, Rina Dhaka, Fashion Designer & Founder Board Member, FDCI, Nidhi Dua, Country Manager - Marks & Spencer and Guest of Honour Capt Abhimanyu - Hon'ble Minister of Industries & Commerce, Government of Haryana and Chief Guest Santosh Kumar Gangwar, Hon'ble Minister of State (I/C) of Textiles, Government of India.

Almost all the corporate chiefs complimented the Haryana government and its Chief Minister for creating a conducive environment for doing business. The focus areas of the summit include: Agro-based and Food Processing, Automotive Industry, Aerospace and Defence, IT/ITeS & ESDM, Footwear & Accessories, Pharmaceuticals & Chemicals, Renewable Energy and Textiles.

During the inaugural session, Haryana Industries Minister Captain Abhimanyu said the state would be soon providing broadband connectivity to over 6,000 villages. He announced that the Kundli-Manesar-Palwal Expressway, a 136 km long economic corridor, would be operational within 400 days, and the state government's keenness to develop India's first Smart city of global standards in Gurgaon. He also said that the state government would soon announce an international air cargo airport.

Adesh Gupta added, "If Make in India does not occur for this sector, we may have situation like mobile phone or IT products, which is cheap and under-invoice imports, we would end up as a net importer or a state of traders. Today, Haryana is the base for major raw-material,

MAKE IN HARYANA

Aligning with the Centre's Make in India campaign, Haryana's new industrial policy will focus on some key areas including manufacturing and micro small and medium enterprises (MSME) to boost growth.

"INDIA IS A BRIGHT SPOT ON THE WHOLE PLANET EARTH. AT 7-10% GDP GROWTH AND HOLDING 16% WORLD POPULATION INDIA IS TO BECOME A GLOBAL SUPERPOWER."

– ADESH GUPTA
Chairman Council for Footwear Leather & Accessories

“THE STATE NEEDS TO DEVELOP A SHOE CITY ON THE CHINESE MODEL ON HUB & SPOKE MODEL AND EXPECT THE GOVT TO INCENTIVIZE THIS SECTOR.”

– ADESH GUPTA
Chairman Council for Footwear
Leather & Accessories

labour which needs to be harnessed by the industry and the state. Nearly, 40% of branded products are being churned out of Haryana, particularly in the Footwear sector.

The state government has been laying great emphasis on ease-of-doing-business; transparency and simplification of procedures, besides inclusive and comprehensive development of all the regions and districts. Urban Development Minister Naidu promised that the Central government would support Haryana's efforts in developing Gurgaon as a Smart city. A distinct achievement of the MoUs is that 39 of these MoUs were for investment in non-industrialized areas outside the National Capital Region. Additionally, over 30 per cent of the MoUs involves the MSME sector and were between ₹100 crore and ₹1,000 crore. Manufacturing sector accounts for some 40 per cent of the deals, while over 10 per cent of the MoUs involves MNCs.

Haryana Chief Minister Manohar Lal said, “The MoUs and the quantum of monies associated with the MSME sector prove our dedication to the medium and small-sized businesses. The amount of monies committed is a proof of the success of our new policy initiatives, including Enterprise Promotion Policy 2015.”

The valedictory session of the Happening Haryana summit saw Union Minister for Road Transport and Highways and Shipping Nitin Gadkari making a

slew of announcements. He said that the Centre would undertake 23 highway projects in the state within six months, entailing 1,183 kilometres and an investment of over ₹11,000 crore. He said that the centre would be investing ₹32,000 crore in the national highway projects over the next two years. Declaring the Gurgaon-Dwarka Highway as a national highway project, the Minister added that the government would be investing more than ₹1,000 crore for constructing flyovers across Gurgaon's heavy traffic-prone areas such as Rajiv Chowk Junction, Signature Junction Chowk, IFFCO Chowk and Hero Honda Chowk Projects.

He said that the government would soon implement solutions for the traffic issues around Gurgaon's Ambience Mall and would initiate the Mehrauli-Gurgaon Road NH236 link bypass to NH 8 this year. In addition to these, the government would also build a 70-kilometre rapid transit system from New Delhi's Dhaula Kuan to Haryana's Manesar within the next three years.

Adesh concluded, “The state needs to develop a Shoe city on the Chinese Model on Hub & Spoke Model and expect the govt to Incentivize this sector. One knows where the shoe pinches. I urge the industry peers to invest and make shoes in Haryana and I am highly confident, they would not pinch you or anyone. So, Make in India - Make in Haryana.”



(L to R) P K Das, Add. Chief Secretary – Home, Haryana, Adesh Gupta Chairman, CII NCL, Capt Abhimanyu Minister of Industries & Commerce, Haryana, Shri Santosh Kumar Gangwar, Minister of State of Textiles, Gautam Nair MD, Matrix Clothing, Rina Dhaka FDCI and Shri Atul Chaturvedi Joint Secretary – DIPP, Ministry of Commerce and Industry.

HARYANA DECLARES FOOTWEAR A FOCUS SECTOR

HIGHLIGHTS – HARYANA INDUSTRIAL POLICY – 2015

EMPHASIS ON EASE OF DOING BUSINESS:

- ▶ Delegation of authority for clearance of project with investments up-to ₹. 10 cr and CLU cases up-to one acre of land;
- ▶ Liberalized EMP, to be notified with 1 month, with provisions of increase in period for project implementation, norms for leasing, renting, transfer of plot, change of project, surrender of plot, one time Voluntary Disclosure & Amnesty Scheme and Self Certification, Third Party Verification and online approvals/clearances;
- ▶ Keeping 25% of the plots in the industrial estates of HSIIDC for service enterprises providing services to manufacturing enterprises;
- ▶ Simplified mechanism for Industrial license for setting up of private industrial park;
- ▶ Labour & Environment related reforms – Self-certification, 3rd party verifications, reduced frequency of inspections, Prior intimations and time-bound submission of reports by the inspectors;

MAKING INDUSTRY COMPETITIVE:

- ▶ No enhancement from the allottees of HSIIDC in case of allotment to be made in future;
- ▶ Proposed incentives amounting to ₹ 1000 Crores for large and MSME sectors as well as thrust sectors;
- ▶ Employment Generation Subsidy in B, C, D category blocks, for five years, for employment of persons belonging to Haryana – lower of the following:
 - ▶ SC / Women – ₹ 36,000/- p.a.
 - ▶ General – ₹ 30,000/- p.a.
 - ▶ Or 20% of the VAT/SGST deposited
 - ▶ Higher FAR of 150% for Industrial Projects.

BALANCED REGIONAL GROWTH:

- ▶ Special Incentives for thrust areas/focus clusters and to rural functional clusters (i.e. Footwear/Dairy/Apparel);
- ▶ 24x7 supply of power will be ensured;

SUPPORTING THE MSME SECTOR:

- ▶ Special focus on the MSMEs to leverage Make in India drive;
- ▶ Creation of ₹1000 Crores fund for Collateral Free Loans to MSMEs up to ₹ 1 Crore;
- ▶ Special Focus on Traditional Clusters (Scientific Instruments, Metal, Plywood etc.), Rural Functional Clusters (Footwear/Dairy/Apparel) and Thrust/Focus Clusters (Textiles and Food processing);
- ▶ Power Tariff Subsidy – ₹ 2 Per Unit from the date of release of electricity connection for 3 years to MSMEs in 'C' and 'D' category blocks;
- ▶ Detailed schemes for traditional sectors to be brought out latest by

October 1, 2015;

- ▶ Support to rural functional clusters in apparel and footwear are supported through:
 - a. Factory complexes on lease basis on panchayat lands;
 - b. 24x7 power supply;
 - c. Reduced power tariff;
 - d. Employment generation subsidy;
 - e. Permission for CLUs in agri zones in B, C and D category blocks

PROMOTION OF THRUST SECTORS – FOOTWEAR & ACCESSORIES

- ▶ A Footwear hub is proposed to be established at Karnal with Footwear Fashion, Research & Development and Footwear Technology Institute;
- ▶ Power tariff subsidy at 2/- per unit;
- ▶ Interest subsidy to MSME at 5-6% on term loan for 3-5 years upto ₹ 10 lacs p.a.;
- ▶ Investment subsidy on VAT to new mega projects at 50-75% paid for 8-10 years;
- ▶ Reduction on VAT on footwear above ₹ 500/- from existing rate of 12.5% to 5%
- ▶ Refund of 80-100% of stamp duty; and
- ▶ 50% exemption from EDC.
- ▶ One time support of ₹ 10000/- for capacity building of persons belonging to Haryana

PROMOTION OF EXPORTS:

- ▶ Priority of allotment of land in industrial estates to 100% EOU;
- ▶ VISTAAR – VAT, Interest, Stamp Duty, Audit Assistance & Rating
- ▶ State to be divided into four categories of development blocks – A, B, C & D;
- ▶ Segregation has been done based upon the existing level of Industrialisation;
- ▶ Following incentives to B, C & D category blocks:
 - a. VAT remission;
 - b. Interest subsidy;
 - c. Electricity duty Exemption for new mega projects for a period of 5 years for B & C category blocks and 7 years for D category blocks;
 - d. Stamp Duty Refund – 100% in D category, 75% in C category & 50% in B category blocks – within 5 years from the start of production and filing of IEM;
- ▶ Special incentives for apparel, footwear and dairy for decentralised production in rural areas;
- ▶ Creation of additional land bank for the industry in private sector by way of simplified licensing, reduced EDC and permitting mixed land use;
- ▶ Reduction in cross subsidy surcharge under open access from ₹ 2/- to 93 paise per unit;

OTHERS:

- ▶ Constitution of dispute settlement committee for out-of-court settlement of disputes pertaining to various departments;
- ▶ Time bound frame work for implementation of the policy;
- ▶ Increase in overtime working hours from present 50 hours per quarter to 50 hours per month;
- ▶ Promotion to cordial industrial relations and discouragement to unlawful confinement, show of force, illegal strike, damage to unit, public & private property, violence against individuals or within the factory;
- ▶ Increase in number of contract labour; SA



Adesh Gupta CII National Committee on Leather & CEO, Liberty Shoes Ltd

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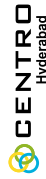
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ISAF'16: ENRICHING OPTIMISM

India's only and biggest platform for footwear and accessories brands and retailers was graced by exhibitors of global reputation.



Like every year, and yet quite grander than the last, India Shoes and Accessories Forum, 2016 (ISAF'16) was held at Mumbai's opulent Renaissance Mumbai Convention Centre Hotel from March 15 to 16. India's only and biggest platform for footwear and accessories brands and retailers was graced by exhibitors of global reputation.

Speaking at the inaugural session of India Fashion Forum, 2016, Debashish Mukherjee, Head, Consumer & Retail, A.T. Kearney, India said, "Indian fashion and lifestyle segment is witnessing a paradigm shift. Indian organised retailers need to pay more attention to women consumers. Overall, the fashion and lifestyle market in India is currently estimated to be around ₹221,000 crore and is poised to grow at 12% CAGR to ₹394,000 crore over the next 5 years. Accessories market share that include apparel accessories, bags, wallets, belts, fashion jewellery, time wear and eyewear would grow from 8.8% to 14% during the forthcoming five year period. "India Shoes and Accessories Forum was concurrently held with India Fashion Forum, and it makes up two-thirds of the entire event.

In his keynote address, Kabir Lumba, Chairman of India Fashion Forum and Managing Director Lifestyle International



Inder Dev Singh Musafir Director M & B Footwear deliberating along with the other panelist on footwear retail scenario

stated, "We as an industry have moved reckless optimism first 7-8 years to pessimism in 2008 and then gradually moving to cautious optimism and now to sensible optimism as we align with the consumer in making his choice easier for the product with pricing."

Expectedly, ISAF'16 witnessed a very high quality footfall and the number of influencers of retail, brands and retailers present at the event jumped to 25% from 19% last year. "It makes us proud that we have been able to make ISAF a much bigger platform for brands and retailers alike. This gathering of stakeholders at one place certainly creates an atmosphere for all to discover as well as

to take forward a lot of opportunities. The unspoken optimism in the market was visible at the event. We are glad that ISAF'16 was able to do its share to alleviate the mood," said Amit Chopra, Managing Director, Shoes and Accessories.

The first day of the event also witnessed the launch of Hello 10, a retail brand, by Adarsh Gupta former promoter of Liberty Shoes, and the later part was taken up panel discussions participated by industry stalwarts like Inder Dev Musafir, Co-promoter and Director M&B Footwear, Ishaan Sachdeva, Director – Alberto Torresi, Sonita Unadkat, Founder-Urban Shore London, Rafique Malik, MD, Metro Shoes and Vikas Bagga, Sr. Brand Consultant, to mention some, who deliberated on topics ranging from Make in India to e-commerce in India. Names like Pro, Derby, Affluence and Romans CAD, to mention a few, made up the long the list of exhibitors at ISAF'16.





Capturing the attention of retailers at the Hello 10 presentation, a retail venture, by Adarsh Gupta

The show has once again reflected that the industry of footwear and accessories is developing rapidly, and exhibitors and professional visitors are keen on strengthening business relations and going international. The forum included conferences, plenary and round-table discussions, presentations, seminars, professional skills competitions focused on business management and promotion. The forum brought together 3000 representatives of leading companies from regional and national markets of footwear & accessories – manufacturers, distributors as well as independent experts and specialized press.

For fresh entrepreneurs, this exposition proved to be a golden opportunity to explore the potential of this burgeoning industry. It not only gave them a chance to capitalise on retail business opportunities in the region, but also provided a perfect analysis to understand consumption and buying patterns across the country.

HELLO 10, the Knowledge Partner of ISAF'16, launched its unique concept which will redefine small format mom-and-pop retail pan India. Hello 10 would be converting hundreds of multi-band retail outlets from Kashmir to Kanyakumari into franchise stores. The new MBO concept will offer curated merchandise of dozen top national and international brands at affordable price brackets with products ranging from footwear, sports goods, sports and fitness apparels, ladies bags and leather accessories, travel bags and accessories and lifestyle accessories. Adarsh Gupta, Founder and MD Hello10, in the presentation held on the 15th March, explained: "Hello10 Will cut down transaction time from 60 minutes to 20 minutes and will provide amazing shopping experience to its customers."

