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Issue No.

BUSINESS OF FASHION

February 2016

Volume XVII // No. 2 // ₹100



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February 2016

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The Kidswear Special



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Present & Future

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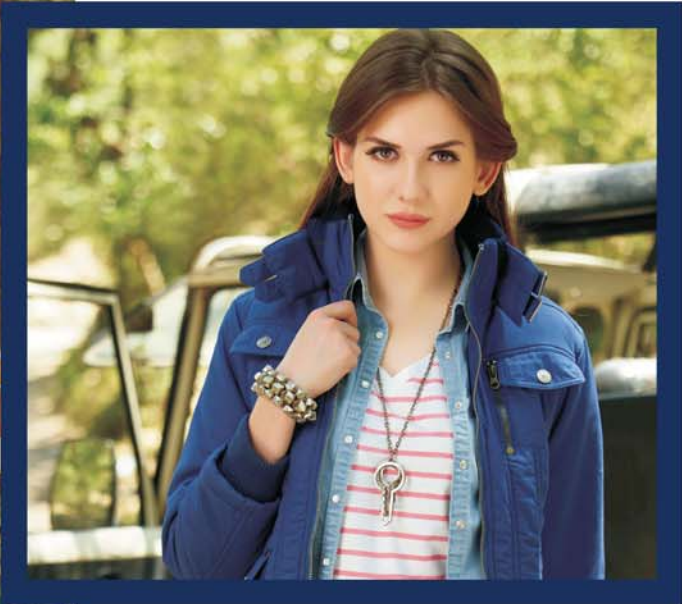


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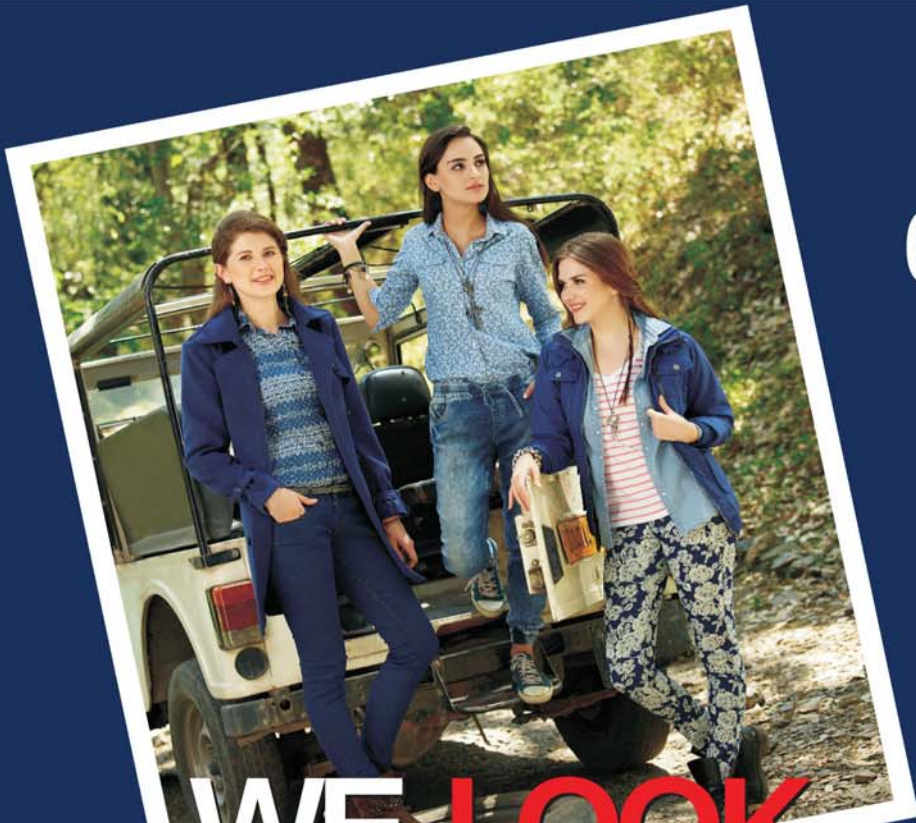


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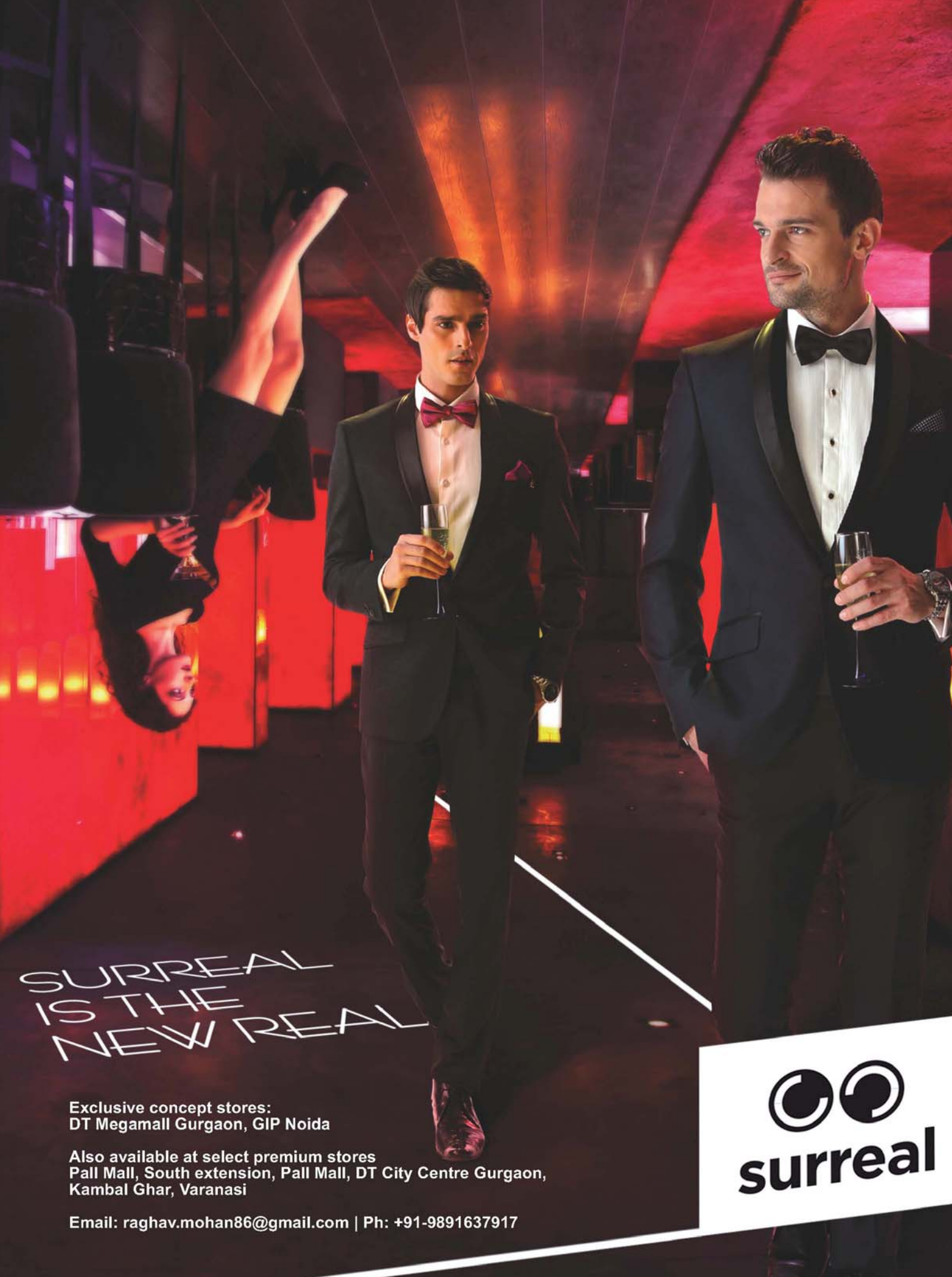


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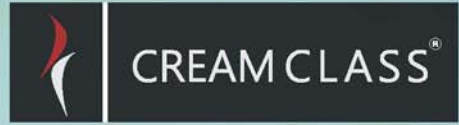
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Dear Readers,

Every loving parent would like his child to have the best. If within our means, I am sure all our kids would be flaunting 5+ digit-designer-luxury-brands. But then we think. And try to be more than loving... we try to be "wise/good" parent also. We wonder what message will we be giving the little ones. Will we be spoiling them or inculcating wrong value systems? And then we think some more... we calculate... and we try to be "intelligent" parents too. We wonder if it is worth it? ... considering the child will outgrow the dress very soon. So, we ponder on the "wardrobe life." We look at wiser options. It's like creating a fund for the next purchase during this very purchase. We look at organic skin-friendly stuff and then we buy "100% cotton." Budgetary provisioning again.

Further, within our quest for our goodness we then take primary p.o.s. decisions on colours, designs and prints only. Which are, in general, completely disastrous till we chose the next lesser disaster. We do the entire journey from Patch-Land to Graphic World for our boys and from Alice's Wonderland to Cinderella's Ball-room for our little girls. That's how it would have happened and that's how it happens.

We'll...we all play this game. But it's is a short game. It ends as soon as that child of ours begins to express his/her own preferences and taking their own decisions. But it's a game that parents in India are totally not in control of. And, for guidance there is little to go by. The parenting magazines which

are around focus little on fashion. Bloggers are totally womenswear skewed. Media work (fashion mags included) is only for women's and men's wear. They don't care about kids wear.

Team BoF was recently at an international exhibition where the Chinese fashion journalists were trying to impress upon European fabric makers to focus on kids wear as they felt it would be big in China soon. Pretty cocky for those who have just got the right to make a second baby, wasn't it? "Sorry honey...kids wear is going to be biggest in India..." we silently muttered. Our research in this issue shows that kids wear will grow from a market of Rs. 50,120 crores in 2014 to Rs. 1,38,540 crores in 2014. In this issue you will also read about Carter's—a brand that is Rs. 19,500 crores in size as on date. So Images Bof refuses to believe that kids wear mega brands can't be made. It is a huge challenge... but it is a huge opportunity too. We hope there are brands around who are looking at an INR 1000 crore turnover in kids wear over the next few years, because the future will belong to them. None else.

The kids wear brands in India indeed do have the huge task of up-sizing fast while managing their huge array of sizes and the best way would be to seize complete leadership in defining the looks within the various sub-segments. And a closer partnership with both Indian parents and kids has to be fostered. There is no other way.



Amitabh Taneja

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LETTERS TO THE EDITOR



The annual January 'Brands in India' issue of IMAGES BoF was eagerly awaited. Once it arrived I found it very well-written, the issue covered several things and was very informative in making my shortlist.

- Aakash Jain, Businessman, Delhi



The best part of IMAGES BoF magazine is that it covers an array of subjects in the apparel retail industry, the next thing is its unbiased approach in delivering information on not just only the big players. It is nice to read about emerging entrepreneurs sharing their business success in the 'Brands in India' issue.

- Neel Sharma, Retailer, Jaipur



It is no child's play to bring out a monthly specialist magazine and I am constantly amazed at how many fashion businesses you guys know. IMAGES BoF is a treat to read every month. I must congratulate the editorial team for their honest efforts.

- Vinita Kher, Academician, Bengaluru



I loved your cover. I am very much a gold and black and gold and white person. Very classy and very classic. I wish you all the best for your future editions.

- Agam Bhatia, Businessman, Delhi



It is indeed wonderful to see so many brands originating from India in the January issue of IMAGES. The magazine is scaling new heights in terms of design and content. All the best for the coming issues.

- Rohan Saini, Businessman, Kolkata

ADVERTISER'S INDEX

<u>Cover on cover</u>	VITAMINS
<u>inside front cover</u>	CLASSIC POLO
<u>front gate fold</u>	ROCKSTAR JEANS
<u>back gate fold</u>	TWILLS
<u>back cover</u>	OKS BOYS
<u>inside back cover</u>	ENDICOTT
<u>special opening insert</u>	CRIMSOUNE CLUB
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36,37	APPL EEEY	214	RECRON
151	BEEBAY KIDS	21	RUFF KIDS
12	BONJOUR	177	SAFEXPRESS
155	BUTTON NOSES	147	SIMPLY
15	CHASE	161	SMARTY BOYS
18	CREAM CLASS CASUALS	13	SMARTY BOYS
20	CROCODILE	153	SMARTY GIRLS
33	CRUSOE	141	SPARKKIDS
11	DEAL	19	SUNNEX
30	DE-MOZA	14	SURREAL
22, 23	DESI BELLE	111	TAEKO
169	DIVINE TOUCH	121	TANGO
159	DOLLAR CHAMPION KIDS	157	TEDDY
213	EPSON	143	TOFFYHOUSE
145	GARBO	125	UFO
24	IRONY	9	UJC
52	JUSCUBS	73	VALENTION
117	LUX COZI GLO	71	VAMAS
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Concept Store

Fashion e-tailer Yepme Takes the Offline Route

Yepme launches its first brick and mortar store in Delhi NCR

Pg No. 34

Fashion Tech

Smart Garments: Present & Future

From key functional benefits across health, wellness, sports, protection to fashion and everyday comfort, 'smart garments' are the new buzz word. Dr. Nupur Anand, Chairperson, Department of Fashion Technology, NIFT, walks us through the new vistas

Pg No. 38

Industry Speak

From Just Functional Clothes to DesignerTags: The emerging kids wear Industry in India

In an attempt to map the burgeoning kids wear market, IMAGES BoF talks to a few influential figures in the Indian kids wear industry.

Pg No. 53



My Thoughts

REVAMP YOUR KIDS WARDROBE THIS SUMMER

Style tips for kids and their parents for Spring/Summer 2016. A must read for fashion creators and retailers, from the Queen of kidswear fashion creation Mohita Indrayan.

Pg No. 58

Brand Launch

Babyoye from Mahindra Retail brings Carter's Inc. to India



Prakash Wakankar, CEO, Mahindra Retail welcomes Carter's to India. With a legacy dating back to 1865, Carter's is one of America's most trusted brands.

Pg No. 62



Round Up

MARKET ROUND UP 2015-16: KIDSWEAR, STILL AT A TEETHING STAGE

Zainab S Kazi takes a quick dive to wrap up the latest happenings and to understand the dynamics of kidswear in India, especially infant wear.

Pg No. 66



COVER STORY

KIDSWEAR IN INDIA: A MARKET MARKED BY CAUTIOUS OPTIMISM

Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion, Technopak, study the critical kidswear category and its finer nuances.

Pg No.46

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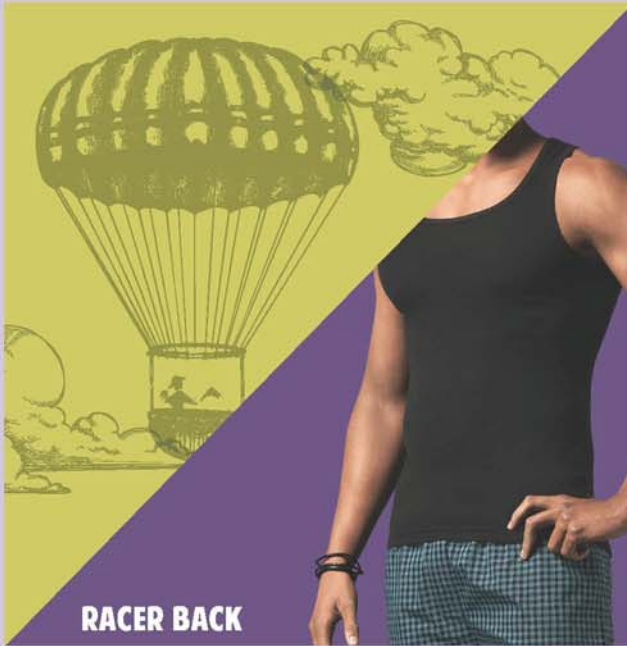
Pg No. 74

Curtain Raiser

India Fashion Forum 2016

Pg No. 87

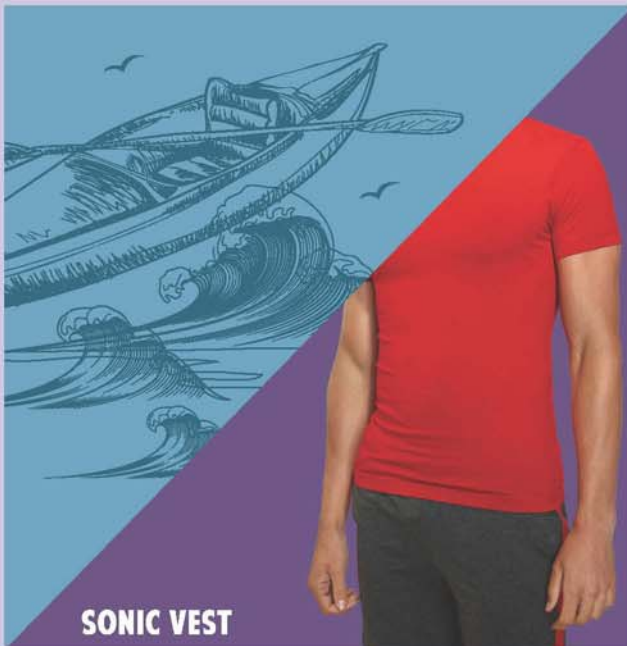
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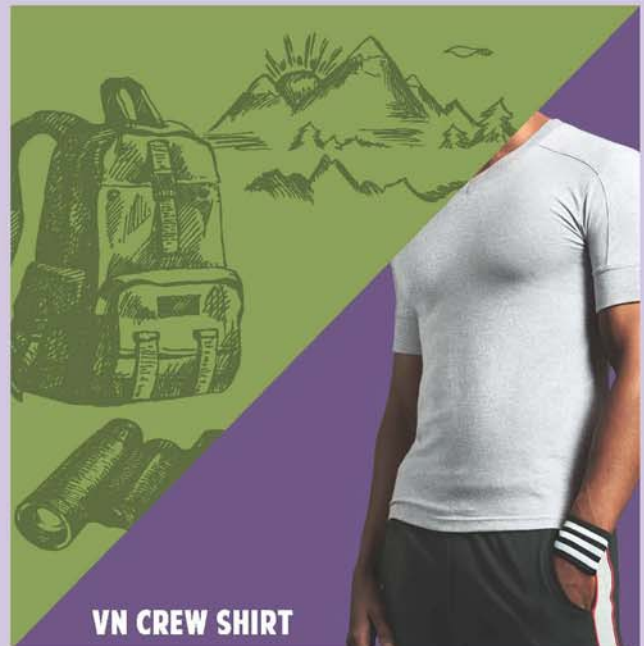
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IMAGES Business of Fashion

Yepme.com, India's biggest online fashion brand has brought its online shopping experience onto the offline space with its first brick and mortar store opening at DT City Centre Mall, Gurgaon on January 14, 2016.

The store aims to develop a connection between its customers and the brand, its products and culture, by facilitating touch and feel, understanding their best fits and foster better future freedom in buying their products either from the store or online and get it delivered at their doorstep. Yepme has kept prices common across both this offline and their online store. The physical store experience should help giving a differential advantage over other online competitors and increase its credibility as a fresh fashion



brand. The brick-and-mortar stores will also work well as a starting point for purchases and after they have figured out their fits and preferences if the range at the store is not enough to decide, the customers can always browse the online store and place orders there.

Yepme.com has built its business around the Fresh Fashion Model on the lines of leading global peers. The model operates by keeping the store exciting and fresh with Fresh Fashion merchandise showcased daily and is planning to do the same in its physical stores as well. The talented team of in house designers hand-picked from the top design institutes operates on high agility to curate fresh and new designs on an everyday basis. The team drives its inspiration by real-time research and analytics on latest fashion trends running in the global fashion markets.



Vivek Gaur, CEO and Co-founder Yepme.com, said, "The brand is taking a step to get closer to our customer, as customers can now experience the touch and feel of the product and the diverse range of the fresh fashion collection for both men and women. They can also try their best fit to make an intelligent purchase online or at the store. We are excited to see the response at the store and take customer interaction to the next level."

The store offers a diverse range of the fresh fashion collection for both men and women.

The physical store experience will help Yepme differentiate its offerings from other online competitors and increase its credibility as a fresh fashion brand. The brick-and-mortar stores serve as a shopping zone for customers and a starting point for purchases.







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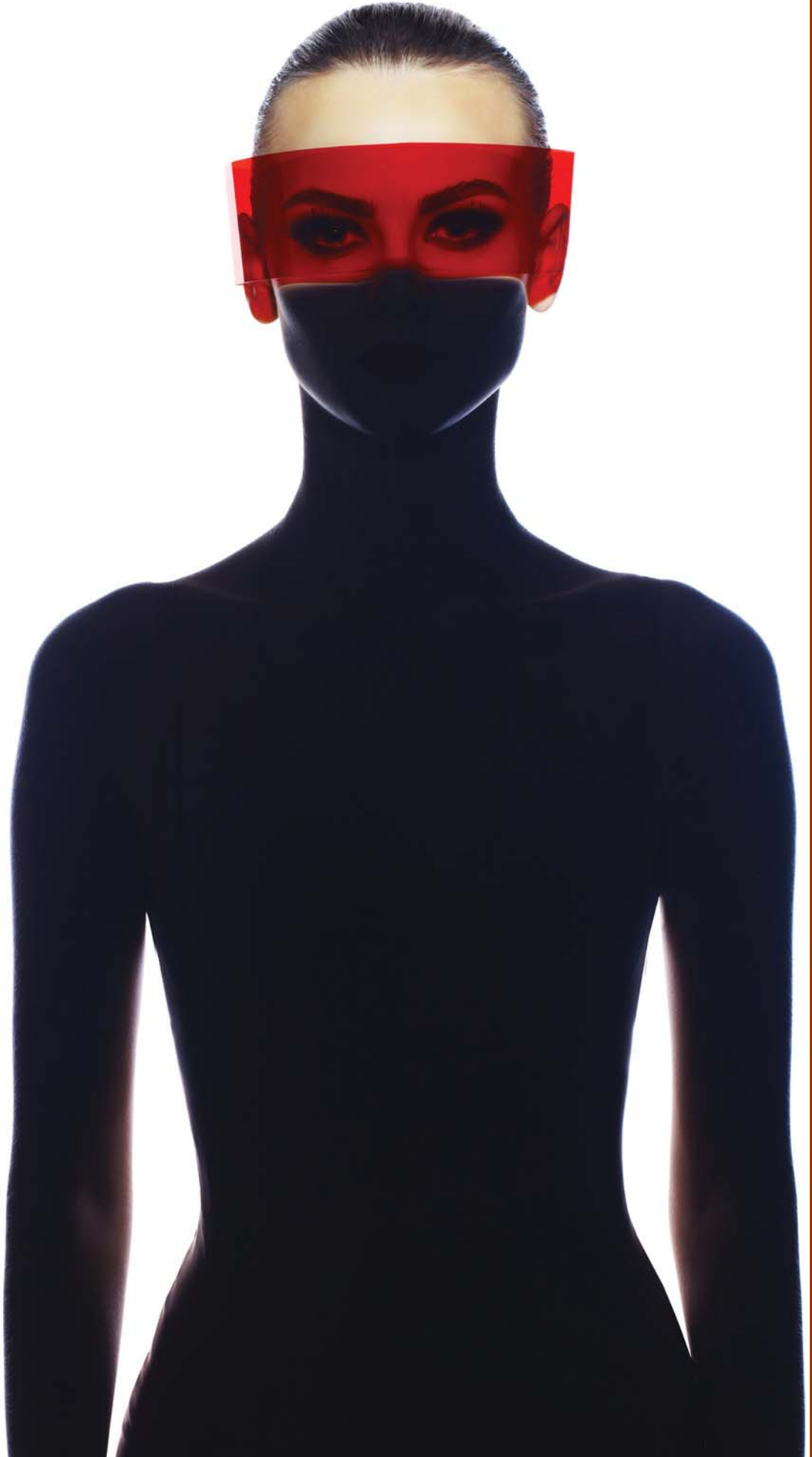
Like everything else, high tech is the way the apparel sector is growing too. From key functional benefits across health, wellness, sports, protection to fashion and everyday comfort, 'smart garments' is the new buzz word of the sector. Dr. Nupur Anand, Chairperson, Department of Fashion Technology, National Institute of Fashion technology, walks us through the new vistas

By - Dr Noopur Anand

I celebrated 30 years of “Back to the Future”, the remarkable 1985 Zemeckis-Spielberg film that’s etched in my memory, by buying the DVDs and screening all three of them back to back for my kids last month. I enjoyed it as much as I did thirty years back but something that struck to me more was that so many of the fantasy and futuristic concepts and gadgets shown in the films have already turned into reality and are a part of our everyday life. The wireless video games, handheld tablet computers, wall mounted wide screen televisions, video conferencing are all there, although my favorite the Hover boards are still not a reality but I am told that the prototypes are already in place and are successful. Wow, I am actually living the future. It’s true that the pace of technological advancement and innovation has been highest in our lifespan than ever in human history. It has completely changed the way we communicate, travel, exchange information, eat, live and drink. It’s no wonder that its changing the way we dress and clothe ourselves. Among

all the things that intrigued me, I was most interested in Marty’s auto adjustable jacket and power lacing shoes and lo behold these are almost a reality too. Nike has confirmed that it is releasing Marty’s self-lacing, light-up sneakers from “Back to the Future” to the public very soon.

Like everything else smartness and intelligence is getting introduced in garments and more so in last few years than ever before. We are abuzz with wearable technology, smart garments, intelligent garments, e-textiles, etc. These words are pretty much used interchangeably. In the broad sense, they all refer to any piece of clothing which has an electronic component to make it work like a gadget and enhance the service expected from a normal garment. Last year we saw increasing popularity of fitness wearables, Apple Watch, Fitbit wristbands, Polar fitness monitors etc. As per Gartner, 2015 will see the preference of fitness wearable shift away from the wrist wears to smart garments with a



jump from 0.1 million global shipments in 2014 to over 26 million by 2016, which makes smart garment a very promising sector for retail markets worldwide including India.

Smart garments are being designed with features for both functional and aesthetic end uses. **The functional smart garments help monitor health, enhance performance and contribute to improving the quality of daily life of the wearer. The aesthetic smart garments create greater interest by changing color, shape and some even depict the mood of an individual.**

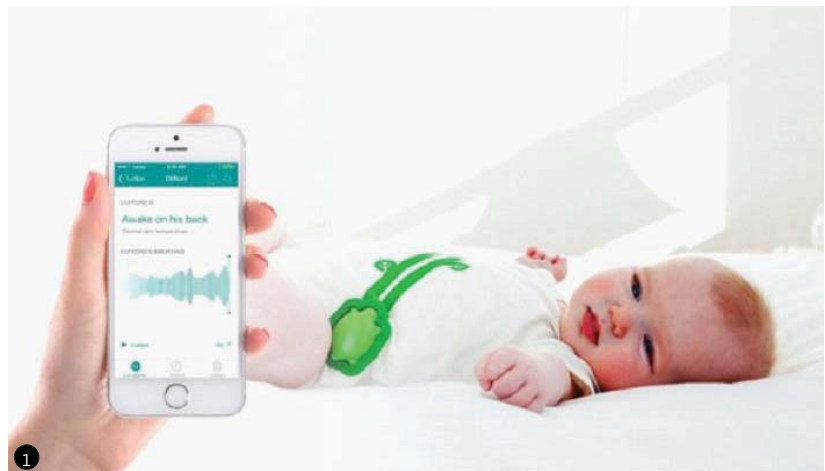
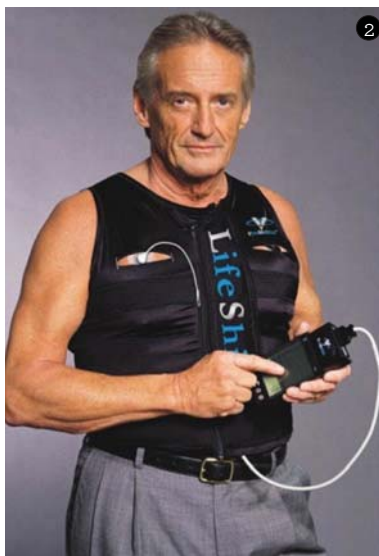
FUNCTIONAL END USE OF THE SMART GARMENTS

USE OF SMART GARMENT IN HEALTH CARE AND MEDICAL INDUSTRY

Smart garment are having a huge impact on the healthcare industry through functions of monitoring, recording and regulating.

Some such product categories are discussed underneath:

Smart Medical Shirts- They allow comfortable measuring and/or monitoring of individual biometric



data, such as heart rate, respiration rate, body temperature, caloric burn etc . This biometric information is wirelessly transmitted through internet to experts, where it is analyzed and then sent to the physician. Many companies are commercially manufacturing these smart medical garments like 'Life shirt' developed by VivoMetrics California, 'D shirt' by Cityzen Sciences France, 'Smart shirt' by Georgia Institute of Technology etc. Also some of the smart shirts are made for specific needs of the patients like 'Liquid Accumulation Vest' by Clothing+ , a Finland based company, which measures water accumulation in the lungs, to indicate heart condition and helps patients to follow treatment regime and adopt positive lifestyles

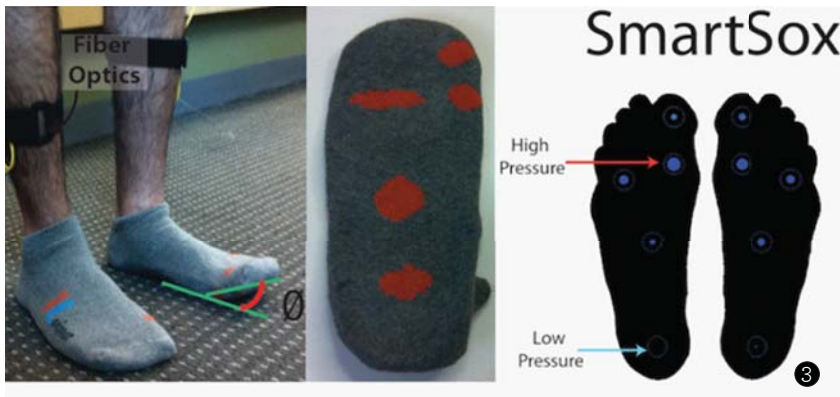
Across the world and in India these products with data capturing devices and transmitting real time data to personal computers for analysis by physician will greatly enhance the quality of life of the patients who need monitoring but are not sick enough to be in the hospital.

Smart Infantwear: Smart infantwear could help prevent Sudden Infant Death Syndrome (SIDS) commonly known as "cot death". The garment monitors babies during the sleep and has special sensors to monitor baby's heartbeat, respiration, sleep status, breathing, body

position. It also allows for parents to listen in on the baby and can have text message alerts sent to a parents. Some such garments are 'Mamagoose Pajamas' by Belgian company Verhaerth Design and Development and the University of Brussels (VUB), 'Exmobaby' by Exmovere (Virginia, United States), 'The Mimo Smart Baby suit' (Boston USA), 'Owlet Baby Care sock' by Brigham Young University. Additionally there are separate monitors which could be attached to baby clothing for data collection and sharing with parents like 'MonBaby' from MonDevices (NewYork) etc. With approximate rates of SIDS being as high as one in ten thousand in developing countries this product would be a boon for sleep deprived Indian parents.

Smart Bra: Scientists at the University of Wollongong in Australia are developing a 'Bionic Bra'-smart bra, that will change its properties in response to breast movement, giving better support to active women. **Smart Bra will tighten and loosen its straps, or stiffen and relax its cups, to restrict breast motion thus preventing breast pain. You see Marty's jacket in Back to the Future as I said is not far away.**

Further, Professor at Centre for Materials Research and Innovation (CMRI) at the University of Bolton is developing 'Cancer



Smart Socks: University of Arizona is collaborating with Hamad Medical Corporation of Qatar and with Novinoor for developing 'Smart Sox'. It's made with intelligent textiles and has sensors to warn the diabetic patient to put his/her feet up for a while to improve the blood flow. Researchers estimate that about three-quarters of diabetes-related amputations might be avoided with this kind of simple warning system and it will improve the quality of life of the diabetic patient.



detecting bra' which will screen breast temperature and gives an alarm in case of abnormal cells division in an uncontrollable manner thereby increasing the temperature of the breast tissue hence detecting breast cancer at the earliest stage. This product when launched will be a dream product for all women across globe

Smart Underwear: Royal Society of Chemistry reported that US scientists have developed 'Biosensor underwear' wherein biosensors can be printed directly onto clothing, to allow continuous biomedical monitoring like blood pressure and heart rate outside hospitals.

Smart Maternity belts: Cornell university is exploring concept of pregnancy health tracking Belt wherein the conductive silver fiber woven into

the fabrics will track the health metrics like heart rate, temperature, breathing, blood pressure of the mother and send the same to doctor. Similar work is also being undertaken at Europe where in a pregnancy belt to monitor a baby's heart rate is being experimented with.

USE OF SMART GARMENT IN FITNESS INDUSTRY- SPORTS AND ATHLETICS

Smart garments have a enormous presence in fitness industry. There are many smart garments which are commercially available which have monitoring features to give real time data feed to the sports person to better plan, regulate and control workouts hence increase performance and prevent injury. Some such product categories are discussed underneath:

Every 30 seconds a lower limb is lost due to diabetes globally. In India, about 1 lakh leg amputations occur every year due to diabetes-related problems, reports the Vascular Society of India. Of the 62 million diabetics in the country, 25 per cent develop sores, ulcers and life-threatening infections on their feet at some point during their lifetime, just imagine what such a garment can do to reduce this affliction.

Performance enhancing Smart

T-Shirts: These T-shirts have several sensors woven into a them to record some or all the Biometric data like heart rate, breathing rate and volume, steps, pace, calories burnt, intensity of the movements in workout, muscles usage patterns during workout, etc. The recorded data can be manipulated on an app through a smart phone or tablet to help the sportsperson to get most out of their workout and prevent injury. Some of these products are made in compression suits which actively helps with blood circulation and muscle recovery. Some such commercially available garments are Hexoskin (US), Polo shirts from Ralph Lauren (US), OM Smart shirt (US), Athos-(US) DShirt (France) Gymi Smart Shirt (Australia) Rshirt (France) Xsensio etc

In the same category there are socks, shorts and bra also available which record the required data for improved performance. For example MBody Bike &



5

Run (Germany) are muscle sensing smart shorts that help runners and cyclists to have knowledge of their muscle activity to help them to improve their technique and minimize injuries and Sensoria running socks which track runs in detail, offering information on pace, distance and time as well as pressure placed on the foot during running which helps users run faster and in better form and also reduced risk of injury. Numetrex heart sensing bra is commercially available heart rate monitoring apparel which makes real time data available for the active women to make workouts more efficient and effective.

Performance can also be increased by making the sports person comfortable which was the thought behind development of Climachill by Adidas.

The line incorporates titanium and 3D aluminum cooling spheres which provide an instant chilling sensation to help athletes' in warm conditions - lowering their body temperature so they can train harder, run longer, retain their focus and compete at the highest level.

With growing awareness of health and fitness in India a smart shirt which helps the individual in a guided workout will be the choice of many.

Smart shirts for coaching aid: Heddoko (US) has developed a compression suit embedded with sensors which captures movement in 3Dimensions and analyzes it. The data is a training aid to professional sportsperson and coaches.

Similar product called 'Swing monitoring Jacket' is also being developed by US scientists of Royal Society of Chemistry which will monitor swing for hockey and golf players helping the coaches to get insight on which muscles are engaged during the swing to coach the sports person accordingly.

Damage Prevention Smart Garments:

The smart garments not only enhances performance but also prevent injuries. For example 'Visijax Commuter Jacket'(see box) and 'Inflatable vest' called Spidi airbagtype and Hit Air jacket developed by an Australian company enhances the safety of motorcyclists. The jacket has air cushion system which inflates as the rider falls from bike providing impact protection to the neck, shoulders and back. The jackets can also be used for power sports and horse riding.

Much work has also been undertaken for protection of Skiers like 'Heated Ski Jackets and accessories' which are manufactured by many companies in US, UK, Germany etc . These heated clothing items for skiing like heating gloves, heating helmet , heating ear pads, heating undergarments etc keep the wearer warm in cold temperatures preventing snow based health complications. Philips , the electronics giant, is also looking into development of 'Life-Saving Ski Jacket' that has a built in thermometer, GPS, and proximity sensor. The thermometer monitors the skier's body temperature and heats the fabric if it detects a drastic fall in the body temperature. The GPS locates the skier, and the proximity sensor tells



6

Scough (US) It is a germ and pollution filtering scarf. The Scough has an advanced, activated carbon filter impregnated with silver nanoparticles which adsorbs and kill viruses and pollution before wearer breathes it . Scough creates a mini-microclimate of freshened air to keep one healthy and free from air born infections and pollutants.

These scarves if launched in India will be a runaway success with the recent awareness and concerns regarding the air quality in India especially the NCR region.



Visijax Commuter Jacket' (US) is designed for cyclists, runners, equestrians etc and has LED with motion-activated turn signals for hands free riding and indicating the intend of the sportsperson to the people around. Imagine its utility especially for a country like India where safety of cyclists is highly compromised.

the skier if other skiers are nearby.

Another such product called 'Adaptive Survival Clothing' is being developed by Jacqueline Nanne of Wearable Senses, a research unit of the Eindhoven University of Technology, which is a weather adapting sweater. The sweater is composed of 3 layers. The "inner" is the base of the garment, and it responds to the body temperature (Fabric opens when you are exercising, and closes when you are resting); The "middle" is the insulating layer and the only one that is not thermoregulatory; The "outer" which adapts to climate changes (the fabric opens when the weather is nice and vice versa).

USE OF SMART GARMENT IN EVERY DAY LIFE

Smart garments can contribute in improving the quality of life by providing Safety and comfort to the wearer. Many such experimentations and developments are happening across the globe which will be in the market in near future. Some such example are PowearIN jacket (see box) and solar paneled jackets . Solar paneled jackets developed by Tommy Hilfiger with solar company Pvilion can power the phone, ipods, smart watches etc. . Another example is a jacket with 'e-Blocker' fabric which absorbs almost 100% of the electrosmog produced by

the mobile phone hence protecting the wearer from phone radiations . A 'Hugging jacket' developed by T.Ware a Singaporean company which has airbags in the vest to simulate a hug. The accompanying smartphone app allows person to give a "hug" from anywhere. The jacket allows varying levels of pressure to be applied to different parts of the body, creating a more personalized form of physical interaction . The jacket has now been modified to have another end use i.e. 'Massage Jacket' to provide targeted point pressure on the upper and lower back with a rhythmic massage to the wearer anytime.

ASTHETIC END USE OF THE SMART GARMENTS

Smart technology has found its way in fashion designing and many fashion designers are dabbling in this technology to create innovative and aesthetically appealing designs and also interactive garments. Some such examples are underneath Clothes that are being designed using smart technology which will change color as per the wearer's mood or environment. Designer Lauren Bowkers of UK has designed a range of 'Color Change' garments which has EEG equipped headband which will change color at will i.e. Grey for the office, and a red for cocktails in the evening. Also, Bowker made an ink which can detect changes in air quality, heat, moisture, and UV light and clothes made with it will switch colors depending on the environment. Also, Concordia University in Montreal developed the 'Karma Chameleon' dress which can change shape and color according to the wearer's movement, taking energy from the body.



8

Jacket developed by PowearIN company of China has more than 20 pockets for storing stuff like phone, keys and wallet and for electronics like laptop, smart watch, mobile etc. It has five charging adapters in strategic locations and can charge all devices simultaneously from the dual 5,000-mAh battery packs stored in dedicated pockets. It has a pocket equipped with a wireless charger to charge a phone wirelessly, cuff and hem-integrated charger for handheld devices, a collar-based smart glass charger and a

wrist-integrated smart watch charger. The oversized button toward the top of the front placket provides control of the internal power system and external devices like a music player, camera. The rotary dial in it can be used to change music track, power on and off, take a photo or record video. It also has LED light affixed that can be used like a headlamp or wearable flashlight. It also has a load distribution system so that all that electronics doesn't weigh down the front of the jacket. Additionally the jacket folds and snaps into a shoulder bag when it is hot to wear a jacket. This jacket is a dream jacket for the geeks on move and will be an instant success in Indian context.

Dutch designer Anouk Wipprecht has constantly experimented with technology to create interesting designs. She designed 3D printed smart dress called 'Synapse smart dress' which is powered by Intel's Edison chip and measures all sorts of things with biosensors and reacts in different ways. It displays the concentration and focus of the wearer, a proximity sensor sets off LEDs if someone gets too close, a camera on the front can capture which objects or people are affected by the mood of the wearer. The same designer has also made 'Smoke dress' and 'Intimacy dress' in the past and her newest development is 'Spider dress'. This dress is a 3D-printed experimental dress crowned at the collar with robotic spider legs. The legs constantly move, reacting to real-time biometrics based on pre-programmed social norms and are assistive and adaptive to the owner's emotions and desires. Where the Synapse dress measured EEG brain activity and heart rate in real time, Spider Dress uses proximity and breathing.

Smart garments are ever evolving and are slowly but surely finding their way

in every aspect of human life. They are performing function of providing comfort, enhancing performance and safety and soon will be interacting with immediate environment and provide protection and guidance to the owner. The most exciting development which is ongoing is in the field of "Wearable drones". Well even Spielberg and Zemeckis did not think of these in their "Back to the Future" films. In future drones can be companion, friend and assistant to human race. They can be attached to the garments and can come in action in case of need. An under development concept drone called 'Breathe', has pollution sensor and filter and could hover in front of owners mouth and nose, cleaning the air they breathe when pollution levels are high otherwise it sits passively on the shoulder of the owners jacket (see box). 'Flare' which is a personal guide, it when deployed scouts for the better routes and guides its owner in unfamiliar city pointing out interesting sites along the way. 'Parasol', a drone act as a personalized weather drone and if it detects impending precipitation or high levels of ultraviolet radiation, it could morph into a protective gear (like an





The Breathe is a small plastic drone that sits on the shoulder when not in use. The plastic lung is constantly sensing pollution levels in the immediate vicinity, with air filtering in thanks to a small propeller hidden in the base. When levels of pollution get too high, the propeller launches the drone into the sky, where it flits in front of the user's face and filters pollution from the air that they breathe

umbrella) to shield its owner from harm. There are many more under development concept of wearable drones all targeted to guiding and protecting the wearer. We have seen and know a field of innovation and technology is going to change and rapidly take a leap if Google sets its eye on it. And behold smart garments have caught the eyeballs of the innovation giant. Google in June this year has announced its cooperation with Levi's to design wearable technology. Project Jacquard launched by both will create by weaving touch-pad style capabilities into the fabric. The new technology would enable people to make phone calls and send messages just by swiping their clothes.

Items like jeans, sweaters, jackets, carpets and even furniture could potentially be turned into an interactive device, to be

used like a track pad or button, according to Google's Advanced Technology and Projects (ATAP), which is in charge of the development. The new type of threads used for the material can be woven into any shape, size or pattern and be made either to stand out or be invisible. The interactive material would be able to understand various gestures like crossing your legs or swiping your sleeve with your fingers. The special fabric would also be capable of sending the data wirelessly to Smartphone and other devices, opening up an array of new types of applications, aside from the most basic communication commands like placing a phone call and sending a text message.

Well Mr. Spielberg and Mr. Zemeckis its time to create a new sci-fi future because what you thought was future has really become our past and the present.



ABOUT DR. NOOPUR ANAND

Dr.Noopur Anand is an academician with more than 19 years of experience. She is currently working as Professor and Chairperson of Department of Fashion Technology at National Institute of Fashion Technology, New Delhi. Her specialization is in field of Textiles and Clothing. She has done her doctoral (PhD) in field of Product Development (Smart Garment). Fit analysis and Pattern Engineering are the areas where she has worked extensively and she has been involved in providing consultancies for Govt. agencies and industry partners in these areas. Her research interest is product development and especially in 'Smart Garments'.

Source of pic:

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KIDSWEAR IN INDIA

A market marked by cautious optimism

The share of kidswear to total apparel market is higher for India compared to other developed markets like the US and Europe as India has a higher children population ratio. Amit Gugnani, Senior Vice President - Fashion and Kanti Prakash Brahma, Principal Consultant - Fashion, Technopak, study the critical kidswear category and its finer nuances.

KIDSWEAR CONTRIBUTES 20 PERCENT TO INDIAN APPAREL MARKET

In 2014, the menswear and womenswear segments contributed 42 percent and 38 percent respectively to the total apparel market while the contribution of kidswear segment was 20 percent. It is expected that by 2024, the contribution of kidswear to total apparel market shall increase to 22 percent owing to higher growth rate of kidswear segment.

The share of kidswear to total apparel market is higher for India compared to other developed markets like the US and Europe as India has a higher children population ratio.

KIDSWEAR MARKET IS EXPECTED TO GROW AT A CAGR OF 10.7 PERCENT BETWEEN 2014 AND 2024

Indian kidswear market was estimated to be of ₹50,120 crore in 2014 and is expected to grow at a compound annual growth rate of 10.7 percent to reach ₹1,38,540 crore in 2024. The market is dominated by boy's wear which contributes 52 percent to the total kidswear market followed by girlswear with a share of 48 percent. In the next decade, girl's wear is expected to grow at a CAGR of 11 percent and boy's wear at a CAGR of 10.4 percent.

HIGH CHILDREN POPULATION GROWTH RATE AND HIGH PER CAPITA INCOME GROWTH HAVE ACTED AS GROWTH DRIVERS

Among the BRIC nations India is the only country which had positive growth of children population from the period 2000 to 2015. This coupled with promising growth in per capita income in this

period has made Indian kidswear market extremely lucrative for both Indian and International brands and retailers. Though China's per capita income increased at a faster rate than that of India in this period, children population of China has shrunk due to population control measures followed by it.

KIDSWEAR MARKET IS STILL EVOLVING, SOME BRANDS HAVE FACED STEEP LEARNING CURVES

A few years ago most of the brands and retailers were extremely bullish about the potential of kidswear market. Consequently, a few of them transformed from a kidswear export oriented model to a domestic market focused business model. Some of them banked upon high debt financing to achieve scale and expansion. However, later the business dynamics of the market forced many of them to reassess their business model and re-orient their business strategy with the ground market realities. Some of them right-sized their retailer operation indicating a shift towards to a cautiously optimistic approach.

Allegations and counter allegations of financial irregularities with some of the Indian kidswear brands have made investors more cautious about the segment.



Kidswear 2016 Research Powered By VITAMINS

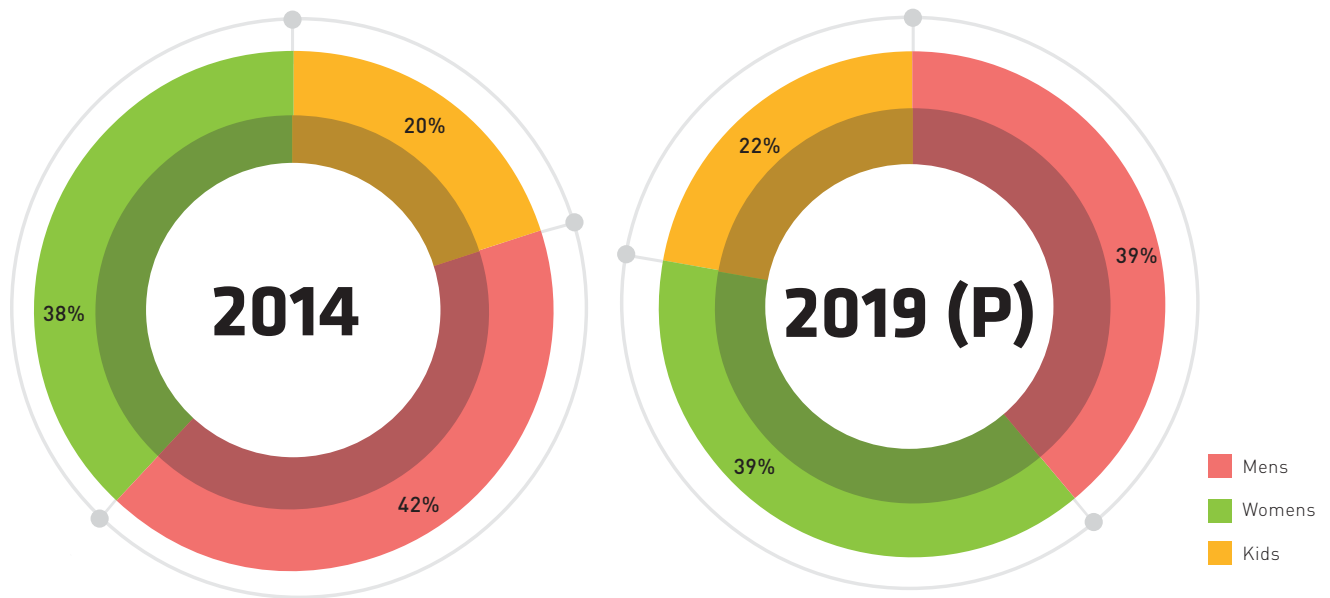


EXHIBIT 1: SHARE OF VARIOUS SEGMENTS IN INDIAN APPAREL MARKET

Source: Technopak Advisors

In case of economic down turn, parents consider trimming their own discretionary spending before considering any cut down in expenses incurred for kids.

On a positive note, the rapid pace of various developments in kidswear market has helped the brands to learn quicker by making the learning curve steep.

turn; in many cases parents trade down from a higher price segment to a lower price segment in times of financial stress.

TYPICAL CHARACTERISTICS OF CHILDRENSWEAR MARKET

CHARACTERISTIC #2: CONSUMERS HAVE HIGHER SAFETY CONCERNS FOR KIDSWEAR

The kidswear market faces its own set of peculiar characteristics and challenges. Some of the peculiar characteristics of kidswear market include: resilience to economic pressures, concern for safety aspects, high preference for cotton based clothing, high importance of product design and development, need of flexible manufacturing set-up.

Parents generally have higher concerns for safety for their kids and products that their kids use. Some of the key mandatory safety requirements for kidswear in developed markets include regulations related to flammability of kid's sleepwear, use of sharp edges and small parts owing to possible choking hazards, presence of cords and drawstrings in neck area, product labelling, use of chemicals in apparel as well as accessories. **Though mandatory regulations and awareness about safety aspects in much lower among Indian consumers, still many parents factor in safety related parameters in their kidswear purchase decision.**

CHARACTERISTIC #1: KIDSWEAR IS GENERALLY MORE RESILIENT TO ECONOMIC PRESSURES

CHARACTERISTIC #3: HIGHER PREFERENCE FOR COTTON BASED CLOTHING

In case of economic down turn, parents consider trimming their own discretionary spending before considering any cut down in expenses incurred for kids. In addition to this, kids normally outgrow their clothes quickly making it difficult to delay any purchase decision. However, kidswear is not entirely resilient to economic down

The preference for cotton is much higher for kidswear products across the globe and as



KIDSWEAR IN INDIA: A MARKET MARKED BY CAUTIOUS OPTIMISM

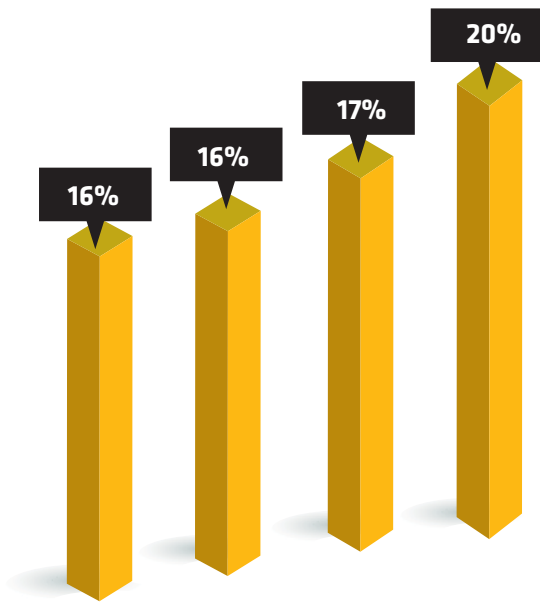


EXHIBIT 2: SHARE OF KIDSWEAR IN APPAREL MARKET OF DIFFERENT COUNTRIES, 2014

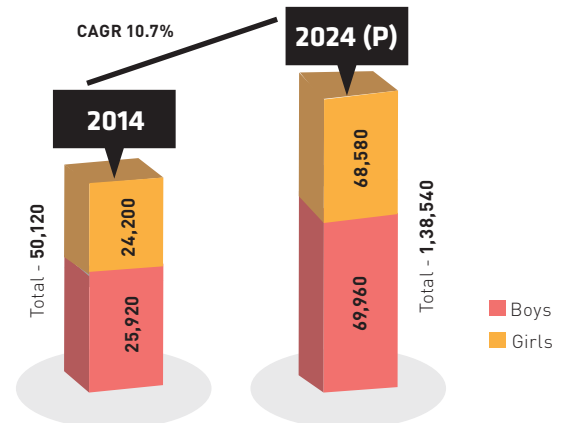


EXHIBIT 3: KIDSWEAR MARKET IN INDIA, INR Cr

Source: Technopak Analysis

The preference for cotton is much higher for kidswear products across the globe because of its higher moisture absorbency and better comfort characteristics.



well as in India. Cotton is preferred because of its higher moisture absorbency and better comfort characteristics. On the other hand, synthetics and synthetic blends are associated with low comfort properties.

CHARACTERISTIC #4: HIGH IMPORTANCE OF PRODUCT DESIGN AND DEVELOPMENT

Consumers, especially those of premium segment, prefer products with attractive designs and innovative patterns in kidswear. Many prefer garments with embroideries, patchworks and appliques in girlswear. Thus, product design and product development plays an important role in kidswear.

CHARACTERISTIC #5: NEED OF FLEXIBLE MANUFACTURING SET-UP

A high degree of complexity in manufacturing of childrenswear combined with smaller order sizes in the Indian

market makes kidswear manufacturing more complex than adult apparel. Hence, ability to manufacture and deliver quality kidswear of small order sizes is critical in Indian market.

KEY TRENDS IN KIDSWEAR MARKET

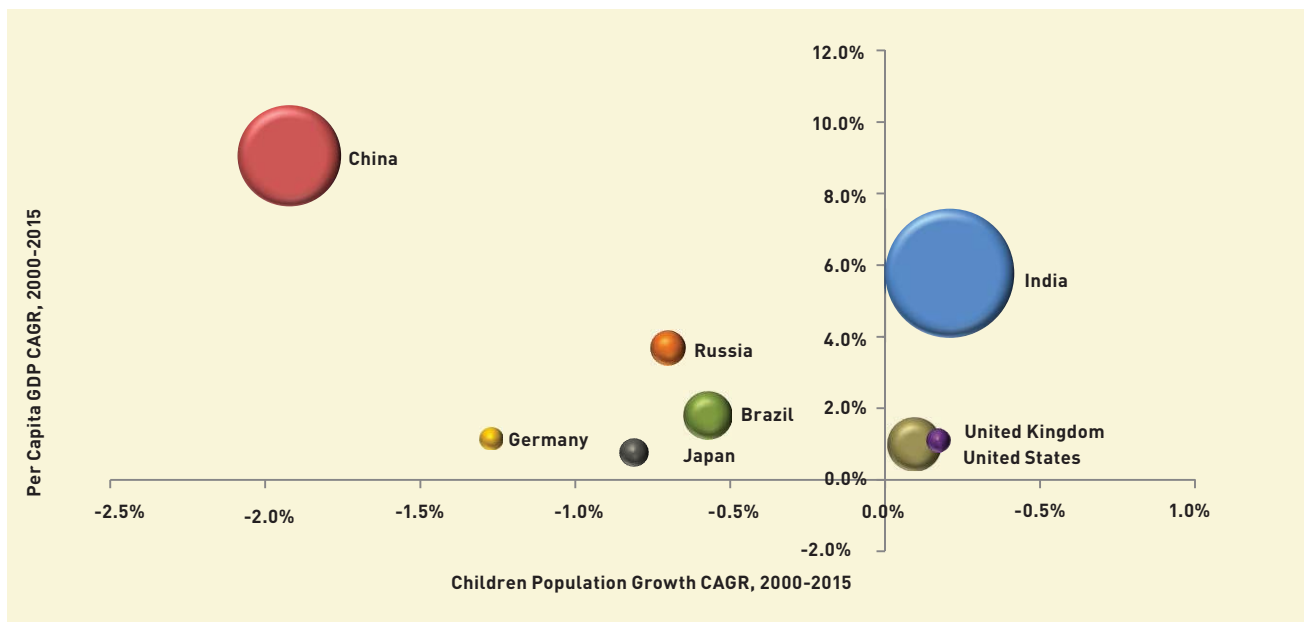
In the recent times, the kidswear market has witnessed several trends which have implications for stakeholders across the value chain. Some of these trends are discussed here.

The preference for branded apparel has increased in Indian kidswear market. Brand awareness of parents as well as that of kids of higher age brackets has improved owing to entrance of more brands and marketing activities of such brands.



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EXHIBIT 4: PER CAPITA INCOME GROWTH VS CHILDREN POPULATION GROWTH



BUBBLE SIZE REPRESENTS THE POPULATION SIZE OF THE COUNTRY

Source: United Nations, Technopak Analysis



School uniforms, which are also a part of kidswear market has also evolved as a category. Some of the schools mandate different school uniforms depending on specific functions as well specific seasons of the year.

CONCLUSION

Kidswear segment is expected to remain lucrative in the coming years, but it also requires cautious approach to penetrate deep into the segment. In the mass market price segment, the consumer is still very price sensitive as kidswear have limited life for the users. Managing a diverse product portfolio in kidswear segment also requires a well-structured approach which could adapt itself with the ever changing retail scenario of the country.

New entrants in kidswear market have to learn from the mistakes of the earlier players and factor in their key learning into their business strategy.

Retailers have started introducing kidswear specific private labels to cater to the price conscious consumer groups. Consumers have accepted these private label offering as alternatives to brands.

Brands and retailers are no longer restricting themselves to kids westernwear and have started offering kids ethnicwear as well. The trend of occasion-specific clothing has started gaining momentum even among kids.


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FROM FUNCTIONAL TO DESIGNER THE EMERGING KIDS WEAR INDUSTRY IN INDIA

In an attempt to map the burgeoning kids wear market, IMAGES BoF interviewed a few of the most influential figures of the Indian kids wear industry who expressed their respective views on the characteristics of the market, its growth drivers and key trends.

With rising family incomes, peer pressure, and exposure to global brands and retail formats, India is among the most promising markets for apparel now. A report submitted by Technopak documents that the Indian textile and apparel market is growing at a CAGR of 9 percent and is expected to reach ₹7,57,000 crores by 2023. Of the core categories, although menswear constitutes the largest apparel market share, it is kidswear that is growing at the fastest pace.

Over the last two decades, kids' dressing habits in India have witnessed a complete facelift. Expected to grow at a compound annual growth rate (CAGR) of 10.7 percent, branded kidswear is one of the most propitious markets in India now,

with specialists estimating it to become a ₹1,38,540 crores industry by 2024. What used to be just functional outfits a few years ago now flaunts tremendous variety with modish cuts, colors, styles, patterns and even designer tags – with good reason. With kids graduating into consumers earlier than before, brands now increasingly wants to shimmy up to them, engendering hitherto unseen growth opportunities for all players across the sector; right from brand owners, suppliers, to distributors and retailers.

In an attempt to map the burgeoning kids wear market, IMAGES BoF interviewed a few of the most influential figures of the Indian kids wear industry who expressed their respective views on the characteristics of the market, its growth drivers and key trends. Read on!!

What are the core competencies required to build a kids centric brand?



- Manu Indrayan,
Co-Founder & CEO, 612 League, Indian
Clothing League

Ability to manage product width and huge no of SKUs; Design capabilities leading to products appealing to both kids and parents; Understanding changes in the retail landscape and creating a dynamic organisation structure to quickly adapt to the developments.

Unlike adults, the sizes in the kidswear segment are quite elaborate. Please explain the how you address the sizing structure planning in your brand?

Yes, the sizes in the kidswear segment are quite elaborate. To deal with this, we have done extensive reasearch in our initial stages to create a perfect sizing structure which is suitable for the Indian kids wear market.



-Ojas Nishar,
Director, Vitamins

The first and foremost thing is that you need to have patience to set up this category. It's a very tricky business with kidswear. If you look around the world there are very limited brands in the kidswear business. In this business your working, finance and production have to be on the right lines.

We get it right as we have a strong back end team which insures the right sizing with our brand. Over the years, we have thought about it and feel a necessity to have a team who is working and concentrating on the best sufficed fits. Our motto is clear — to get the right fit at the right age.



-Monika Jain,
Director, Beebay, Beebay Kids Apparels Pvt. Ltd.

Passion and commitment to work, designing, creativity, knowledge of kids' tastes and preferences, leadership qualities and market knowledge of retail in kidswear. Unlike adults, the sizes in the kidswear segment are quite elaborate.

We provide sizes from 0 years to 12 years. Bifercated as 0-3 months, 3-6 months, 6-12 months, 12-18 months, 18-24 months, 1-2 years, 2-3 years, 3-4 years, 5-6 years, 7-8 years, 9-10 years and 11-12 years.



-Vinod Kumar Gupta,
Managing Director, Dollar, Dollar Industries Ltd.

Quality, affordability, availability and end to end manufacturing facility that adds an extra advantage to produce a good product. These are the competencies required to build a kids centric brand.

Children grow in spurts. Choosing the right size is important for a comfortable fit. Our starting size is 45cm followed by 50, 55, and so on. We intentionally decided to accommodate this 5cm gap from one size to another for the perfect fitting of our products.

What are some of major factors that influence kids' fashion?

Definitely, the emerging middle class with double income household resulting in higher purchasing power and growing influence of the internet and electronic media. Also, the lifestyle pattern of kids of today, ranging from hobby classes, tuitions, sports, social activities, etc., also play a major role.

First and foremost, if it is kid's fashion than it has to ensure comfortable and practical clothing. Comfort is the prime factor. The second important factor is that the look of the product should be appealing and it has to be skin friendly.

- Growth of upper middle class
- Need to pamper kids (dual-income households)
- Awareness among children
- Sense of style among parents
- Fashion and brand conscious parents and kids
- Exposure to international designs

Similar to the trends in men's wear and women's wear, the children's fashion segment has also registered growth in fashion accessories. Character licensing is another growing trend in the kids wear space. Apart from that, video games, science fiction character, TV series character like Hanah Montana, play stations all have a major influence on kids fashion.

How important are organic products and skin friendly fabrics? Do parents ask for these a lot?

Priority number one is skin friendly clothing. Baby's skins are very delicate and one has to be really careful about it. Our apparel are made of 100% pure cotton which is completely skin friendly.

We still have not explored the organic content in our product line. But yes, with its growing significance, we will look at this segment in the near future. This segment is also at a nascent stage as the Indian kidswear market is still very price sensitive.

Skin friendly products are important as parents are conscious enough for their kids. When buying from a brand they want to make sure that they buy good quality of garments that are safe for their kids' body and skin. Also they don't want their kids to get affected with any allergies or problems.

The first and foremost thing we have to keep in mind to produce kids wear is quality. This is a un-compromisable factor. Today's customers are far more alert then their predecessors. They scrutinise a brand or product extensively for its quality so as to ensure 100 percent safety for their kids.

What role do cartoon characters, sports and young stars play in influencing buying decision of kids? Do you also have some collections based on above, please share the details?

Cartoon character appeal more to the the toddler age group as it helps to live in a make believe world and they can relate to these cute characters. We do not produce cartoon based ranges as we cater to the tweens or 6-12 year olds.

Yes, we have a small collection where we have cartoon characters. But they are limited from the age of 1 to 5 years where kids are very prone to such characters, numbers, alphabets, etc.

Cartoon characters, sports and young stars play a major role in influencing buying decisions of kids. Girls these days get attracted with the "Frozen" theme. And for boys it is "Dora the Explorer". There has always been an inclination of kids towards cartoon characters like Barbie and others.

Due to the phenomenal media exposure, children today associate with various cartoon characters and want to be linked with them in as many ways as possible. Brands thus offer a range of T-shirts and accessories with cartoon characters printed on them. Characters such as Ben 10, Doraemon, Pucca, Power Rangers, Chhota Bheem, and Barbie are most preferred.



TOP FASHION PREDICTIONS FOR KIDS FASHION 2016-17



Trends change faster than seasons and customers are hungrier than ever for something to grab onto. From bold and bright colored pop themes with character graphics, fun slogans, geometric prints and stripes to an inventive twist to classic floral prints and vintage denims, we got you well covered if you are looking for a way to amp your new kids wear collection. Read on to know what the industry stalwarts have to predict for the upcoming season.

Manu Indrayan, Co-Founder & CEO, 612 League, Indian Clothing League

Kids fashion almost completely repeats adult fashion trends, fluid fabrics with

colored prints and indistinct patterns resembling watercolor drawings. In terms of surface ornamentation style embroideries, beautiful lace, fringe, appliqués and ribbons. A lot of fancy knit tops and lowers.

In my opinion, 2016 must-haves are:

1. Lace dress & tops in jewel tones
2. Wide leg black trousers
3. A classic white shirt with ruffle detailing
4. Boho maxi dresses
5. Summer robe coats

Monika Jain, Director, Beebay, Beebay Kids Apparels Pvt. Ltd.

I am heavily betting on themes like eco-surf, creature craft and nature's lens.

Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd.

Most of the key players in this segment have concentrated only on western dresses

but now they have started foraying into children's ethnic wear categories and are offering ethnically styled products for kids. Another vital thing which will get a huge shape in near future is online retailing.

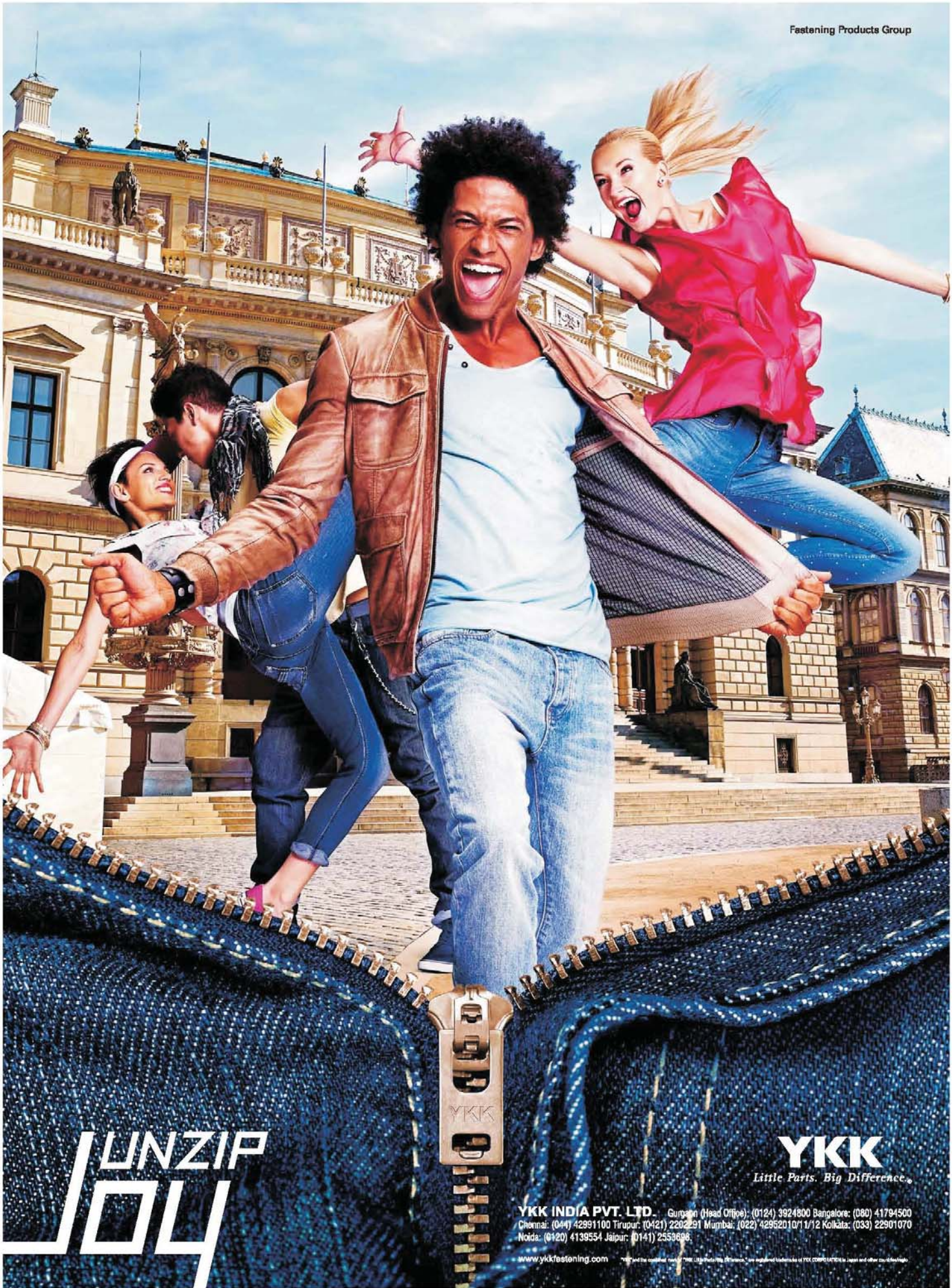
-Pradeep Arora, Managing Director, Creative Casuals (India) Pvt. Ltd., Cotton Casuals (India) Pvt. Ltd.

Upcoming trends will include auto stripes and dazzling colors but in case of baby girl's, soft colors are expected to be in vogue.

In terms of themes, sporty look and characters will expand its market, but then, the quality of the characters will have to be enhanced. Characters come into demand for a particular age group, infants staying aloof of it.

Moreover, in my opinion, different shades of the same color will be more in demand with fresh look coming up every season.





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MOHITA INDRAYAN IS THE CO-FOUNDER AND CHIEF CREATIVE OFFICER OF 612 LEAGUE,

India's first clothing brand for pre-teen children i.e. 6-12 year-old kids and has conceptualised the entire product range for this brand as well as for the Baby League. In her current capacity, she handles the product development by working closely with her design team to create seasonal ranges. She is also responsible for the brand's retail merchandising and marketing.

A DPS RK Puram and Maharani Gayatri Devi School alumna, Mohita graduated in Economics from Lady Shri Ram College. She then went on to pursue her post graduation in Apparel Marketing & Merchandising from National Institute of Fashion Technology, New Delhi. After finishing college, Mohita started her career as a Visual Merchandiser by taking up a few retail consultancy and sales training projects. In the meantime, she also took up the role of guest faculty at NIIFT, Mohali in the areas of Retail Marketing & Merchandising, Visual Merchandising & Product Development and initiated a one year Fashion Retail Management course for the college. It was the year 2009, when Mohita finally joined hands with her husband Manu Indrayan in his second business venture Indian Clothing League Pvt. Ltd., to manufacture and retail branded garments. Since then, she is fully involved with both the brands 612 League and Baby League under this company.

A firm supporter in the cause of saving girl child and a mother of two daughters herself, Mohita may not be formally involved with any social organisation but endeavors to do her bit by creating a special girl's clothing range within her brand 612 League to take this message forward. Juggling with a hectic schedule doesn't stop Mohita from practicing Kathak, reading fiction and staying connected with her loved ones.

REVAMP *Your Kids Wardrobe* THIS SUMMER

As we leave the gloom of winter behind, there's one question on all of our minds — inspiration for the spring/summer season. Read on as Mohita Indrayan shares her style tips for kids and their parents for Spring/Summer 2016. A must read for fashion creators and retailers, from the Queen of kidswear fashion creation herself.

While the winter gone was all about layers, cute mittens and bulky cardigans, summer is now close on the heels. This calls for a quick-fix update. What worked well, in terms of colours, fabrics and trends will be out and redundant as the mercury rises. To make sure that you're on top of your game, you will need to ascertain that your junior's summer wardrobe has all the summer essentials he/she needs to get by in style. After all, there's no way he/she is going to settle for anything less.

If you're wondering when this transition from docile to demanding really happened, know that it's inevitable. The truth is, the days when fashion was the exclusive preserve of adults, are long gone. With so many TV advertisements promoting that "grown up" feeling, with children trying on their mother's oversized sandals or their father's neck tie, the message is clear: they will no longer take fuddy-duddy outfits or worn out hand-me-downs from elder siblings lying down. If you want to avoid those frowns and sighs of discontentment,

make sure you're well-armed. The exposure to mass media, peer pressure, a growing sense of awareness about fashion trends and the overwhelming variety of choices even at an average clothes store mean that they are spoilt for choice.

To cater to this ever-growing segment of fashion conscious children, a host of apparel brands have sprung up to creatively satisfy this need. These brands are not only in touch with what goes down well with the picky children, but have also mastered the art of keeping the parents happy with their selection of trendy and practical offerings. What's more, they are increasingly offering their products online so no time is wasted driving, parking and returning home after waiting in never-ending queues.

For starters, anything that's too fussy, flimsy or high maintenance will never make the cut, neither for children, nor for their parents. This is why the latter has been leaning in favour of Western outfits – they seem to be perfect for their children's active

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Bye-bye nursery prints and cutesy frocks, the “mini me” junior is here to rock the faux fur, asymmetrical zips and berets with equal ease and finesse.



lifestyle by offering durability, practicality and convenience. They have also been a hit with the children by assuring them that they can look like their peers even as they stand out for their individual style statement. A particular aspect of this overarching trend is the bent towards outfits with that contemporary touch whether it's reflected in the styling, the motifs, colours, silhouettes or accessories. Bye-bye nursery prints and cutesy frocks, the “mini me” junior is here to rock the faux fur, asymmetrical zips and berets with equal ease and finesse.

A common trend across girls and boys clothing is, however, the growing awareness about the material being used. The fact that it needs to be soft, long-lasting and easy to wash and maintain form the chief concerns of anyone wanting to make a wise purchase. So, fabrics such as cotton based denims, georgette, rayon and crepes are among the preferred options. Natural materials such as cotton and linen are all set to be the highlights of summer lines designed for children. Needless to say, the choice of

fabric gone wrong can mean that the entire look takes a beating. So, children (yes, they are taking sartorial decisions independently these days) are exercising their right to choice very carefully. The shift towards that understated shimmer will be high on the radar of fashionistas. Folk style with different embroideries, fringes, appliques and ribbons will dominate kids' apparel in summer 2016.

Talking of specifics, shorts, skinny jeans, printed bottoms and one piece summer dresses are here to stay for young girls. The fact that all these garments are versatile and can be mixed and matched to create new ensembles each time, lends them that versatility that children's clothes often lack. For instance, your little one's summer shorts can be worn with mixed print tunics for that carefree look. Fauna prints will also be the season's favourite as butterflies, birds and cats will become great summer motifs. Adorable pets that have long been every kid's best birthday present will now find an echo on their clothes. Mexican inspired embroideries and prints will make a strong entry. Fancy knit tops and lowers will be just as popular. Another look that your little girl needs to rock this summer is distressed denim. To add that zing and bring out her funky side, make sure you get home the one

Boys can get by this season by layering like a pro. Let the trusted denims stay but improvise with printed shirts, checks and tartans.

with patches, embroidery and beads – these quirky add-ons are bound to recreate that festive feel. For those evening get-togethers, keep a couple of dresses in dreamy colours and flowy drapes because nothing screams dainty and girly like tiered party outfits.

For formal/festive evenings, remember, a hint of glitter won't hurt – be it on shoes, hemlines, collars or as small details on that party dress. As the season changes, a switch to softer, natural hues like beige, cream, light blue, sand, and coffee will be inevitable. High shine fabrics, delicate lace, sheers, tartans, checks and graphic stripes are all set to redefine summer in 2016. Like we said, runway trends from adult fashion will also see an imprint in kiddie outfits. So, don't just resign yourself to casual and boring.