Supported by the All India Footwear Manufacturers & Retailers Association, Footwear Wholesalers Association, Agra Footwear Manufacturers & Exporters Chambers, Footwear Design & Development Institute and Council for Leather Exports - the two-day magnum opus of the footwear and fashion business witnessed the world of fashion and retail converge to learn, share and evolve, and unveil the business of footwear and accessories for the future. The presence of apparel brands and retailers along with a host of textile majors, shop fit and IT companies concurrently showcasing at the India Fashion Forum helped create a wonderful networking synergy for the footwear and accessory players.

In the backdrop of a retail landscape shaken up by the e-commerce players, the panel discussions at ISAF'16 majorly dwelled in online versus offline as well as omni-channel, which almost all have adopted to consolidate their positioning.

Speaking at the Forum, Sandeep Kulhalli, Vice-President – Retail & Marketing, Tanishq, Titan said, "No online jewellery business is making money. It is not very online friendly. Jewellery market is more for offline consumption than online."



(L to R) Nisan Joseph MD Crocs, Rafique Malik Chairman Metro Shoes, Ishaan Sachdeva Director Alberto Torresi, Dr. Sanyogita Chadha Pearl Academy, Inder Dev Singh Musafir Director M & B Footwear, Brajesh Rawat Head-Category, Exclusively



Sharing his view on the manner in which online retailers operate in India, Rishab Soni, Managing Director of SSIPL Group that has an exclusive license for Nike shoes, said, "Nike's strategy is to sell in a proper hygienic manner without losing value. Though online contributes 5-7 per cent of sales, it dilutes the brand value and position."

On the contrary, the apparel sales on e-commerce are going great guns. "Amazon will be the largest apparel retailer in US by 2020 it will reach a turnover of \$60 billion followed by Macys at \$25-30 billion. Watches and footwear segment will trail the apparel segment in retail," said Sandeep Mukherjee, SAP Hybris Head, Indian Sub-continent.

Triggering a panel discussion at the forum, Abheek Singhi, Senior Partner and Director, The Boston Consulting Group said, "Indian retailers must take cues from their global counterparts to opt the right omni-channel initiatives to ensure success over the medium to long term period."

Citing a case study at an interactive session of India Fashion Forum 2016, Abheek said, "Amazon has outperformed its peers on the bourses over a 10-year period, but Macys, a less known retailer, has performed well over five year due to its right omni-channel initiatives."



(L to R) Dr. Sanyogita Chadha Pearl Academy, Inder Dev Singh Musafir Director M & B Footwear, Brajesh Rawat Head-Category, Exclusively



(L to R) Jean-Marc PEDEBOY VP Roman CAD, Sonita Unadkat, Founder and Managing Director Urban Shore London(Fitflop), Adarsh Gupta, Promoter and Director Hello 10, Nisan Joseph MD Crocs



Stating that there is no offline and online world, he pointed out that customer undertakes research, locates the products and store online or on his way to the store. "Sales are made in stores, but influenced by online channels. In US and UK, eight out ten and seven out of the successful ten e-commerce players were originally brick-and-mortar retailers," Abheek added. That Indian brick-and-mortar retailers must learn to engage their customers like their US and UK peers was a point he highlighted.

The awards felicitation ceremony of the event was kick-started with Woodland bagging the 'Retailer of the year Award'. Harkirat Singh, MD Woodland received a standing ovation while receiving the award. After a successful overseas footprint across Russia, China,

Malaysia, Singapore, Canada and the UAE, Delhi-based Woodland has decided to foray into technology-based products like adventure watches and fitness bands. It has also entered the African markets recently. The brand is gearing up to introduce an exclusive company-owned retail portal by this year. The firm is in talks with retail players in South Africa and Zimbabwe for shop-in-shop and franchise-based sales. For its overseas expansion, Woodland will be spending up to ₹150 crore by next year. The company also aims at raising its exports volume to achieve a total turnover of 25 per cent by next year, up from 15 per cent.

The shoe and apparel major is planning to manufacture all its required products in India, and for this, it has been adding and will continue to add two-three units each year



to raise its manufacturing capacity by 20 per cent – 30 per cent per annum. The company is of the view that having a strong online presence will enable them to sell 15 per cent of its total products.

AIFMRA, held its AGM at the show. Represented by its core members, Rafique Malik, Chairman AIFMRA, along with others, deliberated on the budgetary concerns. According to the members, despite the pressing concerns pertaining to the footwear industry, none of them was, however, addressed by the Budget 2016. They strongly felt that the footwear industry could play a significant role in the government's 'Make in India' initiative, however, most players couldn't make any major investment due to high taxation and lack of infrastructure. Although a marginal relief was extended in the Budget in the form of increased abatement from 25% to 30%, the excise duty on non-leather footwear (which contributes a significant share to the industry), was still higher at 12.5% compared to leather footwear where the excise duty was at 6%. Even an option of a nominal rate of excise duty (if CENVAT credit not availed) which was available for many other industries was not made available for the footwear industry. They maintained that the Commerce Ministry was unable to put the case strongly and they should now take up the issue with the Finance Minister directly. It was unanimously agreed among the members that while approaching the concerned ministry sufficient facts should be provided to make the representation more effective. It was also agreed that once the committee for GST implementation was formed the matter of preferred (lower) rate of GST on the footwear should be taken up.

The members also stated that Council for Footwear, Leather and Accessories, and particularly Adesh Gupta, Chairman of the council, had a very important role to play in helping the industry to get its legitimate demands met.



TRENDS

The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends in various interactive sessions. Brands showcased their latest fashion offerings with style and panache.

The evening of the first day of the event witnessed "India Brand Show", which showcased look of the season and upcoming collections to the best of the retail world. Apart from brands showcasing their latest fashion offerings with style and panache, models of all ages walked the ramp in collections by various brands. Brands like Skechers, Pepe Jeans, Celio Paris, Lee Cooper, Tommy Hilfiger, Provogue, Vero Moda, Jack & Jones, Only, ID Footwear, Vitamins, Raymond Fine Fabrics and Raymond Ready To Wear showcased their best collections on the ramp adding colour to the night.

India Brand Show provides a stylistic way of doing business along with revelling in style, glamour and zest by providing a look-book to the future of creative designs, fast fashion and creating a new wave of fashion culture. Change is





dynamic in fashion where established brands are constantly re-inventing themselves and new brands are paving new ideas, creating new categories in fashion and bringing a fresh feel to the ramp through new collections. It's all about creating the next wave of fashion consumption by forging new relationships between brands and retailers.

In sum, India Brand Show comprehensively showcased a look-book to the future of creative designs, fire fast fashion – from ramp to the store and created a new wave of fashion culture.

In Shoe care category, PRO launched an exclusive range of products. The parent company of PRO, MV Shoe Care, has been synonymous with expertise in the production and marketing of shoe care products for decades. Ketan Vyas, MD Woly, mentioned that the show was a perfect platform for us to launch and establish our footprints in the Indian market and a superb platform for networking and showcasing new products.



AWARDS

In a glittering ceremony, ISAF'16 hosted the Images Shoes & Accessories Awards. Industry stalwarts were felicitated for their contribution in helping the footwear and accessories industry take rapid strides. Awards were Presented away in a total of twelve categories. The categories and recipients are as

MOST ADMIRED SINGLE-BRAND FOOTWEAR RETAILER OF THE YEAR: WOODLAND

PRESENTED BY:
AMIT MAHESHWARI,
CEO, EXCLUSIVELY.COM

RECEIVED BY:
HARKIRAT SINGH, MD,
WOODLAND SHOES



MOST ADMIRED MULTI BRAND FOOTWEAR RETAILER OF THE YEAR–NATIONAL CHAIN: MOCHI



PRESENTED BY:
AMIT CHOPRA,
MD, SHOES &
ACCESSORIES

RECEIVED BY:
ALISHA MALIK,
DIRECTOR, MOCHI

MOST ADMIRED MULTI-BRAND FOOTWEAR RETAILER OF THE YEAR-NORTH: DELCO SHOES



PRESENTED BY:
PRACHI & ISHAAN
SACHDEVA,
DIRECTORS,
ALBERTO TORESSI

RECEIVED BY:
ANUJ CHAWLA,
DIRECTOR,
DELCO SHOES

MOST ADMIRED MULTI-BRAND FOOTWEAR RETAILER OF THE YEAR-WEST: LORD'S SHOES

PRESENTED BY:
JOE HOLLAND,
EUROPEAN SALES
MANAGER,
FITFLOP

RECEIVED BY:
KARIM PREMJEI,
DIRECTOR, LORDS



MOST ADMIRED MULTI-BRAND FOOTWEAR RETAILER OF THE YEAR-SOUTH MART: POPULAR SHOE MART

PRESENTED BY:
KETAN VYAS,
MD, PRO

RECEIVED BY:
HEMANT DHANWANI,
DISTRIBUTOR



MOST ADMIRED FASHION ACCESSORIES RETAILER OF THE YEAR: CHARLES & KEITH



PRESENTED BY:
MLADEN JEVTIC,
EXECUTIVE DIRECTOR,
CARVEL FASHION
INDIA LTD

RECEIVED BY:
KAMAL PURSNANI,
GM, C&K

MOST ADMIRED EMERGING FOOTWEAR BRAND OF THE YEAR: FITFLOP



PRESENTED BY:
JEAN-MARC
PEDEBOUY, PARTNER,
ROMANS CAD

RECEIVED BY:
SONITA UANDKAT,
MD, FITFLOP

MOST ADMIRED FASHION BRANDS OF THE YEAR: LEE COOPER

PRESENTED BY:
AQEEL AHMED,
REGIONAL
CHAIRMAN, COUNCIL
FOR LEATHER
EXPORTS

RECEIVED BY: BHAI
AJINDER SINGH &
INDER DEV SINGH
MUSAFIR (FOUNDER
& DIRECTORS), M&B
FOOTWEAR PVT. LTD



MOST ADMIRED FASHION BRANDS OF THE YEAR: ROUSH

PRESENTED BY:
NARESH BHASIN,
CHAIRMAN DESIGN
TASK FORCE (CLE)

RECEIVED BY:
VINEESH SINGH,
VP, ROUSH



MOST ADMIRED ONLINE FOOTWEAR BRAND OF THE YEAR: PROVOGUE



PRESENTED BY:
ADARSH GUPTA,
MD, HELLO10

RECEIVED BY:
ASHISH GUPTA &
INDERDEV SINGH
MUSAFIR, PROVOGUE

MOST ADMIRED DEBUTANT BRAND OF THE YEAR: JOHNSTON & MURPHY



PRESENTED BY:
JYOTI KOHLI,
SR. MANAGER, FDDI

RECEIVED BY:
GAURAV & VIKAS
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**MOST ADMIRED FOOTWEAR RETAIL PROFESSIONAL OF THE YEAR:
AVTAR SINGH, CHAIRMAN, WOODLAND**



PRESENTED BY:
AMITABH TANEJA,
CHAIRMAN IMAGES
GROUP & AMIT
CHOPRA, MD, SHOES
& ACCESSORIES

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HARKIRAT SINGH,
MD WOODLAND
SHOES

ID EMERGING CREATIVE TALENT OF THE YEAR: SAMARTH AV, NIFT, GANDHI NAGAR



PRESENTED BY:INDERDEV SINGH
MUSAFIR & BHAI AJINDER SINGH,
DIRECTOR M&B FOOTWEAR

RECEIVED BY: SAMARTH AV, NIFT,
GANDHI NAGAR

Apart from the Shoes & Accessories Awards, a very special award was instituted for the very first time by ID Footwear – an iconic brand conceived by Inder Dev Singh Musafir – a brand touching the chords of the youth ever since its launch in 2004. Taking the mantle upon itself, M&B Footwear alongwith Shoes & Accessories invited young and budding student designers from fashion institutes FDDI and NIFT to share unique and cutting edge design concepts that align with the core genesis of ID and its cult imagery. SA

Most Admirable Fashion Brand of India



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THE WAY



*India has to put all a lot of things in place to make Make In India a reality. Mere talks will only reduce the initiative to a cliché. In a panel discussion at **India Shoes and Accessories Forum, 2016**, industry stalwarts discussed the present scenario and the ways forward.*

India is the second largest footwear manufacturer in the world. Apart from this fact, the country is also home to the second largest population in the world; this means that it is going to play a bigger role in the global market. Even though the market is not as organized as the developed ones, the potential India offers is enormous. It is even louder at a time when the Chinese economy has slowed down and has been going through economic re-adjustment. Indians see this as an opportunity. But to seize it and make the best out of it, the economy has to put all a lot of things in place. Mere talks will only reduce the initiative to a cliché. In a panel discussion at India Shoes and Accessories Forum, 2016, the industry's stalwart discussed the present scenario and the ways forward. The discussion was

moderated by Vikas Bagga, Independent Consultant - Strategic Brand Building & Business Development.

"India has its own set of intricacies which requires a double digit growth in not-so distant a period. Challenges from other growing economies in the region, notwithstanding an apparent slowdown in China- our immediate competitor, make it important for the government to fuel infrastructure, galvanize Industry at large as well attract foreign investments and technology transfer in select areas. Fortunately, never ever in the past, so much thrust has been laid on local sourcing, local manufacturing, skill development, indigenous technology building, mass employment, special manufacturing hubs and corridors, reducing red tape, coupled with upgrading basic infrastructure," Vikas elaborated before the session started.



"THE OVERSEAS MARKET IS MATURED AND ORGANIZED. THE GOOD THING ABOUT THE INDIAN MARKET IS THE DIVERSITY. INDIA IS LIKE THE SNAPSHOT OF THE ENTIRE WORLD ITSELF. SO, NO PARTICULAR STRATEGY WILL WORK HERE. ONE THING WHICH EVERYONE HAS STARTED ADOPTING IS OMNI-CHANNEL."