Boys can get by this season by layering like a pro. Let the trusted denims stay but improvise with printed shirts, checks and tartans. Staid hues will be passé as the quintessential blacks and blues will lose out to brighter colours. This summer will be all about coloured bottoms, cargos and joggers so your energetic little son can enjoy the outdoors by putting his fashionable foot forward. Digital and animal prints are going to be popular as well, bringing in that fun element that forms the very basis of kids' clothing. Pick outfits with easy zippers, multiple pockets and camouflage-inspired colour palettes – don't let comfort or style conflict with each other – pick something that has both. Don't shy away from mixing patterns. Prints and patterns that create a



3D imagery apart from monochromatic and gender-neutral ensembles that support their active life and everyday adventures will be a hit. Classic silhouettes in both, novelty and performance fabrics will be used extensively to tread that thin line between comfortable and fashionable so they can take the high (fashion) road the next time they leave the house on their bicycle.

The good news is that these trends are easily available. Getting the best bargain no longer includes a visit to the mall or the overcrowded market. For super busy parents, there's a wide selection on offer

on online shopping portals. Just a couple of minutes spent with junior on that kids' apparel site can help you choose the best at a competitive price. A smart shopper will specially benefit by keeping a track of online sales so as to make the most of the discounts. The best thing is that you don't have to wait for the season to end in order to save money. Most e-commerce websites offer discounts, deals and offers all year round. So, gear up and make it your weekend's mission to upgrade the little one's wardrobe before the season comes on full swing.





BABYOYE

BY MAHINDRA RETAIL BRINGS CARTER'S INC TO INDIA



Mahindra Retail, a part of the USD 16.9 billion Mahindra Group recently announced the entry of Carter's Inc, one of America's leading brand of children's clothing, gifts and accessories, to its chain of BabyOye stores across India.

In an exclusive interview **Prakash Wakankar, CEO, Mahindra Retail** says, "We are delighted to welcome Carter's to our stores in India. With a legacy dating back to 1865, Carter's is one of America's most trusted brands and this partnership is part of our strategic vision to offer young mothers the best of world-class products that encompass the entire spectrum of baby and child care needs. Carter's is already available online at www.babyoye.com and on our app and our customers can now also shop for the complete range in BabyOye stores across India."

By Gurbir Singh Gulati

EXCERPTS OF THE INTERVIEW

Tell us about the partnership between Carter's and BabyOye by Mahindra?

At the moment it is a 'buy & sell' arrangement. But because of the nature of the two organizations, we are doing things in a manner which is true to Carter's experience anywhere in the world. The relationship ensures that the brand is sold through the same fixtures, fitments that are there in Carter's stores anywhere in the world. The brand and its sanctity are maintained in a manner which is appropriate in keeping up with the brand's philosophy and its guidelines. It is an operating partnership but the commercial transactions are purely at this point is 'buy & sell'.

Share with us the planning in terms of products and age group for Carter's in India?

The product portfolio that we are getting for the Spring/Summer'16 collection is between the age group of 0-7 years. In store, we will focus on the sweet spot which is 0 to 2 years. Products for babies beyond 24 months is available on babyoye.com as well as on our mobile app. On our website we have created a special microsite for Carter's that mirrors the carters.com experience.

We can grow further in our partnership and it is possible that we will not only have the 8 year plus collection added but also look at some accessories in the times to come. We are also vying the opportunities of launching a wider range in the stores. But as

of now, both the companies agree that in the start we should take baby steps, consolidate and take our learnings to move forward.

What will be the retailing map for Carter's?

We are launching Carter's stores in about 40 stores across 15 cities. In this plan, all the major metros are covered. Also markets like Ludhiana, Ahmedabad, Pune, Coimbatore, Vizag are among the targeted ones. This is planned looking at the store capacity and execution level available. Carter's brand will have a shop-in shop format of 250 sq.ft. in each of the 40 BabyOye stores.



“The reality of the domestic kidswear market is that there is a very large unorganized mom & pop market and therefore whatever you talk in terms of market size it will revolve around 4 or 5 key players in the organized market. This is directly proportionate to the growth of number of babies. What I feel is that quality is a paradigm which has to shift in the consumer mind, because it is impossible before you are willing to sell below product cost.”

– Prakash Wakankar, CEO, Mahindra Retail

Tell us about the retail expansion plans for BabyOye?

This year, as we speak, we have added around 25 stores. We will end this year with no less than 125 stores. So between January and March 2016, we will added another 15 stores.

We have grown very strong on the franchising format. Currently we have

32-33 franchises and the rest are company owned stores. I think the ratio will move in the same proportion. We have ventured into new cities and in total we are present in 52 cities today. You can go to Gangtok, Imphal, Jammu or come down to Salem, Coimbatore, Vizag and Bhavnagar and you will find BabyOye stores there. So the idea is to expand and make the product range as available as possible.

What are the criteria for a franchise partner?

Broadly we encourage our franchise partner to be between 1200-1500 sq.ft. The investment risk gets limited. We follow what we call in our jargon as agency model. This means that we own the stock and the billing at the point of sale (POS) is in our name. So the customer data and the experience is ours which I think is very important. The franchise has the rights to decide what the products mix would be in his catchment which will work as a good combination. The franchisee are our partners with whom we want to grow together.

Tell us about your progress in e-commerce?

The online business www.babyoye.com is what we acquired in December 2014. And what we have been able to do is revamp the complete website and launch the mobile app about which we are really excited about. In less than three months from the time we have launched this application, we have exceeded 1,25,000 downloads. Our uninstall rate quite amazingly are in the high twenties. Our average transaction value on the app is growing. We are getting increasing traction both on iOS and Android platforms. We have added a wide variety of of about 12,000 products on our website, many of which will not be always available in the store. Then, there is the whole omni-channel idea that we are working on.



Perspective By Kevin Corning, EVP International, Carter's, Inc on their launch in India.

Carter's is a 3 billion dollar company in terms of annual turnover. Our international market comprises of about 10 percent of our annual revenue. Within international markets our biggest business is in Canada which used to be our licensee which we purchased in 2011. We have incredibly successful business in 150 stores in all the provinces across Canada. Outside of that we have what we call as 'Partners Business' and this is the business that we sell to partners across the world, who then operate Carter's business on our behalf in four walled stores and sometimes in shop-in-shops. Our relationship with Mahindra Retail falls under the 'Partners Business' model.

Carter's produces products for right from new born till the age of eight years in United States. Our sweet spot where we dominate market is in the infant wear category where we have 20 percent market share. Carter's gives value for money products at accessible prices. Right now we are looking at importing products to India. We manufacture primarily in China, Cambodia, Bangladesh and Thailand. We have in the past sourced products from India and there is a possibility that we can do this again.

We also do business with global accounts like Walmart and Cosco. We have expanded with Walmart in the last year in markets like Mexico, Brazil and we will be going to Chile in the near future. This is the structure of our international business. In India, in the near future we would clearly like to have our exclusive brand outlets which we would call four wall stores. This is something which could evolve in our relationship with BabyOye by Mahindra. We are looking at opening exclusive stores in Mumbai, Delhi, Bangaluru and Hyderabad.

Are you looking at expansion in nearby countries?

We certainly are. We have opened our first international store in Mauritius which has opened on a franchisee basis. We are exploring opportunities in the Middle East, Sri Lanka, Nepal and Bangladesh.

Tell us about product expansions in your store?

There has been a slew of price level adjustments and an introduction of new products. We have introduced hardline products in BabyOye branding. We have BabyOye strollers, high chairs, etc., which allow us to price things better than they would be if they were from a third party brand. So we are seeing grater traction in our stores.

How is the new brand name change from Mom & Me to BabyOye working for the company?

I think it is working extremely well. When

we decided to do the name change, it was necessary for us to have one brand across channels — both virtual and physical, that was the genesis. BabyOye as a brand name is clearly sharper, its more youthful and it connects with the younger parent lot better than Mom & Me. **This brand name change also gave us a chance to revitalize our stores, revitalize our employees and really give them something new to look forward to. So to that extent the brand name change to BabyOye has worked very well and it has got very encouraging responses from our existing customers. We also have some new customers coming in.**

Tell us about your loyalty program?

That's doing very well. In fact, now we have been able to combine the online BabyOye erstwhile consumer base with the erstwhile Mom & Me consumer base and today they can earn and burn points on both the platforms. So you can purchase online and earn points and burn those points at the

physical stores and vice versa. We have an excess of 2.2 million customers that have shopped at one point of time or the other and a very active base. The nature of our business is that the consumers come in and go out unless they have a second child for us to continuously acquire new consumers.

What is the product and sales ratio in your store?

About 80 percent comprises of kids and baby wear and all the other nine categories that we have in BabyOye stores including the hard lines, footwear, toys and games, travel and safety etc. The rest 20 percent is maternity wear.

What is percentage growth that BabyOye is looking at in the next 2-3 years?

We will ensure that our expectations to our board and investors are continuously met and if possible exceeded.





Zainab S Kazi takes a quick dive to wrap up the latest happenings and to understand the dynamics of kidswear in India, especially infant wear.

Without any iota of exaggeration, it is safe to say that till date the kidswear market in India remains largely unorganised. Players like Gini & Jony, Liliput, Ruff, etc. have been pioneers to set the ball rolling for branded kidswear in the country but the market has not managed to see a single national player have a stronghold on the category. Though, it is interesting to take note of the growing prominence of online portals for kidswear

which serve to be a one-stop destination for infant wear and kidswear catering to age group from 0-12 years.

The prominence of an unorganised market
Rajat Kapoor, Brand Head, Poney India, shares, "Kidswear market has been predominantly unorganised in India. Very recently have people started focusing on kidswear as a lucrative category amongst the mainstream retail industry. We are very



“For a brand to survive in this category, it is important that they keep in mind the quality of the fabric being used and the price point at which they sell their brand.”

– Pradeep Arora,
Founder, Zero



“... People have started focusing on kidswear as a lucrative category amongst the mainstream retail industry. The buyers' aspirations have gone up, along with their spending capacity.”

– Rajat Kapoor,
Brand Head, Poney India



“For kidswear and infant wear, the challenge is to present the brand at a price point that is acceptable to most Indian parents.”

– Rohit Mohanty,
Co-Founder, Globe

bullish about the category. The buyers' aspirations have gone up, along with their spending capacity. Earlier, people used to buy kidswear mostly from mom and pop stores. Now, there are dedicated retail spaces for kids wear brands in malls and multi-brand stores. The competition has also increased manifold but we feel that India is a huge market and can accommodate all the existing players and more.”

Rohit Mohanty, Co-Founder, Tech Midas Retail, elaborates, **“It is unfortunate to notice very few domestic brands have their presence pan India. It is purely because the category is complex and rate of sustainability is very low in India. Many brands have come and gone in last 10 years and very few have sustained and are continuing. In this category demand is high supply is less and also the margin is low.”**

Reason why margin is low is because in India average sale price for mass market is about ₹500-₹600 for kids merchandise compared to men and ladies which is close to ₹1,200 to ₹1,500. Hence the turnover is reduced to one-third. When we are talking of Make in India, this category demands urgent attention in terms of tax exemptions for domestic brands to sustain. A lot many players have closed down their business. International brands have come and gone only because they have

not been able to keep their price right. On the whole it is opportunity that is packaged with challenges for international brands.”

Reaching to the core of the problem with brands

Mohanty has touched the pulse of the problem, i.e. price point. For kidswear and infant wear, the challenge is to present the brand at a price point that is acceptable to most Indian parents. Spending over ₹1,000 for a pair of bottoms or a frock is not acceptable keeping in mind how children outgrow their size.

Pradeep Arora, founder of the brand Zero, rightly shares, “For a brand to survive in this category, it is important that they keep in mind the quality of the fabric being used and the price point at which they sell their brand. And to be honest, in this category ‘brand’ per se is what parents look for. As for children, it is the comfort factor. The shout for brands come when the child reaches his teen, till then the name of the brand remains irrelevant if the clothing serves the purpose of comfort and price. And by comfort, I also mean to stress on the colours and prints that a child is most comfortable with. For example, when we talk of infant wear, it is imperative that you keep in mind that the





The kid's retail market has now become cluttered and crowded, so to get a right share of voice in the industry is very expensive due to too much of ad spends. So you need to have a deep pocket to get noticed in this crowded market.

colour of the outfit has to be light and the prints not catchy to the eyes.”

Arora has been in the market for the last 25 years and till date, for him word-of-mouth publicity has worked to keep the brand not just afloat but also brimming with new orders from across the country. According to him, majority of the brands in this category fail to survive in India because they are working towards building a brand and not towards making clothing for children that deserves special attention and interest. To ensure that his brand left no stone unturned towards extending a feeling of literally being second skin to the little ones. Arora started manufacturing in-house and his manufacturing was not restricted to just assembling the apparel but he put in place

the entire backward integration process – from manufacturing of the fabric to even the elastics. He shares, “I want my brand to do its job well – that of being comfortable to tender skins.”

It is interesting to note that majority of the original national players with exclusive stores in this category have literally shut shop baring Gini & Jony. Though the future of the category for now does look promising with some homegrown brands likes Vitamins, Nauti Nati, Ruff, Beebay, Doodle, SuperYoung, 612 League and Baby League, Cucumber, Little Kangaroos, etc. Majority of these brands have an extremely strong online presence. In the ethnic category, Fabindia, Biba, Neeru Junior, Killkari, Bhartiya Paridhan, Raja Sahab, etc. have created a niche for themselves as well. Infact, Biba launched its kidswear range based on a personal experience of the founder, Siddharth Bindra, when he and his wife could not lay hands on good Indian wear for their children. Top international brands that are doing well in the country include UCB, Cherokee, Tommy Hilfiger and Mothercare.

Citing some prominent challenges faced by the industry, Sharad Venkta, MD & CEO, Toonz Retail, shares, “The kids wear market is highly fragmented and facing a lot of challenges due to poor brand recalls, high rent costs and continued competition from neighborhood shops. The kids’ retail industry is complex in nature. When it comes to cost structure, the margin model is always under pressure. Home-grown children’s wear brands are banking on their expertise in production, sourcing and design. We just need to cater the right set of people and hit the right market by venturing into tier-II cities apart from the metros.”

Elaborating further he is quick to point out that the primary challenge is to get the right set of people be in terms of employees, vendor partners and franchise partners in

place. He shares, “The kid’s retail market has now become cluttered and crowded, so to get a right share of voice in the industry is very expensive due to too much of ad spends. So you need to have a deep pocket to get noticed in this crowded market.”

Hearing it from the brands

Kapoor of Poney, shares, “Online has been an immensely complimenting sales channel for retailers. Retailers bear a huge cost of expansion (offline), both in terms of money and time. With the opening up of online sales channels, the gestation period has gone down. One can now claim a nationwide presence within months of launching a brand. Having said that, unorganised distribution channels for kids wear brands is still pretty strong. One challenge that you face with online sales channel is ‘heavy discounting strategy’ that these players employ to boost sales. In many cases, these online sales have hampered sales at offline stores.”

But Kapoor has his thumbs up for international brands to have their presence in India. He elaborates, “I think there has been no better time to enter India than now. The more crucial thing nowadays is demand. People (with spending power) have started demanding better quality and better styling, which is what international brands offer. International brands are quite mindful when it comes to new market entry. They undertake detailed market study before making the final call. Once, they decide to enter the market, they do proper homework in terms of getting style, fit, quality and pricing right for the market. At



least, this is what Poney has done before they decided to enter India. To top it, Poney has entered India through a master franchise agreement with Kay Kay Clothing, which is an Indian business house with over 50 years of experience in handling myriad businesses in India. While Poney brings in the brand experience and expertise, Kay Kay Clothing brings in its rich experience of doing business in India.”

Arora with his brand Zero and Simply is confident of giving tough competition to other brands based on the core competence they have—that of quality and price. Operating through the distributor model, the brand also has a very strong presence on the online space.

Poney entered India in September 2015 and launched its first store in November 2015 in GK-I, M-Bock market. Kapoor adds, “At this point, we have finalised two more locations for company owned stores in DLF Saket (opening in February) and Mall of India Noida (opening in April). As for the online presence, we have tied up for an exclusive launch with one of the largest online retailers. You will start seeing our products online in a couple of weeks. Post this launch, we plan to tie up with all the major online retailers in this space. We are also in talks with the largest MBOs in the country and are very close to forging a tie up.”

Elaborating on the collection, he shares, “We are a fast fashion retailer for kids, so there will be new designs in the store every

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“The kids’ retail industry is complex in nature. When it comes to cost structure, the margin model is always under pressure. Home-grown children’s wear brands are banking on their expertise in production, sourcing and design.”

– Sharad Venkta,
MD & CEO, Toonz Retail



15 days. However, these designs are a part of four broad seasonal collections spring, summer, fall and winter. The collections are designed in Malaysia and Europe and are then manufactured across four manufacturing units. Every season’s design are based on two central themes and colour palettes.”

The inception of Mohanty’s brand Globe was at a time when retailers and brands were struggling with global recession. Mohanty shares, “It was then when India went through recession during 2009, we launched Globe. It has been seven years for us in the market now. We tried EBOs and moved out as it suffered. We are majorly present in LFS and in select MBOs. Since last two years we are also growing via the online channels. Our product innovation team is constantly delivering new thought to product and also to control cost as this is the nerve of our business. We do in-house design and the factories are out sourced.”

The Children’s Place has launched itself in India in association with Arvind Lifestyle Brands Ltd. with a store in Bangalor’s Orion Mall and as a shop in shop in Mumbai at Shoppers Stop’s Juhu store. The North American brand, The Children’s Place is positioned to be a one stop shopping destination for kids and moms in India. In a press statement, Adrienne Gernand, Senior

Vice President - International, The Children’s Place, Inc., states, “We are excited about the great potential for The Children’s Place in India and are keen to maximise our market share using a multichannel approach. The shop-in-shop is a global first for us and is an important part of our expansion strategy to support our standalone store presence. We are making significant strides in our International franchise business, and remain focused on providing great fashion for kids around the world. With Arvind and Shoppers Stop as our partners in India, we are confident that The Children’s Place will scale new heights in the kids’ fashion industry in the country.”

Venkta on behalf of Toonz Retail shares, “The brands under the parent company are WowMom and SuperYoung. Both the brands are available at all the 70 Toonz store across the country along with our online partners like Flipkart, Snapdeal, Jabong, Firstcry, Paytm and Amazon and select Hypercity stores. The aim of WowMom is to provide the complete solutions for new born to three years. Safety and Hazard free being the top priority. We would provide the best quality apparels and general merchandise at competitive prices. SuperYoung, a brand for kids aged 3 to 12 years aims at translating the experience of growing up. This brand also re-lives the wonder years of a parent. Majorly it is an apparel brand with transition break of 3 to 6 and 7 to 12 years as kiddy look and mature look clothing.”





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On the price points that are seen common in this category, Venkta shares, “When we talk about price points, there are two aspects to it: first is a basic product where people are very conscious about pricing. Second is fashion merchandise where people are experimenting and ready to pay a premium price as well. Also with too much awareness with the help of media and communication, consumers are well informed and are willing to pay more to not compromise on the quality for their kids requirements. So the pricing factor has taken a back seat. A basic t-shirt in the market sells at ₹99-₹199 whereas the stylish one sells at ₹799-₹999. These are the price range that the t-shirts are being sold at for kids.”

News about Mahindra Retail taking over Babyoye and rechristening their Mom and Me stores as Babyoye stores has been known to all. Though, the company recently also made news with the announcement of tying up with American kidswear firm Carter’s Inc. to launch 40 shop-in-shop stores across 15 cities in Babyoye stores across India. According to a news report, Mahindra will open the Carter’s format with their

trademark fixtures to give Indian consumers a world class shopping experience. This will be the first time in India that Carter’s apparel will be available in an offline store.

Another prominent player in the category, 612 League is looking to triple the number of its exclusive stores to 100 by March 2017. With 33 stores, the focus is on opening more stores in the northern and eastern regions followed by South. As shared in a news report, the brand is present in 130 cities across India through more than 300 points of sale. In 2014, the company raised ₹50 crore from Ask Pravi PE Opportunities Fund.

To conclude

Aptly sharing a concluding note, Mohanty says, “As kids are the future and ‘Make in India’, for kidswear brands to sustain, government should remove sales tax by treating this category as a special category. The revenue loss for the government shall be negligible but this would lead the industry to grow from nowhere to magic numbers. Few ‘Make in India’ brands are left and many have closed. This support can encourage many ‘startups’”



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Rahul Mehta, President, CMAI and Textile Commissioner Dr Kavita Gupta seen inaugurating the 62nd National Garment Fair

CMAI

62nd NATIONAL GARMENT FAIR

SHOWCASES SS'16 COLLECTION

By Gurbir Singh Gulati

The sixty second National Garment Fair was organised by the Clothing Manufacturers Association of India (CMAI) at the Bombay Exhibition Centre, NSE Complex, Goregaon East, Mumbai. The event started on January 27, 2016 and was inaugurated by the Textile Commissioner, Dr. Kavita Gupta, who announced in her speech that the draft of the new textile policy is ready and it will be released shortly.

The business-2-business fair held 283 stalls, displaying over 330 brands and marked the attendance of approximately 15,000 retailers and trade visitors from all over India.

Rahul Mehta, President of the CMAI (also President of the Indian Apparel Federation) stated that readymade garments should be included in the merit list of goods and services tax (GST).

OUTLOOK 2016

DR KAVITA GUPTA, TEXTILE COMMISSIONER STATED THE FOLLOWING:

- The country's overall exports of textiles and clothing may touch USD 40 billion in FY 16. It stood at USD 41.4 billion in 2014-15 and USD 39.31 billion in 2013-14.
- We see the slowdown in China more as an opportunity than a challenge. We need to promote every segment as we are losing out to Bangladesh and Vietnam. Moreover, to overcome global slowdown, the Textile Ministry will extend its full support to the industry.
- With 13 percent share, technical textile is coming up as a sunrise sector. The technical textiles industry is projected to grow at a rate of 20 percent year-on-year, although the segment's potential is largely untapped in the country.
- Although 72 textile parks are approved, only 25-30 parks are operating on a full

scale. The government now plans to bring the remaining to their full operative potential.

- The ready made garment industry is highest employment-oriented industry after agriculture. In view of this, the government is extending a 15 percent capital subsidy for the garment industry.

THE CMAI PRESIDENT RAHUL MEHTA STATED THE FOLLOWING:

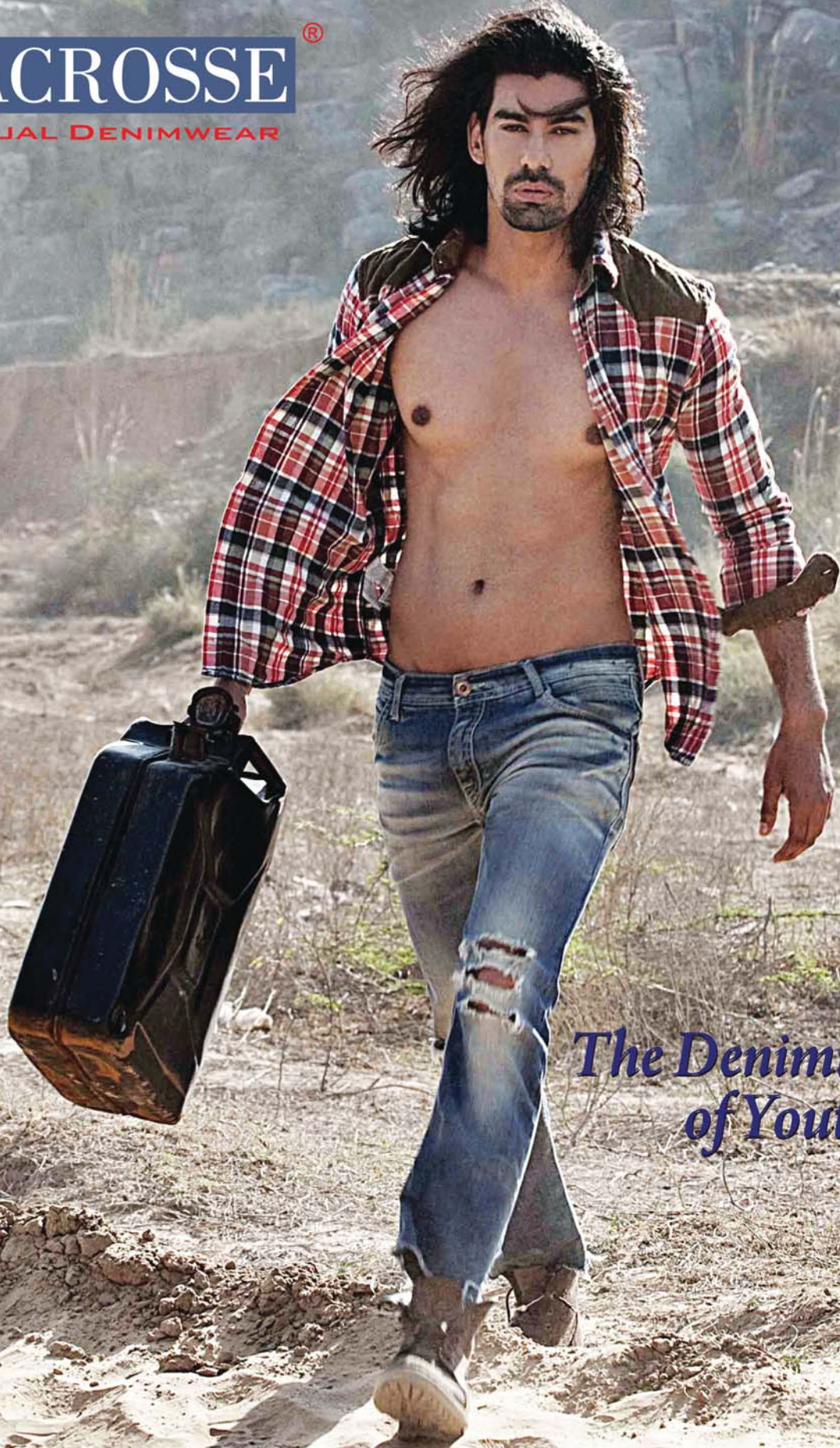
- The total size of the apparel industry is estimated to be around ₹3,50,000 crore, out of which ₹2,50,000 crore is the size of the domestic apparel industry. Exports of readymade garments is expected to reach US\$ 17 billion (approx. ₹1,12,000 crores) in the FY 2015-16 as against US\$ 16 billion in the previous year.
- The year 2015 was somewhat uneventful year with no massive growth or any dramatic fall in the market. I see a reasonable 10-12 percent growth in the overall market, with women's wear and kidswear growing at a faster rate.
- The country's exports to South America, Eastern Europe and Middle East have increased significantly. Presently the domestic apparel industry is facing slackness but is confident that after the implementation of GST, the market sentiments are likely to improve. On the export front, uncertainty still prevails in Europe, which is a major market. However, if the Chinese Yuan continues to depreciate, it could hurt the Indian apparel exporters as India and China have access to common markets like the US and Europe.
- The Indian apparel industry is eagerly awaiting the implementation of the proposed GST. CMAI has submitted an industry's representation on the proposed GST to the Ministry of Finance & Textiles requesting that readymade garments should be included in the "Merit List" as the textile industry is the single largest employer after agriculture in the country.



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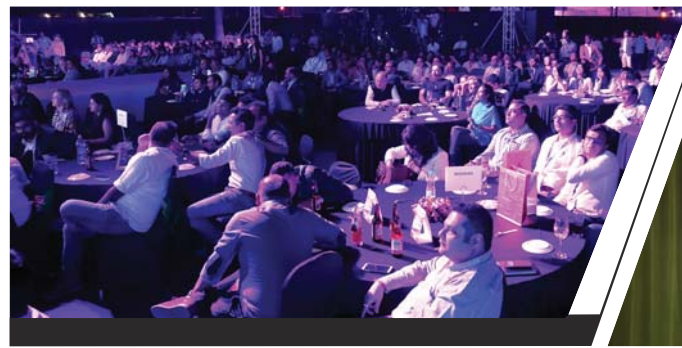


IFF Over the Years





Glimpses IFF 2015



SOME STAR SPEAKERS AT IFF OVER THE YEARS



Ritu Kumar
Fashion Designer



Bhaskar Bhat
Titan



Mehul Choksi
Gitanjali



Carol Williams
May Co. Intl.



Sunil Sethi
FDCI



Kishore Biyani
Future Group



Darshan Mehta
Reliance Brands



Ravi Thakran
LVMH



Gautam Singhania
Raymond



Kunal Bahl
Snapdeal



Catherine Dixon
GDR Creative



Deepak Aggarwal
Kazo



Vijay Jain
Orra



Jeffrey Doltis
The Savile Row



Julie Harris
WGSN



Klaus N Hang
Sportswear Intl.



Suresh J
Arvind Brands



Manish Kapoor
French Connection



Amit Maheshwari
Exclusively.com



Bonnie Brooks
Hudson's Bay Co.



Patrick Hanly
Harvey Nichols



Darpan Kapoor
Kapsons



Abhishek Ganguly
Puma



Sanjeev Agrawal
Homeshop 18



Akhilesh Prasad
Reliance Trends



Justin Coates
Cotton Council



Rachna Aggarwal
Indus League



Rajiv Nair
Celio



Troels Høth Povelsen
Bestseller



Radha Chadda
Luxury Expert



Prahlad Kakkar
Genesis



Rahul Vira
Skechers



Amit Jain
Shingora



Harish Bijoor
H Bijoor Consults



Anurag Rajpal
American Swan



Rajeev Uppal
GAS



Shailesh Chaturvedi
Tommy Hilfiger



Roshini Bakshi
Disney



Noel Tata
Trent



Peter Lau
Giordano



Prasad Pabrekar
Spykar



Sanjeev Mohanty
Jabong.com



Sunil Pathare
VIP



Ajay Amalean
Amanté



Sandeep Mukim
Proline



Vineet Gautam
Bestseller India



Kishore Bhatija
Inorbit



Manohar Samuel
Birta Cellulose



Nikhil Meswani
Reliance



Patrick Hanly
Harvey Nichols



Vinay Nadkarni
Globus



V Poddar
Sin



Dilip Kapur
Hidesign



Ashish Dikshit
MF&L



Dipali Goenka
Welspun



Megha Poddar
Siyaram's



Atul Ruia
Phoenix Mills Ltd.



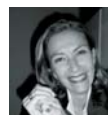
Rajesh Jain
Lacoste



Govind Shrikhande
Shoppers Stop



Robert Spector
Bestselling Author



Catherine Lurault
Nelly Rodi



Anant Daga
W



Suhel Seth
Counselage India



Prakash Lakhani
Gini & Jony



Neelish Hundekari
AT Kearney



Ireena Vittal
Ex-Mckinsey



Robert Lobo
Raymond



Anuj Puri
JLL



BS Nagesh
TTRAIN



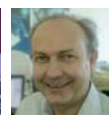
Kulin Lalbhai
Arvind



Sahil Malik
Da Milano



Vipul Mathur
Lee



Mark Latham
Future Group



Alok Dubey
Arvind Brands



Mukesh Kumar
Infiniti



Aaron Boey
Levis



Sanjay Sahni
Ritu Wears



Hetal Kotak
Color Plus



Bijou Kurien
L Capitol



Roy Kettwell
Woolmark Aus.



Harkirat Singh
Woodland



Gaurav Mahajan
Westside



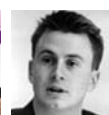
Ishwar Chugani
Giordano



Christian R Fabre
Fashions Intl.



Vipin Kapoor
Kapsons



Graeme Payhe
Field Fisher Waterhouse



Venu Nair
M&S



Rakesh Biyani
Future Retail



Thomas Vergheese
Aditya Birla



Arjun Sharma
MF&L



Arvind Singhal
Technopak



Asim Dalal
Bombay Store



Pradeep Hirani
Kimaya



Arun Bhawisingka
Portico



Nikhil Chaturvedi
Provogue



Arjun Sharma
Select Citywalk



Anita Dongre
Fashion Designer



Kavindra Mishra
Pepe



Summit Dhingra
Arvind Brands



Sandeep Chugh
Benetton

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The 2016 edition of the India Fashion Forum (IFF), India's biggest fashion sourcing, trends, design and retail business event, will be presented by Exclusively.com on 15th & 16th March, 2016 at the Renaissance Hotel, Powai (Mumbai). The 2016 mega congregation of IFF 2016 will witness international and national brands, business heads, global retail analysts, trend forecast giants and leading designers from the textile and ingredients, fashion creation and fashion retail industries under one roof to share and outline their strategies to optimize the future of the business.

This year, the theme of the India Fashion Forum 2016 is **Creating and Retailing Winning Fashion in an Omni-channel Era** through **Intuitive Tech, Intelligent Resourcing, Seamless Experience, Brand Alive, Human Connect, Open Thought** and **Alpha Brandsters**. The show will house an incredible mix of iconic global and Indian speakers delivering keynotes, a CEO ThinkPad, workshops and talk shows.

The India Fashion Forum 2016 will propagate a three-pronged approach to help Indian fashion businesses realize their potential keeping core values like, 'Think Fashion Forward', 'Plan for the Long Haul' and 'Act with Creative Intelligence' in mind. As a knowledge-laden agenda to optimize the potential of Indian fashion retailing, India Fashion Forum has been propagating these approaches for the past 16 years through multiple platforms including conferences, master-classes, workshops, sourcing exhibitions, globally-aligned design and trend displays to a large inclusive audience across fashion and retail.

This year, among the many highlights of this massive, multi-layered event, will be exclusive Knowledge Series talks delivered by global and Indian fashion and knowledge giants such as The Woolmark Company, Google, Indian Institute of Management and WGSN.

KABIR LUMBA



Chairman, India Fashion Forum 2016
Managing Director, Lifestyle International Pvt Ltd.

Dear Friends,

As far as we fashion retailers are concerned, there is a new disruptor on the radar every day. Technology and rapidly transforming consumer behaviour are challenging us to be up to our game and always be at the leading edge of innovation like never before.

At the same time, some of the tenets of successful fashion retailing remain as strong as ever — responsiveness to consumer desires, intelligent imagination, smart sourcing and delivering unforgettable experiences are as compelling as they were a decade ago. However, the big game changer is the speed of everything — from sourcing to design innovation. In an age when five-year business forecasts make little sense, given the rapid changes, at India Fashion Forum this year, we will be unveiling the following seven tenets of powerful fashion creation and retail:

Intuitive Technology
Intelligent Sourcing
Seamless Experience
Brand Alive
Human Connect
Open Thought
Alpha Brandsters

For 16 years now, IFF has been at the leading edge of fashion retail knowledge delivering mega platforms that blend some of the finest market insights to future-ready product innovations and ideas. In 2016, we believe these seven Mega Agents of Change, if interpreted and implemented well, can generate an altogether new paradigm of excellence for the business of fashion in India.

But there is no one single organisation or individual who can master all of these seven specialised approaches on their own. And that is why inter-relation is the only way for us — in the very demanding-but-exciting category of fashion retail — to overpower the simultaneous challenges we face today. Because no one company knows everything, no one organisation can master all of it, and no brand can succeed without partnering with those who are masters of the biggest fashion game-changers today.

Join us at IFF 2016 on March 15th and 16th at The Renaissance Hotel in Mumbai, to feel the **7 Mega Agents of Change** for the business of fashion in India, and to see why the future of fashion in India will depend on how intelligently, and rapidly, we optimise collective intelligence.

KABIR LUMBA.



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// GET INTUITIVE ABOUT TECH.
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SOURCE **ETHICAL.**

//// JUST A STORE IS OUT
EXPERIENTIAL RETAIL IS IN.

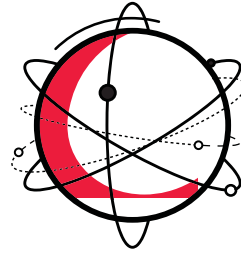
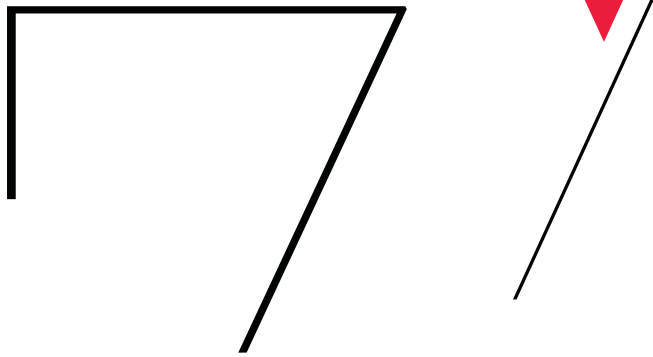


//// BIG IDEAS ARE BORN IN **OPEN MINDS**
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CONNECT // THEIR // DREAMS // TO YOUR // PRODUCTS.

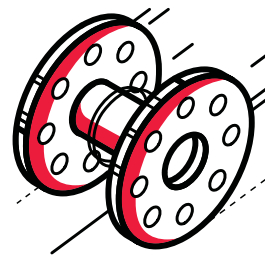
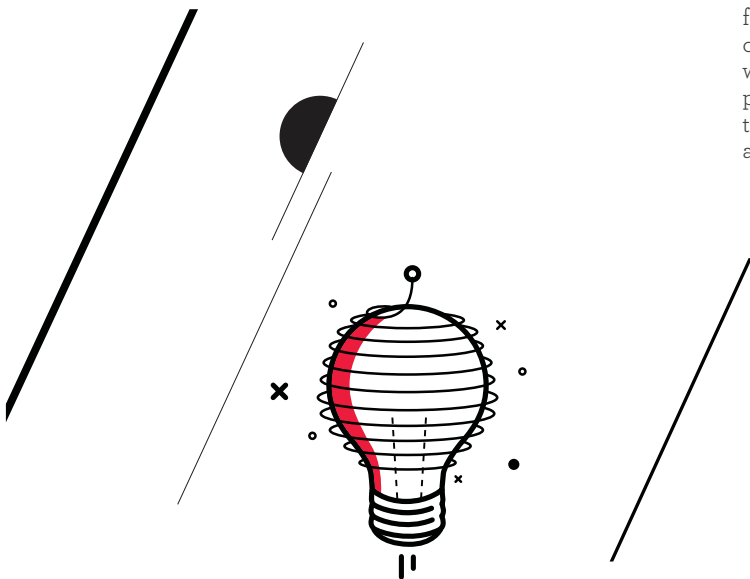
AGENTS OF CHANGE
FOR THE **BUSINESS OF FASHION**



AGENTS OF CHANGE

// INTUITIVE TECHNOLOGY

The exponential growth of computing power will create highly unpredictable and exciting changes for the entire fashion retail value chain. Already, digital capabilities of today's biggest fashion brands are being dwarfed by the startup brands of 2015. The truly successful fashion brands of tomorrow will be those that can not only recognize and cope with the pace of change, but embrace it. They must be aware of both the megatrends and microtrends in our industry – and be adaptable enough to act on them.

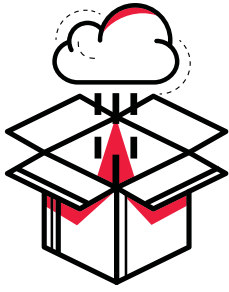


// INTELLIGENT RE/SOURCING

// SEAMLESS EXPERIENCE

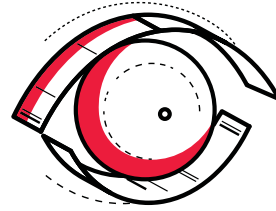
Any retail industry operates on two important factors: material and manpower. This is particularly important to the fashion industry because the end product is more personal to the consumer than say a car or a laptop. Therefore "Sourcing" and "Resource Management" will be the key factors in the coming year. Sustainability initiatives, such as use of recycled materials, lower consumption and reduction of carbon footprint will be a key agenda point.

Non-stop customer experience is the most important branding tenet today among retailers. No matter what platform, channel or media the brand is seen on, the message it sends and the experience it provides must remain constant. Focus on customer experience - or lose out. While retailers might see online and in-store as separate approaches, from the customer's viewpoint, they're two aspects of the same brand, and should be clearly connected.



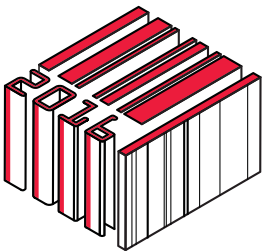
// OPEN THOUGHT

The innovations taking place at the intersection of fashion and technology are profoundly amazing and transformative. Being open is not limited to new technology and ideas but also to new ways of doing business and creating business. More and more brands are coming together to make a synergistic collaboration making the best use of individual strengths and resources. This has resulted in very exciting new categories, products and systems in physical retail spaces as well as backend management.



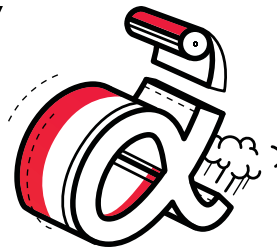
// HUMAN CONNECT

Retailers now need to connect with their consumers as much as possible and in as many ways as possible because the attention span of the consumers is very short and the number of alternative options available to consumers has increased many fold even in the past five years. It is becoming increasingly important to address new themes and trends at very short notice, turn them into product concepts, and get them onto the sales floor.



// BRAND ALIVE

Fashion is no longer just about clothes. It is also about the perceived brand ethos and retail addresses. Branding has become an exercise in socio cultural engagement with consumers. Physical locations that reflect demographics' aspirations and lifestyle choices are as important as the brand ideology. As ethnic groups grow, brands and retailers will integrate a sense of culture and culture-specific brand experience with all forms of outreach.



// ALPHA BRANDSTERS

Fashion is about experience and some brands get it just right! Why? Because they have a clear understanding of their product and their customer and a clear direction for their brand. Meet our Alpha Brandsters who will share their experiences in creating this sustainable brand magic. These are the fashion retailers who have embraced social, cultural and technological changes and adapted them to their benefit.



THE FASHION BRAND CREATION
MEGA-SHOW



Showcasing the salience and role of fashion-forward brands and the need of integration of fashion innovations with new-age retail environments, India Brand Show (IBS) provides a stylistic way of conducting business via an unmatched B2B access environment for brands and retailers – both brick-and-mortar and online.

Fashion designers who want to display their creative output and merchandisers in constant search to add value to their fashion offerings for shoppers – in both physical and online stores – cannot afford to miss the buzz here.

On the other side, retailers – both brick-and-mortar and online – scouting for new collections and fresh fashion themes for their stores and digital platforms, can access a highly creative venue to plan ahead with designers and range planners.



// HIGHLIGHTS OF IBS 2016

Series of CEOs Roundtables and Knowledge Series sessions deciphering branding and trends, will take a look at questions such as...

- ▶ What makes fashion the most exciting of retail businesses to be in?
- ▶ How to drive profitability in fashion creation?
- ▶ How do the world's most powerful fashion brands navigate consumption shifts?
- ▶ How to refresh brand identity and messaging when it needs to re-invent itself?

Master-classes with experts from global consulting firms on fashion branding and marketing, a parallel exhibition zone and a LIVE Brand launchpad showcasing brand collections on the catwalk.

// Who can participate?

While most elements of the IBS are for both retailers and brands, the IBS Exhibition and Brand Shows offer great growth and launch opportunities to new-age fashion brands in:

- ▶ Menwear ▶ Womenswear ▶ Kidswear

Across categories including

- ▶ Apparel ▶ Fashion accessories ▶ Eyewear
- ▶ Footwear ▶ Jewellery, Watches
- ▶ Perfumes, Cosmetics ▶ Home fashion
- ▶ Lifestyle products

Especially welcome are niche, speciality brands across

- ▶ Sportswear ▶ Ethnic wear ▶ Fusion wear
- ▶ Concept fashion



DESIGN, TRENDS, SOURCING



Creating great fashion is a dynamic intersection among the three key components of Design, Trends, and Sourcing. At InFashion 2016, expect a wide-an-gled view of great fashion ingredients and next-generation concepts by fashion thinkers, trend agencies, design experts and the masters of sourcing.

InFashion brings together textile majors, imaginative designers, sourcing experts and forecast agencies to build the future look and feel of fashion through exciting new product lines, collections and an array of fashion ingredients - textiles, trims and embellishments.

// Who should attend?

- ▶ Professionals of fashion planning, development, design, buying and sourcing.
- ▶ InFashion is a sourcing ground for textile wholesalers, retailers and agents.
- ▶ Designers and merchandisers at international and Indian fashion brands, retailers, production houses and export houses.
- ▶ Independent designers and design studios.

// Highlights of InFashion 2016

- ▶ Knowledge Series and Roundtables with sourcing experts, forecast analysts and trend specialists
- ▶ Future innovations in fabrics, textures, colours, weaves, washes, effects
- ▶ Interactive and real-time sourcing opportunities
- ▶ Display of fashion and consumer trends
- ▶ Inspiration stories from some of the world's finest fashion designers
- ▶ The latest in fashion creation technology and tools
- ▶ Parallel exhibition zone with ingredient presentations and fashion shows

// Who can participate?

With a robust fashion creation audience, those who will find value in exhibiting at InFashion are:

- ▶ Textile companies
- ▶ Yarn companies
- ▶ Fibre companies
- ▶ Trims and embellishment suppliers
- ▶ Saree & dress material manufacturers
- ▶ A wide range of services and job workers
- ▶ Fashion CAD/CAM professionals
- ▶ Fashion institutes, trade publications
- ▶ Packaging and presentation services





THE RETAIL REAL ESTATE
EXPOSITION & LEASING SHOW



Fashion is no longer just about clothes. It is also about the perceived brand ethos and retail addresses. Branding has become an exercise in socio cultural engagement with consumers. Physical locations that reflect demographics' aspirations and lifestyle choices are as important as the brand ideology.

As India's evolves into a technology-influenced, hybrid consumer landscape, the country's shopping centres are now showcases of both modern consumer aspirations and the ongoing retailing revolution. At IFF 2016, use the L-Cube launch pad to flaunt India's most exciting, individualistic shopping centres and retail spaces.

// Who should attend?

- ▶ Fashion brands, retailers and distributors exploring new territories and markets for expansion.
- ▶ Fashion chain stores scouting for appropriate locations in existing/ new territories.
- ▶ Business development and location planning heads looking to negotiate shopping centre spaces.
- ▶ Retail design specialists and architects scouting for insights/ assignments on planning, zoning and designing modern shopping spaces

// Who can participate?

- ▶ Shopping Centres & Malls
- ▶ Urban Planners & Civic Authorities
- ▶ Multiplexes Parking Solutions
- ▶ Real Estate Consultants
- ▶ Banks & Financial Institutions
- ▶ Hospitals, Institutions & other retail space providers
- ▶ Mall Management Companies- Space Managers
- ▶ Airports, Metro, Railways & Subways
- ▶ Food Plazas
- ▶ Entertainment Zones
- ▶ Escalators/Lifts/Conveyors





THE EXPERIENTIAL RETAIL EXHIBITION

IndiaShop

This is the age of short attention spans. And Indian consumers now look for an especially evocative retail experience when shopping for fashion. At the India Shop 2016 zone, mall developers, store design experts and solution providers re-imagine and re-invent the fashion store – adding 'wow' elements to the customer journey, by transforming a conventional store visit into a memorable spatial encounter that truly engages, delights and challenges.

India Shop brings together a galaxy of mall developers, retail design companies, visual merchandisers, architects and shopfit companies to showcase such far-reaching new concepts, aesthetics and solutions that can create unforgettable shopping experiences.



// Highlights of India Shop 2016

- ▶ Theme-based Roundtables and Knowledge Series
- ▶ Conceptual exhibits
- ▶ Futuristic and prime upcoming retail spaces
- ▶ New store design ideas and tools
- ▶ New-age store front innovations
- ▶ Immersive store windows and digital displays
- ▶ POS systems offering faster and self-checkouts
- ▶ Sensual retail tools: Light, Aroma, Audio, Visual and Tactile enhancers
- ▶ Optimal planogramming strategies
- ▶ Store security and surveillance solutions

// Who can participate?

The India Shop exhibition will showcase innovations in the field of: ▶
Store design and support

- ▶ Lighting & flooring
- ▶ Store fixtures & fittings
- ▶ Display & signages
- ▶ Visual Merchandising
- ▶ Hangers & Trolleys
- ▶ POP Ideas
- ▶ Vending Machines
- ▶ Credit Card/Payment Tools
- ▶ Logistics Solutions





FASHION MEETS THE
TECHNOLOGY OF POSSIBILITIES

India Fashion Retail TECH



// Highlights and key topics of India Fashion Retail Tech 2016

- ▶ CEO Sessions, Roundtables and Knowledge-Series discussions over case studies and presentations
- ▶ Exhibition Zone featuring cutting-edge tech exhibits and demos
- ▶ In-store technology and merchandise planning tools: Digital media and 3D interactive immersive, store experiences such as changing-room mirrors with social media connectivity
- ▶ Predictive analytics and personalisation
- ▶ 'Walk through' store experiences powered by augmented reality
- ▶ Navigating and optimising the omni-channel universe
- ▶ The less-known facts and strategies of digital marketing
- ▶ RFID and supply chain analytics for optimal inventory management
- ▶ Remodeling the online shopping experience
- ▶ Driving mobile commerce and e-commerce efficiencies
- ▶ Calibrating the vast information field from Big Data and Analytics
- ▶ Financial management of in-store and organisational transactions

The manner in which fashion is created and presented needs a dramatic rethink. Concurrently, technology today deserves stand-alone status as both a key challenge and facilitator for consumer-facing businesses. And it is this imperative that underscores the vision of India Fashion Retail Tech, a special highlight of IFF 2016 with focus on deploying technology enablers in design to supply chains to in-store experiences; breakthrough online applications and features; optimising Big Data and Analytics, and more.

In addition to eye-opening discussions on how future consumers will respond to retail experiences, international case studies and research reports on successful adoption of technology will throw open ideas to transform current retail models.

// Who can participate?

Exhibitors at India Fashion Retail Tech include:

- ▶ Supply chain management, ECR, EAS, logistics, RFID companies
- ▶ Networks, mobility and wireless solutions companies
- ▶ Inventory management, business intelligence, customer analytics, personnel management heads
- ▶ Companies offering checkout solutions, EPoS systems
- ▶ Payment systems, loyalty card companies
- ▶ Price labeling, mobile computing companies
- ▶ Suppliers of cash management, security services
- ▶ Suppliers of digital POS media solutions (in-store TV/Radio, kiosk systems, etc)



The annual IMAGES Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. Due to their 360-degree evaluation process, the IFAs have come to be established as the premier recognition for fashion retailing excellence in India.

The coveted IFA trophies for 2016 will go to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2016. The final names will be announced at the glittering IFA ceremony on March 16, 2016 at the Renaissance Hotel & Convention Centre, Mumbai.



IFA 2016 CATEGORIES*

Awards For International / Home Grown Fashion Brands with National / Regional Presence

1. IMAGES Most Admired Fashion Brand of the year: Men's Westernwear
2. IMAGES Most Admired Fashion Brand of the year: Women's Westernwear
3. IMAGES Most Admired Fashion Brand of the year: Kidswear
4. IMAGES Most Admired Fashion Brand of the year: Jeans & Casualwear
5. IMAGES Most Admired Fashion Brand of the year: Active Sportswear
6. IMAGES Most Admired Fashion Brand of the year: Men's Indianwear
7. IMAGES Most Admired Fashion Brand of the year: Women's Indianwear
8. IMAGES Most Admired Fashion Brand of the year: Lingerie
9. IMAGES Most Admired Fashion Brand of the year: Men's Innerwear
10. IMAGES Most Admired Fashion Brand of the year: New Launch

Awards for National Retailers

//////////

11. IMAGES Most Admired Fashion Retailer of the year: Large Format Store Chain
12. IMAGES Most Admired Affordable Fashion Retailer of the year
13. IMAGES Most Admired Online Fashion Retailer of the year

Awards for Regional Retailers

//////////

14. IMAGES Most Admired Regional Fashion Retailer of the year - North, East, West & South
15. IMAGES Most Admired Fashion Design Concept of the year

IMAGES EXCELLENCE AWARDS

16. IMAGES Most Admired Fashion Professional of the year
17. IMAGES Most Admired Fashion Company of the year

////////////////////////////////////

15-16 march

2016

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■ FASHION RETAIL - CONFERENCE AGENDA

DAY 1 – March 15, 2016 (TUESDAY)

THE NEXT 5 YEARS OF EVOLUTION FOR THE FASHION BUSINESS

- The Growth categories
- Categories with the highest profitability
- New fashion retail concepts
- The next billion dollar fashion and tech ideas

OMNI-CHANNEL: TRENDING THE FUTURE SHOPPER

Making our Fashion Businesses more Agile, more Connected for the Always Connected Consumer

INAUGURAL AND KEYNOTE ADDRESSES: FASHIONING THE FASTEST CHANGING CONSUMER MARKET OF THE WORLD

Debating and discussing the OPPORTUNITIES and CHALLENGES

Fashioning an emerging superpower brings in its wake a huge thrust of opportunity. India will soon be a \$3 trillion economy – it took 20 years to reach the one trillion dollar GDP, while the next trillion was added in just six to seven years. This kind of growth signals a phenomenal opportunity for the fashion industry to think all-out in terms of riding this huge potential, given the fact that no other industry reflects the increase in lifestyle aspirations and consumption with growing affluence, than the Fashion and Lifestyle industry. The buying power in hands of young consumers is growing immensely, and this increased buying power translates the first thing into the desire to spend on looking good. The accessibility of fashion itself is growing with fashion retail not only booming in the six-seven metros, but a big number of revenues and profitability coming in from Tier II and Tier III towns for a number of major retailers. Further promise of 100 Smart Cities bringing great infrastructure with planned growth, will further open the affluent and young working people to settle in these cities driving spending and consumption on fashion, home and lifestyle. Online retail has been the game-changer by penetrating the entire geographic reach of the country and the growth rates are amongst the fastest growing in the world. We also have the world's biggest young demographic, 65% of population being 35 or under, and half of our 1.25 billion people under 25 years of age – these are the consumers for today and tomorrow who are enough to drive fashion consumption for the next 10 years, willing to spend and in the know of latest trends. Various mediums like television, cinema, print and magazines, digital media, lifestyle shows and fashion events are acting as Social influencers further catalyzing the aspirational value in consumers to demand the best styles and latest trends.

All this opportunity is not without its share of Challenges though. They do remain in the form of expensive retail real estate denting profitability margins, logistics for bringing fast fashion

into the stores and ensuring seamless last mile delivery still not as robust, the integration of technology and its understanding in production, design, inventory management, creating digital interfaces being still quite low by people both at strategic decision making and operational level; the understanding by retailers of a true Omnichannel model to get ready for the future is still not there, and building a fashion product by understanding consumer tastes and trends is still lagging.

Visionary leaders of our industry come together to share insights on how to take India's surge ahead as a fashion superpower and to make it into a key fashion market of the world, build robust business models for the future, and drive consumption and profitability in one of the most promising and lucrative markets of the world.

OPEN THOUGHT

12:30 - 13:30: PREMIUM LOUNGE: GROWING THE ESSENCE OF PRIVILEGE AND CASUAL LUXURY - CURATING LIFESTYLES OF THE AFFLUENT CONSUMER

The fashion industry brings many benefits to everyday lives across the globe. Fashion goes beyond simple clothing to express identity, create wellbeing, embrace creativity and connect global communities.

13:30 - 14:30: LUNCHEON MEET

BRAND ALIVE

CEO THINKPAD: BRAND PROWESS – BUIDLING THE FUTURE OF BRANDS AND THE BRANDS OF THE FUTURE

Consumers are getting bigger in aspiration, but losing the same level of connect

To succeed in today's crowded e-commerce world, brands must take great care to curate the right content for their core audiences. This means that the brands understand, on an intimate and immediate level, what their customers want and how they want it. How are the brands of the future building communities, gaining trust, and growing loyalty from the savvy digital customer? How do brands know which products their customers are truly passionate about, and how do they deliver on their brand promise every single day?

HUMAN CONNECT

THE POWER OF INFLUENCE: GAINING CREDIBILITY WITH CONNECTED CONSUMERS

Brands today are redirecting traditional advertising dollars towards more unconventional influencer activations that raise awareness and build meaningful audience engagement by leveraging the combined reach of a few strategically appointed influencer partnerships. This panel discusses this new reality and highlights activations.

ALPHA BRANDSTERS

THE NEXT BIG THING: WORKING WITH FASHION ENTREPRENEURS AND CREATING COMPANIES OF THE FUTURE

We discuss the art and science of identifying promising ideas and talent and how they predict their success in the market. We discuss future trends and what kind of disruption remains for online brands, the sharing economy, wearable technology, and the online/offline retail experience. How are fashion and technology brands creating long-term value for customers and shareholders?

OPEN THOUGHT

FASHION – AN EXCELLENT INVESTMENT OPPORTUNITY

Fashion is the biggest sector within organized retail with over 30% share and is growing at ~ 15% CAGR. The entry of global leading retailers and introduction of fast fashion is further fueling the aspirations of consumers and adding to the growth of category.

The idea of session is to discuss and deliberate upon various investment opportunities in Indian fashion retail, in the light of investors' and investee's perspectives.

- How do investors' view this sector and how do they evaluate and select the right brands to bet upon?
- What are the key constraints / challenges that come their way while investing in the sector?
- What is the inclination of Indian fashion brands (investee companies) towards PE funding?
- How do they manage investors' expectations and their involvement/interference in their decision making?

The session thus seeks to focus on how investor and investee can build upon a "healthy partnership" which goes beyond a financial deal and stay together for potential long term returns in a market which is doubling every 5 years.

DAY 2 – March 16, 2016 (WEDNESDAY)

INTUITIVE TECH

IMPLICATIONS OF FASHION TECH ON BUSINESS

Technology has turned the entire fashion industry upside down – making all types of fashion more accessible to a large spectrum of consumers, but also more of a challenge for designers and retailers when it comes to competition. Today, consumers are able to search their favourite designer, brand or retailer online or through their phone and order whatever they desire, in the matter of minutes. Accessibility to your favourite fashion or brand has broadened more than ever imagined – from mobile technology to social media and more. For suppliers; sales, trend research and inventory management can be done from almost anywhere, and the decision-makers can see what's working and what doesn't in real time. Technology has changed the fashion industry forever. These days, technology is as important as good design and sense of style for someone or something in the fashion industry to make it work. With a little knowledge, a little research and a little work, those in the fashion industry can and should become as savvy in technology as they are in what consumers put on in the morning.

INTELLIGENT RESOURCING

BUYING AND SOURCING FROM A RETAILER'S PERSPECTIVE - WHAT'S NEXT AND HOW TO MAKE IT READY FOR THE OMNICHANNEL CLIMATE AND RAPIDLY CHANGING CONSUMER TRENDS

The product range and assortment are at the heart of the ethos and success of a retail store. As retail evolves in a highly competitive Omnichannel climate with a more empowered consumer, in this new retail climate, good marketing and a strong product range are the foundation of success – it's becoming all the more important for Buying Heads to understand consumer trends, be in touch with the consumer-centric Omnichannel perspective, for the Buying and Marketing heads to collaborate together and instill the positioning in a manner which builds the appeal of a differentiated and carefully curated collection.

We bring the Buying Heads and Marketing Heads together to explore the two-way collaboration to understand how they work in tandem to create the store collection and the positioning through marketing and digital campaigns:

- Consumer Trends- how and where they get this intelligence from, what are the trend forecasting techniques and sources



they rely on Changing Consumer Tastes in Fashion, their Expectations from the assortment they get at the store

- Buying behavior of consumers, the impact of Marketing and Digital initiatives on the consumer and how it translates into store walk-ins and purchases
- How the Marketing Head and Buying Head work in collaboration to position the store collection and design the campaign
- The philosophy at premium stores like Lifestyle, Shoppers Stop in curating the Store Collection – what gets into the store and what the Buying Head looks into while selecting the suppliers and the product assortment
- How is the approach for the brick-and-mortar store and the online retail site for selecting the collection and its positioning – do the Buying and Marketing Head follow the identical approach for store and site, or it differs for the store and for the e-retail site

OPEN THOUGHT

CEOs CONCLAVE: THE BIG OPPORTUNITY IN SHOES AND ACCESSORIES - WINSOME GLOBAL APPEAL, FAST RUNWAY AHEAD FOR THE INDIAN MARKET

The footwear retail industry is undergoing profound changes which makes it a crucial time for us to get together and explore on the opportunities with the Indian consumer getting more mature and giving more and more importance to the footwear and accessories segment in their wardrobe, and for us retailers to discover opportunities and growing importance of multichannel retailing. We get together with the leading Buying Heads and CEOs as we explore the ever-changing footwear retail landscape and discuss ways to successfully grow our business.

We also look at the other angle where apparel firms' expansion into footwear and accessories is strategically positive, since it allows companies to present consumers with a more compelling offering. And at the same time they're able to leverage their core competencies and offer a wider line and choice to the fashion consumer in their stores.

Walk away with a clearer picture and actionable strategies that will help you understand footwear consumers in established and emerging markets on India and how to capture a bigger slice of this booming and highly profitable segment.

- Global footwear retail situation and outlook in main markets
- Focus on India's strength in manufacturing – seizing the 'Make in India' opportunity and leveraging Design capabilities to counter other low-cost producing countries
- Brand expansion strategy – 'all under one roof' – apparel brands complementing shoes, accessories into their portfolio – how is it working for them
- What's next in leveraging the Online retail channel and turning it into an experiential zone on the digital screen
- Where are we in building Omnichannel model for this segment
- Trends – how to understand Shoes trends. Is there any difference from how we understand Trends in apparel and clothing. Where does the market intelligence comes from and how do we understand the consumer's mind
- Buying Heads of Retailers - How do they know what to buy for the current season, how do they decide on which collection to stock at their stores

INTELLIGENT RESOURCING

EVOLVING STRATEGIES FOR EFFECTIVE OMNICHANNEL ASSORTMENT PLANNING, INVENTORY MANAGEMENT AND DEMAND FORECASTING

Retailing is no longer about what you want to sell, but what your customer wants to buy. With consumer behaviour rapidly evolving towards anytime/anywhere shopping buying and merchandising executives will have to rethink their strategies to ensure the omnichannel customer remains loyal. Out of stock situations won't be a case in the future! Endless aisle - improve breadth of assortment by fulfilling order from any inventory location (even store stock!) to stop loss of sale.

The high-powered roundtable discussion will focus on

- Evolving buying techniques and how retailers should be flexible in a Omnichannel environment
- Changing landscape from product-centric merchandising to consumer-centric model
- How will Buying and Merchandising look like in 2020

■ FASHION RETAIL TECH - CONFERENCE AGENDA

DAY 1 – March 15, 2016 (TUESDAY)

OPEN THOUGHT

THE NEW FASHION techWalk: IMMERSIVE TECHNOLOGIES TRANSFORMING THE FUTURE OF FASHION BUSINESS

Adaptability is essential to survival in fashion business. In just a few years, fashion business has evolved from a single-channel business to multi-channel to cross-channel to omnichannel and now unified commerce.

Fashion Retailers & Brands today are challenged with addressing multiple disruptive technologies and the demanding "Digital customer" who like to order products and services using more than one touch points at their convenience of location and device. Innovation being a strong focus, there are new store formats being launched along with multiple selling channels such as online, kiosks, mail catalogues and call center etc. There is a need for brands & retailers to become truly omni-channel by providing seamless shopping experience to the customer no matter what channel, format they use for their shopping.

SEAMLESS EXPERIENCE

OMNI CHANNEL CUSTOMER EXPERIENCE

Succeeding in the Omnichannel race, aligning technology to process

Disruptive technologies (social, mobile, cloud, and analytics) are changing the face of fashion business today. Being multi-channel i.e. adding up new selling channels was the first step in the journey with the focus now being shifted towards becoming Omni-channel.

Getting your retail business ready for omnichannel requires large doses of technology; choices are plenty, how to choose the right mix that will work for your business.

INTELLIGENT RESOURCING

DECODING THE FASHION LANDSCAPE WITH DATA

Slice and Dice: Making Confident Decisions Around Data

While retailers & brands are adept at using data from POS, CRM & web analytics, the benefits of applying big data analytics to the way they do business in today's high-velocity competitive environment still eludes them. Big data has tremendous potential for improving merchandising, supply chain, e-commerce, store operations and pricing decisions. This session will give you a first-hand look at how retail analytics can be used to not only have an edge over the competition, but also create new benchmarks for others to catch up with.

- Experience the power of real-time market intelligence
- Upgrade your competitor benchmarking strategy through automation
- De-jargonize optimal pricing
- Compare catalogues across marketplaces to spot opportunities
- Decipher competitor strategies through brand visibility, discount analysis and catalogue movements
- Monetize real-time up-sell and cross-sell opportunities provided by your in-store shopper

DAY 2 – March 16, 2016 (WEDNESDAY)

INTELLIGENT RESOURCING

MULTIPLE PAYMENTS SYSTEMS

Accept multi tender, multi-currency, Redeem coupons and customer loyalty cards online. Accept more than one currency in a single transaction. Link verified customers to transactions for efficiency and security. Make payments process more agile and seamless is the key to slicker and quicker online commerce.

HUMAN CONNECT

SOCIAL BUYING – SOCIAL NETWORKS AS SHOPPING PLATFORMS

Can and will fashion buying become a virtual social event?

Social giants like Twitter, Facebook and Pinterest have all experimented with direct "Buy" buttons on their website. For instance, Twitter tested their "Buy" button with a small group

of sellers and are now said to be teaming up with ecommerce solution companies.

Will platforms like Facebook, Twitter, Pinterest, and others become the next marketplace to fight over? Discuss, debate, learn, contribute your ideas.

INTUITIVE TECH

INTERNET OF THINGS (IOT) & WEARABLES

From fitness trackers to smart watches to smart clothing,

become a smart retailer

The IoT's greatest potential may be in the opportunities it creates for new revenue streams and sales channels. Over time, we expect intelligent devices – including household, home security, and health products – to make purchases autonomously, on behalf of human beings. As they do so, retailers will effectively have a new consumer class to target. Active tags did not go mainstream, but the customer has multiple connection points which are there to leverage. IoT will be the next disruption, come create the future.

■ FASHION FUTURE WORKSHOPS

DAY 1 – March 15, 2016 (TUESDAY)

INTELLIGENT RESOURCING

WORKSHOP 1: PINK IS OUT BUT BLUE IS IN... UNDERSTANDING FASHION & TREND FORECASTING?

To cope with the ever-changing technologies, the markets and consumer are rapidly evolving from traditional, static, demographic-based criteria to more towards dynamic, modern, mood, lifestyle and psychographic influences.

Fashion trend forecasting resources help predict trends in the fashion industry. Fashion & trend forecasting is the prediction of mood, behavior and buying habits of the consumer at particular time of season. It is no longer a question of finding your markets or consumers by age, geography or income, but looking into how and what they buy, based on their culture, mood, beliefs, occasion & geographic locations, it is also dependent on fashion cycle and plays a major role in introductory phase of recurring fashion cycles.

International expert: Anupreet Bhui, Trend Specialist and Style Editor from Hong Kong, WGSN

Seamless Experience

WORKSHOP 2: “DIGITAL CONVERSION”: BEYOND ONLINE, BEYOND MOBILE, HOW TO ACTIVATE YOUR TRAFFIC BY DELIVERING CUSTOMERS INTO STORES

In an online world where 3% conversion is good, and 5% is amazing, what is your brand or business doing to activate the other 95% of your traffic?

Join us for a workshop led by....., featuring retail and omnichannel leaders from to explore the new consumer reality: real world conversions start online.

How can consumers increasingly receive a seamless online-to-offline experience. Your best customers expect the same in browsing, shopping and buying.

We will break-down real examples of how innovative retailers are leveraging assets unique to their physical presence, from inventory to associates and stylists, to delivery new revenue through the promise of service-oriented retailing.

Expert: Gaurav Mishra, Digital Director, Conde Nast India (vogue | gqindia | cntraveller)

DAY 2 – March 16, 2016 (WEDNESDAY)

HUMAN CONNECT

WORKSHOP 3: WINNING RETAIL MARKETING CAMPAIGNS AND WHY INTERACTIVE CONTENT MATTERS

Campaigns are generally planned far in advance around a standard, predefined set of assets: banners, emails, social posts, and direct email. You're probably bored with your campaign content, and so is your audience. Interactive content invites your audience to create a story with you and will ultimately lead to better engagement and conversions. In this session we will outline 5 ideas for interactive content you can use to make your next retail marketing campaign killer.

Give your competitors serious fashion content envy by getting insights into creating interactive content that empowers marketers and designers to create interactive, shoppable lookbooks, magazines, banners and landing pages. How can fashion brands bring their brand stories to life while saving time and money.

Open Thought

WORKSHOP 4: FUTURE ORIENTATION WORKSHOP

How will your company adapt to the rapidly changing world? In this highly interactive workshop, you will explore some of the major future digital trends—sustainability, wearables, mass customization, the sharing economy and virtual lives—to identify the most important opportunities fashion companies must take advantage of to be prepared. You will leave with an actionable understanding that will help you lead your organization forward into the future. The workshop is specifically aimed at CMOs and leaders who are actively thinking about the long term future of the company.





My Top Inspirations



My Learnings

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The 5 key drivers of India Fashion Forum 2016

FASHION BRAND CREATION

INDIA BRAND SHOW 16

DESIGN, TRENDS, SOURCING

ifashion

FASHION MEETS THE TECHNOLOGY OF POSSIBILITIES

India Fashion Retail Tech

EXPERIENTIAL RETAIL

IndiaShop

RETAIL REAL ESTATE

RETAIL REAL ESTATE

Concurrent Show

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FASHION

RETAIL





FASHION RETAIL

STORE OF THE MONTH

VAN HEUSEN: TECHNOLOGY FOR PERSONAL TOUCH

IMAGES BoF showcases how the newly relaunched Van Heusen Style Studio uses all five senses to create an immersive experience for next-gen shopping.

Pg No. 104



STORES

ASICS

INDIAN ARTIZANS

FABI

WACOAL

SUCCESS

Pg No. 106 - 110



Q&A

VITAMINS: 112

EXTENDS INTO BOY'S WEAR

Ojas Nishar, Director, Vitamins shares how the brand is on the road to become a one stop destination for kids.

612 LEAGUE 128

Fashion for the Budding Hearts



BRAND PROFILES



APPLE EYE	130
<i>Introducing Innovative Technology</i>	
BEEBAY	132
<i>Fun, Frolic and Elegance</i>	
MASH UP	134
<i>Providing International Fashion to Kids</i>	
TWEENS MONTE CARLO	136
<i>Young at Heart</i>	
ONE FRIDAY	138
<i>Bringing the Kids' Own Wonder World to Their Outfits</i>	
CAMARO JUNIOR	140
<i>Fashionable Kids' Bottom Wear</i>	
TOFFYHOUSE	142
<i>Eyeing Foreign Shores</i>	
GARBO	144
<i>Boys' Fashion with Comfort</i>	
SIMPLY	146
<i>Of Being Both the Cheapest and Best</i>	
WOW	148
<i>Understanding and Adapting</i>	
SMARTY	150
<i>Smart Wear for Kids and Teens</i>	
SMARTY GIRLS	152
<i>Quality Clothing for Little Angels</i>	
OOPS	154
<i>Edgy Fashion for Little Boys</i>	
TEDDY	156
<i>On an Expansion Mode</i>	
DOLLAR CHAMPION	158
<i>Hosiery for Little Champs</i>	
SMARTY BOYS	160
<i>A Mix of Comfortable & Stylish Clothing</i>	

FOCUS KIDSWEAR

BRAND WATCH



BEEBAY: PLANNING ITS NEXT MOVE

Beebay's Retail Network shares about its journey in the domestic retail sector since 2007 and its future plans.

Pg No.118

TOONZ: QUENCHING THE FASHION THIRST OF THE LITTLE ONES

Sharad Venkta, Managing Director and CEO, Toonz Retail India Pvt. Ltd., talks to IMAGES BoF.

Pg No. 122

UFO: THE UNDER 14 SEGMENT

Abhishek Agarwal, Director, Creative Kidswear Pvt. Ltd. talks to IMAGES BoF on his brand UFO.

Pg No. 126



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TECHNOLOGY *FOR THAT PERSONAL TOUCH*

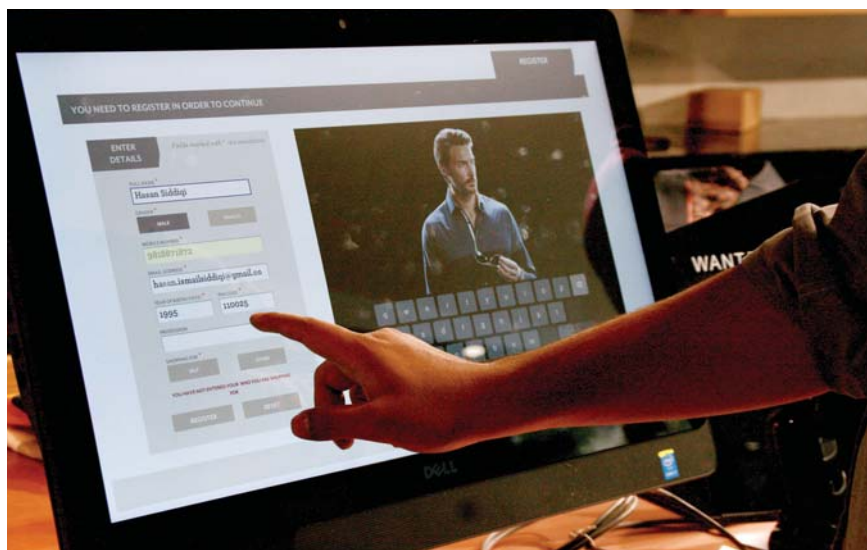
Using all five senses to create an immersive experience while shopping, the newly relaunched 5,500 sq.ft Van Heusen Style Studio, located on 100 sq.ft. Road, Indiranagar, Bengaluru has taken in-store technology to a completely new level. The store's experienced sales person takes every shopper on a personalised shopping journey using interactive devices that also help the consumer pick the right garment. The brand has partnered with Singapore based design studio Fitch and Delhi based interaction design consultancy Experiential Design Lab Pvt. Ltd., to bridge the online and offline paradigms with touch and feel as well as virtual and online retail. The brand has plans to open another 3-4 Style Studios across the country.

BODY SCANNER

The body scanner helps to measure your exact size and gives you the right garment. The scanner takes a 3 dimensional image of the customer and maps it with the store's available sizes.

STYLE BAR

The Style Bar helps a consumer browse through all the products available. It also helps the consumer to mix and match through a 2 dimensional viewer. The software helps to store the customer details for future use. The technology was developed as many consumers who generally walk into a retail store, do not have a clue about what is special about the garments that are on display. Generally a



store sales person recommends a garment for a consumer and if they do not like it, the consumer goes about choosing their own. The Styles Bar also quizzes a customer on their style and recommends the best look for them.

VIRTUAL TRIAL MIRROR

The Virtual Trial station at the store, scans the customer's mirror image from a floor to ceiling monitor. The customer can lock the image and by scanning the bar code of any garment at the store or select through the online library and then get a preview of the garment on himself on the life size scan. If the customer likes the garment, he can

select the garment, which will be updated on the salesperson's ipad who then picks up the garment from the store and brings it to the consumer. **There is another virtual trail monitor located next to the in-store trial rooms, where a consumer can compare the clothes that they had tried on earlier.**

MOOD THEMED TRIAL ROOMS

The trial rooms have ipads installed on the walls featuring 3 different kinds of mood settings featuring day time and evening themes. A customer can select a theme, such as 'evening' which suddenly transforms the whole trial room lights into an evening pub atmosphere with pub

music, which gives customers an idea of how the garment looks in that atmosphere. The trial room doors are sound proof, giving the consumer a personal and private experience in the room.