— Ishaan Sachdeva,
Director, Alberto Torresi

FORWARD



(L-R) Jean Marc Pedebay (Partner, Romans CAD), Sonita Unadkat (Managing Director, Urban Shore), Ardash Gupta (Promoter and Director Hello10), Nissan Joseph (Managing Director, GM, Crocs India), Rafique Abdul Malik (Chairman of Metro Shoes Ltd), Ishaan Sachdeva (Director, Alberto Torresi), Sanyogita Chadha, (Pearl Academy), Inder Dev Singh Musafir (Founder & MD, M & B Footwear Pvt. Ltd), Brajesh Rawat (Head, Category), Exclusively, Mohini Binepal (Head- Retail, RUOSH, Sara Suole Pvt. Ltd), Yashovardhan Gupta (Director and CEO of Torero Corporation) and Swarndeeep Singh (Managing Director, LOGIC ERP Solutions Pvt. Ltd)

ON STATE OF OVERSEAS MARKETS

Sonita Unadkat, Managing Director, Urban Shore : If I look at Fitflop as a business globally, then it is growing from strength to strength. Now the brand is in 80 countries, the market share is on the rise and also the technology it has brought. But in India, we are facing some challenges: there are the cases of many producing counterfeit products. So, this is working against us.

OVERSEAS' REACTION TO INDIA

Nissan Joseph, Managing Director, GM, Crocs India: The market is growing because penetration is growing. We see a consolidation like moving from premium to upper premium, growing in various geographies. India continues to be a shining star, the good thing about India is that India hasn't hit the growth curve, and once it hits that then brands are going to come for long term.

CHALLENGES AND OPPORTUNITIES OBSERVED AND REPLICATED IN INDIA

Ishaan Sachdeva, Director, Alberto Torresi: The overseas market is matured and organized. The good thing about the Indian market is the diversity; India is like the snapshot of the entire world itself. So, no particular strategy will work here. One thing which everyone has started adopting is omni-channel.

TAKEN FROM GLOBAL MARKET AND INCORPORATED TO THE SUCCESS OF BRAND

Mohini Binepal, Head- Retail, RUOSH, Sara Suole Pvt. Ltd: It's the consumer behavior. We challenge the status quo in the market. If the grounding of something is based on consumer behavior, then it works. We even conducted research in some cities. Another is the emphasis that we pay on products and quality, because these are the pillars of our brand.

TAKE AWAY FROM THE INDIAN MARKET

Yashovardhan Gupta, Director and CEO of Torero Corporation: We have seen a few fashion trends: one is the fast fashion, which is universal. This is something we need to learn. Brands are very nimble



"YOU CAN'T TALK OF INDIA AS ONE. IT IS A COMPLEX COUNTRY AND ALSO DIVERSE, BUT INDIA HAS ADAPTED AND CHANGED AND THUS HAS EVOLVED. WITH INTRINSIC TRENDS, IT HAS TAKEN SOME FROM THE WEST, AND THIS INDIA HAS MIXED WITH ITS OWN VALUES AND HAS COME UP WITH A UNIQUE BLEND OF FASHION."

— Rafique Abdul Malik, Chairman of Metro Shoes Ltd



"IT IS FASCINATING BUT WHAT IT DOESN'T HAVE IS THAT THE TECHNOLOGY. WHAT INDIAN COULD DO IS WITH UPPERS. BUT ON THE TECHNOLOGY FRONT, INDIA ISN'T REALLY THERE."

— Sonita Unadkat,
Managing Director,
Urban Shore



"INDIA HAS ITS OWN SET OF INTRICACIES WHICH REQUIRES A DOUBLE DIGIT GROWTH IN NOT-SO DISTANT A PERIOD. CHALLENGES FROM OTHER GROWING ECONOMIES IN THE REGION, NOTWITHSTANDING AN APPARENT A SLOWDOWN IN CHINA- OUR IMMEDIATE COMPETITOR, MAKE IT IMPORTANT FOR THE GOVERNMENT TO FUEL INFRASTRUCTURE, GALVANIZE INDUSTRY AT LARGE AS WELL ATTRACT FOREIGN INVESTMENTS AND TECHNOLOGY TRANSFER IN SELECT AREAS."

— Vikas Bagga,
Independent Consultant -
Strategic Brand Building &
Business Development

and flexible with tools and technology. Another is that the life cycle of brands is becoming shorter and shorter, rendering the risk of a brand quite high. One needs to be aware of what they are building. The third, opportunity is on the rise for shoes and accessories. People are now accessorizing their look

HAS INDIA FINALLY ARRIVED IN THE FASHION SCENE, IN TERMS OF RETAIL AND FASHION?

Rafique Abdul Malik, Chairman of Metro Shoes Ltd: You can't talk of India as one. It is a complex country and also diverse, but India has adapted and changed and thus has evolved. With intrinsic trends, it has taken some from the West, and this India has mixed with its own values and has come up with a unique blend of fashion.

A UNIQUE RETAIL CONCEPT

Ardash Gupta, Promoter and Director Hello 10: The primary objective of every business is to make profits, when interest rates are 12-13%, then we should be making 18-20% of profits. Most of the people in the footwear industry are not making any profits, some could be exception. What we understand is that when all the parties involved are making money, then it is a success. One instance could be Uber, they have increased business with the help of new technology. This inspired us to start a business model. The same is also true for film theatre, how it has changed over the years. It is technology-driven.

THE MANTRA OF SUCCESS

Inder Dev Singh Musafir, Founder & MD, M & B Footwear Pvt. Ltd: What we have done is to build relationships. It is about how you build with channel partners and retailers, and also understanding the diverse market and the complex scenario. There is no way that we can paint India with a single brush. We have picked up partners in various regions. Unless you have understood the landscape of the country, it will always be difficult.

EXPECTED GROWTH IN THE PRESENT INDIAN ECO SYSTEM

Brajesh Rawat (Head, Category), Exclusively: The entire market is growing. Customers are able to access more with online these days, and the traction is quite high.

FOOTWEAR AND ACCESSORIES DESIGN IN SCHOOLS

Dr.Sanyogita Chadha, School Head Fashion, Styling and Textiles at Pearl Academy: Most fashion schools are focused on apparel designing. But gradually the focus on footwear and accessories is also on the rise. But this happens when there is demand for them in the industry. Footwear has become very interesting lately; it is no more a utilitarian products.

GAP IN INDIAN MARKET IN TERM OF DESIGNING

Jean Marc Pedebay , Partner, Romans CAD : Yes or no. The market is global so the attitude is global, so there is huge potential. India should be the market for mass customization.

VIEWS ON OMNICHANNEL

Swarndeeep Singh, Managing Director, LOGIC ERP Solutions Pvt. Ltd It is about a retailer handling everything single-handedly. The objective is to fill the gap, offering to all kinds of customers. It could be shoppers shopping through different formats, but all are being served. So the key is the single data. The inventory is visible, everything is accessible. Those who don't opt this won't survive.

MAKE IN INDIA

DOES MAKE IN INDIA REALLY MAKE ANY BUZZ IN OVERSEAS?

Sonita: It is fascinating, but what it doesn't have is that the technology. What Indian could do is with uppers. But on the technology front, India isn't really there.

DO YOU THINK IT WILL ACTUALLY BE ACTUALIZED?

Rafique: What the government needs is to create an environment which can enable to make it happen. It could be the infrastructure, taxation and the labour law. These are vital in making the Indian manufacturing more competitive.

IS LOWERING THE EXCISE DUTY AND THE GST GOING TO BE GAME CHANGER?

Inder: A country of more than a billion can only be fed with manufacturing. We have been doing road shows, but we don't have a real program or incentivization like in China. In taxation, there is so much of disparity. I have been asking the government; so far nothing has come. We need to put all things together so that people can start taking is seriously.

WILL THE PRODUCTION BE CONSUMED DOMESTICALLY OR WILL IT END UP BEING EXPORTED?

Ishaan: Make in India should be make in India, not invest in India. The investment should be in term of entrepreneurship. There is a need to change the attitude towards manufacturers, starting from the 70s Indian manufactures have been projected in films as the villain who should be resisted.

WHAT'S THERE FOR THE RETAIL INDUSTRY?

Mohini: What is needed in making the initiative a success is to create a pool of entrepreneurs, one of the examples is the e-commerce world. It has democratized the opportunity for anybody: the fact that if you have a good product then you can promote it or retail it.

OPPORTUNITY FOR LICENSEE PARTNERS

Yashovardhan: There is a lot of energy around Make in India, and many brand partners are keen to partner. But the issue begins with taxation; import tax on non-leather materials is quite high. We think that India is not that viable for non-leather products. SA

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Hello to New Retail Format



Adarsh Gupta explaining the concept of Hello10 to an audience at ISAF'16

Speaking at ISAF **ADARSH GUPTA** said that Hello10 is planning to open over a thousand stores across the country within three years.

India is world's fifth-largest global destination in the retail space. The country's retail industry has emerged as one of the most dynamic industries due to the entry of several new players.

It accounts for over 10 per cent of the country's GDP and around 8 per cent of the employment.

In this backdrop, former Liberty Shoes promoter Adarsh Gupta has floated a new start-up venture by the name of Hello Ten, which will set up multi-brand stores soon.

Speaking at ISAF'16 to elaborate the idea of Hello 10, Adarsh said, "In the present changing business environment, internet and mobile technology is becoming favourite for the new generation and has open huge business opportunities for e-commerce where a customer can order products produced anywhere in the world with pressing of few buttons. The desired product is home-delivered within a short time cutting all kinds of the hassles. You too can also provide such wonderful experience to the customers from your own business by becoming the franchisee of Hello 10 and be part of this e-revolution."

The venture plans to open over a thousand stores across the country within three years. The stores will focus on specialised merchandise across fashion, footwear, wellness products and accessories. Hello10 was the 'Knowledge Partner of ISAF'16'.

The venture would convert various multi-brand outlets into Hello Ten stores and the company plans to set up 25 such stores in the April-June '16 quarter and about 50 stores over the next two quarters. The new MBO will offer curated merchandise of dozen top national and international brands at affordable price brackets with products ranging from footwear, sports goods, sports and fitness apparels, ladies bags and leather accessories, travel bags and accessories and lifestyle accessories.

"We will completely refurbish your showroom with highest standard with unique display system which will make you feel proud. We will save you from the hassles of sourcing products from various manufacturers and distributors and will take away all your pains of negotiation for getting more and more margins. It comes with providing you the simplest solution of managing your inventory with lower

investment and shall provide your next generation necessary training to give your customers an experience which they have never enjoyed before," explained the former Liberty Shoes promoter.

He claimed that Hello Ten will cut down transaction time from 60 minutes to 20 minutes and will provide amazing shopping experience to its customers. "You will receive supplies of top selling merchandise of footwear, apparels, fitness products, ladies bags, leather goods and travel and fashion accessories of top national and international brands at most competitive prices. Our marketing and promotions will make sure that customers keep queuing up at your retail store 365 days a year. Not only this our better ideas of running day to day business, it also ensures you smarter returns," Adarsh added.

India is expected to become the world's fastest growing e-commerce market, driven by robust investment in the sector and rapid increase in the number of internet users. Various agencies have high expectations about growth of Indian e-commerce markets. This development calls for offline retailers to innovate their operation. What Hello Ten has in store can be construed as an answer. SA

FUTURE OF FOOTWEAR MANUFACTURING



Jean Marc Pedebay speaking at ISAF '16

Use of digital technologies in the footwear and leather goods industries is now an essential element of brand development enabling firms to achieve an impressive increase in margins. Virtual prototyping brings huge cost reductions.

Nike recently pushed the limits of innovation and design by debuting its second football cleat built using 3D printing technology. The Nike Vapor HyperAgility Cleat, built for the shuttle drill, has taken innovation and athlete agility to a new level. In the quest to help make athletes better, Nike is accelerating the footwear manufacturing process through 3D printing technology.

Similarly, adidas unveiled the future of performance footwear with Futurecraft 3D, a unique 3D-printed running shoe midsole which can be tailored to the cushioning needs of an individual's foot. The 3D concept is part of the 'Futurecraft series', a forward-looking initiative that places open source collaboration and craftsmanship at the heart of design to drive innovation across all elements of production.

"The use of digital technologies in the footwear and leather goods industries is now an essential element of brand development enabling firms to achieve an impressive increase in margins. Virtual prototyping brings huge cost reductions and allows collections to be approved two to three times faster," explained Jean Marc Pedebay, Partner, Romans CAD while giving a presentation at ISAF'16 on the usage of 3D technology in footwear and accessories manufacturing.

Imagine walking into footwear store, running briefly on a treadmill and instantly getting a 3D-printed running shoe. 3D is a prototype and a statement of intent. It has been used a one-of-its-kind combination of process and material in an entirely new way. Linked with existing data sourcing and footscan technologies, it opens unique opportunities for immediate in-store fittings. The midsole not only allows us to make a great running

shoe, but also to use performance data to drive truly bespoke experiences, meeting the needs of any athlete.

"If you want to boost your productivity and get the best return on investment available on the market, you need a CAD/PDM system and software like Romans CAD is precisely the tool you need," Pedebay added.