TOUCH SCREEN CUSTOMISATION

The Van Heusen suit section has touch screen panels that help customers to customise their own suits by selecting their own fabrics and colours. The software helps consumers to narrow down on their choice and then place the order at the store.





INDIAN ARTIZANS

BRAND: Indian Artizans

PROMOTER: Indian Artizans

LOCATION: Jaipur

SIZE OF THE STORE: 2,400 sq.ft.



COLLECTION: Handcrafted, handwoven and curated women's apparel like sarees, dupattas, kurtas, lehengas, fusion wear, men's wear and accessories in traditional craft forms like Jamdani, Patola, Kanjivaram, Uppada, Hand-block prints, Maheshwari, Chanderi, Ikat, Benarasi, Katha, Assamese silk, Bandhej, Chikankari and more.

STORE THEME: The store is an experience centre which offers a homely feel with a rustic look. It has been made in a restored 50-years-old bungalow where old almiras and trunks have been used to display the creations and are displayed and stored in the old way of wrapping them around in mulmul fabric.

STORE INTERIOR: The walls of the store are painted in beige and brown with an unfinished look. The old stones that were recovered while restoring the bungalow have been used to construct outdoor walls by placing them randomly along each other. Yellow light with straight line fixtures in deep mahogany wooden frames gives a luminous feel to the surrounding.

STORE DESIGNER: The store has been conceptualised and designed by Aayush Baheti, the owner of the brand.





FABI

BRAND: Fabi

PROMOTER: Mescos Shoes Ltd.

LOCATION: South Extension

SIZE: 1,100 sq. ft.



COLLECTIONS: Fabi provides the high net worth individuals (HNIs) a destination within India for their luxury product needs, for which they hitherto had to go abroad. A rescue for the high-ended, luxury products consumers, the brand offers men's and women's shoes and high class handbags imported especially from Italy. The current shoe line in store is the Winter-2015 collection which includes chic boots and ankle length shoes, designed especially for Indian women.

STORE THEME: Classy chandeliers, comfortable couches, light fixtures and soft colour palettes of the newly opened luxurious brand store exhibit a very royal, classy and high-end experience. The royal look is completed with light shade used for the walls along with classy wooden and glass shelves. The ambience is classy, yet

comfortable and thus draws eye balls on the store located at a high end locality.

STORE INTERIORS: Designed by Alessandro Germini, the store decor is in line with contemporary stores across Europe and the rest of the world. The luxury store exhibits class and its décor is pristine with a touch of the latest global trends. Fabi store is fuss-free with light fixtures, making the environment inviting, drawing attention of its valued customers to its luxurious merchandise. The shoes and bags are placed with proper spacing and elegance to give a comfortable vision of every product on the display. The store's cordial staff, international feel and strategic location in the national capital ensure the ultimate shopping experience for its customers.





ASICS

BRAND: ASICS (Anima Sana In Corpore Sano)

PROMOTER: ASICS India Pvt. Ltd.

LOCATION: Express Avenue Mall, Chennai

SIZE OF THE STORE: 1,057 sq.ft.



COLLECTION: Sports apparel, footwear and accessories are sold in the store.

STORE THEME: In creation of the store, the design concept has evolved according to six key criteria, i.e., longevity, ease of use, premium finish, sustainability, flexibility and an ongoing commitment to reduce production cost.

STORE INTERIORS: White is used as the main colour scheme for the retail design. Asics products are known for its unique colours and technology. White helps to accentuate the display and highlight these features. A splash of 'true blue' is used in the core design, which represents the energetic spirit to the consumers. The detailing in furniture and dynamic design approach also shows the active spirit of the brand. The design team at Asics works on providing the stores with sleek, organic, sound and high-tech features.

STORE DESIGNER: The store has been designed by Asics Corporation.





WACOAL

BRAND: Wacoal India Pvt. Ltd

PROMOTER: Periwinkle Fashions Pvt. Ltd.

LOCATION: High Street Phoenix, Lower Parel, Mumbai

SIZE OF THE STORE (IN SQ.FT.): 680 sq.ft.

COLLECTION/ PRODUCT RANGE: In line with the brand's sophisticated sensuality, the new Spring Summer 2016 Collection features beautiful laces, gorgeous embroidery, sleek satins and a basics comfort range that pushes capabilities in technology while also adding a touch of glamour and sensuality. The product range consists of bras, panties, shapewear and sleepwear.

STORE CONCEPT: Marking a next step in the evolution of Wacoal's store concept, the design concept showcases a sophisticated, luxurious environment to complement the brand's collection.

STORE INTERIORS: The entire store design revolves around a perfect mix of the colors Black and Golden. The walls and panels are designed according to the color scheme to strike an ideal balance and achieve subtlety. The entire store is designed using only LED lights, that maximize visual satisfaction and optimize cost. Textured Travertino tiles are used for flooring of the entire store in neutral color tones. Shelves in the store are adjustable and easy to reorganize as per display requirements. Indirect lights are placed on every shelf to highlight the products

STORE DESIGNER: Wacoal India Pvt. Ltd in-house team.





SUCCESS

BRAND: Success

COMPANY: Agwani Fashion Pvt Ltd.

PROMOTER : Rajnish Sethia

LOCATION: Shyambazar Area, North Kolkata.

SIZE OF STORE: Appox. 400 sq.ft.



COLLECTION: Established in the year 1996 at Kolkata, the brand's product line assembles a man's complete trousseau, presenting clients with a fusion between the global fashion trends and the ever-evolving taste of the market. Core items include suits, blazers, waistcoats, and trousers along with casual jackets, waistcoats, shirts, t-shirts, denims and accessories.

STORE CONCEPT: North Kolkata is the busiest and oldest area of the city of joy. With growing demand for the brand's products across the city and Kolkata being the home-front of the brand right from its inception, Shyambazar was the bet for a new store. The area is an old cultural citadel of Bengal Aristocracy and the focal point of shopping for garments in North Kolkata.

STORE INTERIORS: The brand believes in simplistic but appealing taste in interiors to make the customer feel as comfortable at home. Special attention is given to facilitate a spacious, hassle-free placement under various categories, easy accessibility and visibility of the products. The flooring is kept stark white matching the walls and the furniture. Shelves are of teak wood color with a light melamine finish for a classy look. Lighting is done through LED lighting systems which consume less energy but are high on luminescence.

STORE DESIGNER: The design of the store was conceptualized by the Director of the company, Rajnish Sethia.

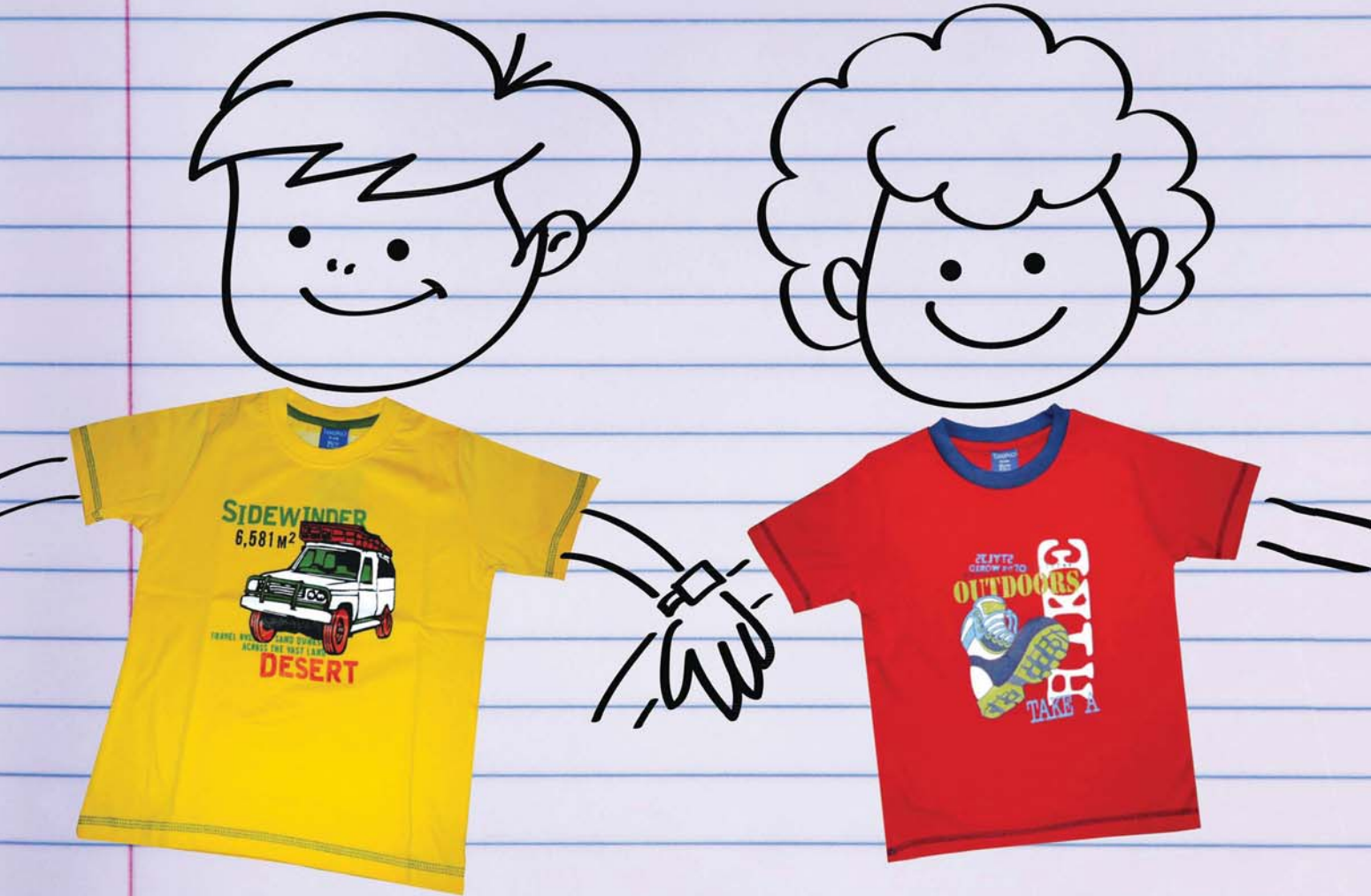


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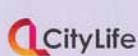
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 HOME SHOP 18



VITAMINS

AN ICONIC BRAND
EXTENDS INTO
BOY'S WEAR



Ojas Nishar, Director, Vitamins shares how the brand has achieved an iconic status in the market and is on the road to become a one stop destination for kids. On asking how the brand got it right with a difficult category like kidswear, Nishar explains, "The first and foremost thing is that you need to have patience to set up this category. It's a very tricky business with kidswear."

By Gurbir Singh Gulati



— OJAS NISHAR,
DIRECTOR, VITAMINS



Vitamins, a lifestyle clothing brand, has been the hallmark of creativity in the cupboard of children. A brand from the house of Sangam Dresses Pvt. Ltd., it laid its bearing in the year 2000. The company began under the ownership of R B Nishar in the early 60's as a girl's kidswear brand with the purpose of bedecking young and fashionably conscious little girls with apparels, dresses and frocks that were in vogue and above all providing value for money.

Vitamins has recently done a complete makeover of its brand by launching its identity in boys wear. It has also launched its new logo which showcases the brand's move to the next generation of innovation

Vitamins has been one of the long standing brand in the kidswear market. Share with us how it began and how you have managed to get it right till date. Also

tell us about some takeaways from your journey?

Ojas Nishar (ON): Sangam Dresses was started by my grandfather. They had a slow and steady start and were happy with the fact that they had 20 machines producing 3,000—3,500 pieces per month at that time. We then used to manufacture party frocks only. The shift came when my father and uncle joined the business in 1995 and got into girls western clothing. They also expanded the production base to 50 machines with a production capacity of 8,000 pieces per month. Then the idea of a brand name came up — as we are trading with Sangam Dresses and we strongly thought that there has to be a brand name behind the company. So in the year 2000, we registered our brand 'Vitamins' and started marketing our product with this brand identity. In the year 2004, we opened doors to become a full-fledged brand by adopting marketing and expansion plans.

I joined the business some 10 years back and at that time the mindset of home grown brands was very limited. But with digital media coming into play and the evolution of organized business through malls in the

country, the kidswear category underwent massive changes. During this time a lot of international kidswear brands stepped into India. The world has become very accessible today and this has encouraged businesses which were working on a traditional format to migrate to a corporate template. Vitamins today is eyeing to become a 'Made in India' brand which can compete with international players.

Is there something you look back on now that you have done differently from your competitors?

ON: Our product USP was totally different from what was being offered in the market. Our name and product quality made us stand out from the rest. We introduced a lot of 'firsts' in the girl's kidswear range. For example, the brand was the first to introduce hosiery knitted t-shirts in a better way which no other brand thought of. Our product planning and innovation led us to capture a power position in the market.

Kidswear is now a lucrative business how has your brand caught on this idea and looked at its target audience?

ON: Our prime targeted audience is young mothers from the age group of 26 to 40 years, with kids between the age group of one to five years. After this, our next target





“We are also looking at launching Vitamins in the infant wear category from age 0 to 24 months. Overall we are targeting a complete profile for a brand for kids.”

— Ojas Nishar, Director, Vitamins

customers are the children between the age of 6 to 16 years who start making their independent decision of what they wish to wear.

Tell us about your current product portfolio and its price points? How has this changed over the years?

ON: We start our product range from ₹299 and go up ₹1,999. In the girls category, our upperwear range has t-shirts, woven tops, shirts, chiffon-georgette tops, dresses, frocks, middies, jumpsuits (both in short and full lengths). In the bottom-wear range we have shorts, skirts, paddle pushers, caprice, pants and harem pants.

Tell us about your focus on accessories?

ON: We have a strong focus on accessories for girl’s right from head gear to waist gear like belts. We also have legwear like socks. We have yet not gone into footwear but in the near future we are committed to launch this product line so as to complete the lifestyle category with Vitamins.

Tell us about the recent change in positioning and getting into boyswear?

ON: Vitamins has very recently ventured into the boys kidswear category in the month of November 2015. We had done this through a launch party held in Goa wherein we called 150 of our dealers to witness this and explore the boy’s Spring-Summer’16 presentation.

It was our dream to make Vitamins a complete lifestyle brand for kids. We got this confidence when we launched our exclusive brand outlets and started receiving inquiries to make boy’s wear. The plans to launch this new category was not done overnight, we had systematically planned this from the last five years.

This boy’s category is also under the Vitamins umbrella. We have recently revived the company profile and logo so that it suits both the girl’s and boy’s categories with us.

If you ask us why we have added this category is because India needs a second generation brand right now. It’s the right time to stand with all the international brands. There are hardly four-five brands in the market, including us, who can compete in this competition.

What is the product line and target audience for the new boy’s category?

ON: Our boy’s product line is very much in conformation with the girl’s, with bright colors and trendy designs. It includes, t-shirts, shirts, denims, three-fourths, woven yarn dyed three fourths, cargo shorts, track pants, joggers,



shorts, sleeve-less jackets, etc. We also have started a small bit on accessories like caps and socks which we have started this season. Probably in the next season, we would expand our product profile in the accessory category. In a way we address the complete casual wear category with our boy's line. Our price range would start from ₹399 and go upto ₹1,099.

Tell us about the fashion cycles you follow and how often to you update your collection?

ON: We are currently following the Spring/Summer and Autumn/Winter fashion cycles. But now, we would like to start where we can provide some supplements in between these fashion cycles to adopt a fast fashion approach.

Which is the most iconic collection from the brand? Tell us about its USP and innovation?

ON: There was a time in 2007 when Vitamins' popularity spread because of its cargos collection. This product was an iconic one where we had made 7 and 10 pocket cargos for girls. It was an instant hit and this was time where Vitamins strongly registered its brand appeal through strong marketing and branding activities.

Spring/Summer 2016 is here. Tell us about the inspirations which have

We are available throughout the country, with strong presence in the Western and Northern region. Percentage wise about 60 percent of my business comes from this region and the balance of 40 percent comes from the rest of India.

reflected in the new styles, colours, fits, fabric and themes etc?

ON: Our Spring/Summer'16 collection has been shot in Durban, South Africa this year.

Durban is a city of beaches and this is the theme of our new collection. The core elements like surfing, beach, and sand are manifested in our collection of flowey skirts, denim shorts, light weight t-shirts, slub t-shirts, etc. The colour palette is bright and we also have neon shades which are in sync with the international forecasts. All in all, it is a very fresh summer collection for both boys and girls.

Tell us about your retail presence and your important markets? What is the ratio of sales in North, South, East and West?

ON: We are very strong in the western and the northern region. We are present from Jammu & Kashmir to Delhi, Uttar Pradesh and Madhya Pradesh. We also are strong in Gujarat, Mumbai and Pune. Then we are doing good business in the southern states of Andhra Pradesh, Karnataka, Tamil Nadu and Kerala. Towards east we are in Kolkatta

and have started the northern belt of the North East.

If you look at percentage wise then 60 percent of my business comes from the western and northern region and the balance of 40 percent comes from the rest of India.

How many EBOs, MBO and LFS do you cover?

ON: As of now, we only have one exclusive brand outlet (EBO) which is in Viviana Mall, Thane and we have been running this store since the last three years.

We are present in 470 Multi Brand Outlets (MBOs). Then we have presence in 50 shop-in-shops around big regional large format stores (LFSs) like Kapkids, Chunmun, etc in the northern belt etc.

We are also present in 15 exclusive stores of Ruff Kids where girl's category is from Vitamins and the boys category is from Ruff.

>



What are your retail expansion plans for the next 2-3 years?

In 2016 we plan to launch about four-five EBOs. Our stores have around 1,000 sq.ft. carpet area. These stores are being targeted in the whole of the western regions.

Our base priority is expansion through MBOs and LFSs wherein we are targeting the untapped market in our retail geography. We are in discussions with several national level large format groups.

Are you online? Please share the progress which you have made in this sphere.

ON: When online started picking up people in our industry were skeptical about its growth. But today online business has emerged as a separate medium to market your products.

Very soon we will launch our own webpage as an online store itself. This will happen by March 2016. Apart from this, we are currently present in Jabong, Flipkart, Snapdeal, etc.

What about exports? Are you looking at countries which have the potential to sell Indo-western wear?

ON: We are exporting to the UAE, South Africa and Kenya. Now we are looking at further expansion to the other parts of the world as well. We also plan to explore these present exports markets with our new boy's wear range.

Has your business been affected by the economic climate and have you had to alter your product range or pricing at all?

ON: Vitamins as a brand has not been affected to a very large scale. We had set a particular target and we could achieve numbers very close to the same. Infact we are planning to cover this in the growth set for 2016.

As we see many international brands have entered the domestic market, what is the kind of competition which it has brought for Vitamins?

ON: There is going to be serious completion and I don't see any fun without it. We are taking this as a positive phase in our business and for the garment industry. With the coming of these international brands they will test the potential of Indian players and Vitamins, as a home grown brand, is ready for it.

Tell us about your current turnover and what growth prospects have been mapped for the next financial year?

ON: We are currently a ₹30 crores brand. We wish to be a 70 crores brand by 2018-19 and a 100 crores brand in the next 5 years.

Tell me about your manufacturing capacities and growth plans?

ON: In 2015 we had a production capacity of 7 lakh pieces and this year in 2016 we wish to take this capacity to 10-11 lakh pieces.

We are also looking at outsourcing where design elements are given by Vitamins and they can be developed by a production expert. Probably in next 2-3 years you can see our products made in Vitenam, Sri Lanka, Bangladesh etc.

Currently our manufacturing capacities are based in Mumbai, Gujarat, Ludhiana, and Tirupur.

Is there anything which I haven't asked you which you would like to share with us?

ON: Vitamins apart from its good part has also witnessed a lot of rough phases in its journey. But apart from all this we are standing tall in the market.



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BEEBAY

PLANNING ITS NEXT MOVE

Beebay's Retail Network is a company which is synonymous to fashionable kids wear. The company has been into garment export since 1969 and in the domestic retail sector since 2007 with its own brand of children's wear by the name of Beebay.

Beebay was conceptualised by a first generation entrepreneur Satish Chander Jain, who has been involved in the apparel industry since 1954. The group also runs Akriti Apparels Pvt. Ltd., a leading children's wear manufacturer with a production capacity of more than 3 million garments per annum.

Beebay has grown aggressively since its inception in the year 2007. The brand currently caters to the smart casual segment in the 0-12 years age group. The collection ranges from casuals and formal wear for both boys and girls with a European flavour, including an exclusive range for infants.

The USP of the brand is to provide excellent quality at a reasonable price. Utmost care is taken throughout the production process to ensure that their kidswear products conform to the highest global standards of safety and comfort. The brand also currently operates through 10 exclusive outlets along with having an active presence online. The brand also operates in countries such as the USA, UK, EU, Australia, etc.





Beebay garments are manufactured from mill made, hand loom, power loom, etc. it use solids, printed, discharge prints and Madras checks. The company follows strict production and quality control measures for manufacturing, sampling and production. About 70 percent of Beebay's merchandise is produced in house, the balance 30 percent is outsourced. The Quality Control of all their products is done in house to ensure consistent world class quality.

The brand is among the first in India to launch exclusive children's wear internet sales online through its website www.beebayonline.com. The online sales are growing at a rapid pace and complementing the sales of its physical stores. Besides its own website, the brand is also available through various other e-commerce portals such as Flipkart, Snapdeal, Amazon, Paytm, Jabong, Myntra, Firstcry, etc.

Monika Jain, Brand Director, Beebay says, "The brand is guided by the dynamic leadership of young entrepreneurs, who are constantly striving towards greater excellence in every aspect of their various enterprises and projects. We have a dedicated and committed work force both at the store level and manufacturing level, providing conducive work environment for long-term growth."

Distribution Network

A solid distribution business model has the potential to take the brand to the next level. After experiencing success via manufacturing garments, Beebay plans to strengthen its community by adding more MBOs and expanding its distribution network.

Distribution is an apt way to strengthen the brand's presence and ensure value addition with regards to the retail experience of a customer. Customer satisfaction is the key to any business and no compromise is made in selecting the right partner, location, strategy and promotions for every store to ensure optimum customer experience resulting in a win-win situation for all.

Support & Training

The company has its own training centre that it runs in collaboration with IL&FS where they offer training to all staff and franchise partners on regular basis.





Expansion Plans

Beebay plans to add a minimum of 5-10 outlets every year, expanding their existing range. The company is also planning to launch another label Bee-Young targeting teenagers. For this, the brand is looking for collaboration with well known international brands wherein their products can also be kept at Beebay stores.

The Beebay team regularly visits its stores to get feedback as well as to provide inputs on visual merchandising, inventory optimisation and customer management. The brand is equipped with a centralised software that tracks and analyses store inventory and sales. This helps the team to provide the right selling products to the stores at the right time.

Beebay Group at a glance

Beebay group has interests in apparel manufacturing, IT and retail. It employs more than 1,700 people and is one of the leading companies based in Delhi-NCR. Satish Jain is assisted by Avanish Jain and Gunish Jain in running the various group companies.



GROUP COMPANIES INCLUDES:

Akriti Apparels Pvt. Ltd.: This is the apparel manufacturing export division. Major buyers include Ostin, Jojo Maman Bebe, etc. Akriti Apparels has 3 manufacturing units with a production capacity of 3 million garments per annum. www.akritiapparels.com.

Royal Datamatics Pvt. Ltd. (RDPL): This is the IT services company. Founded in 2000 the company works with leading brands in the US to provide digital marketing and creative services. RDPL also has its own specialised ERP for the garment industry. It has over 150 customers spread across the US, UK, India and Bangladesh. The company has its own office in the US through its subsidiary - RDPL USA. RDPL also launched its retail and warehouse management solutions in 2012 and has been rapidly expanding in this vertical. The company works with some major international customers such as Nike, Fossil and Panasonic. With offices in US, Jaipur, Dhaka and New Delhi, it has over 600 customers spread across the US, UK, India, Bangladesh. www.rdpl.com.

Royal Ecommerce Solutions Pvt. Ltd. (RESPL): This company specialises in providing complete e-commerce services for online retailers, including technology, marketing and strategic deplaning and execution services. The company has over 100 customers in the e-commerce space in the US, UK and India. Its e-commerce platform is currently used by over 60 companies, with plans to have over 300 retailers on the platform by end of this financial year. www.purplecommerce.com.

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TOONZ

QUENCHING THE FASHION THIRST OF THE LITTLE ONES

Toonz Retail India Pvt. Ltd., one of the fastest homegrown retail chain for all the needs and occasions of kids, is flourishing with each passing day into the business of catering to the clothing needs of kids both in India and abroad. **Sharad Venkta, Managing Director and CEO, Toonz Retail India Pvt. Ltd.**, talks to Images BoF about the brand and its journey till date.

THE BIRTH

Due to the rise in awareness about branded clothing among kids, the segment is growing continuously and Crystal Group believed that the market was under leveraged to cater to this swelling requirement. Hence, the company planned to enter into the segment with the launch of its first store in Bengaluru's Total Mall in 2010. While the retail expansion was an on-going process through franchise route, Toonz introduced its two home brands, Wowmom and Superyoung in 2012, followed by Superyoung Celebration in 2015.

FASHION FOR LITTLE ONES

“Today’s kids are the new fashionistas who love to be in trend. Both our brands Wowmom and Superyoung have simple yet playful designs offering a wide range of everyday to party to traditional wear which are quite unique and appealing,” confirms Venkta. The brand takes special care in its endeavour to offer what the kids desire from their clothes. “The entire fashion cycle of converting an idea into a concept, then designing the garments, finalising the colour palette, and creating the final collection takes around 2-3 months, under the sheer guidance of our designing team,” affirms Venkta.

INNOVATIONS AND MARKETING STRATEGIES

Toonz recently launched their Spring/ Summer collection 2016. The colour palette boasts of vibrant hues made of natural chemical-free dye ensuring premium quality, which is ideal for kids.

“Our main focus is to provide highest quality of product in an affordable price range. We are using a lot of animal prints for our collection. There is a large influx of garments inspired by graphics of nature, animals and sea-creatures. There are a lot of floral print in Spanish-influenced silhouettes with knife pleated dresses and skirts for the girls. For boys it is the bold layered stripes all the way,” informs Venkta.

The brand has plans for a lot of direct engagement with customers through promotional activities. “We recently associated with Smile Foundation in ‘Ramp for Champ’ where we provided Superyoung and Wowmom apparels for the kids to be worn during ramp-walk,” he affirms. Similar



PRODUCT CRADLE					
BRANDS	TARGET AGE GROUP	BOTTOM WEAR	PRICE RANGE	UPPER WEAR	PRICE RANGE
Wowmom (Boys)	0-3 years	Bermuda, shorts, knit set, track pants, cargos, denims, sweatpants	₹499-₹799	Shirts, t-shirts, knit sets, Polo t-shirts, hoodies	₹199-₹699
Wowmom (Girls)	0-3 years	Bermuda, shorts, dungaree, track pants, pants, cargos	₹499-₹899	Dungaree, frock, top, t-shirt, ethnic frocks, knit sets, sweat shirts	₹299-₹999

BRANDS	TARGET AGE GROUP	OUTER WEAR	PRICE RANGE
Superyoung Celebrations (Boys)	2-9 years	Fashionable t-shirts, denims, kurtas, trousers, denim suspenders, hooded shirts	₹899- 1,099
Superyoung Celebrations (Girls)	2- 9 years	Ethnic wear-kurtas, lehenga, anarkali, patiyala, party dresses, layered dress, frocks, tunics	₹999- 1,299

BRANDS	TARGET AGE GROUP	BOTTOM WEAR	PRICE RANGE	UPPER WEAR	PRICE RANGE
Superyoung (Boys)	3-12 years	Denim pants, denim shorts, track pants, cargos, chinos, Bermuda	₹599-₹1,299	T-shirts, shirts, polo shirts, knitted t-shirts, jackets, hoodies, sweatshirts	₹199-₹899
Superyoung (Girls)	3-12 years	Jeans, track pants, cargos, capris, skirts	₹599-₹1,299	Dresses, frocks, tunics, tops, t-shirts, sweatshirts, woven tops	₹199-₹999



“Toonz Retail is successfully managing more than 70 stores in India. The stores are spread across 50 cities in 15 states”

– Sharad Venkta, MD, Toonz Retail



activities were carried out in Gulbarga, Indore and few other cities. Apart from fashion related activities, the brand actively supports sports and creative activities. One such event was ‘Pune’s Got Talent’ in which participants across all ages participated to show their creative talents. These and many other such initiatives contribute to the marketing and popularity of the brand among kids as well as the parents.

SPREADING WINGS

Toonz has recently expanded its footprint into the Gulf region. The Indian kids’ retail giant has signed an exclusive 5 years agreement with Tariq Albassami Group (TAT), appointing them as their master franchisee to open and operate stores in Gulf Cooperation Council (GCC). Toonz’s first international store will be launched by the end of February in Khamis Mushait, Abha, Saudi Arabia. Positioned as a premium brand, Toonz international stores will be spread over an area of 1,800-2,000

sq.ft., offering a plush experience to the customers. Toonz international stores will offer their flagship brands Wowmom, Superyoung and Superyoung Celebrations along with a complete range of exciting kids’ products including fashion, baby care, nursery, toys and school supplies among others.

“We are excited to expand our footprint internationally into the GCC region. It is an important market for us and will play a vital role in the overall growth strategy of the company,” shares Venkta.

MARKET VISIBILITY

Toonz is successfully managing more than 70 stores in India. The stores are spread across 50 cities in 15 states, including Delhi, Mumbai, Pune, Bengaluru, Hyderabad, Chennai, Jaipur among other cities. The brand is one of the first players in the kids’ retail market, which offers a wide range of qualitative offerings for kids at affordable price range under one roof.

Toonz is also available for its consumers at more than 250 multi brand outlets, 20-plus large format stores including 16 Hypercity stores and more than 40 shop-in-shops.

The company is visible in around 50 cities across the country, where Jaipur, Chennai and Jalandhar are the new cities added to its operations. “We also cater to online shoppers through the brand’s own e-commerce portal and other shopping websites like Flipkart, Snapdeal, Jabong, Firstcry, Paytm and Amazon. Apart from these, Toonz brands are also present in international markets of Nepal, Mauritius, GCC, Fiji and Papua New Guinea,” prides Venkta.

FUTURE PLANS

“As of now, we are introducing two new categories in Wowmom; one is knit to woven sets for 0-3 years and secondly, Wowmom booties for 0-12 months. We recently launched Wowmom and Superyoung’s Spring/Summer collection 2016, which comprises of trendy party wear, funky casuals, dresses and t-shirt,” informs Venkta.

Apart from product expansion, Toonz is looking forward to focusing on other markets for business expansion including eastern and western regions. “With all these in mind, the company is working toward better and better results and have registered a growth percentage of approximately 30 percent,” concludes Venkta.



Ufo

oodles of fun & style



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UFO

THE UNDER FOURTEEN SEGMENT

With apparel industries in the country extending from pure export to creating their own national brands, kidswear has seen a staggering growth in the past few years. No doubt, a country with a booming young population of spenders, the kidswear segment has also evolved in terms of product offerings. **Abhishek Agarwal, Director, Creative Kidswear Pvt. Ltd.** talks to IMAGES BoF on his brand UFO.

By Roshna Chandran

FAST FASHION TRENDS

Children above the age of eight and nine years have shown more exposure to fashion trends and according to Abhishek Agarwal, Director, Creative Kidswear, this young age segment is always updated on the current styles. Not only are today's children constantly trying to sync with the latest fashion as much as possible, but also modern parents have become keen on having their kids dress in the latest style.

The apparel industry has tried to see an equal divide between the girls and boys collections, the girls segments does have a wider range as girls generally tend to dress up more whereas the boys apparel has always been dominated by sportswear. Agarwal is determined to bring together the gap where the 'young adults' are at par with adult fashion standards.

UFO which stands for Under Fourteen Only, caters fashion casual wear for the infant to the 14 year old. The brand's product range includes boys' and girls' tees, shirts, denim, non denim, jackets, sweaters, dresses, leggings, cargos, co-ordinates and more.

Despite the immense exposure among children, it is still the parents who are the decision makers while shopping. Agarwal has also noticed that once children reach the age of 8 or 9 (pre-teens years) they get more involved in shopping decisions, but this is under the close supervision of their parents or guardians.

Adds Agarwal, "The major decision making chunk are still parents and access to money is usually not with the children who are below 16 years of age."

THE PRICE FACTOR

The fact that children grow out of their clothes a lot faster makes this category a



the non-denim segment which has seen a lot of traction in both girls and boys categories.

Characters have been known to play a huge role in the kidswear category especially for the below eight years old age group who are always seen trying to dress like their elder brother or sister. Cool fashion appeals to this age group.

Explains Agarwal, “Kids are very tough consumers to please and we feel constant change and innovation is the only way to keep their attention intact.”

Kidswear is also slowly moving away from the usual genderising of the boys in blue and girls in pink. Agarwal noticed that parents are more accepting to experiments. Using mostly 100 percent cotton for almost all the collections, UFO does experiment with a variety of fabrics during different seasons.

“We make sure we can add at least a few new fabric types which are not used previously in both boys and girls every season.” Elaborates Agarwal, “We source our materials from the best mills in India and also our in-house mills as we are also a vertically integrated group from yarn to the finished garment.”

CHALLENGES

UFO retails in EBOs, LFS, MBOs as well as online stores. The dominance of the unorganised market in this segment remains the biggest challenge as consumers tend to be price sensitive but Agarwal is confident that giving them the best product with the best quality can bring a difference. An underlying hurdle is the fact that retailers only provide the least space for the kidswear category. Agarwal tries his best to occupy the maximum space.

FUTURE PLAN

The brand plans to expand its product ranges across the country and overseas. The infant night wear and character wear are some of the new product ranges that will be added to the brand's portfolio. Agarwal is looking forward to expanding his growth by 40 to 50 percent in the next one year.



“Kids are very tough consumers to please and we feel constant change and innovation is the only way to keep their attention intact.”

– Abhishek Agarwal,
Director, Creative Kidswear Pvt. Ltd.

very price sensitive one. Agarwal pointed out that parents are always on the look out for a good deal in terms of pricing while picking up kidswear as children tend to grow out of their clothes a lot quicker. He says, “However, having said that, we still believe that providing a great product at the right price always has takers whether there is a discount or not. According to our research, causal wear segment is huge in terms of sales but highly dominated by the unorganised markets which is still a challenge for the branded segment.”

INNOVATIONS

The brand is known for its fashion casual wear and Agarwal is keen not to expose it into the sports or ethnic wear categories. The fastest moving range in the boys segment are woven shirts and under the girls segments the dresses move the fastest. The brand is also focusing on carving its niche in



612 LEAGUE

Fashion for the Budding Hearts

Launched in 2008, 612 League is the first Indian clothing brand focusing on pre-teen children. In a candid interview, Co-Founder and CEO of the brand, Manu Indrayan, tells IMAGES BoF how by sheer dedication and high product quality, 612 League has steadily expanded its presence to over 385 points of sale (POS) across 130 cities of India.

Walk us through the brand's history. The brand was launched through a pilot design studio facility in Oct 2008 and subsequently got introduced in large format stores, starting with Shoppers Stop from 2009 onwards. We entered the online space in 2011-12 and our first exclusive store was launched in 2012-13. Within a short period of 6 years, we have been able to penetrate the entire Indian market, and are now available at over 385 POS across 130 cities of India.

What are your target audience?
We target middle and upper-middle class parents with kids between the age of 1 to 13 years.

Tell us about your manufacturing capacity.
With about 500 machines, we have manufacturing units at three locations in Ludhiana, Punjab. The main facility measures around 0.5 acres and is spread across 45,000 sq.ft.

What is your production capacity per month?
The production capacity is over 1,35,000 garments per month.

Tell us about your designing capabilities.
We have a state-of-art design studio headed by a qualified design team who banks on modern forecasting techniques to design and develop various ranges.



Total number of EBO of the brand

>FY2015: **33**

>FY2014: **19**

>FY2013: **9**

Total number of MBO stores present in

>FY2015: **352**

>FY2014: **262**

>FY2013: **157**

Total sales of the company (in rupees crore)

>FY2015: **107.5**

>FY2014: **64.2**

>FY2013: **39**

Estimated growth in the last 2 years

Last fiscal: **68.4%**

Last 2 years: **69%**

Last 5 years: **77%**

Gender	Boys	Price range	Girls	Price Range
Age group	3 to 12 years		3 to 12 years	
Style Categories	Jeans	₹1,100-₹1,350	Dresses & Skirts	₹850-₹1,300
	Trousers & Cargo	₹1,050-₹1,200	Shorts & Capris	₹800-₹1,100
	Shorts & 3/4ths	₹850-₹1,050	Trousers & Cargos	₹950-₹1,200
	Polos & T-shirts	₹500-₹700	Jeans	₹1,050-₹1,200
	Shirts	₹850-₹1,100	T-shirts & Tops	₹500-₹700
	Sweatshirts	₹900-₹1,400	Leggings & Jeggings	₹300-₹500
			Sweatshirts	₹900-₹1,400
Gender	Baby Boy	Price range	Baby Girl	Price Range
Age group	6 months to 2 years		6 months to 2 years	
Style Categories	Trousers & Jeans	₹700-₹1,000	Skirts	₹650-₹850
	Shorts	₹600-₹850	Dresses	₹750-₹1,100
	Dungarees & Sets	₹750-₹900	Shorts	₹600-₹900
	Polos & T-Shirts	₹400-₹600	Trousers & Jeans	₹700-₹1,000
	Shirts	₹700-₹900	Dungarees & Sets	₹750-₹900
	Sweatshirts	₹750-₹1,100	Tops & T-Shirts	₹400-₹600
			Sweatshirts	₹750-₹1100

How long is your average fashion cycle?

About 6 months.

Are there any interesting concepts or innovations that you are working on?