He is also of the view that Make in India can also be done through technology, 3D design. Everything begins with design, and the markets will put a lot of pressure. Now footwear manufacturers have to move from mass production to mass customization. "This means they need to have lots of prototypes. Now there are multiple brands and several collections. Some tools of course are available, but you need to be much ahead. In a country like India, mass customization is more relevant unlike China where they do capacity building," Pedebay stressed. SA

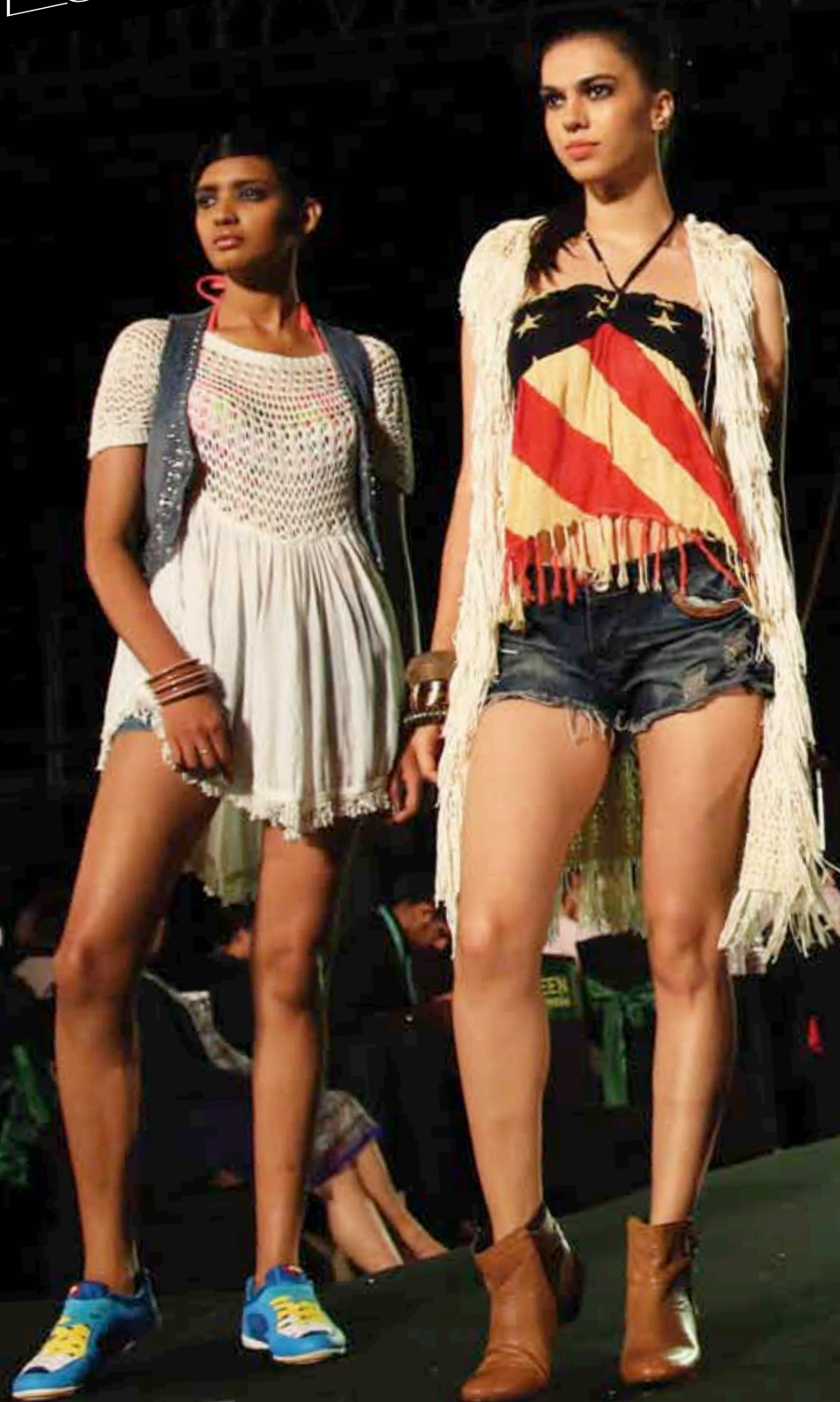


INDIA BRAND SHOW

AN AMALGAMATION OF FASHION, TRENDS AND STYLES

Showcasing the look of the season and upcoming collections to the best of the retail world, India Brand Show provided a stylistic way of doing business. An unmatched B-2-B access environment for brands and retailers - both brick-and-mortar and online.

Lee Cooper



ID





Provogue



An Association of Accessories Giants

*Suolificio Linea Italia (I) Pvt. Ltd is formed by the association of Suolificio Nuova Linea Srl, Italy, Suolificio Squadroni srl, Italy and Chemcrown Exports Ltd., India. Suolificio Nuova Linea and Suolificio Squadroni are manufacturing companies with global reputation for their TR/PVC/TPU soles. While Chemcrown Exports is a well-known company in the Indian shoe making industry. The plant is geared to produce an average of 30,000 pairs per day or 9.0 million pairs per annum. The very latest styles and collections of soles are available to the Indian customers in the same season as in Europe, **MUKUND BHAIYA**, Managing Director - Suolificio Linea Italia, told **S&A** during a discussion which touched various areas.*

Tell us a bit about the venture and its area of operations.

Realizing and understanding the needs of the Indian footwear as well as of the export market for the latest products in soles; the three companies have combined respective skills, technology and scientific management to make good quality products in the widest of range and the best of quality. The plant is geared to produce an average of 30,000 pairs per day or 9.0 million pairs per annum. The very latest styles and collections of soles would be available to the Indian customers in the same season as in Europe.

With the state-of-the-art technology and the latest designs, we at Suolificio Linea Italia are in a position to take up projects of various types ensuring quality, quantity and on time delivery.

We also offer the facility to create personalized products matched with the customer's trademark and style. The company employs full-time Italian technician and is excellently equipped to offer value-added products and give prompt deliveries.

What prompted you to form the association and who are your biggest competitors?

India has greatly changed from the time we started this business in 1991. Now companies like Enkay, Unisole, Indcoat, Euro Shoe, CDS and Solar soles are companies that have an international exposure and make products at par with international standards and thereby are our biggest competitors.

How does your company differentiate itself from its competitors?

In shoe making, there is a great divide between the domestic market i.e. people making shoes

for Indian consumption and people making shoes for exports. We have always been associated with the export-oriented market. Here you need to be at par to be able to compete with any company internationally in terms of technology, quality, trends and price. And that is what we work for. We are amongst the very few companies that make our own collections every season which is developed in Italy and is at par with European trends.

What is your global strategy?

We do not have one, we are a India-focused company. We are connected globally to bring the worlds best to the country.

Who are your target audience?

The brands that are buying shoes from India. Earlier it was only the international brands, but off late, there are many Indian brands joining the list.



How has your journey been so far vis-à-vis business and government policies?

It's been a good upward looking journey, though not as fast as one would have liked it to be and the future also seems to be positive. I do not think that government policies are so disruptive in our country that it can make any major impact on the business and the scales that we operate in. But there is so much that the government could do to accelerate things. Indian manufacturing still is not able to move to "Large Scale" or "Global Scale" and that is where the government needs to step in. Infrastructure, labour reforms, political interference, etc are things that need to move in the right direction.

Where in India are your biggest markets? Why?

South. They are more organized and a very export-oriented market. They actually did not know the domestic market until very recently. From the beginning, it has worked for brands and continues to do so. North is catching up pretty fast, but since we are based in the south, it continues to be our biggest market.

What would be the company's marketing strategy for the next 3 years?

All brands are looking at growing at exponential pace and companies need to gear up and create the capacities required to meet this growth. And that is what we will do as well as to diversify into other upcoming materials that are trending on the international charts.

What markets are you looking to tap on?

We intend to extend our manufacturing base into the north. Though we are a single country, but we are too vast to cater on a large scale from one end of the country to the next. So we will put up a manufacturing base in the north to penetrate the market deeper and exploit our strengths of design and development.

According to you, how much has the manufacturing industry in India evolved over the years?

It has come a long way and the good thing is that we are making products today that are as good as any where in the world. But our manufacturing environment is plagued with limitation of scale of operation. Today manufacturing has to be at global scales and nothing less. We are still predominantly SSI and MSI and that is not a healthy sign. The

government really needs to chip in to assist the manufacturing sector with labour reforms, power availability and infrastructure to work on a large scale and so on if it needs to stand tomorrow to compete with the world. But nevertheless, we are an enterprising lot and with more and more people travelling globally, we are bringing in more and more technologies inside and learning "Good manufacturing Practices" from the best in the world. We have come a long way which is good to see and we can go a long way is happy to know.

Kindly tell us the product lines you are offering. Also, discuss with us the new ones you will be launching in the near future.

We primarily make TPR/ PVC/TPU and Leather insert soles of all kinds. And in the near future we intend to add rubber/EVA and leather hand-made soles to our product line.

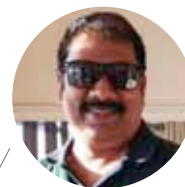
What strategies have you adopted to expand your presence in the country?

We have our offices in all key leather sectors of the country namely Agra, Chennai, Vellore and Calcutta, and will soon put up a manufacturing base in the north of India to cater and penetrate that market better and bring our products closer to the shoe manufacturers of the north. SA



Capturing Good Space with Visual Power

Maui Jim got its start in 1980 as a small company selling sunglasses on the beach in Lahaina, Hawaii. It offers a wide range of products in the technology eyewear segment which appeal to a wider audience. Our positioning as a technology-driven brand has been unique and we have captured a good space in the prescription eyewear market as we provide sunglasses with customized prescription, I. RAHUMATHULLAH, Managing Director, Maui Jim India, told S&A.



I. Rahumathullah
Managing Director, Maui Jim India

What factors motivated you to enter the Indian market?

It might be a cliché to state this but the fact of the matter is that for international brands today India is not a market that can be ignored. When we entered India in 2008, India was already growing incredibly for over a decade with a large middle class with significant purchasing power hungry for quality products. Interestingly, in the market of sunglasses particularly, brand consciousness has started growing in India rapidly over the last 10 years and we were in time to capture a worthwhile share of that consciousness. A large economy with a rapidly growing and discerning middle class was motivation enough. We wanted to make our world class products available to the Indian audience as well.



What elements would you highlight to distinguish Maui Jim from other global brands which have been active in India?

The challenge before us was to enter a market where shelves were already full of some well-known brands and establish our own space in their midst. From the beginning, we differentiated ourselves as the best in polarized technology sunglasses and the best in offering UV protection. We have a very loyal clientele today that looks forward to the wonderful mix of style and protection that Maui Jim offers. Our positioning as a technology driven brand has been unique and we have captured a good space in the prescription eyewear market as we provide sunglasses with customized prescription and visual power. The Indian consumer has also warmed up to the idea of technology-driven lifestyle products in recent years and as this consciousness increases, so will our reach. Already, people have started looking at Maui Jim as a unique brand that offers a wonderful mix of style and health needs.

How is the Indian retail strategy different in terms of product offerings?

It was different in the initial years of our entry into the Indian market but not anymore. When we started we were a lot more conscious about our product offerings meeting the desires of the Indian customer. We introduced products in a phased manner. Unlike in other countries where we were present for some years, in India we were looking to convert first time buyers.

For us, it is very important to make our first time buyers wear and see through the sunglasses we offer. The picture that our sunglasses offer is remarkably wonderful and you have to wear it to know the difference. A lot of people tell us that they didn't know what view a pair of sunglasses can offer before they tried a Maui Jim.

For us word of mouth has been a major driver of sales. We haven't launched an advertisement blitzkrieg. When it comes to marketing our product, our emphasis is that people who visit retail outlets try the product and feel the difference. So our retail network has been very crucial for us. A significant portion of our effort in India has gone into developing a strong retail network. Retailers today look for long term productive association and value brands that provide value for money. They have also become conscious of what shoppers desire and that their trust is valuable.

Owing to space scarcity and high rental cost, offline stores have been hit hard. In such a scenario, how strong your initiative will be in term of expansion?

As stated above, our major focus is on prescription sunglasses and offline stores remain the main mode of buying prescription eyewear among the people. We are focusing extensively on the prescription sunglasses segment in India as part of our strategy to further extend the reach of Maui Jim. For a spectacle wearer, it has always been a challenge to buy the right pair of eye-wear that

A large number of Indians are yet to cosy up to this space and at present, the bulk of Maui Jim's sales still come from the traditional selling route i.e. optical stores. Still almost 95 per cent of our selling is traditional. I would say around 5 per cent or a little more of our total sale in India comes through online retail.

can offer sun protection while also completing the need for vision correction. Maui Jim is one of the best offerings in this section, and the discerning Indian consumer is rapidly warming up to it. Another area we are keenly looking at is the sportswear segment which is also growing in India.

Our expansion plans also include a continuous focus on expanding our dealer network. We have currently over 1,000 optical brand outlets across the country. I don't think the factors you have mentioned have affected this segment.

E-commerce has earned a heavy dose of criticism, yet it is an inevitable retail format. How extensive your reliance on online in your attempt to consolidate?

E-commerce is certainly the future. In India, it is a space that has started catching up in the past few years. According to a recent research report by market analysis company CRISIL, online retailing is expected to become a ₹50,000-crore industry by 2016. So, there is no doubt about the fact that e-commerce is here to stay and in the near future it will form a major chunk of sales.

However, a large number of Indians are yet to cosy up to this space and at present, the bulk of Maui Jim's sales still come from the traditional selling route i.e. optical stores. Still almost 95 per cent of our selling is traditional. I would say around 5 per cent or a little more of our total sale in India comes through online retail. For now, point of purchase remains our special area of focus because a large number of people are first time buyers who as I said earlier need to wear it to know the difference. Moreover, since a lot of our focus is on prescription eye wear, for us optical dealers are very important.



A large number of Indians are yet to cosy up to this space and at present, the bulk of Maui Jim's sales still come from the traditional selling route i.e. optical stores. Still almost 95 per cent of our selling is traditional. I would say around 5 per cent or a little more of our total sale in India comes through online retail.

Yet, our target audience is the one which is urban and Internet savvy and sooner or later is certain to shift to the e-commerce bandwagon. So, anybody can ignore this route at their own peril. We are also working towards maximizing our online sale potential by tying up with major online retail ventures. We will continue to do so aggressively in the near future.

The impression that the Indian market has is that it is a price-sensitive market. Does it mean that you have to customize product offerings?

Not really. We are a player in the technology eyewear segment which is to be frank a niche market. Our focus has been on this segment of wearers only. We offer a wide range of products in the technology eyewear segment which do appeal to a wider audience in this group. Sunglasses today are lifestyle products and people look for durable options that give value for money. Maui Jim sunglasses offer great protection from sun's UV radiation and are preferred by holidayers and adventure sports lovers. It is as much a utility product as it is a lifestyle product. The best part of a Maui Jim is that it comes in prescription also, so that people with prescription needs can

also avail of the benefits and comfort of sunglasses. The durability, health benefits and comfort of wearing more than meets the value for money for our customers.

How would you explain the Indian fashion market? How unique is it in comparison with other developing countries where Maui Jim has its presence?

The Indian fashion market is a rapidly evolving one but it is not a monolith. But the trends and styles remain widely varied given the vast expanse of the country and the huge diversity. This is its unique feature.