We believe in doing thematic ranges based on the interest of our target age-group, we customise our colour palette in tandem with international forecasts and Indian preferences and tastes. Our collection is a mix of smart casuals with a bit of occasion wear to offer a complete mix to kids. We largely follow international trends and based on our understanding of the market, develop a range which matches Indian sensibilities.

Tell us about your marketing strategy

We follow an integrated approach to marketing with both digital as well as offline promotions keeping in mind the convergence of consumers across the digital and brick-and-mortar platforms.

What are your future plans?

We have plans to include shoes, accessories and ethnic wear to further widen our product gamut as per customer requirements.

Tell us about your retail presence.

As of now, we are present in more than 130 Indian cities. Apart from 33 EBOs, our products are also available in about 352 MBOs and 321 LFSs including Shoppers Stop, Reliance Trends, Central, Globus, Hypercity, etc.

Are you present online?

We are present in about 11 established e-commerce retailers like Myntra, Flipkart, Amazon, Jabong, Snapdeal, etc., and have plans to grow further in the e-commerce space through tie-ups with Shopclues, Reliance E-Com, Rediff, etc.

Have you added any new territories and regions in 2015?

Yes! We opened our first exclusive store in Bengaluru.

Are there any new territory or region targeted for the next few years?

While we already have a pan India presence through LFS, we are now planning to open EBOs across the country.





APPLE EYE

Introducing Innovative Technology

Apple Eye offers trendy designs of international standards that the brand shells out at affordable prices. Varun More, Director, Stitch Fab India Pvt. Ltd., in a candid interview with IMAGES BoF shares how he is bringing international technology in manufacturing kidswear clothing.

Walk us through the brand history: Apple eye is headquartered in Kolkata, West Bengal. It is one of the largest manufacturer and retailer of the kids apparel in India. Apple eye is for kids who belong to the group between new born and early teens. The brand adheres to international standards across all its departments from conception to execution. It shows a dedicated effort to instill attitude and set new trends in kid's fashion.

Target audience and its demographic profile: The brand targets the upper middle class segment of the society.

Tell us about your manufacturing units. The company has its manufacturing unit in Kolkata (West Bengal) and Tirupur (Tamil Nadu). The brand's another unit is coming up in Ahmedabad (Gujarat).

Tell us about your design capabilities. The designing head gets training in the UK and Spain. The company also has technical tie ups with Italian and Turkish giants.

How long is your average fashion cycle? We generally take one week to develop and design the concept of the next collection. It takes a maximum of 50 days to hit the stores after production.

	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE	OUTER WEAR PRODUCTS	PRICE RANGE
Boys	1-16 years	Entire range	₹800-₹1,700	Shirts, t-shirts	₹400-₹1,600	Jackets, sweat shirts, wind cheater, pullover, entire range	₹1,100-₹3,000
Girls	1-16 years	Capri, shorts, leggings, fancy pants, etc.	₹600-₹1,600	Entire range	₹400-₹1,500	Entire range	₹1,100-₹3,000
Others (infants/toddlers, etc.)	upto 1 year	Shorts, full pants, denims	₹70-₹500	Front open, boat neck, envelope neck, etc.	₹400-₹600	NA	NA



Are there any interesting concepts or innovations that you are working on?

N9 Fabric, the international technology name for silver knight technology, we are using this technology. The cloth is processed with silver which works as a shield to prevent it from any bacteria or fungus contaminating. This technology helps the cloth to be more fresh and odourless for a long.

Tell us about your marketing strategy?

We are working on a two prong strategy. One is business-to-consumer and the

second is business-to-business. We are also very active on social media, with about 29,000-plus likes on Facebook.

What are your future plans?

We have plans to expand in two areas. One is party wear focusing on ethnic style. And the second area is mature clubwear look for kids.

Tell us about your retail presence.

We have eight exclusive brand stores, presence 450 multi-brand outlets and are also available in Central, Reliance Trends and Brand Factory.

Are you present online?

Yes. We are carrying our business through major e-commerce portals like Snapdeal, Amazon and Flipkart.

Are there any new territory or region targeted for the next few years?

We focus on major cities such as Bengaluru, Hyderabad, Chennai, Pune, Vishakapatnam and Guwahati.

What has been the estimated growth percentage in the last two years?

The brand has registered a growth of 33 percent.





BEEBAY

Fun, Frolic and Elegance

The kidswear brand, Beebay, offers clothing for infants and kids up to 12 years. Boasts of enjoying a strong customer loyalty, it stands for displaying excellence in quality and comfort at reasonable prices. In a candid interview, the director of the brand, Monika Jain, tells IMAGES BoF about the toil and hardwork behind the brand.

Walk us through the brand's history: Beebay was established in the year 2000. However, the brand started the operation of its retail stores in 2008 with the opening of two stores. Later in 2012, it opened six more stores. Now it is planning to reach 10 exclusive stores by 2016. Today, the brand has a national presence with various company owned outlets, multi-brand outlets and major online platforms.

In 2012, Beebay was also registered in the USA. The brand now serves the US and European markets through its office, warehousing facility and distribution network. It has an international retail presence in the UK, USA, Germany, Spain, Italy, Czech Republic, Hungary, Seychelles and Australia.

Target audience and its demographic profile:

The brand targets middle to upper class affluent families. Its primary consumers are parents having children between new born to 12 years old kids.

Tell us about your manufacturing units.

About 70 percent of our merchandise is produced in house through our own manufacturing units located in Noida (Delhi NCR), Faridabad (Haryana) and Sikri (Uttar Pradesh). The rest 30 percent is out sourced from various parts of the country including Ludhiana (Punjab), Mumbai (Maharashtra) and Tirupur (Tamil Nadu).



Total number of EBO of the brand

>FY2015: **10**

>FY2014: **8**

>FY2013: **6**

Total number of MBO present in

>FY2015: **10**

>FY2014: **8**

>FY2013: **6**

Total sales of the company (in rupees crore)

>FY2015: **12**

>FY2014: **10**

>FY2013: **6**

Estimated growth percentage in the

last 2 years: **30% per annum**

	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE
Boys	2-12 years	Trousers, bermudas	₹500-₹1,500	T-shirts, shirts	₹300-₹1,500
Girls	2-12 years	Trousers, capris, skirts	₹500-₹1,500	Dresses, t-shirts, blouses, jumpsuits	₹300-₹1,500
Others (infant/toddlers, etc.)	0-2 years	Trousers, rompers, skirts	₹500-₹1,500	Jumpsuits	₹500-₹1,500

What is the production capacity per annum?

We have the capacity to produce an approximately 24,00,000 pieces of garments per annum.

Tell us about your design capabilities.

We have our in-house design team. Our designs are inspired by international magazines and collections available on WGSN and other top fashion portals. Our designers travel abroad to ensure our range is developed as per current international trends and fashion.

How long is your average fashion cycle?

It takes on an average of 60-70 days to convert a product from concept till it reaches the store.

Are there any interesting concepts or innovations that you are working on?

Our collection comprises coordinates—the key story line and themes. Our latest collection is on interesting themes like “go back to school” and “nautical”.

Tell us about your marketing strategy.

To promote our brand we participate in fashion shows like India Kids Fashion Week (IKFW). We give advertisements in top kidswear magazines. We are present on social networking sites as well. We have our own portal for customer database through which newsletters are sent to our loyal customers. We also promote ourselves via Google Ads and provide coupons.

What are your future plans?

We are planning to expand in infant wear by introducing styles in rompers and sleepsuits.

Tell us about your retail presence.

Currently, we are present in six states namely, New Delhi, Haryana, Punjab, Uttar Pradesh, Chattisgarh and Rajasthan. With 10 EBOs, 10 MBOs and presence in e-commerce portals, we have plans to tie-up with large format stores soon.

Are you present online?

We are present in all major e-commerce platforms like Amazon, Flipkart, Paytm, Snapdeal, Hopscotch, Fashionandyou, Shopclues, Ebay, including our own site.

Have you added any new territories and regions in 2015?

Yes. We have recently partnered with a multi-brand outlet in Lajpat Nagar, New Delhi. Our collaboration with sites like Amazon, Paytm, Snapdeal and Flipkart happened in calendar year 2015.

Are there any new territory or region targeted for the next few years?

Although we have presence pan India and abroad, we are focusing at Delhi and NCR and wants to consolidate our position in these markets.





MASH UP

Providing International Fashion to Kids

A grand initiative from the house of Half-Ticket Apparels, Mash Up is a premium brand offering fun fashion for the little hearts. The brand is not only known for giving an international flavour to its collections, but also for being a socially responsible fashion brand that represents superiority and class. Vinita Dilip Motwani, Director, Mash Up talks to IMAGES BoF about the brand's essence and capabilities.

Walk us through the brand's history.

Mash Up was started by the makers of Bad Boys (Modern Classic), a brand bringing fun fashions for your little ones since 1992. Launched in 2014, Mash Up is accepted by boys, parents and retailers alike in every part of the country, due to its international flavour and appeal. In a short span of time, the brand has established its presence in as many as 700 MBOs.

Tell us about your key product categories.

We target parents from sections A+, A1 and A2 of society and little boys with a propensity for fashion trends.

Tell us about your manufacturing facilities.

We have a quality oriented design and production facility located at the Readymade Garments Complex in Indore. Spread over 25,000 sq.ft. carpet area, the whole process starting from designing to production takes place in-house under our direct supervision.

What is your production capacity per annum?

About 6,00,000 pieces a year. For upper wear, the capacity is approximately 4,50,000-plus and in bottom wear, the brand manufactures around 1,50,000-plus pieces annually. Capacity expansion is in

line and we are aiming to add one more manufacturing unit thereby doubling the production capacity in the next two years.

Tell us about your designing capabilities.

Our design and development team has an experience of more than 25 years and this experience enables the brand to design and develop garments with superior detailing, print, wash, etc., in the least possible time.

How long is your average fashion cycle?

Delivering of a product from the concept stage to the stores takes around 15-20 days. But then, we are working towards decreasing the lead time considerably, so that retailers can enjoy the the fruits of our 'just in time' model.

Tell us about the interesting concepts or innovations the brand is working on.

What are the key story lines and themes you are following this year?

Design, creativity and innovation is the core for each of our products. We were pioneers in bringing attention to modern club wear and party wear in the boys ready to wear segment as no other brand was doing it actively till the last year. Our collection for Spring/Summer can best be described as cool, calm and comfortable. We have also tried to incorporate the active and athleisure trends in our shirts this time for the casual line. For the club wear and party wear line, we have focused a lot on cooler fabrics like linen. Furthermore, our hugely successful bows and ties collection will come again this season with newer designs and colours.



Total number of MBOs of the brand

>FY2015: **700+**

>FY2014: **590**

Estimated growth in FY2013-14: **20 percent**

Tell us about your promotional activities and marketing strategy.

We depend on social media and digital marketing to connect with our customers. We have a strong and rapidly growing follower base across all social media platforms. You can connect with us on [facebook.com/mashupworld](https://www.facebook.com/mashupworld), twitter.com/mashupearth or [instagram-mashupofficial](https://www.instagram.com/mashupofficial).

Also, for retail trade partners, we are promoting our brands at various garment fairs including, the Indore Garment Fair on March 5-7, 2016 and even the CMAI 63rd National Garment Fair later this year.

Tell us about your retail presence.

Presently, we are present in more than 100 cities across the country. The brand mainly retails through a total of 700 MBOs.

Are you present online?

We are one of the top brands for boys shirts on Jabong and are also present on Amazon, Flipkart, Snapdeal and Paytm. The brand has further plans to sell

GENDER	BOYS
Age Group	4 to 16 yrs
Price range	₹799-₹1,299
Style categories	Shirts (casual and party wear)

through online portals like Myntra and Fashionandyou. Mash Up will also launch its own online portal KrazyLa.com with the biggest collection of boys shirts and other brands.

Have you entered into any new territory or region in 2015?

Yes. We have entered into the markets of Jaipur, Udaipur, Jodhpur, etc., in the state of Rajasthan.

Which territories or regions are you planning to target in the next few years?

We will be majorly targeting Kolkata in West Bengal. The brand will also expand to other major cities of West Bengal, , Andhra Pradesh, Telangana, Chattisgarh, Bihar, South and North-East India.

Brief us about your future plans for the company.

We would be introducing a range of designer t-shirts, polo t-shirts, three-fourth shorts, joggers, party pants and trousers in the times to come. We are also planning to launch waist coats, blazers and jackets for the next festive season. These products too will cater to boys in the age group of 4-16 years.

What has been the estimated growth percentage in the last 2 years?

The brand has registered a growth of 20 percent.





TWEENS MONTE CARLO

Young at heart

Tweens Monte Carlo, a kidswear fashion brand from the house of Monte Carlo, retails its collection aimed at young boys and girls who love to explore and have fun always. The brand offers trendy and comfortable fashion for the tweens, a neologism and marketing term for preteens. As a sub brand, Tweens Monte Carlo embodies the core values of the parent brand, Monte Carlo, which are - quality, innovation and trendy. Sumit Agarwal, Production Head, Tweens Monte Carlo, talks to IMAGES BoF about the brand's journey, strategies for future and expansion plans.

Tell us about the brand's history.

The year 1984 was a breakthrough year for Oswal Woollen Mills (OWM) when its signature brand Monte Carlo was launched. The brand is synonymous with the finest of quality and wide variety since years and with the same values, Monte Carlo recently came up with its kidswear segment, Tweens Monte Carlo. The brand works with sole aim to be the numero uno and be the first choice of the masses.

What are your key product categories?

We target boys and girls in the age group of 9-14 years. The brand caters to consumers from tier-I and -II cities across the country.

Tell us about your manufacturing units.

We have massive sized factories with multiple units in Ludhiana and other major cities of Punjab.

What is your production capacity per annum?

The production capacity, including the number of pieces of upper wear and bottom wear products per year is 5 lakh.

Tell us about your design capabilities.

In order to provide the latest styles and trendy apparels to our target audience, we have tied up with various international designers. Tweens Monte Carlo also has a competent and skilled team of in-house designers who make sure that the brand does not loose on the latest trends.

What is your average fashion cycle?

The process starting from inception of the concept to making the garment available at the stores, takes around six months of time. Thus, we normally have two fashion cycles annually.

GENDER	BOYS	PRICE RANGE	GIRLS	PRICE RANGE
Age Group	9-14 years		9-14 years	
Style categories	Bottom wear products	₹700 onwards	Bottom wear products	₹600 onwards
	Upper wear products	₹400 onwards	Upper wear products	₹400 onwards
	Outer wear products	₹900 onwards	Outer wear products	₹1000 onwards



Total number of EBO of the brand

>FY2015: 225

>FY2014: 200

>FY2013: 175

Total number of MBO stores present in

>FY2015: 1,500

>FY2014: 1,300

>FY2013: 1,200

Total sales of the company (in rupees crore)

>FY2015: 581

>FY2014: 501

>FY2013: 420.9

Estimated growth in FY2013-2015: 20-25%

Tell us about the most interesting concepts or innovations you have introduced recently.

Our range for AW 2015 is divided into five themes—Oil & Greece, Rock n Roll, Bikers Gang, Number Game and Roller-Coaster—based on prints, processes and materials. Major trend setter this season are neck line variations, hybrid mix-and-match of fabrics, zipper hoodies, colour blockings in cut n sew. We used multiple fabrics like 3-thread fleece, 2-thread fleece, plating fabrics, slubs, auto stripes, fancy yarns, terry, etc. for circular knits, besides cotton, coated cotton, nylon, different blends in nylon, polyester, cotton, intimated leathers and prints for wovens. Hoodies are distinctive winners in this category. Besides, fine trim detailing also plays a vital role.

Walk us through the brand's marketing strategy.

Advertisements in print, television, radio, and BTL activities like school activations, mall activations and fashion shows have been our marketing strategies for this season.

Tell us about your retail presence.

Presently, the brand is present in around 165 cities across the country. Apart from approximately 225 EBOs, our products are also available in about 1,500 MBOs and approximately 100 shop-in-shops (SIS). Tweens Monte Carlo is also present in large format stores including Shoppers Stop, Pantaloons, Central, etc.

What about your online presence?

Tweens Monte Carlo caters to its online customers through its own website www.montecarlo.in and are also available on other leading e-commerce portals such as Jabong, Myntra, Snapdeal, Amazon, etc. Furthermore, the brand plans to expand its online presence on other major online selling portals as well.

Have you added new territories or regions in 2015?

Yes. We have expanded our reach to cities like Hyderabad, Mysore and Coimbatore in order to reach out to more customers.

Are there new territories or regions targeted for the next few years?

We have plans to expand business to South India and also to major parts of West India.

What are your future plans for Tweens Monte Carlo?

We are planning to introduce new fabrics and are experimenting in terms of designing to deliver something different and trendy to our fashion conscious customers.



ONE FRIDAY

BRINGING THE KIDS'
OWN WONDER
WORLD TO THEIR
OUTFITS



Summit India has been one of the most eminent garment manufacturing, designing and exporting companies since the past 40 years. It has come up with its own brand, One Friday, the kidswear brand out of the love for the whimsical wonder-world of little boys and girls. It “celebrates the spirit of childhood with a pinch of prep and a pot full of trend,” says its founders, **MEET** and **NEEL SAWHNEY**.

Walk us through the brand's history.

One Friday, a new entrant in the kidswear segment, inceptioned its journey on Children's Day, November 14, 2015. In a short time span, we opened two stores, one at South Point Mall in Gurgaon and the other at GK- 1 M Block market in Delhi. The two stores feature collections with an aim to inspire all tiny tots to continue on their path of crazy adventures and never grow up. One Friday is equipped with an experience of 40 years in garment manufacturing, designing and exporting, which comes from its parent company, Summit India.

Please tell us about your key product categories.

We have in store a collection with a gazillion gallons of imagination and a sprinkle of fantasy. The brand product basket comprises complete kidswear range, including shoes, accessories and trinkets under one roof. One Friday presents wander wear offering a complete wardrobe choice from casual wear to occasion wear including accessories, shoes, fragrances and eye wear.

“Kidswear is one of the fastest growing segments in the Indian market and has huge potential for growth. On one hand, there is a large domestic unorganised segment and then, there are international brands which have entered recently. One Friday is a concept store for children actively designed to suit their lifestyle and our store experience is inspired by their world of imagination. One Friday looks forward to extending the kids a ticket to adventure through various engaging activities that will be curated especially for our little guests time and again.”

– Meet and Neel Sawhney, Founders, One Friday



Who are your target customers?

We aim to cater to the middle and upper-middle class segment of society. The brand targets little boys and girls in the age group of 1-12 years.

Tell us about your manufacturing units.

The brand has a manufacturing unit in Noida. The certified organic factory pays extra attention to One Friday's commitment to focus on high benchmark of quality. Having passed the European quality standards, **One Friday is a child-friendly brand that takes pride in being azo-free. All fabrics are mill-made and are tested in the in-house labs for chemical as well as physical properties like shrinkage and tearability, thus assuring the highest quality product for the little ones. Also, no child labour is employed in the production process and a suitable working environment is created for the workers with competitive wage offering.**

Tell us about your designing capabilities.

We have a creative in-house team of designers who are in sync with the global fashion trends. Using their expertise, these designers design each garment in a unique way. One Friday design teams originate from Germany and United Kingdom, which are trendsetting markets in kidswear segment. The garments and accessories thus fall in line with the international style aesthetics, thus placing Indian kids at par with any other on the fashion and style quotient.

What are your plans for the brand's future?

We envision to have open 8-12 stores nationwide, with the first four within Delhi and NCR, in the year 2016. For the coming expansions, we will target tier-II towns in North India.



CAMARO JUNIOR

Fashionable Kids' Bottom Wear

Camaro Junior, the kidswear brand from the house of Camaro that so far was catering to men's bottom wear segment, is placed at mid segment pricing with high quality product for the little ones. Saumar J Sharma, Business Head, Camaro Junior, elaborates on the brand and the expansion plans for the same.



How did the brand come into existence? What were the highlights of Camaro Junior's journey.

Camaro Junior was born in April 2015 with an aim to offer quality products at affordable and pocket friendly prices after a thorough research on the category, domestic market size vs the available brands and pricing. We are still a beginner in this category, but AW 2015 gave us much confidence to work further on the same. Our products were very well received in the market and the response has surpassed our expectations.

The highlights of Camaro Junior—good fit, good mill made fabrics, chic collection, availability in 22-42 sizes and very reasonably priced—have worked greatly in favour of the brand.

Tell us about your key product categories.

We target middle class parents in tier -II and -III cities, who set who have a propensity towards new fashion trends and like their kids to follow suit. The brand offers bottom wear for boys in the age bracket of 5-18 years. The price range varies between ₹995-₹1,595.

Tell us about your manufacturing unit.

Camaro Junior has a manufacturing unit in Vasai (Maharashtra). The manufacturing unit is completely integrated with modern facilities.

What is your production capacity?

The average production capacity is of 400 pieces of jeans per day.

Tell us about your design capabilities.

We have an in-house design team,

consisting of NIFT graduates with work experience of not less than five years, who ensure that the designs are in accordance with the latest fashion trends. We also have an in-house sampling and product development team for better manufacturing and for satisfaction of the customers.

What is your average fashion cycle?

We take around 7-9 months for converting the products from the concept till making them available at the stores.

What are the most interesting concepts or innovations you have worked on recently?

We worked on two different themes—Tropical Forest and Varsity Blue. The former follows jungle prints, different colours and trims, while the designs of the latter concentrated on the color blue.

Tell us about the marketing strategy for Camaro Junior.

As of now, we are focusing on putting all efforts on the development of the brand. Marketing and promotions are secondary and would be our step two. However, the brand will start marketing probably by AW 2016.

Tell us about your retail presence.

We have one pilot store catering to the customers. Our products are also available in a total of 600 MBOs.

Have you added new territories or regions in 2015?

Yes. We have expanded to Chhattisgarh recently.



Spark Aw' 15 Collection

T-shirt

•

Shirts

•

sweatshirts

•

Denims

•

Cotton Trousers

•

Coudroys

•

Suits

•

Lowers/Fancy Lowers



TOFFYHOUSE

EYEING FOREIGN SHORES

Rajesh Giani, Proprietor, Om Apparels and founder of Toffyhouse, shares insights with IMAGES BoF on the kidswear market in the country and how it can be at par with the world.



Toffyhouse, the kidswear brand was inceptioned in 1998. Its founder and proprietor, Rajesh Giani, describes the journey as very rewarding and wonderful. Toffyhouse is known for its style and craftsmanship that it constantly innovate.

“We believe in offering the highest number of styles in each particular season in every product that we manufacture compared to the competitions. Apart from regular styles, we launch one story [theme] every month and one or two category every season; for example, we have introduced party frocks and a wide range of nightwear for Spring/Summer 2016,” shared Giani.

BEING OMNI-PRESENT

With a pan India presence, the brand is available on prominent e-commerce portals and in multi-brand outlets in all major cities and towns. “Our resale partners in India and abroad have ensured that the brand reaches all major brick-and-mortar retailers across the main cities and towns of the countries. Additionally, our online presence in India has ensured that it reaches even remote corners of the country,” he explained.

“Online retail is surely helping brands reach a much wider audience for it is reaching even remote corners in the country where the area cannot sustain a brick-and-mortar store with a wide range of branded apparels,” Giani said.

INDIA VIS-A-VIS INTERNATIONAL MARKETS

According to Giani, the kidswear market is probably the fastest growing category in India and holds immense potential. The demand is evolving from local styles to upmarket international fashion. He said, “When it comes to kidswear, the Indian mother thankfully values quality and style and is not very particular that the brand has to be international, which is why we are grateful to her.”

He feels that international brands focus only in the regions they are head-quartered in, because it engenders majority of the sales. The products are mass produced and in such a scenario it is not possible for international kidswear brands to get the sizes, designs or even prices right for India. .

THE CHALLENGE

“The biggest challenge is predicting and supplying what will sell at the stores. Plus, if the retailers are fair and not biased towards a particular brand, then the brands present in the multi-brand stores will do good business,” he said.

Another challenge is to produce around 1,200 styles in a year. According to Giani, all their creations are the best of their efforts. “Most corporate houses look outside and try to bring in brands from abroad and keep losing money, whereas most of the large format stores in the country look inwards,

they promote and invest in Indian brands, help them grow and mutually create value for all,” he revealed.

CONCLUSION

Giani opines that the kidswear industry employs the most number of people, hence it can generate huge employment opportunities. The government should set up and promote the wholesale malls in the country. Similarly, a large number of manufacturers are creating millions of styles at very reasonable prices and need exposure outside the country.

The brand recently expanded its business in international markets like Saudi Arabia and Iran and has plans to set-up wholesale centres in Thailand, Indonesia, Malaysia, China and Japan in order to expand its international business and presence.

“The information that Indian kidswear manufacturers are producing so many garments at such prices remains unknown to the world especially Asia and Europe. Therefore, most of the business goes to China which is comparatively expensive than us. But the wholesale malls can create a convenient atmosphere for the buyers, i.e., to quickly buy and leave, saving a lot of time for them,” he concluded.



TOFFYHOUSE

*Lets learn how to **love** from children*

*Lets learn how to **play** from children*

*Lets learn how to **eat** from children*



LAUGH

EAT

PLAY

LOVE

ENJOY

*Lets learn how to **live** from children*

TOFFYHOUSE

Learning from children since-1998

For Trade enquiries, kindly call Naresh @ +91 98743 83358 / +91 - 33 - 3028 5774 or email : toffyhouse@gmail.com

GARBO

Boys' Fashion With Comfort

Garbo, the kidswear brand from National Clothing Supply (I) Pvt. Ltd., stands for fashion with quality and comfort. The brand offers trendy fashion to boys without compromising on the comfort factor. Rajesh Kabra, Director, Garbo, talks in detail about the brand.



Walk us through the brand's history.

Garbo is artistic designer wear for boys which is stylish, groovy and yet subtle. Born with the mission of giving the best clothing to urban children, the USP of Garbo lies in standing for fashion with quality and comfort. The company has over five decades of experience in the garment manufacturing and textiles industry. Its in-house product expertise and talented team of designers equip it well to face the challenges of the dynamic fashion industry. The company believes in giving a lot of detailing and its pattern of working helps it give quality at reasonable prices.

Tell us about your target audience.

We cater to middle and upper middle class from tier -I and -II cities of the country.

Tell us about your manufacturing units.

We have a highly upgraded manufacturing unit in 6 Madan Street, Kolkata.

What is your production capacity per annum?

We produce a total of 1.5 to 2 lakh pieces per annum at our manufacturing unit.

Tell us about your designing capabilities.

At Garbo, we come out with our own trendy designs. An in-house designing

team led by Radheshyam Kabra makes it possible with his years of experience and expertise.

How long is your average fashion cycle?

It takes around 90-120 days for our teams to convert the products from concept to a ready-to-sell merchandise.

Tell us about any interesting concepts or innovations that you have recently introduced?

Kids now no more want to look immature and idealise their elders and parents when thinking about clothing. We are now to hit the latest trend with mature looking clothing for the little boys.

Tell us about your retail presence.

We are present in around 400 retail shops around the country. The brand has visibility pan India and is soon planning to go online.

Have you added any new territories and regions in 2015?

Yes. We have ventured into the markets of Haryana recently.

Are there any new territory or region targeted for the next few years?

We are planning to expand in the sprawling markets of Madhya Pradesh and Jammu and Kashmir in the coming years.

What has been the brand's estimated growth percentage in the last two years?

25 percent.



	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE
Boys	6 months to 4 years	Shorts	₹300	T-shirts	₹300
Boys	1 to 7 years			T-shirts	₹350

Garbo
Premiere Kidswear



NATIONAL CLOTHING SUPPLY (INDIA) PVT. LTD.

6 Madan Street, Kolkata - 700 072; P: +91 33 2212 6534 / 7815; F: +91 33 2212 7176; E: garboclub@vsnl.net; W: www.garboclub.com

SIMPLY

Of being both the cheapest and best

Pradeep Arora, Director, Candid Casuals, takes prides in providing 100 percent cotton fabric garment for infant and kids. Simply is a value for money brand, IMAGES BoF finds how it pays equal attention to the quality of the garment at such basic rate.



Total number of EBO of the brand

>FY2015: 5 >FY2014: 5 >FY2013: 2

Total number of MBO stores present in

>FY2015: 2,500 >FY2014: 2,000

>FY2013: 1,500 (approx.)

Estimated growth in the last 2 years

Last fiscal: 65%

Walk us through the brand's history:

The brand, Simply, offers simple basic products for new borns and upto two years kids. The brand was started in 1998 and manufactures slip, vest, panty, brief, shorts, top, frock, babasuit, mitten, booty, cap, towel, napkin and gifting range. The products are made from 100 percent cotton and are designed keeping into mind the comfort of babies.

Target audience and its demographic profile:

All the products are value for money. Any income group can buy the products.

Tell us about your manufacturing units.

We have a 10,000 sq.ft. manufacturing unit in Paridhan Garment Park (West Bengal).

What is the production capacity per annum?

We produce approximately 15 lakh garment pieces in a year.

Tell us about your design capabilities.

Our research and development team constantly work to make our products look soft, smooth and colourful.

How long is your average fashion cycle?

Usually, baby products do not change frequently. The preferred prints and shades of colour remain same. But we try to offer a new range to our customers every season.

Are there any interesting concepts or innovations that you are working on?

We offer basics range, full infant items and 10 different type of fabrics.

Tell us about your marketing strategy.

We believe in word-of-mouth publicity. We like being talked about our look, design, colour, pattern and the price. If your designs are good, then it reaches the customers through any medium such as departmental store, online, etc.

What are your future plans?

Our demand is increasing every season and we are focusing on meeting the customers demand. In case, we feel that any particular product is necessary for the profile of the company then we add it.

Tell us about your retail presence.

Our brand has presence in 35 cities and towns in the country. With five exclusive brand outlets and 2,500 multi-brand outlets, we have a strong presence in the country. We also have presence in Big Bazaar and Pantaloons.

Are you present online?

Yes. We have tied-up with Firstcry, Babyoye and Snapdeal.

Have you added any new territories and regions in 2015?

We have successfully penetrated the markets in Delhi, Chattisgarh, Gujarat, Madhya Pradesh, etc.

Are there any new territory or region targeted for the next few years?

We have plans to venture into Punjab, Bihar and Odisha.

	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE	OUTER WEAR PRODUCTS	PRICE RANGE
Boys	New born to 4 years	Briefs, shorts, track pants	₹60-₹120	Vest, t-shirts, front opens	₹75-₹150	Sets	₹200-₹225
Girls	New born to 4 years	Panties, shorts, shirts, capris, leggings	₹60-₹120	Tops, slips	₹75-₹150	Frocks	₹125-₹175
Others (infants/toddlers)	NA	NA	NA	NA	NA	Rompers	₹125-₹175
	NA	NA	NA	NA	NA	Gift sets	₹450-₹600



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TOWEL | FACE NAPKIN | NAPPY AND GIFT SET ETC FOR BABIES

**For Trade Enquiry
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Phone : +91 33 2282 9141; Mobile: +91 98303 55852; E-mail : candidcasuals.simply@gmail.com

WOW

Understanding and adapting to demands

WOW stands for kidswear products that offer designer element at affordable price. The brand is more emotion centric than price centric that is the reason their collections are inspired by love for the garment and affection for the kids. Manoj Wadhvani, CEO, N H Garments, shares his views on the kidswear market with IMAGES BoF.



Walk us through the brand's history: The brand was launched in 1999. From a regional brand to a national brand today with presence in almost all major cities, the brand has come a long way. In the last four to five years we have spread much awareness about the brand across the country.

Target audience and its demographic profile: It targets all income groups in different tier cities.

Tell us about your manufacturing units. The company has four manufacturing units in the suburbs of Kolkata (West Bengal). Each unit size ranges from 500 to 1,000 sq.ft. in area.

What is the production capacity per annum? We produces approximately two lakh garment pieces per annum.

Tell us about your design capabilities. The designing team is headed by me and my wife Rakhi Wadhvani. Their designs and inspiration are led by love for the garment and affection for the kids.

How long is your average fashion cycle? It takes around 3-6 months; from concept in mind to stock in store. The maximum time is consumed in getting the creativity on cloth, keeping the design and quality affectionate.

Are there any interesting concepts or innovations that you are working on? We introduced an innovative concept of where we fixed small soft toy with the kids garments. It became a game changer instantly. Another interesting concept was the lavish use of animal characters in bright and vivid colours on the garments.

Tell us about your marketing strategy. We are not much into marketing and branding at the moment. However, we ensure that we have presence in all major garment fairs in the country.

What are your future plans? We have plans to expand our product range from infant and toddlers to the next age group, i.e., of 3 to 6 years. In the next few months, we will introduce tops and bottom wear into production.

Tell us about your retail presence. We are present in 200-plus multi-brand outlets across the country.

Are you present online? No. At present, participation on online sites do not suit our distribution network business.

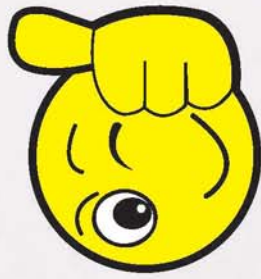
Have you added any new territories and regions in 2015? No, but we have introduced new product range in North East India.

Are there any new territory or region targeted for the next few years? We want to expand our business in Bihar and Jharkhand.

What has been the estimated growth percentage in the last 2 years? It was 15 percent.



	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE
Boys and girls	Infants and toddlers	Frocks, 2-pieces, Frocks with mix of hosiery & denim, rompers, dangrees, jumpsuits and babasuits	₹525-₹800



WOW!

Designer Kidswear

SMARTY

Smart Wear for Kids and Teens

The brand Smarty appeals to urban, modern and independent kids. The brand is known to have a classy appeal, but sticks to its aim of providing value for money to its customers. The brand reflects vibrancy, energy, freshness and international quality. Nilesh S Somaiya, Proprietor, Smarty, talks to IMAGES BoF about the kidswear brand and its growth in the burgeoning market.



Total number of MBO of the brand

►FY2015: 300

►FY2014: 255

►FY2013: 225

Total sales of the company

►FY2014: ₹754 crores

►FY2013: ₹573 crores

Tell us about the brand's history.

Incepted in 2007, Smarty started as a brand catering to the kids in the age group of 1-8 years. Tasting success, it expanded its portfolio in the following years and came up with a collection for the kids and teens in the age bracket of 1-18 years. Today, Smarty's portfolio consists of collections for every season and comprises over 150-200 designs.

Key Product Categories: The brand offers bottom wear and upper wear for the kids in the age group of 1-18 years. The price range for the bottom wear varies between ₹1,800-₹2,500, while the price for upper wear products start from ₹720 and exceeds upto ₹1,350.

Who are your target consumers?

Smarty targets kids and teens in the age bracket of 1-18 years as its user and their respective parents as the key influencers and facilitators. We reach out to people from metros, mini metros and tier-II towns in Maharashtra, Gujarat, Andhra Pradesh, Karnataka and Tamil Nadu.

Tell us about your manufacturing units.

We have a full fledged, state-of-the-art manufacturing unit in Mumbai.

Tell us about your design capabilities.

Our message to our design team is what makes our products different and preferred. We ask our designers "to design what is not available in the super malls and hence be different." The message also calls on to "yet deliver style, class and quality which is at par with any international brand."

What is your marketing strategy to promote your brand?

Our focus is to develop great partnership with agents and distributors, both existing as well as new and potential ones, across the country.

What are your future plans?

We aim to continue strengthening our USP of providing different and unique portfolio of designs that meets international standards.

Tell us about your retail presence.

We are present in the states of Maharashtra, Gujarat, Andhra Pradesh, Telangana, Karnataka and Tamil Nadu. The brand caters to its consumers through 300 multi brand outlets and 25 regional large format stores in Mumbai.

Have you added any new territories and regions in 2015?

Yes. We have opened stores in Andhra Pradesh, Telangana and Karnataka in 2015.

Are there any new territory or region targeted for the next few years?

We are planning to target northern and eastern markets in India in the coming years.

What has been the estimated growth percentage in the last 2 years?

The brand has registered an estimated growth of 10 percent in the last 2 years.





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NEW DELHI

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V3S Mall, Shop No. FF-100, 1st Floor, Laxmi Nagar

PUNJAB

Pavillion Mall, Shop No.-202, 2nd Floor, Fountain Chowk, Ludhiana
Trillium Mall, Shop No.10, 2nd Floor, Amritsar

HARYANA

Parsavnath City Mall, Shop No. LGF-42, Faridabad
DT Mega Mall, Shop No. MMS-117, 1st Floor, Gurgaon
Ansal Plaza Mall, Shop No. UG-03, Palam Vihar, Gurgaon

UTTAR PRADESH

Ansal Plaza Mall
Shop No-59, Ground
Floor, Greater Noida

CHATTISGARH

City Mall
36 Shop No-28, 1st Floor,
mangla Chowk, Bilaspur

RAJASTHAN

Shop.No-301/302,
Rajapark, Jaipur

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SMARTY GIRLS

Quality Clothing for Little Angels

Smarty Girls from Classic Casuals (I) Pvt. Ltd., specialise in girls' items and offers a full range of products for girls in the age group of 4-14 years. All the value for money products of Smarty Girls are made of 100 percent cotton. Pradeep Arora, Director, Smarty Girls, talks to IMAGES BoF about the brand.



Total number of MBO of the brand

>FY2015: 750

>FY2014: 500

>FY2013: 250

Estimated growth in the last 2 years: 80%

Tell us about the brand's history.

The company started in 1996. Initially, we started production of only tops and then gradually with time, we expanded our wings and started making capri sets, leggings, lounge wear and girls' night suits.

Tell us about your target audience.

We cater to little angels in the age group of 4- 4 years. We believe that any intelligent person will opt for this product because of its high quality and high fashion quotient. The products are affordable for people from any income group.

Tell us about your manufacturing units.

We have a manufacturing unit spread in an area of 3,000 sq.ft. at Girish Park, Kolkata.

What is your production capacity per annum?

We produce approximately 2 lakh pieces per year.

Tell us about your designing capabilities.

We have a committed R&D team, working to make our products look softer, smoother and pleasantly colourful.