As I said, brand consciousness started growing in India since the past 10-12 years. Earlier, not many people understood the importance of sunglasses and did not give much priority to them. Today, the usage has increased as has the understanding of their importance. A lot of people use sunglasses very religiously now. Also, sunglasses were considered more of a style quotient till a few years back and less of an eye protection gear. Over the past few years, I would say, this setting has reversed. Today, people are giving more importance to sunglasses as a protection for the eyes from harmful ultra-violet radiation. SA



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INFUSING ECLECTIC STYLE AND TASTE IN SHOES

*Its collection comprises international designs by world renowned Italian and French designers. **Classe Italiana's** product line comprises formal, semi-formal, casual and ultra-casual shoes for men. When we realized the dearth of high quality dress shoes for men in the Indian market and the multitude of discerning customers in the country, we were urged to retail our own brand in the country, **FAYISAL SHARIFF**, the brand's MD, told **S&A**.*



ABOUT CLASSE ITALIANA

Classe Italiana, fine crafted Italian dress shoes for men, has brought decades of knowledge and rich experience in manufacturing and exporting shoes to the international market. Its collection comprises international designs by world renowned Italian and French designers. We have top-of-the-line manufacturing processes – the assembling kits are imported from Italy. We also use the finest and most exotic leathers sourced from all across Europe.

FACTORS THAT MOTIVATED TO ENTER INDIA

After being in the line of exporting shoes for decades, we decided to start operations in India. We realized the dearth of high quality dress shoes for men in the Indian market and the multitude of discerning customers in the country, we were urged to retail our own brand in the country.

THINGS THAT MAKE THE BRAND UNIQUE

Our designs are extremely stylish. Our product range is designed to cater to wide consumer base with eclectic style and taste in shoes. Quality is of utmost importance to us and we provide a hundred percent leather finished with the best craftsmanship married with the latest technology and skin handling techniques. Our pricing is exceedingly nominal with price points of ₹12,000 to 19,000.

PRODUCT LINES

Our product line comprises formal, semi-formal, casual and ultra-casual shoes for men.

CHALLENGES WHILE LAUNCHING PRODUCTS

We are operating in the luxury segment and hence more than pricing, product acceptability and design acceptability is a concern. Our pricing is extremely nominal and our products are designed to cater to a fashion conscious man.

RELIANCE ON ONLINE RETAIL FORMAT

We have launched both offline and online retailing formats. We believe that once our customers get a feel of our products, they will have no inhibitions of buying shoes online from our website.

OUR PRODUCT RANGE IS DESIGNED TO CATER TO WIDE CONSUMER BASE WITH ECLECTIC STYLE AND TASTE IN SHOES. QUALITY IS OF UTMOST IMPORTANCE TO US AND WE PROVIDE A HUNDRED PERCENT LEATHER FINISHED WITH THE BEST CRAFTSMANSHIP MARRIED WITH THE LATEST TECHNOLOGY AND SKIN HANDLING TECHNIQUES. OUR PRICING IS EXCEEDINGLY NOMINAL WITH PRICE POINTS OF ₹12,000 TO 19,000.

MULTI-BRAND OUTLETS OR EXCLUSIVE BRAND OUTLETS

We see our products being retailed through exclusive brand outlets and high end designer outlets in addition to online retailing.

'DISCOUNT STRATEGY' BY E-TAILERS

As we are positioned as a luxury brand, we will not offer discounts. We may offer value addition but no discounts as our profit margins are low.

STRATEGY TO ENHANCE BRAND VISIBILITY

We will rely on social media and word-of-mouth. We are not looking at mass media as manufacturing is limited to only 750 shoes per month.

NEW MARKETS YOU ARE TARGETING

We are looking at Delhi, Mumbai, Bangalore, Chennai, Kolkata, Chandigarh, Jaipur, Ludhiana, Ahmedabad, Surat, Baroda, Pune, Indore and Cochin. In the future, we are looking at expanding to the Middle East.

ROADMAP FOR THE NEXT FIVE YEARS

We are looking at building a ₹ 500 crore company. Our marketing efforts will concentrate on creating a very strong brand recognition. We will also look at creating a community of shoe lovers aligned with our brand values. Our vision is to be recognized and be known as a pioneer in the category. SA

A BRITISH HERITAGE



UK-based shoemaker C&J Clark International has been in the news. It is eyeing India as one of its main sourcing hubs. Over the next 3-5 years, the company will double its sourcing from India from about 8 million pairs. The shoemaker is also planning to increase the number of stores and planning a new online platform for this market. With increasing focus on infrastructure development in India at the moment, Clarks can leverage their shoemaking expertise and develop superior products for the global market, said **LOKESH MISHRA**, Vice President, Sales & Operations, Clarks India, in an interview with **S&A**.

WE TAKE HUGE PRIDE IN OFFERING SHOES TO OUR CONSUMERS WHICH ARE THE BEST IN QUALITY AND CRAFTSMANSHIP. WE ARE THE FIRST GLOBAL BRAND IN OUR SEGMENT TO BE PRESENT IN OVER 35 CITIES AND HAVE A MASSIVE CONSUMER REACH THROUGH COMPANY OWNED AND FRANCHISE STORES, SHOP IN SHOPS, CLARKS.IN AS WELL AS THROUGH OTHER ONLINE RETAILERS.

Clarks announced that it will double its sourcing from India. How much of this will feed the global and domestic demands? What factors have prompted Clarks to make this move?

Clarks follows a global sourcing mandate which makes us source products from the best facility possible and the same product is sold across the globe. With increasing focus on infrastructure development in India at the moment, Clarks can leverage their shoemaking expertise and develop superior products for the global market.

What new retail experience are you planning to introduce in your stores? How many outlets are you planning to open in 2016?

We have recently opened our first new concept store in the Mall of India, Noida. This new concept store redefines footwear retailing and brings the Clarks brand to life. It is a confident and innovative retail experience that breathes a sense of craft and style, demonstrating Clarks' impressive British heritage and passion for shoemaking. What stands out in the store is the cutting edge and premium interiors which elevate the shopping experience.

This year, we are planning to open around 20 new retail stores; both company-owned and franchise.

How strong is your reliance on MBOs? What MBOs are the major retail points for your brand?

MBOs play a very important role in Clarks India strategy, and we treat them as equal partners in our success. We constantly endeavor to deliver the same consumer experience across all touch points including the MBOs. Central, Lifestyle, Shoppers Stop and Metro Shoes, Shoe Tree are the major MBOs we work with.

Online retail platforms are blamed for their discount strategy. What's your take on this?

We work closely with our online partners to provide a consistent price experience across all channels to our consumers. We also partner with them to take advantage of some seasonal and specific promotions.

Discuss Clarks' online strategy. How different will www.clarks.in will be in the near future?

Our online platform is built to reach out to a larger audience who can have access to our products and the brand. The website is designed to give consumers an elevated brand experience showcasing our shoemaking expertise and British heritage.

What's your product and retail strategy for Tier 2 and 3 cities? Where will we witness more expansion?

We understand that consumer tastes are different in different markets and we choose products/styles that suit a particular market. So, you will always find the most suitable assortment of Clarks in all cities owing to the consumer tastes and speed.

Among the brands with global reputation, where does Clarks stand in the Indian market?

Clarks is the largest brand in the everyday footwear category; almost double the size of our competitors. We take huge pride in offering shoes to our consumers which are the best in quality and craftsmanship. We are the first global brand in our segment to be present in over 35 cities and have a massive consumer reach through company-owned and franchise stores, Shop-in-shops, clarks.in as well as through other online retailers.

What new collections are you going to unveil? And when?

We do believe in innovation in footwear technology and our collection is a celebration of our rich heritage and craftsmanship. One of our key launches this season is the TRIGENIC FLEX, a beautifully crafted and truly original every day shoe that is minimal, with a deconstructed sole and fresh and is spot on with the athleisure trend. This collection is available in our stores.

The cloudsteppers range is a unique new ultra-light, super-bendy and oh-so-cushiony wear-anywhere shoe. The featherweight EVA outsoles and a cushion soft footbed give the wearer a feeling of bouncing across fluffy clouds. Our unstructured range of shoes for both men and women are a perfect blend of style and comfort. These shoes come with breathable leather linings and an unbelievably lightweight sole that adds maximum comfort.

All these collections are available in our stores. SA

Summer is upon Us

Young, Wild & Free

Curated by: Dipika Chopra





Be the best version of you



Happy first day of summer

*Dressing well is a form
of good manners*





Breathe in the ocean, smell the inspiration



I am ready for summer



I am high on summer time



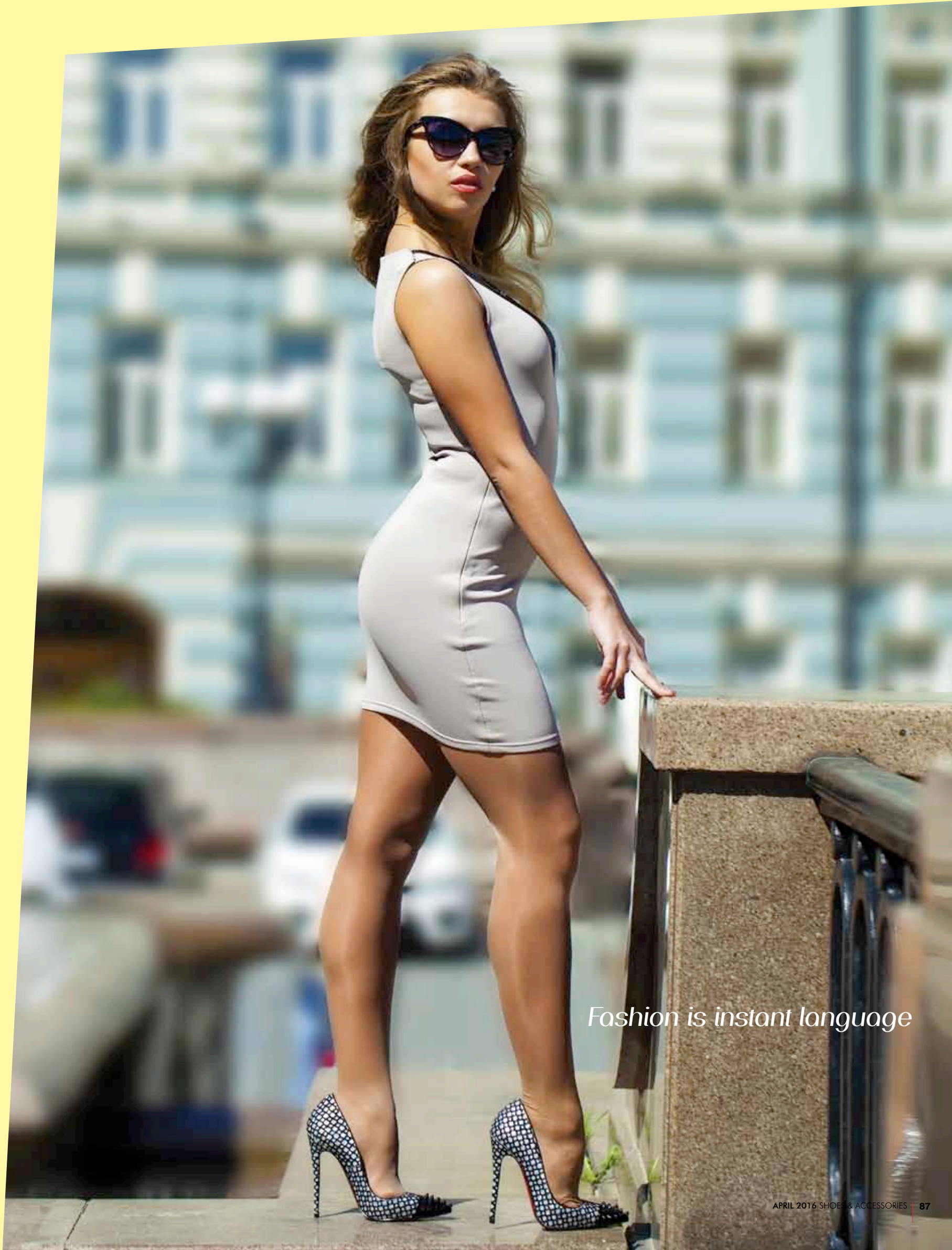
Life is better in heels



Every summer has its own story



Do things with passion or not at all



Fashion is instant language



Simplicity is the key note of true elegance



I am just a summer kinda girl





Take me away, I need the sand and the waves

The Game Changer



*Inc 5's philosophy is a confluence of design, elegance, superior quality, fine craftsmanship and great customer experience. All this stemmed from decades of experience in trying to understand customer needs, their pain points, aspirations, and many others. In a tête-à-tête with Amit Chopra, **RAJESH KADAM**, COO- Inc.5, discusses topics ranging from brand philosophy to e-commerce.*

PERSONAL

How did you get into retail business?

I come from a business family that had retail businesses and I grew up in the company of stores, brands and customers. After having worked with my family for over a decade, I ventured into a footwear manufacturing set up

with a few friends, an experience that still holds me in good stead. Then came this opportunity to run this business at Inc5, which is no different than an entrepreneurial stint, which I have been enjoying a lot.

Almost like by design of fate, I have been exposed comprehensively to this line of business.

“
**If you
 are
 lucky
 enough
 to be
 different,
 don't
 ever
 change!**
 ”

What is Inc5's sacred philosophy?

Inc 5's philosophy has been well known for some time now. It is about a confluence of design, elegance, superior quality, fine craftsmanship and great customer experience. All this has stemmed from decades of experience in trying to understand customer needs, their pain points, aspirations etc. The brand's vision is to satisfy the most discerning and demanding client, seeking top quality shoes, which offer distinctive interpretation of each season's fashion trends.

NEW RETAIL FORMAT

How was the idea for new retail format developed?

It's almost been an Eureka moment. It all started one morning in our office, where I was sitting with our directors pondering on what to do with a large space in prime South Extension II market of Delhi that had got vacated by one of the clients. Something stirred up my mind and I asked our directors to give me 48 hours to come back with something. The next conversation was over coffee wherein I painted a picture of what we can do, viz to create the current format which essentially was a dream to have a store which has

- ▶ Enhanced visibility
- ▶ Wall space for each brand
- ▶ Allowing the brand to do their own branding (which was not the case until then)
- ▶ Create a different shopping experience where customers should feel they are in a different dedicated brand stores for each brand yet be in ONE store !