What is your average fashion cycle?

Usually, the designing for baby products does not change so frequently, apart from new prints, new shades of colour, but still we change it every season. At times, designs are colour specific.

Are there any interesting concepts or innovations that you have recently introduced?

We have started making textile printed capris in 100 percent cotton fabric. Other innovations include introduction of new colours, patterns and different types of add ons on the products to make it more trendy.

What is your marketing strategy?

We believe in mouth publicity. If your designs are good and reaches the customer through any medium like departmental store, online, etc., the product will speak for itself.

What are your future plans?

Our demand is there, thus we are just increasing the production to meet the demand of the customers. In case, we feel that any particular product is necessary for the profile of the company, then we add it.

Tell us about your retail presence.

We are present in two EBOs and a total of 750 MBO. Apart from these, the brand caters to its customers through large format stores like Big Bazaar and Pantaloons. Also, the brand is present in online space through Snapdeal.

Have you added any new territories and regions in 2015?

Yes. We have entered in the markets of Andhra Pradesh, Assam, Gujarat, Maharashtra, Nagaland, Rajasthan, etc. recently.

Are there any new territory or region targeted for the next few years?

We are planning to soon venture into the markets of Delhi, Chhattisgarh, Punjab, Odisha and Bihar.

	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE
Girls	4 to 14 years	Capri, leggings, shorts	₹165 - ₹240	Tops	₹220 - ₹280





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TOP | CAPRI | LEGGING | LOUNGE WEAR | NIGHT-SUIT FOR GIRLS UPTO 14YEARS

**For Trade Enquiry
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Cozy Casuals (India) Private Limited

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Phone : +91 33 2282 9141; Mobile: +91 +91 98310 62900; E-mail : cozycasuals1@gmail.com

OOPS

Edgy Fashion for Little Boys

Oops is a kidswear brand, launched by Ludhiana based Oops International. The brand vision is a pursuit of dressing up the little ones with not just clothes, but with an ambition. Vivek Chopra, Proprietor, Oops, talks to IMAGES BoF about the brand.

Tell us about the brand's history.

Established in 1999, the brand used to manufacture only summer t-shirts for boys. Oops is now positioned as an all season brand and offers a complete range of full sleeve t-shirts, sweatshirts, track suits, etc.

Who are your target customers?

Our target customers are from upper middle class of the society. We target kids in the age group of 2-14 years.

Tell us about your manufacturing units.

Our manufacturing unit is located at Bahadur ke Road in Ludhiana. The unit is equipped with state of the art, modern machinery.

What is your production capacity per annum?

We have a high captive production capacity but the brand produces the merchandise according to the market needs. We are targeting a growth of 10-12 percent this year, in terms of production.

Tell us about your design capabilities.

The brand pays extra care to produce garments in line with the on going trend

and fashion. We make all kinds of t-shirts, that is, with denim, 3D printing, etc. New fabrics like mercerized and jacquard fabrics have also been included in designing. The brand works to spice up the new designs according to the latest fashion in order to keep offering something new always.

What are your marketing strategy?

The kidswear industry is not promising and it is difficult to establish oneself as a brand, and that too a successful one. With this in view, Oops puts extra stress on fashion and stresses that there is a need to add new products and focus more on quality, in order to remain as a people's chosen brand.

Tell us about your retail presence.

The brand has presence pan India. Oops retails to his customers through approximately 200 multi brand outlets and is also present in many top large format stores in major cities. The brand does not have presence in e-commerce portals.

What are your future plans?

We are planning to enter into the export market for better business and growth.



	TARGET AGE GROUP	UPPER WEAR PRODUCTS	PRICE RANGE	OUTER WEAR PRODUCTS	PRICE RANGE
Boys	2 to 14 years	T-shirts	₹275-₹395	Sweatshirts	₹395-₹635



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TEDDY

On an expansion spree

Pradeep Arora, Director, Creative Casuals, started the kidswear brand Teddy in 1993. In a candid interview with IMAGES BoF, he shares how word-of-mouth publicity over the years has helped him to reach this position. Today, the brand is looking for expansion in Delhi, Chattisgarh, Odisha and Bihar.



Total number of EBO of the brand

>FY2015: 2

>FY2014: 2

>FY2013: 2

Total number of MBO stores present in

>FY2015: 3,000

>FY2014: 2,500

>FY2013: 2,000

Estimated growth in the last 2 years

Last fiscal: 25 PERCENT

Walk us through the brand's history:

The brand, Teddy, was started in 1993 and specialised in babasuits. Later it kept on adding various products to its portfolio such as capri set, frocks, night suits, leggings, half pants, t-shirts, etc. Today, it offers a full range of collection for kids from one-to-six years of age.

Target audience and its demographic profile:

The brand offers high fashion and high quality products to suit any income group.

Tell us about your manufacturing units.

We have a 10,000 sq.ft. manufacturing unit in Paridhan Garment Park (West Bengal).

What is the production capacity per annum?

The company produces approximately one lakh garment pieces in a year.

Tell us about your design capabilities.

The design team the utility of the products, that the garments should be of fine fabric and it should be comfort to wear, hence making the collection look soft, smooth and pleasantly colourful.

How long is your average fashion cycle?

Generally, kidswear range do not change frequently. Some basic designs and colours are always more favoured in kidswear.

Are there any interesting concepts or innovations that you are working on?

When we started we only specialised on babasuits. Now we bring out various varieties of product range such as capri sets, cotton stripe t-shirts, frocks, etc.

Tell us about your marketing strategy.

We use various mediums to advertise our products, out of them we believe word-of-mouth publicity works the best.

Tell us about your retail presence.

With two exclusive stores, Teddy also has presence in more than 3,000 multi-brand outlets and large format stores like Big Bazaar and Pantaloons.

Are you present online?

Yes, but at present we have only tied up with Firstcry.

Have you added any new territories and regions in 2015?

Telangana, Assam, Tamil Nadu, Punjab and Karnataka are the states we have just diversified and added to our marketing portfolio.

Are there any new territory or region targeted for the next few years?

We have plans to enter into Delhi, Chattisgarh, Odisha and Bihar.



	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE
Boys	1-6 years	Half pant	₹110-₹150	T-shirt, baba suit, boys night suit	₹230-₹480
Girls	1-6 years	Leggings	₹150-₹230	Frock, capri set, girls night suit	₹230-₹480



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**For Trade Enquiry
Please Contact:**

Creative Casuals (India) Private Limited

12, Ho Chi Minh Sarani, Srishti Building, Unit 3A, Kolkata - 700 071

Phone : +91 33 2282 9141; Mobile: +91 +91 98310 95699; E-mail : teddy.creativecasuals@gmail.com

DOLLAR CHAMPION

Hosiery Wear for Little Champs

Dollar Champion, a kidswear brand from the Dollar Industries Ltd., is known for its value for money products. The brand which inceptioned its journey from 1972-73 when Dindayal Gupta stated his proprietary firm Bhawani Textiles, targets semi-urban and rural India. Dollar Champion has made a remarkable presence since its birth and is going strong day by day. Vinod Kumar Gupta, Managing Director, Dollar Industries Ltd., talks to Images BoF about the brand and its expansion plans.



Total number of doors present in:

>FY2015: 70,000

>FY2014: 65,000

>FY2013: 60,000

Total sales of the company :

>FY2014: ₹754 crores

>FY2013: ₹573 crores

Tell us about the brand's history.

The hosiery business in India has undergone a remarkable transformation in years to become an avant garde market that today is worth crores of rupees. Today, Dollar Industries Limited is considered as the leading company in the hosiery and apparel market of India. Dollar presently registers 15 percent of the total hosiery market share in India and stands among the top 5 innerwear manufacturing companies. The brand has received three national awards in 2006, 2007 and 2009 for the best brand and excellence in men's innerwear from CMAI.

What are your key product categories?

We cater to little boys in the age group of 2-12 years. The brand's product basket comprises of t-shirts, capris, bermudas, trousers, etc. We keep our price range minimum because the brand believes in fashionable comfort at an affordable price.

Tell us about your manufacturing units.

Our main manufacturing unit is situated at Tirupur in Tamil Nadu. The unit is equipped with strong manpower of two thousand people. Other than Tirupur, we have two more units in Ludhiana and Delhi.

What is your production capacity?

Our production capacity is 3.6 lakh pieces per month.

How long is your average fashion cycle?

Its takes almost 2 months for our teams

to convert the products from concept to a ready-to-sell merchandise.

Tell us about some innovative or creative concepts that you have recently introduced.

For the kidswear segment, cartoon characters have a considerable effect on brand awareness. These days, we can find numerous cartoon characters but presently, *Chhota Bheem* has the highest rating in India's top animated TV series. We are trying to encash on this and have got the official license to print this character on our products.

Tell us about your marketing strategy.

Other than a specific sales team, we are doing 360-degree marketing to carry on our promotional plans and reach out to our target customers.

Tell us about your retail presence.

We cater to our customers through a total of 70,000 MBOs. We do not have any exclusive brand outlets at present and neither do we sell through large format stores. However, online retailing is still under consideration for coming years.

Are there any new territory or region targeted for the next few years?

For the next few years, our focus point will be rural India.

What are your future plans?

At present, we don't have any plans for expanding our range. Rather, we are concentrating on acquiring new customers and segments for our existing products.





CHAMPION KIDS

Winning Style



Bravo
201 Top-Bottom Set



Rangers
211 Top-Bottom Set



SMARTY BOYS

A Mix of Comfortable & Stylish Clothing

Smarty Boys from Classic Casuals (I) Pvt. Ltd., is an amalgamation of comfort with style, having a global feel. The brand specializes in offering its range in 100 percent cotton yarn. Pradeep Arora, Director, Smarty Boys, gets candid with IMAGES BoF about the brand.



Total number of MBO of the brand

>FY2015: 1,000

>FY2014: 600

>FY2013: 400

Estimated growth in the last 2 years: 90 percent.

Tell us about the brand's history.

Smarty Boys was inceptioned in the year 1992. Initially, it catered to both domestic and international clients. But with time, as the demand grew multifold domestically, we started concentrating in this segment. After a decade of starting operations, Smarty has been well accepted now, across all cities in India.

Who are your target customers?

Parents, family and well wishers of the fashion conscious boys act as primary product purchasers. Value for money and global feel is what attracts customers to our products.

Tell us about your manufacturing units.

We have one factory, spread in an area of 3,000 sq.ft. The unit is located in Howrah, West Bengal.

What is the production capacity per annum?

We produce a total of 3.5 lakh pieces annually.

Tell us about your design capabilities

We opt for designs which have both a universal feel as well as a soothing and comfortable appeal.

What is your average fashion cycle?

Right from the design inception and to reaching the stores as a finished product, takes around 30-45 days depending on the kind of value addition on the product.

What are the most interesting concepts

or innovations you have recently introduced?

Season specific colours, themes and designs are finalised for every product. For the upcoming summer season, beach prints and a new parity of summer shades has been an instant hit.

What is your marketing strategy?

We believe that delivering a good product to the end user is the best marketing strategy. A customer should be satisfied with the brand's service and products, which in turn itself will create a good name and reputation of the product.

What are your future plans?

The plan is simple. We have witnessed that Smarty Boys is in demand among the consumers. Thus, we are just concentrating on increasing the production to meet the demands of the customers. In case we feel that any particular product is necessary for the profile of the company, then we add it.

Tell us about your retail presence.

Apart from two EBOs, our products are also available in about 1,000 MBOs. The brand also retails through large format stores like Big Bazaar and Pantaloons. We also cater to our online customers through e-commerce portals like Flipkart and Snapdeal.

Have you added any new territories and regions in 2015?

We have expanded in the markets of Uttarakhand and Chhattisgarh recently.

Are there any new territory or region targeted for the next few years?

We are planning to increase our business and are targeting the areas of Haryana, Jammu and Kashmir, Himachal Pradesh and in areas of coastal belt.



	TARGET AGE GROUP	BOTTOM WEAR PRODUCTS	PRICE RANGE	UPPER WEAR PRODUCTS	PRICE RANGE	OUTER WEAR PRODUCTS	PRICE RANGE
Boys	2 to 14 years	Shorts, bermudas, pyjamas	₹199-₹350	T-shirts, shirts	₹140-₹550	Night suits, lounge wear	₹300-₹550

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**For Trade Enquiry
Please Contact:**

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12, Ho Chi Minh Sarani, Srishti Building, Unit 3A, Kolkata - 700 071

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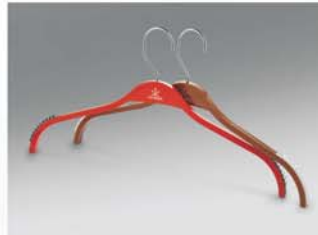


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FASHION CREATION

ENTREPRENEUR

IN CONVERSATION WITH A MAVERICK, A BELIEVER, A PIONEER...

Pradeep Arora, one of the most influential figures in the Indian kids wear talks to IMAGES BoF on his experiences and his brands.

Pg No. 166



ORGANIC

ORGANIC CLOTHING: THE WAY TO GO

Manisha Bapna takes a quick overview at how organic apparel are being accepted in kids wear.

Pg No. 173



LICENSING

CHARACTER APPAREL: RULING THE ROUGE

While globally, licensing and merchandising is a large business, IMAGES BoF takes a look at its impact on kidswear in India.

Pg No.170

CELEB WATCH

TWINKLE TWINKLE FASHION'S STARS

IMAGES BoF takes a look at the sartorial side of some young actors who have grabbed eyeballs with their amazing on screen appearances.

Pg No. 174



TEXTILE PLAYER

IN FOCUS THIS MONTH IS DEEP BLUE.

Pg No. 186



PREVIEWS

TOMMY HILFIGER, ALLEN SOLLY, PEPE

IMAGES BoF presents a sneak preview of the Tommy Hilfiger, Allen Solly & Pepe Spring/Summer 2016 kidswear collections.

Pg No. 178-185



INTERNATIONAL TRADE FAIRS-2016 PREVIEW

Presented by: SPORTSWEAR INTERNATIONAL

Pg no. 190-209



IN CONVERSATION WITH A MAVERICK, A BELIEVER, A PIONEER...

Without a doubt, **PRADEEP ARORA** is one of the most influential figures of the Indian kidswear industry today. But, this is not the entirety of his introduction. He is also one of the pioneers that helped shape the West Bengal hosiery industry with his company Cotton Casuals (India) Pvt. Ltd. IMAGES BoF talks to the dapper director on the inspiration behind his brands Zero, Teddy, Simply, Smarty Boys and Smarty Girls.



— PRADEEP ARORA

First of all, tell us how it all started.

Back in the day, we had a retail shop called Cott Counter in the AC Market in Shakespeare Sarani. The market was synonymous with foreign goods and almost all the stores were stocked with smuggled garments, mostly from Bangkok. And it was a rave then, with almost all the popular international brands available.

But I was young and had staunch nationalist ideologies, so after I graduated and joined the business, I stuck on with garments manufactured in India. In the course of time I realized that the whatever the Indians brands were shelling out fared poorly against the smuggled stuff; the quality was hardly up to the mark and that's one big reason why it failed to make its mark. So I made up my mind to start up my own company that would produce products that are at par with its international compeers.

Although this was back in 1976, it took me some time to actualize it. Finally in 1990, after 14 years, I registered the company, Cotton Casuals (India) Pvt. Ltd., in January. By May we started production and our products were well accepted. Soon, we were supplying our brand Zero to bigger cities like Delhi, Mumbai, etc. And I felt it was bound to happen, as our products flaunted

very high quality, innovative designs, colours, and competitive prices.

My partner is an IIT Kharagpur graduate and he had the technical expertise. Hence, we used to do everything in-house - right from making the fabric from the procured yarn and right from inception, we have kept our margins fixed. So that's how we all started.

Our motto throughout have remained the same pure cotton, good yarn, good knitting, good processing, good stitching machines and marginal profit.

How did Zero come about?

When we launched Zero, we decided to limit our specialization and concentrate only on infant wear, the target audience being new born to two year olds. That's how the name came about too.

Tell us about your other brands and how they came about.

Eventually, on the demand of our customers we started targeting more age groups. About one and a half year after Zero was founded, we came up with Teddy.

Teddy targeted kids in the age bracket of one to five years and had an exhaustive collection, right from night suits, babasuits, frocks to tee shirts and tops.



Then demand poured in for girls wear, as both these brands offered very little for girls and we came up with Simply in 1998. Offering a wide range of slips, vests, panties, briefs, shorts, tops, frocks, mittens, booty and gifting range, about 80 percent of Simply's offering consisted of clothes for little girls

So by and by, we kept expanding, slowly but steadily. We let our products speak for themselves. We hardly did any significant marketing from the start, would you believe that this is the first time I am advertising my brands?

Thank you, that's actually an honour for us at IMAGES BoF, Sir. So after that you added Smarty Boys and Smarty Girls to the coaster?

Smarty Boys and Smarty Girls are very new additions, just two-two and a half years old. The basic target of the brands is children between the age group of 4-14 years. These two, like the others, are value for money brands and we are retailing them through a long list of MBOs.

When did you first taste success?

Right from day one. (laughs). On a serious note, right from the very first day, thanks to our world class products. And people

noticed it, along with the pocket friendly prices. First there was a huge demand in our retail shop and then our products were everywhere. We dealt directly with wholesale distributors and today we have around 150 distributors.

So almost all the brands you launched clicked in the market. Were there any low points in the journey?

Yes, but touch wood, it was slow but steady. We didn't have any mega launches or anything of that sort but the distinguishable quality and our fair ethics helped us win the trust of our clients over the years.

As a whole, the graph curve was always ascending and it still is. There were times when progress was slow but we never had to encounter hard times. In the last 25 years, none of the companies were in debt. And I think, that is the biggest achievement a brand could ever taste. **We are sure of ourselves -- the designs, the quality, the patterns and the prices. And since the quality has been consistent, the demand is also growing. And we have been increasing our capacity over the years. This year, there has been a 50 percent increase in our production capacity.**

What are the USP of your products?

Super value for money, a very wide range, appealing colors, progressive designs and last but not the least the purity of the cotton that we use. In Zero, we have got 35 types of fabrics. Earlier it was 65 and it was quite an uphill task managing it so we cut it down to 35. Yet the R&D department, thanks to our leader P L Arora, who continuously strives to upgrade our products.

What is the basic idea or inspiration behind the brands?

To tell you the truth, the basic idea is to create good products at reasonable rates. Unlike in the developed countries, apparel quality and prices are directly proportional in India. You have to shell out hefty sums for good quality products. So we tried to strike the equilibrium point by comparing ourselves to international brands. We are using the same processes, techniques, yarns that these brands use; even the machines like Terrot an Mayer & Cie.

Did any international brands that came to India in the last few years gave any of your brands any competition?

Not really. Some mention worthy brands

>



“So every now and then we keep considering new ranges, new colours, new items, new stitching things, new technology, etc., etc., And miles to go before I sleep, And miles to go before I sleep – that is my personal opinion.”

– Pradeep Arora

would be Pumpkin Patch or Chicco but these brands cater to like 0.25-0.05 percent of the population. These are high end brands that a few privileged customers who are more concerned about the brand than the product quality prefer. And it's natural too, I mean, unless you are a Tata or a Birla, you cannot afford to buy 25 pieces of kids garment at ₹1,000 each. You know how these garments are right? You need 10-12 pieces almost every day and every couple of months the baby outgrows it.

Any uniqueness that you have noted in the international brands in the market?

They give a lot of importance to hatch and embroidery which you will see in our products too. The thing is, in baby's garments, it's the same all over the world -- it's only the presentation and the brand value name that differs. And banking on my experience, I will say that as far as kidswear is concerned most Indians still don't opt for big brands; quality and skin friendliness are the first thing they seek for.

In your opinion, why is India so strong in kidswear?

That is because India is strong in hosiery, which by the way started about half a century ago in Khidirpur, Bengal. It's only because of the strikes in '76 and '84 that the Industry went to Tirupur, Tamil Nadu, otherwise West Bengal would have been the only one in India.

But now that both the state and the central government have recognized the potential of this industry, they are aiding us in setting up a first of its kind in India hosiery park in Jagdishpur that will span across 125 acres. Approximately 170 reputed manufacturers including Rupa, Lux, Amul, Dollar, TT, Kothari, etc., are either moving their business of expanding it to this hosiery park. After it becomes operational by March 2017, we all will afford the luxury of exporting too.

Talking about exports, have you ever explored any overseas markets?

We are supplying to various markets of the Middle East, earlier we were supplying to John Little in Singapore and they were selling Sorma, Zero with other reputed brands like Infants.

So how did the kidswear segment start in East India?

I do not want to brag, but we were the pioneers here. And at that time, there was hardly a few handful of others in Delhi and Mumbai. And like I told you, we did it solely because of the dearth of kidswear manufacturers in India.

Tell me how has your brands evolved in the last three-four years, because there has been massive changes in these years.

In 1990, when we started out there were only two imported machines and now, there are about three thousand, that's the change. Nevertheless, we are keeping up with the changes in the world in terms of yarns, machinery and processing. How can you prosper without being progressive? So every now and then we keep considering new ranges, new colours, new items, new stitching things, new technology, etc., etc., And miles to go before I sleep, And miles to go before I sleep – that is my personal opinion.





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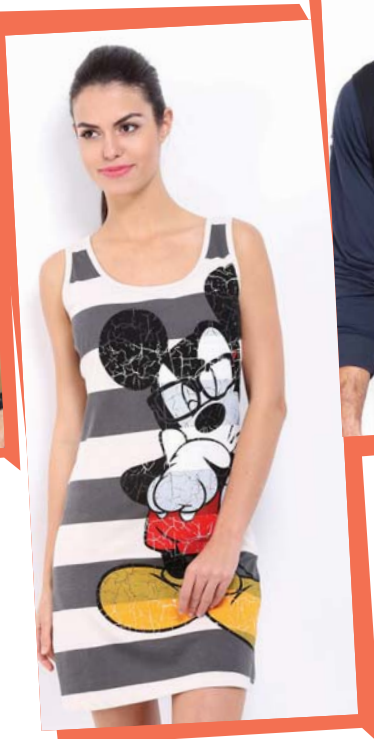
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CHARACTER APPARELS

RULE THE ROUGE

Globally, licensing and merchandising (L&M) is a large business. Today many eminent personalities and fashion designers in India have started licensing their products to business houses who independently produce and sell on a large scale and give royalties to designers.

By Manisha Bapna

Four-year-old Reva feels no less than a Barbie on her birthday, when she was dressed up in her pink coloured satin gown adorned with satin roses, just like a Barbie silhouette. The whole room was filled with little Barbies and Toms and Peters dancing to the tunes of One Direction. The licensing for kids' apparel segment is seeing a new growth horizon both in monetary terms as well as popularity.

Globally, licensing and merchandising (L&M) is a large business. The Walt Disney Company is the largest character licensor in the world with US\$45 billion in character merchandising retail sales in 2013. So much so that there used to be a time when licensing in kids' apparels was synonymous with only few global characters like Donald Duck, Garfield, Mickey Mouse, etc. But now Indian markets have opened up



not only to players like Armani, Fendi, etc., but also to the homegrown characters like 'Chhota Bheem'. Green Gold Animations, the parent company has collaborated with Dollar Industries for the apparel range of Chhota Bheem and Mighty Raju.

"The key reason for launching character driven apparels is to monetise the emotional connect of kids with their favourite characters like Chhota Bheem, Tom & Jerry, Peppa Pig, Barbie and Disney princess, etc. Also apparel has always been and will always be a leading category in the licensing business for kids," says brand consultant Avantika Singh. Currently, the major players offering character licensing include Disney, Nickelodeon, Cartoon Network and the Japanese brand Doraemon.

THE TRICK TO LICENSING

A right partner, right category, right time, right pricing, and right controls makes a successful model. Today, Indian consumers are becoming extremely conscious of what they wear. They want products that are unique and help them wear their attitude. On the other hand, licensees in India are now willing to experiment and develop designs like never before. "This certainly gives us a great opportunity to partner with the right licensee who brings on board a wealth of knowledge in a specific product domain, which helps us translate our characters into compelling products,"

says Abhishek Maheshwari, VP & Head - Consumer Products, Disney India. Disney India is focused on delivering 'fun' products and 'magical' experiences across franchises (characters). As part of that strategy, they have over 100 licensees across six categories; Disney fashion and home, toys, consumer electronics, stationery, food, health and beauty (FHB).

Disney works closely with its licensees on multiple aspects of the product - from quality to design to retail presence and marketing. "We typically bring our global experiences, design capabilities and deep understanding of our characters and franchises, while the licensees bring the local market and category knowledge," says Maheshwari.

Some brands and the licensees simply imprint the character on apparels to reproduce in multiplicity but there are many others who took a step ahead and evolved the concept by introducing apparels inspired with the look and feel of popular characters. In the entire, the trick in licensing is not to just take a character and put it on the apparel. It is to combine and translate the character's DNA with the latest trend in fashion and gain the mass appeal. The company has collaborated with the right partners to offer Disney's unique fashion style for the aspiring youth in India. Recently, they have launched





Disney has also tied up with real estate developers like Sunteck (Mumbai), Team Taurus (Kolkata) and Supertech (Delhi) to provide their fans an opportunity to experience this iconic brand in their homes.



a special collection of Star Wars apparel with Jack & Jones.

“The licensors do gain the maximum in this business but this industry has also opened doors for independent licensing agents, retailers, advertisers, consumer products manufacturers and distributors who are important links in the whole value chain,” says Singh. Today many eminent personalities and fashion designers in India have started licensing their products to Business Houses who independently produce and sell on a large scale and give royalties to designers.

EXTENDED PRODUCT RANGE

Disney India’s Consumer Products team is a creative power house that is constantly innovating and rendering new designs of the world’s most loved characters. The company understands the constant changing consumer habits and the way Indian youth is assertive and likes to express themselves. “To extend the appeal of our brands to fans across all age groups — kids, youth and adults, we have launched timeless menu of great stories and compelling characters that sit under Disney, Pixar, Marvel and Lucasfilms (Star Wars) around fashion apparels” says Maheshwari. Their apparel and accessories range follows a similar strategy, and is relevant right from new born babies, toddlers, to kids, teenagers and adults. Disney has also launched its home product range in furniture, bedding, rugs, tableware, kitchenware, fans, paints and bath accessories. In India, the firm has inked tie-ups to retail its Disney and Marvel t-shirts, scarves and watches for



adults with leading stores including Lifestyle, Planet M, Globus and Cotton World. To cash in on the growth of online shopping, the firm has tied up with Zovi and Myntra. The products feature characters such as Mickey Mouse, Minnie Mouse, Donald Duck, Goofy and Marvel super heroes including Iron Man, Spider-Man, The Avengers and Hulk. Globally, Disney has an extensive presence in the adult fashion segment in the US, China, Europe and Japan as well.

Feeling proud about the innovative associations, the brand is creating he adds that, “We explore possibilities to present our characters to fans in the most unique ways for e.g. tie-up with ICICI Bank to bring alive the Star Wars universe through the Expressions Debit Card programme. The initiative allowed ICICI bank customers to choose from 16 varying character art from the original trilogy as well as Star Wars: The Force Awakens. Another interesting association was with Serve Well; we launched a special range of Star Wars inspired tableware and serve ware”. In India, Disney has also tied up with real estate developers like Sunteck (Mumbai) Team Taurus (Kolkata) and Supertech (Delhi) to provide their fans an opportunity to experience this iconic brand in their homes.

FUTURE OUTLOOK

The kids market in the country is growing at a rate of around 30 percent. The Indian brand and character licensing story has just begun and the potential is enormous. “We expect this industry to continue growing as the retail market evolves and the consumers become more discerning and seek greater value” says Maheshwari.



ORGANIC CLOTHING

THE WAY TO GO

By Manisha Bapna

In Europe more than 30 percent of baby clothing today is organic cotton. The interesting fact is that while most of it is grown in India and exported, India's own organic market is at a nascent stage. The concept of organic clothing in India gained popularity only recently, with the launch of designer Anita Dongre's label, Grassroot, in 2007. Since then, the demand for organic wear for kids has been gaining traction not only among the consumers but among various players as well. Where on one side the concept is gaining popularity in most of the fashion forward cities like Ahmedabad, Delhi, Kolkata, Mumbai, Bengaluru and Pune, many players still believe that mass awareness for organic clothing is still missing in India. A popular notion also suggests that it is just a flush fad limited only to the upper crust of the society. "People are still happy with our products as we maintain very high quality in which does not leave room for organic products. We are not yet receiving queries for organic products," says Manoj Wadhvani, CEO, N H Garments.

BENEFITS

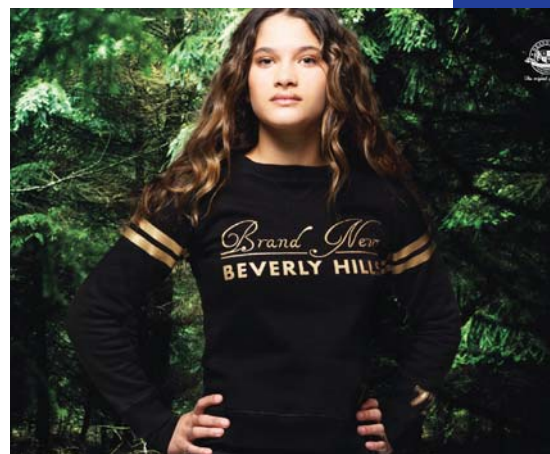
Processed from organic cotton grown without chemical pesticides or fertilisers, every step in the production must meet the prescribed guidelines — right from the soil where it is grown to the processing facilities in which it is created. Thus, organic clothing is softer and far skin-friendly than conventional cotton clothing. The West understands this concept but most Indians are not aware of the benefits and positioning of organic cotton baby clothing. Organic cotton apparel also reduces the risk of respiratory problems and smells pleasant. As a whole, organic wear has a plethora of environmental, economic, social and ecological advantages the benefits of which extends till the farmers.

CHALLENGES

Popularly known as riches' rag, organic clothing comes with a premium price tag, which experts consider as the major drawback. For example, an organic cotton frock for girls is normally priced around ₹800, a tag that will easily fetch you a satin laced silhouette for adults in India. Naturally, a lot of people cannot afford it. As a result, many established resellers and retail department stores do not wish to carry it and emphasized on a unique selling proposition (USP). Another business challenge is lack of effective distribution and sales network across the potential market of the country, making its availability very scarce. Most importantly the low awareness regarding the concept of organic clothing is the main factor that pose as a resistance to the growth of this market.

Although the growth of organic wear has been slow in India, it is slowly gaining exposure and popularity. Players like myGREENkart.com, awerganic, Urrvi, Koonik and many more believe that the trend is catching up like wild fire as consumers are demanding more sustainable, eco-friendly, anti-odor and anti fungal clothing. Not only up market entities like Armani Junior, Pinco Pallino, Fendi Kids, Miss Blumarine, Baby Dior, Burberry and Zara are venturing into this category but even Indian fashion designers seem to be eyeing the premium organic kids clothing space of late. Some have even begun retailing their organic fashion wear for kids through stores such as Kidology in Delhi, Mumbai, Hyderabad, and Mumbai.

Also leading the market are giants Nino Bambino and Gron Stockholm, with the latter housing a string of brands like Geggamoja



from Stockholm, Mijn from Netherlands, Bamboo Baby from United kingdom and Jumina Of Norway.

"Even if you wear organic socks for a week, it will not stink and have harmful effect on skin," says Prashant Verma, an organic wear consumer. New wave customers like these are also not only encouraging existing brands to enter into the category but also are facilitating in the inception of exclusive organic fashion brands like Bhu:sattva, Moral Fibre, Fusion Clothing, etc., in India.

"There might be many players now but we are the pioneers in the country to introduce Silver Knight technology in kids garment. People who use it and understand it know how safe it is for kids. And we believe that demand is going to rise," says Varun More, Director, Stitch Fab India Pvt. Ltd.

Despite being a niche market, at just 1 percent of the total apparel industry, the market for organic clothing is growing in India and the segment is set to get a leg up in times to come.



TWINKLE TWINKLE FASHION'S STARS

ACTING IS NO CHILD'S PLAY, BUT THESE YOUNG ACTORS HAVE GRABBED EYEBALLS WITH THEIR AMAZING ON SCREEN APPEARANCES. THEY ARE CUTE, CHARMING AND EXTREMELY TALENTED.

By Aarti Kapur Singh



HARSHALI
Malhotra



This cherubic kid nearly stole the show from Salman Khan after she appeared in Bajrangi Bhaijaan. Salman himself called her gorgeous and said, "She's one of the most beautiful kids I have seen. I had a great time working with her." Rather aware of her celebrity status, Harshali has strong likes and dislikes. She does not like the colour yellow and loves pinks and reds. Adding to her list of fashion choices, Harshali says, "I love big gowns, like Cinderella! And I really like stars on my clips and hair bands." That is what being clear about sartorial choices means.



NAISHA
Khanna



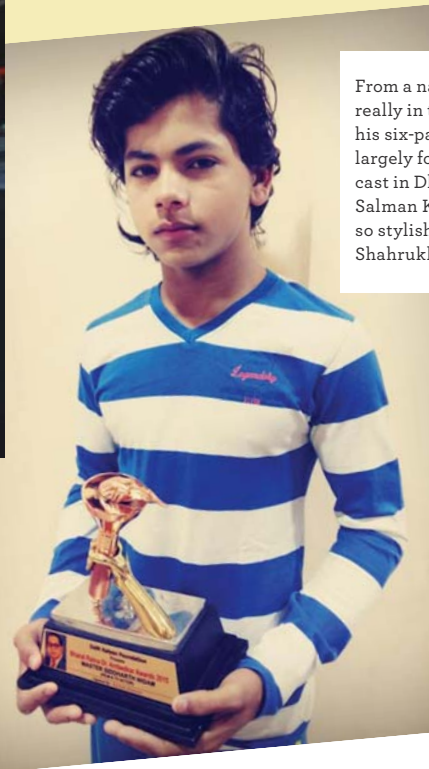
Naisha Khanna started a career under the arc lights at the age of four. Starting with advertisement campaigns like those for LIC and Bank of India, Naisha moved on to TV and was seen in Best of Luck Nikki, Uttaran and several others. Her big screen break was as Akshay Kumar's daughter in the film, Brothers.

RUHANIKA *Dhawan*



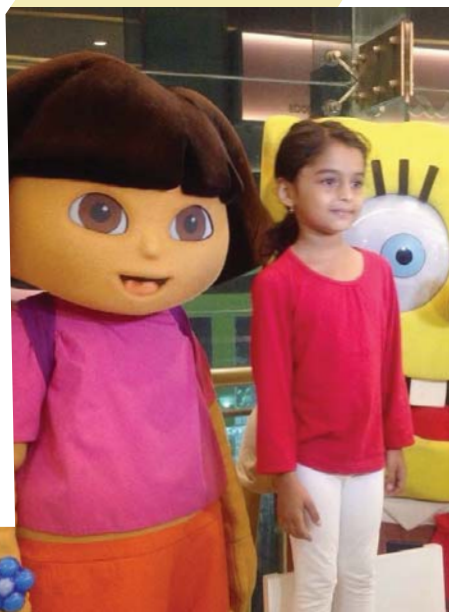
This little firecracker is so aware of her fashion choices that she hardly needs to be told how to pose. Don't believe us? Check out her pictures. For someone who was labelled 'India's favourite daughter' after her stint in 'Yeh Hain Mohabbatein', walking on the ramp in a Barbie dress qualifies as her favourite moment. So much so, that she "wants to be a model so I can wear heels", when she grows up. Ask her about her favourite shopping haunt and pat comes the reply - "Khan Market in Delhi!" While Ruhanika's last screen appearance was in Sunny Deol's Ghayal Returns, she is happiest doing catalogue shoots for kids fashion brands.

SIDDHARTH *Nigam*



From a national level gymnast to actor, Siddharth Nigam is not really in the 'kids' league, especially if one were to check out his six-pack abs. Yes, the 16-year-old has them, "but those are largely for Ashoka," says he. His ad for Bournvita led him to be cast in Dhoom-3 as well. "I like the fashion sense and style of Salman Khan and Shahrukh Khan and Amitabh Bachchan is so stylish all the time," he says. With Amitabh Bachchan and Shahrukh Khan as idols, he is all poised to go a long way.

SPANDAN *Chaturvedi*



Having done shows like Madhubala, Sanskaar and Veera, Spandan now appears in Udaan. Spandan won the Television Style Award for Most Stylish Nanhe Natkhat, and is so serious about her appearance that she asks a photographer to take her picture again on noticing her eyes were shut in one.

SPARSH *Khanchandani*



After appearing in Uttaran, Gulaal, Dil Mill Gaye, CID and Parrvarish, Sparsh was cast in a Hollywood film called Meena: Half The Sky, directed by actress Lucy Liu. But Sparsh was most thrilled to play Rashi in Kuch Khatti Kuch Meethi as she got to wear the choicest of dresses especially western outfits. Sparsh says, "While I was playing Ichcha, my clothes were always shabby because the character was born in a poor family. But Rashi wore really good clothes." Ask her about her style statement and she says, "It must be different. I love denim skirts and also shift dresses with small prints. But I really like floral prints a lot." Talk about being with-it!



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Tommy Hilfiger

The Tommy Hilfiger Spring/Summer 2016 Kids collection, 'The Good Life', is inspired by the adventurous spirit of an island-hopping holiday, from the palm-lined shores of Hawaii to the weathered charm of Cuba. The signature look is playful, original and fun with bright colors, textured fabrics and exotic details. The Spring/Summer 2016 is a celebration of the eternal island vacation.

HONOLULU SPRING '16

Adventure begins in Honolulu, where the tropics meet city and the exotic influences are given a modern, urban spin.

For boys, the look is sporty, clean and minimalist as classic styles get new technical details and trims. Neoprene fabrics appear throughout, while chambray joggers, pique knit sweatsuits and interlock sweatpants convey a relaxed, ready-for-the-beach vibe. Collegiate influences are seen in the varsity crossover jackets, and naval stripes are ideal for little city-sailors. Prints range from oversized typography and boxy lettering to structured stripes, tropical florals, flags and geometric checks inspired by Honolulu's architecture.