Fortunately, the directors were supportive and concurred in the same meeting to get going. Also, it was awarded as the new store concept by Shoes & Accessories (S&A) Magazine in the last edition.

How was your initial experience in footwear retailing, and what prompted you?

As stated earlier, it began very early at a manufacturing site of footwear. That gave me an insight into nuances of this trade, my initial grooming with brands and customer insights. It set the stepping stone for an assignment like this, also comprehensive exposure for running a brand store for bags and accessories.

How would you explain the success of the new format?

Our initial experiment with the format paid rich dividends. Out of the 47 operational stores, 18 are in this format including the latest one at DLF Mall Noida. Since then, it has been a conscious decision to open this format to capitalize on the first mover advantage which is backed by great customer feedback and shopping experience which is reflected in the numbers as well.

In the new format, which segment and categories of footwear have been consistently performing well?

I think the ladies' segment with our in-house brand have been consistent. In the men's category, the formal range has stood out. In both the cases, the prime drivers have been our ability to replenish in a timely manner and freshness of the merchandise.

STRATEGY

What strategies have you adopted to expand your presence?

Our underlying theme has been optimization of presence. So our pre- opening analysis has a lot of deep dive into various aspects of buying behavior of the catchment that we are inspecting. We do look at geographical dimensions like extension of cities, satellite cities, etc. for adding on.

The brand's vision is to satisfy the most discerning and demanding client, seeking top quality shoes, which offer distinctive interpretation of each season's fashion trends.



Inc.5 - R city

Inc.5

इन्क. ५



I think if you take the first 25 years post-liberalization, there has been a quantum jump in the way the retail trade is organized. New trends in consumer behavior, technology-led changes and, above all, increase in disposable incomes have made it for the growth trajectory, which I think will continue in our lifetime.

We do not want to open stores by the dozens but open stores that will generate good numbers and customer experience

MARKETING

How does the group differentiate its retail business from others?

I think it is important to define what competition is to each entity. In our case in the ladies' segment, our styling innovation has helped us. Our constant endeavor to experiment with material and design with the in-house teams helps to be fast in market and innovative as well.

Can you give me a profile of the typical INC 5 consumer?

Typically, our consumers are fashion-conscious people both men and women, who are in the age group of about 19-45 years, especially in the women's category because no woman ages beyond 45.

How do you maintain product differentiation?

We pay lot of attention to detail, which leads

to hand-picked selection most times. Also, it is a choice that we offer across brands vis-à-vis a single brand store that matters as well.

Discuss the marketing strategy for the next 3 years.

Deepen engagement with existing customers, especially the one-million loyalty members. We use a lot of CRM aids to fine tune our delivery and I think we will continue to improve on that count. We continue to explore all channels to reach out to new customers whose needs we can fulfill better than our competitors. You will see us use the television, radio little often probably in the times to come both nationally and internationally.

OPERATIONS

You have built a very successful, focused business model with the new format. But what were some of the challenges you faced?

The most challenging issues came from managing the front-end of the chain, timely replenishments and ability to get the freshness factor to gents' category.

What is your global strategy?

Our pilot launches in Sri Lanka have been encouraging. We will take each market on its own as we feel there is no 'one size fits all' in this business.

What markets are you looking to tap on?

We are currently looking at UAE, Bangladesh and Myanmar.

OPINION

Do you have any advice for those, especially MBO's, who might be considering pursuing a similar route?

I am not too old to advise, but I think practicing the principle of 'Focus on basics rest will follow' works.

What is your positioning against e-commerce and e-retail services?

We think it's a reach out measure rather than competition.

Do you foresee the government ever resolving the FDI and excise issues?

As true businessmen, we are hopeful.

According to you, how much has the retail industry in India evolved over the years? Please elaborate.

I think if you take the first 25 years post-liberalization, there has been a quantum jump in the way the retail trade is organized. New trends in consumer behavior, technology-led changes

and, above all, increase in disposable incomes have made it for the growth trajectory, which I think will continue in our lifetime. As a response, the industry also has evolved manifold on all aspects, be it customer care, service, experience, convenience and the rest.

ONLINE

Online retailers, with deep pockets, have been selling products at highly discounted prices, and this has made a lot of brands quite uneasy. What's your view on their move?

This was happening but discounts off late are on the wane as investors in these companies seek at least a break-even. I think that's a welcome trend.

What would be your online strategy?

If you dig deep, you will find that although they seem alike, one portal is differentiated than the other in certain ways. We, therefore, follow a portal-specific strategy and that has been working for us.

How would you strategize your digital initiatives to gain brand visibility?

The digital medium is a terrific outreach animal. We are all set to take maximum advantage of that using the entire range from Facebook to Instagram. We will also focus on synchronization of that perception with the real world experience for our customers. SA



Inc.5-Alf, Ahmedabad

BUDGET '16 : MAKE IN INDIA

Make In India found ample reference in the Union Budget 2016. Finance minister Arun Jaitley presented nine pillars in the Budget—one key pillar—incentivizing domestic value addition to help Make in India.



Finance Minister Arun Jaitley before presenting Budget 16

It certainly is evident that the global economy is in a serious crisis and does not seem to be coming out of it any time soon. With international scope limited for exports, the budget was expected to direct the economy in generating demand domestically, which in turn would generate employment for the fast-growing unemployed youth population of this country.

While delivering the budget Finance Minister Arun Jaitley stated, "Startups generate employment, bring innovation and are expected to be key partners in Make in India programme." He added "Customs and excise duty structure plays an important role in incentivizing domestic value addition towards Make in India campaign of our government. In line with that, I propose to make suitable changes in customs and excise duty rates on certain inputs, raw materials, intermediaries and components and certain other goods and simplify procedures, so as to reduce costs and improve competitiveness of domestic industry."

In summary, the union budget reflects a well-defined focus-shift to agriculture, rural and social sectors. Undeniably, the agriculture sector was both needy and commendable of the substantial attentiveness as the largest employer in India. Two successive poor monsoons make its case even stronger. Approximately 70 per cent of Indians live in rural; therefore, enhanced focus on rural economy is logical. Priority to social sector is also explicable, given the vast economic diversity of the country.

Conversely, the budget's emphasis on the agricultural sector has departed from the urban middle-class, one of the key drivers of the growth story and definitely an aspiration. Aftermath the Arun Jaitley budget, the middle class would have to shell out more on branded products and chances are that they will cut back on consumption as manufacturers and retailers would pass on the burden to the consumers. A concerned consumer and low consumption is every business' nightmare.

In Budget '16, the footwear sector attracted a marginal increase in the abatement rate on all categories of footwear. There has been a reduction in the excise duties on rubber sheets and resin rubber sheets from 12.5% to 6% and an increase in the abatement rate from 25% to 30%. The overall excise duty has decreased from 9.4% to 4.2% which will be highly beneficial for the footwear brands this year. S&A shares opinions of some captains from the shoes and accessories sector:

WHAT DOES THE BUDGET MEAN FOR THE COUNTRY?



Rafique Malik, Chairman All India Footwear Manufacturers & Retailers Association and Metro Shoes: Overall, it is a good budget under present gloomy economic scenario with importance given to fiscal discipline. Increased

spending on agriculture and rural economy as well as focus on infrastructure will stimulate economic growth. There are some measures to ease off doing business and Make in India initiatives. Though, footwear industry and retail did not get what it expected from this budget.



Puran Dawar, President Agra Footwear Manufacturers & Exporters Chambers and Chairman Dawar Group: Perhaps, we can say it's a good budget, but for sure not excellent, which tries to address the root causes of the

poor and agriculture sector which today, are a major cause of worry. However, having said that, definitely the budget mentions huge provisions for Infrastructure development, augmented road network and boosted rail network will generate immediate jobs and accelerate the economy. Meanwhile, crop Insurance, health insurance to every individual will have a long term impact on the economy and growth, and go on to create safety for the poor. Rent allowance from ₹24,000 to ₹60,000 will not only facilitate the service class, but will surely boost the bleeding real estate sector. Power sector policy, exploring own sources and a target to keep fiscal deficit at 3.5 % ensure to hold the creeping inflation.



Rajesh Kadam, COO INC5: The budget does well on the macro side in keeping the fiscal side balanced. No changes in the tax rates will augur well for the individual and the corporate alike.

The tightness in expenditure is a natural corollary to the balanced fiscal deficit. The efforts directed at the rural sector especially after two less than normal monsoon should help. Overall, the budget looks pragmatic.



Anupam Bansal, Director Marketing Liberty Shoes: In the fiscal year 2016-2017, the retail revenues are likely to increase by 18-20% as compared to 16-19% in the last fiscal year.

Moreover, the penetration of the organized retail is likely to increase by 9% marginally up from 8% in last fiscal year. This year the margins will increase as compared to last year due to the cost rationalization measures. Footwear is one segment where the organized retailers would continue to have a strong foothold. Due to the lowering of the excise duties, lessening of

the gap between excise duties on apparel and footwear and the rise in abatement rate, the footwear production cost would come down increasing the margins for producers. This would further make the footwear cheaper, directly benefitting the customer. High excise duties on footwear makes it an expensive commodity. The excise duty levied on the leather footwear, which is priced ₹1000 above, has also declined from 12% to 6%. The government has also suggested the elimination of the custom duty on the imported leather machinery from about 26.5% currently. This would further assist in technology upgradation, capacity modernization, expansion of the manufacturing sector and achieving the exports target. I must say this year's budget is a balanced budget with an overarching theme of realizing staggering economic growth and without treading the path of fiscal prudence. The budget would definitely be beneficial for the footwear industry from the manufacturing point of view, as the excise duty has seen a falling trend and the abatement rate increased. The gap between the apparel and footwear industry is lessening.



Naresh Bhasin, Regional Chairman Council for Leather Exports – West: It's a proactive and beneficiary budget for rural areas.



Ishaan Sachdeva, Director Alberto Toressi: I honestly feel that the manufacturing industry in India does not augur very well. It is a disappointment that the budget does not complement manufacturing this year. It would

have scored better, given our country's economy is in a growing stage.



Vikas Bagga, Senior Brand Consultant: A tight rope exercise by all accounts, this year's budget gets a mixed response from the industry in general. Controlling fiscal deficit and government expenditure, whilst enhancing

investments and consumption pattern, has always been a tough exercise. Though effort has been made to trigger sectoral growth and push infrastructure, collative saving as an instrument to fund government-backed corpus somehow remains lopsided to say the least.



“OVERALL, IT IS A GOOD BUDGET UNDER THE PRESENT GLOOMY ECONOMIC SCENARIO WITH IMPORTANCE GIVEN TO FISCAL DISCIPLINE.”

– RAFIQUE MALIK
Chairman AIFMRA & Metro Shoes

“PERHAPS, WE CAN SAY IT'S A GOOD BUDGET, BUT FOR SURE NOT EXCELLENT, WHICH TRIES TO ADDRESS ROUTE CAUSES OF POOR CLASS AND AGRICULTURE SECTOR WHICH TODAY ARE A MAJOR CAUSE OF WORRY.”

– PURAN DAWAR
President Agra Footwear Manufacturers & Exporters Chambers and Chairman Dawar Group

Consumption drives economic growth, and it's even better if it comes from all quarters. So, did the Budget 2016 miss the plot? Perhaps the well-intentioned Finance Minister could have done a bit more to uplift the overall consumer sentiments and business prospects. His budget has evoked mixed reactions across the industry. The overall non-litigious attitude and support to start-ups have been appreciated but manufacturers feel a bit let down. The announcement to impose excise duty has been dubbed as “negative move” for the apparel industry. However, proposed cut in basic customs duty on specified textiles (including yarns and fibers) has been hailed by both exporters and importers of these items. The jewellery sector has expressed disappointment over the hike in excise duty. Footwear industry has welcomed reduction in excise duty on rubber sheets and resin rubber sheets for soles and heels. Even the upcoming starts ups have a reason to cheer as the budget proposes tax exemption on profits, one-day registration of companies and exemption of capital gains tax on startup investments. The budget proposes a 100 per cent tax deduction for three years over a period of five years for startups approved before FY2019 under the startup India scheme.

DOES THE BUDGET ADDRESS ECONOMIC SLOWDOWN?

Rafique : The budget has addressed the slow down to some extent. The focus on rural economy, infrastructure and increased disposable income as a result of 7th pay commission would increase consumption and boost demand. However, no major effort was made to increase disposable income of other salaried class and urban households.

Puran : We know there is a serious global slowdown, though the budget will somewhat address various sectors and expect them to go upswing, however, apparently it doesn't address the manufacturing sector which is the engine of growth.

Rajesh: There are a few things like the rural thrust which can help see increase in demand. I think one should realise that India is the only growing market in the world today, and we are not as bad as one may imagine. As some of the structural issues get addressed, you will see the pick-up in numbers, although this may take some time depending on how the near term factors play out.

Anupam: This year's budget pays a prominent amount of emphasis on the infrastructural development which would give impetus to demand growth and economic development. Arun Jaitley has paid continuous focus on the ease of doing business and considered the retail trade as the largest service sector employer in the country. He has proposed to simplify the regulations for the retail industry. This practice is extremely laudable. The retail trade in India currently is the hotbed of economic growth and development. The sector is making noteworthy and exponential growth when discerned in the last two decades and would show considerable growth results in the upcoming years. A rise in disposable earnings, increased amount of global trotting, discretionary spending rise, rising fashion consciousness, shift in youth populace with the youth dominated Indian populace and the attitudinal shifts with changing predilections have given a significant rise. India is a domestic consumption driven and therefore this support and encouragement from the government would drive further consumption which would consequentially be beneficial also for manufacturing units and job creations.

Naresh: There is no magic wand to address slowdown. Depressed worldwide economy and strong headwinds are a global phenomenon. India is still doing great. Our macro is good, though micro is stressed.

Ishaan: No, the world economy is in turmoil currently. We are in need of all the funds we can get. However, this year's budget has been of no help at all. We were really hopeful of it, but we have been disappointed. In fact, the last year's budget was great. It is actually passed onto our consumers. We were hoping for the same this year. Unfortunately, it did not take place.

According to Council for Leather Exports (CLE), leather footwear exports reached \$ 1 599 million in the first nine months of the fiscal year, declining by 7.31% from similar period in the previous year.

Vikas: India remains largely resilient, as widely proclaimed by leading economists and policy makers amidst the global gloom of sorts. Certain discrete data would validate so. However, India has its own set of intricacies which requires a double digit growth in not-so distant a period. Challenges from other growing economies in the region, notwithstanding an apparent a slowdown in China- our immediate competitor makes it important for the government to fuel infrastructure, galvanize Industry at large as well attract foreign investments and technology transfer in select areas. The direction is seemingly correct, but results could be unpredictable.



WHAT DO YOU THINK SHOULD BE THE BIGGEST BUDGET PRIORITY FOR THE GOVERNMENT RIGHT NOW?

Rafique: The biggest priority of the government is to revive the economy, increase tax net and compliances as well as containing the fiscal deficit.

Puran: Biggest priority after farmers is to address manufacturing sector. In the last couple of years, the economy and industry nearly reflected negative growth. Though multiple reasons can be assigned to the same, however, only footwear sector has been heavily taxed and worriedly harassed. There are layers of taxation in the sector which has crippled and hampered the ease of doing business. Even today, implementation of policies by states stands at the same level. Efficiency and mindset down the line hasn't changed, resulting in sluggish manufacturing.

Rajesh: I guess, execution of the stated infrastructure spending should be the one. Addressing the banking capitalization is another, which is very critical and needs to be addressed on an urgent basis.

Anupam: Speaking from the overall economical point of view, this year's budget is a reasonable well-balanced budget and the government has done an excellent job of sticking to the fiscal deficit of 3.5 per cent for the next year. There have been superb initiatives concerning the agricultural reforms, social sector spending and rural electrifications being announced. When speaking from the point of view of footwear industry, this year's budget would definitely benefit the industry. The excise duties have been reduced on a lot of raw materials such as rubber sheets and resin rubber sheets reducing the excise duty from 9.4% to 4.2%. We, at Liberty, are India's second largest producer and retailer of leather and synthetic footwear. The excise duty levied on the leather footwear priced above ₹1000 having leather uppers has been reduced from 12% to 6% which is again beneficial. This year's budget is overall a beneficial budget from the point of view of the footwear segment which would further strengthen the government's Make in India initiative.

Naresh: Job creation, infrastructure spending, ease of doing business, cost of doing business, and above all speed of project clearance.

Vikas: Good economics is about buoyancy across all key indices that reflect the health of the economy. The challenges and priorities are aplenty in current times. Overcoming trends and indicators that could drive the Indian economy towards any form of recession, being witnessed currently in several developed economies, is a key concern for the government. It stands admitted that as a country, we can't remain totally untouched owing to the present global multilateral trade and currency framework, yet much can and is being done to concurrently boost investments in manufacturing and allied sectors, with employment generation as a cornerstone to the government policy.



Ishaan: Infrastructure should be of utmost importance, I feel that it's very important that the government give number one priority this year because that's the only way to spur the financial growth of the country.

Using data from the Directorate General of Commercial Intelligence and Statistics (DGCI&S), CLE estimates that sales abroad of leather and leather products for the period April 2015 – December 2015 stood at \$ 4 457.36 million compared to \$ 4 990.15 million in similar period of the previous year. This represents a decline of 10.68%.

Leather footwear exports totaled \$ 1 599 million in the first nine months of the fiscal year, declining by 7.31% from similar period in the previous year (\$ 1 725.1 million). In the same period, exports of finished leather declined by 22.53% and leather goods by 4.77%.

Worth being highlighted is the performance of exports of non-leather footwear, the only category within the industry not showing declining exports. A stable performance compared to similar period in 2014, with a growth rate of only 0.87%. The main destinations for the exports of leather and leather products during the period were Germany (11.38%), US (14.48%), UK (12.41%) and Italy (6.83%), all together representing roughly 45% of the sales abroad of these products.

DO YOU THINK ENOUGH IS BEING DONE TO ENSURE MAKE IN INDIA A SUCCESS?

Rafique: When Make in India was launched by Prime Minister Narendra Modi, retailers were promised high bang for their bucks on investments. Although efforts are being made in that direction, some loopholes within the scheme are stalling the success of this endeavour. The industry, for example, was looking forward to lower rates of GST so as to enable us to contribute significantly to the initiatives, which did not materialize. Having said so, this is just one of the grievances; many more issues need to be addressed urgently to allow the results to be positive.

“IN THE FISCAL YEAR 2016-2017, THE RETAIL REVENUES ARE LIKELY TO INCREASE BY 18-20 % AS COMPARED TO 16-19.5% IN THE LAST FISCAL YEAR. MOREOVER, THE PENETRATION OF THE ORGANIZED RETAIL IS LIKELY TO INCREASE BY 9% MARGINALLY UP FROM 8% IN LAST FISCAL YEAR.”

– ANUPAM BANSAL
Director Marketing
Liberty Shoes

“THE BUDGET DOES WELL ON THE MACRO SIDE IN KEEPING THE FISCAL SIDE BALANCED.”

– RAJESH KADAM
COO INC.5

“IT’S A PROACTIVE AND BENEFICIARY BUDGET FOR RURAL AREAS.”

– NARESH BHASIN
Regional Chairman
Council for Leather
Exports – West

Puran: Make in India is Prime Minister’s top priority agenda. The entire battery is exerting massive efforts but somehow it seems it’s more symbolic. In my opinion, investment means awareness and invitation programs in various sectors, but the results are not forthcoming. Sadly, nothing seems to be churning out as projected. The land acquisition issue is still unaddressed. Very high industrial land price and high interest rates erode us from being globally competitive. At the same time, skill development still sits on paper without any concrete evidence on the ground level. I suppose, investment allowance to the tune of 80% needs to be extended as in power sector, and to be introduced for minimum 5 years in key potential and most employment generating industries like footwear, textile and apparel. These steps would boost investment and discourage migration of profits and funds to easy investment like real estate. Cluster-centric industrial education to be introduced in curriculum from class 6th onward; this will create immediate local jobs for high school drop outs. This is to build a route to entrepreneurship for students of local industry and higher educationalists will easily transfer their education to local needs.

Vikas: By far, Make in India is the most ambitious program that India, as a country, has embarked upon in recent times. The vision statement backing this program and policy measures seem to be aligned. Make in India hugely rests on marked government -private sector partnership. Never ever in the past, so much thrust has been laid on local sourcing, local manufacturing, skill development, indigenous technology building, mass employment, special manufacturing hubs and corridors, reducing red tape, coupled with upgrading basic infrastructure. DIPP, under Ministry of Commerce, has taken a lead to reach out to industry in general and entrepreneurs of all hues in particular. Make in India, however, should not be viewed as a program in isolation as other key initiatives, such as Digital India, Start Up India and developing 100

smart cities, are part of the larger framework envisaged by the government of the day.

Drilled down implementation of the these programs and eventual ease in doing business in India, be it for home-grown Indian companies or those overseas ones wanting to establish manufacturing base in India, will determine the success quotient of Make in India and allied initiatives. A sustained budgetary allocation for Make in India and other such programs must be factored in subsequent annual union budgets.

Rajesh: We need to understand that Make in India is a structural shift and will need years, if not decade, before it will be realized. China didn’t reach the level in a few years. The government is making the necessary noises around it. There are issues that need to be addressed, and I think these will be done over time.

Anupam: This year’s budget is primarily focused on improving the lives of the populace living in smaller villages and towns. Against the backdrop of slackening global demand and staggering economic growth, the government intends to create a robust local market for the Indian manufactured goods and services. Since the foreign markets are slackening, the government has made sure the availability of all goods and services manufactured within India to boost and foster the Make in India campaign. The government committed ₹2.21 lakh crore towards improving infrastructure, including the construction of roads, highways and railway lines which would further foster the logistics and infrastructural facilities facilitating the business procedures in the country. A huge investment would take place in infrastructure which would foster the economic growth. The finance minister also realized the significance of the private sector contribution to the economy and the regulations which act as a hindrance would be removed. Finance minister also announced the setting up of 1,500 Multi Skill Training Institutes. Entrepreneurship education and training will be provided through 2,200 colleges, 300 schools, 500 industrial training institutes, and 50 vocational training institutes through open online courses. Seeing from an overall perspective, this would extensively strengthen the make in India initiative and make the business conduct in India extremely easy and convenient.

Naresh: A lot of confidence has been built among the global business community indicating India’s seriousness to move forward. World could partner with India and convert challenges to opportunities.

Ishaan: I think Make in India benefits the foreigners and is more about them than the Indians. More needs to be done to boost manufacturers who are home grown. They need to boost productivity, development of Indian entrepreneurs rather than attracting more non-Indian entrepreneurs.





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WHAT DOES IT SPELL FOR THE FOOTWEAR SECTOR?

Rafique: The footwear industry was expecting the implementation of GST to bring forth simplicity, uniformity and transparency in the tax structure and to accelerate the growth rate of our economy. The retail industry was expecting to beat par with the online retailers with respect to FDI policies. None of these unfortunately were featured with adequate focus in the budget. The footwear industry was expecting uniform rate of excise at 6% on all footwear to boost investment in domestic footwear manufacturing. However, the industry has got only marginal relief in the form of increase in the abatement from 25% to 30% and reduction in excise duty on rubber sheets and resin rubber sheets for soles and heels. Nevertheless, the excise duty on footwear still works out to 24% on transaction value, one of the highest in the last few years. Even the option of lower rate of excise duty, if one is not availing CENVAT credit, is not given to the industry. The growth of the footwear industry is affected by a very high taxation; even luxury goods are taxed at a lower rate than this. The reduction in excise duty would have encouraged investment and local manufacturing, created employment, particularly for women and the economically backward people and reduced the need to import as well.

The Retail Industry also expects a level playing field with the online retailers in respect to FDI policy and that the FDI will be used for improvement in infrastructure, create sustainable manufacturing facilities, generate employment and for overall growth.

Puran: It's disappointing. That this sector simply receives an abatement from 25% to 30%, which too, will marginally reduce excise duty. It doesn't justify the industry's status, looking at the huge potential and which has been a consistent foreign exchange earner with being at sixth place among the top ten.

Rajesh: If you look at the fine print, there are two items in excise duties that will have a bearing on the industry – (1) For rubber sheets and resin rubber sheets, for soles and heels, the duty has been changed from 12.5% to 6% and (2) Increase abatement in retail sale price (RSP) for the purpose of excise duty assessment for all categories of footwear from 25% to 30%. This is not of much help for organized retailers like us.

Anupam: The footwear industry currently attracts an excise duty of 12.5%. The government has increased the abatement rate from 25% to 30% and the excise duty on the leather footwear exceeding Rs1000 has been considerably reduced to 6% from 12% which would be a significant booster for the Indian footwear segment. The excise duty on the apparel has been increased which would augment the prices by 2-5% which would bring both footwear and apparel in synchronization. The excise duties on rubber and synthetic materials which are used for the procurement of the footwear have been decreased considerably from 12.5% to 6% which would overall reduce the excise duty on footwear from 9.4%

“IT IS A DISAPPOINTMENT THAT THE BUDGET DOES NOT COMPLEMENT MANUFACTURING THIS YEAR.”

– ISHAAN SACHDEVA, Director, ALBERTO TORESSI



to 4.2%. All the leather products priced above ₹2000 would receive an extra abatement rate of 35% from 25%. I must say this year's budget is a balanced budget with an overarching theme of realizing the staggered economic growth and without stepping down on the path of fiscal prudence. This year's budget would be definitely beneficial for the footwear industry from the manufacturing point of view, as the excise duty has seen a falling trend and the abatement rate has increased. The gap between the apparel and footwear industry is lessening.

Naresh: It's an ongoing dialogue with government and we are hopeful of government handholding with Footwear sector during these tough times.

Vikas: An otherwise hugely labour intensive, employment generating industry that must in few years' time absorb 5 million people has inexplicably remained untouched in the budget, though much of noise preceded the budget. In the past years, the footwear industry has often sought parity with the clothing industry in terms of general taxation and excise duty structures. While the clothing industry came under higher taxation in select categories, nothing much emerged for footwear category. The excise duty remains prohibitively high, so does the VAT component, thereby the deterrent continues for fresh investments, category expansion and even per capita consumption. The organized sector, as it remains under duress, which must be addressed. It is though anticipated that GST, once implemented, getting the States on-board, shall provide the much needed reprieve in terms of simplification, parity and transparency. SA

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SEASONAL CREATION

A new season always brings something fresh, be it colours or styles. The freshness and warmth Spring bestows upon us could revive senses, and thus in every creation the season's features are distinctly visible. We spotted some of them in VAPH Shoes' Vagabond collection.

Photo courtesy: VAPH Shoes







Best Dresses & Style Misses

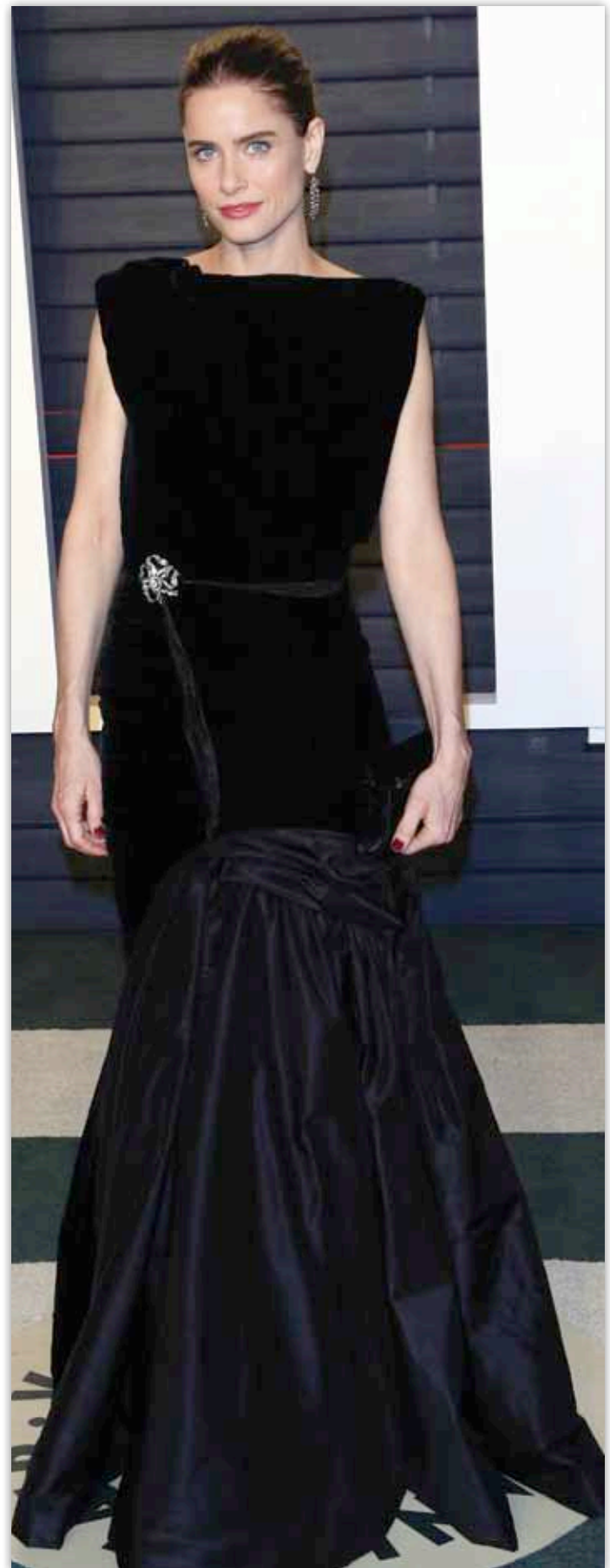
Plunging necklines and shades of black and white continued to be a winner at the 2016 Oscars, with pops of bold color throughout

Curated by: Dipika Chopra



PRIYANKA CHOPRA ROCKED THE RED CARPET IN A WHITE ZUHAIR MURAD GOWN. SHE PRESENTED THE AWARD TO MARGARET SIXEL FOR THE BEST FILM EDITING CATEGORY AT THE OSCARS 2016.

AMY ADAMS WAS SPOTTED IN AN ATELIER VERSACE GOWN AND BRIAN ATWOOD HEELS



AMANDA PEET WORE AN OSCAR DE LA RENTA PRE-FALL'16 BLACK VELVET AND SILK RADZIMIR GOWN TO VANITY FAIR'S OSCARS PARTY

THE EXPECTANT ACTRESS **ANNE HATHAWAY** GLOWED IN A BLACK NAEEM KHAN DRESS WITH A STUDED SHEER GOLD OVERLAY.



CAROLINA PARSONS LOOKED GRACIOUS AND MADE THE HEADS TURN WEARING A LONG SLIT WHITE EVENING GOWN WITH CONTRAST EARRINGS AND WHITE STRAPPY SANDALS.

DEMI LOVATO LOOKED STUNNING WEARING A **DOLCE & GABBANA** DRESS AND CLUTCH, **CHRISTIAN LOUBOUTIN** SHOES, AND **NEIL LANE** JEWELRY.



SOFIA VERGARA WEARS STUNNING CLEAVAGE-BARING WHITE GOWN WITH TIED HAIR TO COMPLETE THE EVENING LOOK

CALEB FOLLOWILL AND **LILY ALDRIDGE** BOTH WERE SEEN IN BLACK OUTFITS. **LILY** SHOWED SOME SKIN IN HER SEXY LOOKS IN **ALEXANDREVAUTHIER** COUTURE AT THE 2016 VANITY FAIR OSCAR PARTY



ACTRESS **EVE HEWSON** LOOKED RAVISHING IN A **HOUGHTON EVENING** SOFT NUDE GOWN

VICTORIA SECRET'S MODEL **CHANEL IMAN** STRUTS HER STUFF IN A ROCKING BLACK REVEALING CUT-OUT DRESS BY ISRAELI DESIGNER IDAN COHEN



BARRY DILLER AND **DIANE FURSTENBERG** COMPLEMENTED EACH OTHER WITH DIANE WEARING A STRAPPY BLACK AND WHITE EVENING GOWN.

MM&T AND FASHION ACCESSORIES UNDER ONE ROOF

Materials, Manufacturing & Technology and Fashion Access were concurrently organized at the same venue. The synergy between the two fairs onsite was strengthened as MM&T exhibitors could also go to Fashion Access to view the latest fashion trends under the same roof.



The leather sector is facing a challenging outlook in the face of soft demand in all sectors except for the buoyant automotive sector. The industry is subject to a world economy seeking direction with growth forecast at 3.4% for 2016 by the IMF – down from 3.6% last October – and China’s National Congress setting a “battling” growth objective of between 6.5% - 7.0% this year.

Since last year’s event raw material prices declined by around 40% to their low in July 2015 and benchmark Texas steers are still around 35% off the peak in March 2015 indicating that prices are still trading water. Last year, leather

had succeeded in pricing itself out of the market and opened the door to cheaper oil-based synthetics. This is still the case as the crude oil price is now languishing under US\$40 per barrel and large stocks of lower grade semi-finished leather are only just starting to stimulate demand at what are bargain prices, for example, for splits for sole leather.

The slowing Chinese economy has also muted demand for commodities across the board as prices slumped. Consumer demand in the world’s main developed western markets has also been muted such as the US and Europe – +2.2% and almost flat in Q4 2015 respectively. The shine has also gone from the Latin American economies that are primarily



dependent on commodity exports such as oil, grains, copper, iron ore as well as beef and leather. However, luxury brands are still doing well as rich consumers continue to spend whereas statistically in the USA, real household income is now lower than at the turn of the century by around 3.5%.

This is the backdrop against which APLF - Materials, Manufacturing & Technology (MM&T) 2016 was held. Supply, demand, prices and China - all were discussed and business negotiations took place in Hong Kong where the Meeting Place of the Global Leather Industry – or APLF - MM&T – was held for three intense and searching days. APLF, a joint venture between UBM Asia and SIC, offered business opportunities and a platform for diverse opinions from peers and competitors alike about how the leather sector is evolving with a dynamic ASEAN bloc coming to the fore and the giant Trans Pacific Partnership that is now ready to be launched in the near future.

FOCUS COUNTRY FOR 2016

This year, Turkey has once again taken the strategic decision to participate at MM&T as Focus Country. Turkey's marketing approach this year is called "Art Meets Turkish Leather".

The country sets out with the idea of bringing together artists and designers who had not worked with leather and to give them the challenge of working with leather for the first time.

This year there were 1,064 exhibitors from 48 countries and regions which included 24 group pavilions from 18 countries including Bangladesh, Brazil, China, Egypt, Ethiopia, France, Germany, Hong Kong, India, Italy, Japan, Korea, Pakistan, Spain, Taiwan, Turkey, UK and USA.

The Organisers extended a special welcome to Zimbabwe, which includes five companies that will exhibit their leathers and leather products.

FASHION ACCESS

Fashion Access was concurrently organized with MM&T at the same venue. Conversely, the synergy between the two fairs onsite was strengthened as MM&T exhibitors could also go to Fashion Access view the latest fashion trends under the same roof. In this way APLF as a whole reflected the complete supply chain of the leather and fashion accessories manufacturing sector.

Fashion Access is the prime venue in Asia where to source mid-priced fashion

accessories from both Asian and international suppliers. These accessories include bags, handbags, travelware, footwear, leather goods and their small leather goods such as purses, phone cases and wallets.

There were over 361 exhibitors, 7 international group pavilions from 25 countries. This international presence was formed by exhibitors from Australia, Bangladesh, Brazil, Cambodia, China, Germany, Hong Kong, India, Indonesia, Italy, Japan, Korea, Madagascar, Malaysia, Nepal, Netherlands, Pakistan, Philippines, Saudi Arabia, Singapore, Taiwan, Thailand, United Kingdom, USA and Vietnam. SA



ART-OF-RESTAURATEUR



*PRIYANK SUKHIJA, with his dignified businessman's demeanor, is Delhi's most successful restaurateur. He talks about his industry experience, advice for aspiring restaurateurs and his personal sense of style in a tete-e-tete with **Dipika Chopra***

Tell us about your career path. How did you get your start?

My career path by the grace of god has been smooth and very challenging ride. Born as Dyslexic, I never was among top rankers in my school. I belong to family of lawyers where all are very passionate about education but at the same time I always believe in dreams. Born as foodie, I felt that I can always offer people good food. I discussed with my dad and opened Lazeez Affaire at Malcha Marg which was my home at that time. I started and there was no looking back.

What has been your greatest professional success?

My start has been my greatest professional success. Dreams don't work unless you do. I dreamt of becoming a restaurateur and started working at the age of 19. It's been close to 20 years I am working now, and my ability of fulfilling my dreams is so far my greatest professional success.

Why did you decide to pursue a career in the restaurant business? Food has always been my passion.

What makes your restaurant unique from the other restaurants around?

My concept makes them unique. I travel a lot, and the places give unique inspirations. We build a brand instead of property, and we always try to bring in something new.

What's your secret to keeping customers coming in? What have been some of your most successful promotions, and where did they originate?

We never copy ideas. In fact, we have been the pioneer of many concepts in Delhi. Right from starting Sufi Nights to Karaoke

Nights to Unplugged, we always sense what people enjoy. At the same time we offer food, drinks and entertainment at the most affordable prices. Right from introducing 365-dishes menu at warehouse café to first burger café to Bollywood-themed café lights camera action, I have always made sure not to replicate any brand. Each brand has its own identity and offers something new every time to customer. This constant change is the reason that customers always stay hooked to us.

Do you enjoy cooking? Do you cook at home? Where did you learn to cook?

I don't cook because I have restaurants, and if required, I eat at my places. But I know I can cook, if I have to cook.

Tell us about your education related to restaurant management and culinary.

What did you like and dislike about it? In retrospect, would you change anything, if you could? What are some of the challenges of being a restaurant owner?

I never studied restaurant management. I feel if you really like something, you can follow what your heart says and can run the show. There are many challenges of being a restaurateur. One has to be on ride always to keep evolving. My challenge is to keep bringing the finest always.

Is there anything else you can tell us about yourself, your career, or the profession that would be interesting or helpful to others aspiring to enter and succeed in the restaurant business?

I just believed in my dreams and I worked hard to achieve them. I just feel there are no short cuts if you really want to be big. Just work and work, success will be yours.





PERSONAL STYLE

Describe your personal sense of style.

My personal sense of style is simple and casual. I like to carry casual look though I am not brand conscious. Belonging to hospitality look, I always have to carry the look which is presentable and impactful. My day meetings is all about simple dressing, and night events are all about semi-formal shirts or formal suits.

Your daily wardrobe

Casual shirt or T-shirt with comfortable denims and loafers.

Your favourite formal look is made up of?

My favorite is suited look with pocket square and belt with formal shoes.

A trend you would never be seen wearing.

Probably colorful waistcoats.

What has been your biggest wardrobe binge, so far?

There are many.

The watch you wear for an evening about town

I am watch freak. One thing that defines your time is the time you carry. I like to wear luxury watches like Hublot & Frank Muller.

Accessories you like collecting

Ties and wallets.

Favorite shopping destination

Milan and London.

Shoe/accessory brand that you would love to see in India

I hardly shop in India Keeping time constraint in mind. I only shop when I am on holiday which is mostly International vacations.

What's your one vice?

Always put your heart in what you believe.

You fear?

At times, I fear my fame. I know people expect lot from me in terms of giving them the best of food and nightlife in Delhi. I fear of under delivering at times.

Which person do you admire the most? And Why?

Narendra Modi for the Man he is. Simple and iconic.

What do you think is your most valuable trait?

My honesty and my ability to make restaurants. SA

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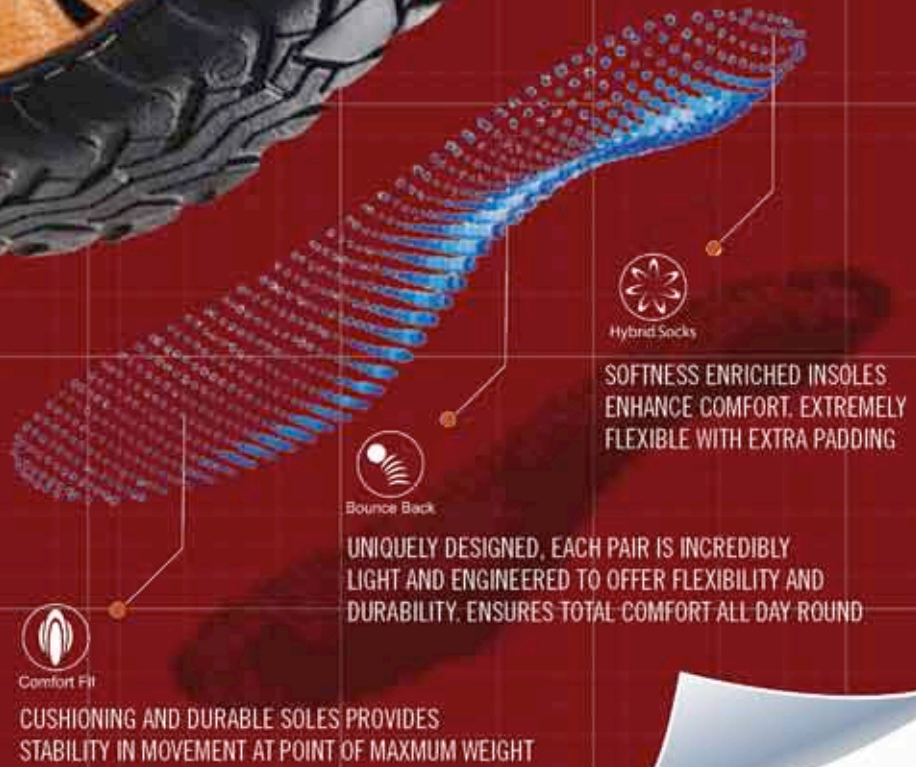
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