Key details: Sporty influence, urban sailor, new modern basics, neoprene, colour blocking, varsity jackets, oversized typography, athletic details, printed cotton slub, naval stripes.

Colour palette: Black iris, classic white, tomato red, palace blue, yellow cream, blue bonnet, blazing yellow, light grey heather.

The girls collection goes sporty with a feminine twist. Fresh colour blocking is accented by broderieanglaise, drapey knits, lace and mesh details, while enlarged tropical prints convey an island feel. "Sports deluxe" is the key statement in bonded technical fabrics, clean striped dresses, bold minimalist placements and boxy typeface. Lightweight denim joggers, jacquard bombers and neoprene biker jackets embrace a modern vibe, while nautical influences are evident in engineered stripes and sophisticated naval uniform dressing.

Key details: Naval inspired, sporty feminine, boxed type, bonded tech, sports deluxe, tropical flower prints, jacquard bomber, broderieanglaise, mesh details, drapey knits.

Colour palette: Black iris, classic white, tomato red, blue bonnet, yellow cream, palace blue.





HAVANA SPRING '16

This fashion group is inspired by Havana's enduring cinematic romance and faded elegance.

For boys, the signature style exudes an all-American summertime aesthetic with reinvented Madras checks, baseball stripes and seersucker.

Fabrics are all about texture with cotton linen jerseys, indigo jerseys and yarns, cotton slub, burn-out jerseys and garment-dyed linen.

Photo prints are seen in bomber jackets, while the blue story features heavily in washed-out brights with aqua tones and cranberry accents. Swim shorts are a must-have for the beach with new jacquards and photo print graphics, while the iconic Hilfiger polo is given a fresh twist with all-over palm prints, indigo stripes and garment-dyed patterns.

Key details: New Madras checks, natural textures, palm tree prints seersucker, slub cotton, cotton linen jerseys, garment-dyed linen, indigo jersey stripes, chambray stripes.

Colour palette: True navy, blue bonnet, Covington blue, ocean wave, Baltic, cranberry, classic white, safari.

For girls, the look celebrates romantic '50s silhouettes with knitted sleeveless tops, summer dresses, playsuits and gingham. Authentic blues are seen in lightweight denim and indigo stripes, while natural textures play a key role in tonal, lacey embroidery, crinkle qualities, slub cotton, garment-dyed linen and seersucker. Conversation prints include palm tree embroideries with glittery gold accents.

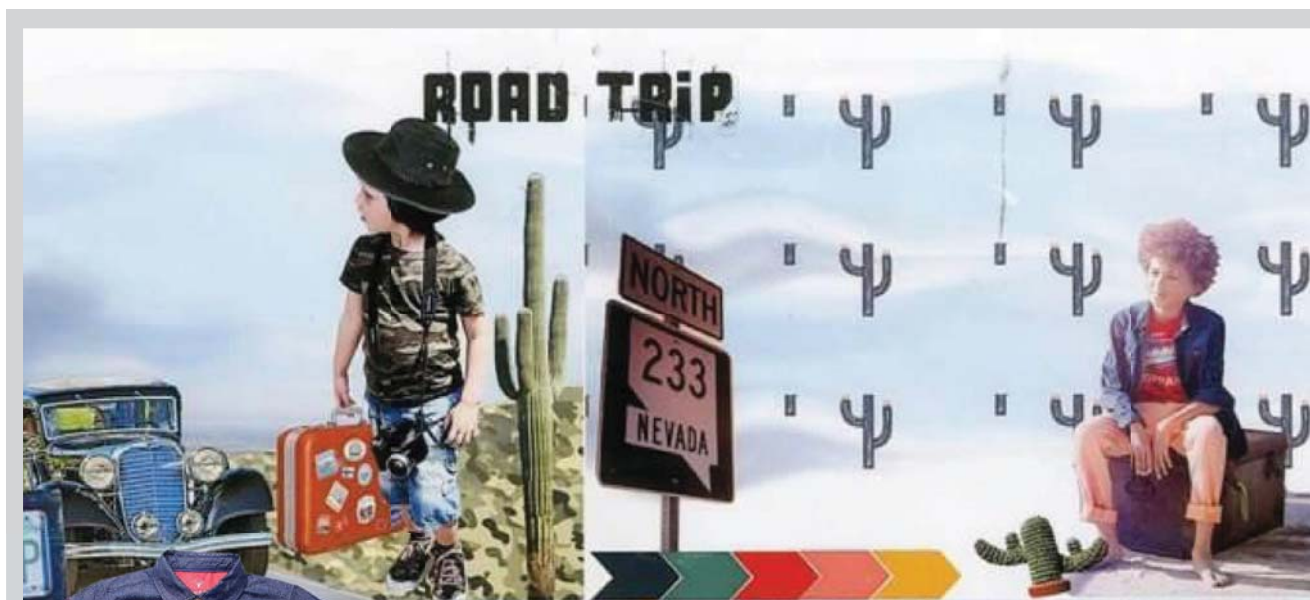
Key details: Gingham, '50s silhouettes, seersucker, slub cotton, all-over embroidered palm prints, indigo stripes, lightweight denim, structured blues.

Colour palette: True navy, blue bonnet, heather, moonlight jade, blush, rapture rose, classic white, oyster grey, black iris, lotus, ocean wave.



Allen Solly

The Allen Solly Spring/Summer 2016 kids collection is a manifestation of myriad inspirations. While the Road Trip collection sports an adventure-ready range of casuals, Game Boy, as the name suggests, is for the little gizmo aficionados of the digital era. In the cauldron for girls, With Glitter in Her Eyes takes on a romantic and fantasy laden mood while Oriental Blues encompasses a beatnik collection with strong bohemian themes.



ROAD TRIP SPRING '16

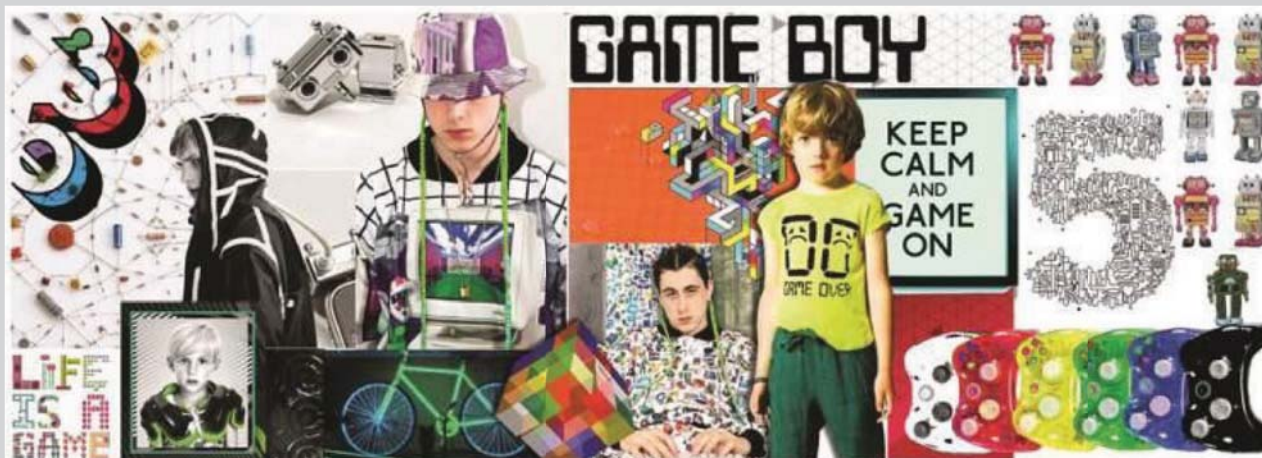
Hit the open road this spring in stylish road trip gear, including indigo shirts in native motifs and ready-for-anything cargoes. Windows down, music blaring, and great sightseeing, these adventure-ready clothes can go from playing DJ in the passenger seat to exploring landmarks on foot.

Colour: Shades of coral, tomato red to desert teal, mustard and indigo blue.

Print and pattern: Cactus inspired all over and placement prints; maps, tickets and stamp graphic; instagrampictographic collage, native tessellation and ikats; camouflage prints.

Fabrics: Indigo shirtings, canvas, amslers, 50's poplin, cambric, cotton slubjersey, cotton lose knit S/J, honey comb pique knit, broken twill, Y/D doobby.

Key pieces and details: Canvas gillets with utility pockets, AOP indigo shirts, tribal motif tape and trims, overdyed patchwork shirts, camouflage printed cargos.



GAME BOYS SPRING '16

A world of gadgets and gizmos, online and 3D games taking the young minds by storm. Tech sports is all about the ultra cool look for the fashionably sophisticated dudes.

Colour: Monotones of black and white with sparks of bright hues like red, cobalt, electric green, etc., with myriad prints and patterns like digital robotic all over prints, asymmetric geometry patterns, numbers, slogans and glow in the dark prints.

Fabrics: Coated denim, polyester sporty mesh, bright Y/D in 50's poplin, wind cheater polyester, multi color neb yarn single jersey, light reflector.

Key pieces and details: AOP tees, 3D graphic tees with glow in the dark concept, denim joggers, light wind cheaters, coated denims.



With Gitter in Her Eyes



WITH GLITTER IN HER EYES SPRING '16



Spring casts a spell of enchantment with fairytale forest themes for the younger girls. The mood is romantic and pretty. For the older girls, a touch of sport lux adds to the glam quotient. Think ballet, prom, bridesmaid, shine, sport.

Colour: Saturated pastels in fuchsias, lavenders and purples with accents of teal and yellow sit against a white background.

Print and pattern: The enchanted forest is re-created through a colourful haze of foliage with butterflies, does and other pretty creatures peeping through. Floral bouquets across age groups, and a special emphasis on numbers and slogans for older girls.

Fabrics: Mesh, georgette, sequined net, organza, cotton satin, melange jersey, pale washed denim, scuba, cotton self jacquard textures as bottom weights/ dress weights, delicate lace.

Key pieces and details: Tutu skirts, 3D highlights and laser cut prints overlay, crystals and transparent sequin as highlights, tailored dresses, ice washed denims, anglaisemix knit fine GG cardigan or jkt, number and slogan tees.



ORIENTAL BLUES SPRING '16



A casual chic take on the bohemian gypsy theme which is trending hugely on the runways.

Colour: A strong two color palette with white sitting against indigo, buttercup yellow and rich emerald.

Print and pattern: Tie and dye, floral prints inspired from oriental blue pottery, hand painted stripers, jacquards and prints inspired by Turkish kilms.

Fabrics: Cotton mill made textures, cotton satin, cotton jacquard, cotton crepe, voile, cambric, 60's modal and viscose blends, cotton cutwork and anglaise.

Key pieces and details: Maxi dresses, crepe cut and sew striper dresses, indigo tie and dye jumpsuits, laser printed denims, denim shorts with lace appliques, handkerchief print top and knit top with oriental scenic print.



Pepe

From a vibrantly embellished colour palette of reds, navys, yellows and pinks to preppy varsity inspired clothing consisting of subtle stripes and innovative checks in rich textiles, Pepe Jeans' new Spring/Summer collection is expected to be more than delightful for the savvy young shoppers.

ENGLISH RIVIERA

The collection consists of nautical stripes in flowy crepes; bold stripes, timeless polka prints and straight cut dresses. The look is chic and sophisticated in a vibrant colour palette of reds, navys, yellows and pinks.

GIRLS



Pepe Jeans
LONDON



URBAN SAFARI

The collection consists of interesting graphic prints and vibrant embellishments. The colour palette consists of a mix of subdued colours.

BOYS



BEACH

Vibrant shades of emerald, coral, electric blues and fresh aquas make for a cool and refreshing Spring Summer 15 Collection. Sunny exotic seas, and beach inspired life style provide inspiration for this collection. It features, fine breezy light weight linens, crinkled effect on light weight poplins and tropical prints. Silhouettes are effortless and super casual, with unique labels to represent this collection



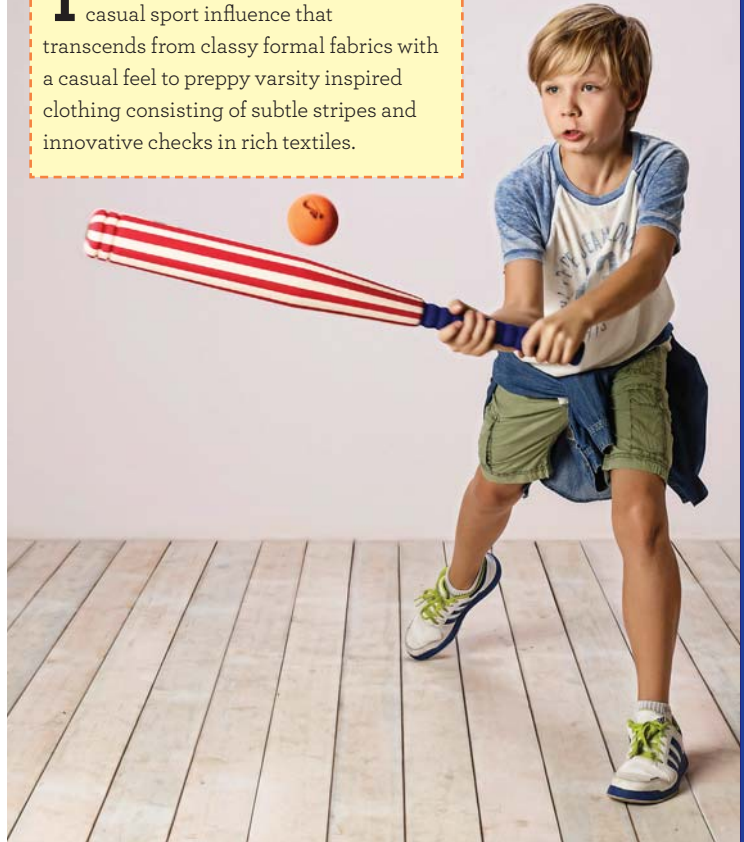
INDIGO

The focus on indigo and the variety of textiles offered build a stylish denim repertoire — fresh shades of blue with a mix of interesting highlights make up the colour palette. Garments with used heavy washes lend a more lived-in feel to shirts and jerseys.

Pepe Jeans.
LONDON

CLASSIC

The collection showcases a strong casual sport influence that transcends from classy formal fabrics with a casual feel to preppy varsity inspired clothing consisting of subtle stripes and innovative checks in rich textiles.



URBAN

There is a strong confident and bold feel to this collection that is manifested in the garments in the form of the graphics. The colour palette consists of black, white and distinct shades of grey along with key highlights in gold and brick red.



DEEP BLUE



Brand: **DEEP BLUE** | Company: **SUPRIYA SILK MILLS (P) LTD.** | Total no. of MBOs: **400** | No. of MBOs added in 2015: **100**
Growth percentage (CAGR last 3 years): **35%**



The renowned fabric brand, Deep Blue was launched by Supriya Silk Mills in 2010. The fabric brand is known for its premium linen and Giza cotton fabric. It has been involved in weaving and finishing of textiles and fabrics for long.

Brand USP: High-end fashion and quality fabric at cost competitive prices.

Core Product Offering: The fabric brand offers more than 80 shades in linen 60" and more than 100 shades in Giza cotton.

Target consumers: It primarily focus on distributors and ready-made garment manufacturers that include national and regional brands.

No. of Indian cities currently present in: The fabric brand has presence in more than 50 prominent locations across the country.

Targeted towns and cities in the next couple of years: The company has plans to take its fabric brand to the North Indian markets.

Presence in online retail: Deep Blue will be launched in ready-to-stitch form through online platforms in 2016.

Future plans: The company aims to add 600 retailers to sell its fabric brand in the next two years.



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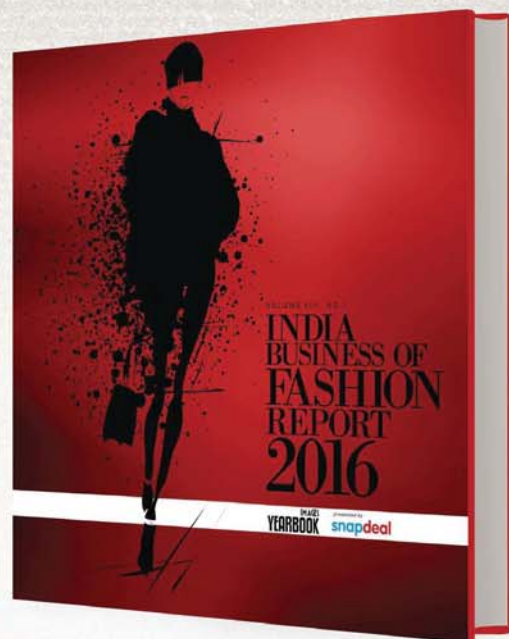
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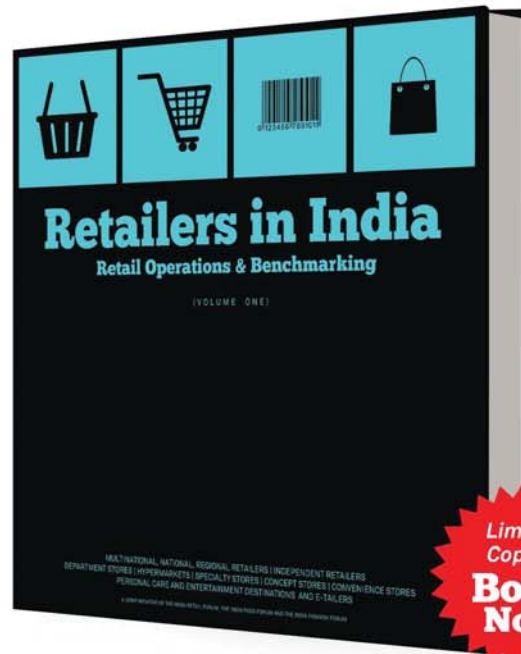
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16 April, 10am-6pm

amsterdamdenimdays.com/blueprint

As a two-day denim event during the *Amsterdam Denim Days* (11-17 April) *Blueprint* will feature a selection of leading and special denim labels, workshops, seminars, exclusive denim items, exhibitions, music & food for denim addicts and denim professionals around the globe.

BARCELONA DENIM PREMIÈRE VISION

LOCATION:
Fira Montjuïc, Hall 8, Avinguda Reina Maria Cristina, s/n, Barcelona, Spain

KEY SEGMENTS:
weavers, launderers and spinners, game-changing brands and finishers, cutting-edge technologies

OPENING DAYS / HOURS:
18-19 May, 9.30am-6.30pm

denimbypremierevision.com

“*Denim Première Vision* confirms itself to be a unifying and inspiring event for the global upscale jeanswear industry because it presents the jeanswear supply chain entirely,” commented Chantal Malingrey, director of the show, “The show will present the market a strong offer that confirms the faith insiders lay in our show.”





PREMIUM ORDER MUNICH

Premium Berlin is complemented with *Premium Order Munich*, Germany's strongest sales platform for fashion, shoes and accessories.

Presenting a top-class portfolio of about 1,000 collections across a total area of 13,000 square meters in the MOC, *Premium Order Munich*, has evolved into the most comprehensive ordering platform for advanced contemporary fashion in Germany.

Around 60% of the portfolio is comprised of fashion and the remaining 40% of footwear and accessories, containing a very high ratio of collections that have never been presented before, as numerous collections are traditionally not complete before. This means that *Premium Order Munich*, offers a clear added value: the chance to discover new brands and the opportunity to complement and optimise the pre-budgeted order with these collections.

In addition to the two ground-floor exhibition halls, *Premium Order Munich*, has expanded into the first-floor atrium, where Agencies can display their entire portfolios in a dedicated showroom, and use the premises for order appointments outside the event's key dates.

Fashion expertise, high quality standards, a focus on revenue generation, and a comprehensive range of services guarantee the optimal conditions for successful ordering business.

LOCATION:
MOC, Lilienthalallee 40
Munich, Germany

OPENING DAYS / HOURS:
13-14 February, 10am-7pm
15 February, 10am-5pm

KEY SEGMENTS:
menswear, womenswear, sportswear,
denim, shoes, accessories, young
designer

HALLS / AREAS:
2 halls + atrium (13,000m²)

SERVICES:
show-in-show concept,
extended dates for agencies (on
request), shuttle service

PRODUCER / CONTACT:
Premium Exhibitions II GmbH
info@premiumexhibitions.com

in collaboration with
Munic Fabric Start

premiumexhibitions.com/munich



AMSTERDAM

KINGPINS

Kingpins was launched in 2004 in New York as an invitation-only, boutique denim sourcing show featuring a highly-edited selection of vendors that include denim and sportswear fabric mills. The trade show acquired cult-like status amongst denim professionals over the years. As an invite-only program for professionals *Kingpins* is part of the *Amsterdam Denim Days*, a professional denim sourcing show including seminars.

LOCATION:

Westergasfabriek - Gashouder,
Amsterdam, Netherlands

OPENING DAYS / HOURS:

13 April, 10am-6pm
14 April, 10am-5pm

KEY SEGMENTS:

denim, full package manufacturers,
buttons, zippers, pocketing,
technology, fibers, tags.

kingpinsshow.com



BERLIN

ASIA APPAREL EXPO-BERLIN



For its fifth edition, *Asia Apparel Expo* will present a carefully-selected group of high-quality Asian companies with a wide range of 100% made-in-Asia apparel products, showcasing suppliers of finished apparel, contract manufacturing and private label development. Over the past two decades, Asian countries have developed a highly competent and versatile mass market manufacturing base. *Asia Apparel Expo* is the sourcing tradeshow for apparel production and the only business event in Europe exclusively for Asian clothing manufacturers and fabric suppliers to connect with European brands.

LOCATION:

ExpoCenter Messe Berlin ,
Hall 2.1, Jaffestraße,
Berlin, Germany

KEY SEGMENTS:

apparel suppliers for mens-,
womens- and childrenswear,
fabrics and textiles, trimmings
and accessories

OPENING DAYS / HOURS:

24-25 February, 9.30am-4.30pm
26 February, 9.30am-4pm

PRODUCER / CONTACT:

Mega Expo (Berlin) Ltd.
38/F, Enterprise Square Three,
Kowloon Bay, Kowloon,
Hong Kong
tel. (852) 3588 9688
cs@asiaapparelexpo.com

asiaapparelexpo.com

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COPENHAGEN

CIFF & RAVEN

Copenhagen International Fashion Fair (CIFF) is the leading and most innovative platform in Northern Europe, presenting carefully curated areas for premium brands. *CIFF* first emerged on the Scandinavian fashion scene in 1993 and has since then grown to include *CIFF Raven*, *CIFF Kids*, *CIFF Showrooms* and *CIFF Shoes*.

CIFF presents sharply curated areas within womenswear and menswear, divided into nine segments: lab, sleek,

urban, premium, style setters, style setters bungalows, modern classics, future classics and essentials. The different areas present everything from a unisex high profile area to a specifically curated womenswear only area.

CIFF introduced *CIFF Raven* in January 2015; a brand new, sharply curated menswear and lifestyle platform. *Raven* is a menswear community that brings together fashion, design, art and culture.

LOCATION:

Bella Center,
Center Boulevard 5,
2300 Copenhagen S, Denmark

KEY SEGMENTS:

lab, sleek, urban, premium, style setters, style setters bungalows, modern classics, future classics and essentials

OPENING DAYS / HOURS:

3-5 February, 9am-6pm

PRODUCER / CONTACT:

Kristian Andersen
Kristian.Andersen@bellacenter.dk
tel. +45 5060 4510

Johanna Leitch
jel@bellacenter.dk
tel. +45 5060 4522

ciff.dk

COPENHAGEN

REVOLVER CPH

For f/w16 *Revolver* will continue to manifest as 'the' Scandinavian fashion destination. This edition will be furthermore the show where to introduce the exhibitors and the audience to the very first *Revolver Village* winter edition. This concept will show more of the amazing possibilities the new venue has to offer as well as re-introduce them to the exhibitor floors and showrooms they experienced for the first time during the s/s16 show back in August. *Revolver* will inspire and surprise the audience by presenting the strongest line up of women's and men's ready-to-wear brands ever seen in Scandinavia in the most original and refreshing location in the very center of Copenhagen.



LOCATION:

Revolver Village at Meatpacking
District,
Tietgensgade 65,
Copenhagen, Denmark

KEY SEGMENTS:

womenswear, menswear, heritage,
lifestyle and accessories

OPENING DAYS / HOURS:

3-4 February, 9am-7pm
5 February, 10am-6pm

PRODUCER / CONTACT:

Christian Maibom
christian@revolver.dk
tel. +45 3964 8586

revolver.dk

DÜSSELDORF

*GDS – GLOBAL DESTINATION
FOR SHOES & ACCESSORIES*



LOCATION:

Düsseldorf Messegelände,
Düsseldorf, Germany

KEY SEGMENTS:

GDS: shoes, bags, accessories,
tag it!: privat label + sourcing:
shoes, accessories

OPENING DAYS / HOURS:

10-11 February, 9am-6pm
12 February, 9am-5pm

HALLS / AREAS: GDS

halls 3, 4, 5, 9, 10

tag it!

hall 1

PRODUCER / CONTACT:

Messe Düsseldorf GmbH,
tel. + 49 (0) 211 - 4560 7606
info@gds-online.com

gds-online.com

tag-it-show.com

FOCUSED ON INFORMATION AND INSPIRATION

From 10 to 12 February 2016 the international shoe industry will get together at the 121st *GDS – Global Destination for Shoes & Accessories* in Düsseldorf, the place where 800 international brands will present their collections for the 2016 fall/winter season. Being positioned as the new-season kick-off event, *GDS* is focussed heavily on information and inspiration. The segmentation at *GDS* is inspired by the shopping streets of famous metropolises. 'Highstreet' runs the gamut from contemporary and sporty to traditional and wellness-oriented while also incorporating the kids and accessories segments. 'Pop Up' showcases distinctive brands and collections that have the ability to trigger trends in urban cultural hotspots. 'Studio' stands for premium

brands that are at home in the world's most upscale locations. Styles here range from reduced to glamorous. *GDS* has a declared goal: to serve as the international kick-off trade show giving retailers a forward-looking overview of all the important collections and trends of the season. Exciting collections, trend information and lots of fresh impetus: all that will be on tap at the next winter edition of *GDS – Global Destination for Shoes & Accessories* in Düsseldorf. Taking place at the same time will be the trade fair *tag it! – The Private Label Show*. As a professional show for footwear and accessories, *tag it!* has become an essential trade platform for meeting face-to-face with key volume buyers from both, traditional and emerging markets.

ISTANBUL

PREMIÈRE VISION



Since the launching of the show in October 2014 the target is to make *Première Vision Istanbul* the platform for the fashion professional coming from Turkey, Middle East and Eastern countries. Due to its geographical proximity *Première Vision Istanbul* attracts qualified visitors from Bulgaria, Romania, Russia, Iran, Greece and Gulf countries. The richness of the offer, presented by Turkish and international exhibitors, the positioning of the show and the legitimacy of the brand are the key reasons to visit *Première Vision Istanbul*.

LOCATION:

CNR Expo,
Hall 1 CNR Expo Fuar Merkezi,
Istanbul, Turkey

KEY SEGMENTS:

yarns and fibers, textiles,
accessories, denim and
services, textile designs

OPENING DAYS / HOURS:

23-24 March, 10am-6pm
25 March, 10am-5pm

PRODUCER / CONTACT:

Première Vision Istanbul
Show Manager
Gulperi Erkanli,
g.erkanli@premierevision.com

premierevision-istanbul.com

LAS VEGAS

AGENDA

LOCATION:

Sands Expo, Venetian
Palazzo
Las Vegas, Nevada, USA

OPENING DAYS / HOURS:

15-16 February, 9am-6pm
17 February, 9am-4pm

KEY SEGMENTS:

men's lifestyle, skate, surf,
streetwear, accessories,
womenswear and sneakers

PRODUCER / CONTACT:

info@agendashow.com

agendashow.com/vegas



Agenda Las Vegas is an ideal platform to expand brand presence beyond traditional sales efforts and explore messaging and experiential strategies, maximizing their storytelling efforts.



LAS VEGAS *MAGIC*

Magic is the world's largest fashion marketplace, comprised of eleven unique communities showcasing the latest in apparel, footwear, accessories, and manufacturing. Every February and August the retail industry convenes in Las Vegas to spot and shop the latest trends in men's, women's, juniors' and children's apparel, footwear, accessories and resources. From the height of advanced contemporary luxury brands, to the latest trends in fast fashion, *Magic* brings you brands that fuel the business of fashion.

LOCATION:

Las Vegas Convention Center and Mandalay Bay Convention Center, Las Vegas, Nevada, USA

OPENING DAYS / HOURS:

16-18 February, 9.30am-6.30pm

COMMUNITIES:

the tents, project, the collective, pooltradeshow, WWDmagic, FN platform, WSA@*Magic*, playground, curvenv@*Magic*

and

sourcing@*Magic*

(opens 15 February)

PRODUCER / CONTACT:

Advanstar Communications Inc

magiconline.com



LOCATION:

Sands Expo, Venetian Palazzo, Las Vegas, Nevada, USA

KEY SEGMENTS:

men's & dual gender, contemporary denim, modern heritage, contemporary lifestyle, accessories, footwear

OPENING DAYS / HOURS:

15-16 February, 9am-6pm
17 February, 9am-4pm

PRODUCER / CONTACT:

Sam Ben-Avraham,
info@libertyfairs.com

libertyfairs.com

LAS VEGAS *LIBERTY*

Liberty Fairs is the leading men's trade event in the US with a focus on contemporary, high-end sportswear and heritage brands. With a cross-section of the best in class from new and established menswear, grooming and lifestyle brands, *Liberty* provides a 360-degree buying experience.

Liberty is held six times per year with two shows in New York City, two shows in Las Vegas, and two shows in Florence in collaboration with *Pitti Immagine Uomo*.

LONDON

JACKET REQUIRED

LOCATION:

The Old Truman Brewery,
London, E1 6QL, UK

KEY SEGMENTS:

premium menswear, apparel,
footwear, accessories, lifestyle

OPENING DAYS / HOURS:

3 February, 10am-7pm
4 February, 10am-6pm

HALLS / AREAS:

2 floors, 6 rooms

PRODUCER / CONTACT:

Alice Elliott
alice@jacket-required.com

jacket-required.com



Jacket Required premium menswear show is a trade only event, open exclusively to buyers and members of the press. Hosting an inspiring, carefully edited international line-up of contemporary casualwear across apparel, footwear, accessories and lifestyle product over two floors at The Old Truman Brewery, London. *Jacket Required* curates its exhibiting brands in the same way a retailer would – Niche and launch labels are viewed on an equal playing field with well-established labels which lets the product speak for itself.

LONDON

PURE LONDON



LOCATION:

Olympia London,
Hammersmith Road,
Kensington, London, UK

KEY SEGMENTS:

menswear, womenswear, premium,
footwear and accessories

OPENING DAYS / HOURS:

14-15 February, 9.30am-6pm
16 February, 9.30am-4pm

SPECIALS:

seminars and workshops

PRODUCER / CONTACT:

Anna Bladen,
i2i Events Group, London,
purelondon@i2eventsgroup.com

purelondon.com

Pure London is the UK's leading trade fashion buying event, representing womenswear, footwear, accessories and young fashion. Organised by i2i Events Group, it takes place every February and August. The show offers buyers from UK and international independents, multiples, department stores, etailers and mail order, the opportunity to discover collections launching for the season ahead from over 800 brands, attend catwalk shows and hear from their peers and other industry experts in valuable seminars and workshops.



MILAN MILANO UNICA

LOCATION:

Portello, Fieramilanocity,
Viale Scarampo 9, Milan, Italy

KEY SEGMENTS:

top-end textiles and
accessories collections
for garments

OPENING DAYS / HOURS:

9-11 February, 9am-6.30pm

PRODUCER / CONTACT:

info@milanounica.it

milanounica.it

Milano Unica, the international textile fair organized in Italy, has been created through the vast experience, fine quality and tradition of four prestigious Italian exhibitions, *Ideabiella*, *Ideacomo*, *Moda In*, *Shirt Avenue*. This unique, composite project is held twice a year (February and September), presenting the finest quality products from both Italian and European textile manufacturers. The pavilions of the *Milano Unica* host all the divisions of products and services that make up the world of clothing fabrics and accessories: the excellence of materials, Italian creative expertise, tradition, technology. Every type of textile and non-textile accessory needed for functional and finishing purposes on garments like buttons, zippers, labels, ribbons, lace, appliqués, etc. are essential one-of-a-kind items to personalize garments and create a trendy look.



MADRID

MOMAD METRÓPOLIS



Momad Metrópolis, the international fashion trade show in Madrid, has announced the separation of its textile- and footwear division into two separated events for winter 2016. This way, the textile show will be taking place from 5 to 7 February whereas the footwear fair will be held one month later in March. The new date for the shoes tradeshow avoids colliding with other industry-relevant events in this sector such as *GDS* in Düsseldorf or *Micam* in Milan. The summer edition in September 2016, however, will once again reunite fashion and footwear under the same roof as “the dates are right for both sections”, according to the organization.

LOCATION:

IFEMA, Madrid Trade Fair
Avenida del Partenón, 5
Madrid, Spain

MOMAD METRÓPOLIS

OPENING DAYS / HOURS:
4-6 February, 10am-7pm

KEY SEGMENTS:

apparel, fashion accessories, fur,
retail services

MOMAD SHOES

OPENING DAYS / HOURS:
5-7 March, tba

KEY SEGMENTS:

footwear

PRODUCER / CONTACT:

Ana Rodríguez
metropolis@ifema.es
Félix Pérez-Fajardo
momadshoes@ifema.es

momad.metropolis.ifema.es

MILAN

MICAM

Italy's specialized footwear trade show will display a new format and reorganization of space to make buyers' visits easier and optimize the time they spend at the trade fair.

LOCATION:

Fiera Milano,
Strada del Sempione, 28,
Milan, Italy

KEY SEGMENTS:

footwear

OPENING DAYS / HOURS:

14-16 February, 9am-7.30pm

17 February, 9am-4.30pm **PRODUCER**

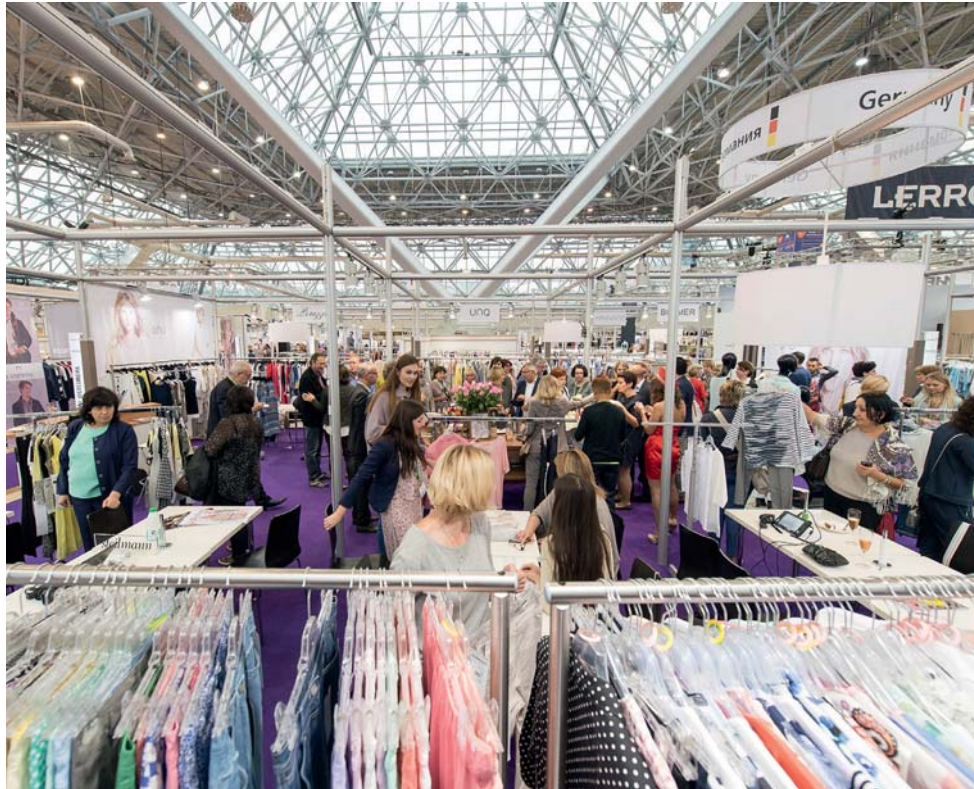
/ CONTACT:

Association of Italian Footwear
Manufacturers

micamonline.com

MOSCOW

CPM – COLLECTION PREMIÈRE MOSCOW



LOCATION:

Expocentre Fairgrounds
Krasnopresenskaya nab., 14
Moscow, Russia

KEY SEGMENTS:

womenswear, menswear,
childrenswear, leather
and furs, accessories,
eveningwear, young fashion,
kids, premium, lingerie
and swimwear

OPENING DAYS / HOURS:

23-25 February, 10am-6pm
26 February, 10am-4pm

PRODUCER / CONTACT:

Igedo Company GmbH
& Co.KG, Messeplatz,
Düsseldorf,
info@igedo.com,
tel. +49(0)211 4396-01

cpm-moscow.com

As the leading trade fair and order event in Eastern Europe, *CPM–Collection Première Moscow* is the hub of many promising markets. Igedo Company's international presence presents international fashion trends in the Russian metropolis Moscow twice a year. To the tune of 17,200 trade visitor come together at the Expocentre fair grounds to browse 1,000 collections from approximately 700 international exhibitors in the *CPM premium*, *CPM kids* and *CPM accessories* segments as well as *Mode Lingerie & Swim Moscow*.

CPM kids is the big appearance for little ones in Moscow. Kids fashion places more and more importance on current trends and quality material. Attractive and trendy yet comfortable and wearable fashion for the small ones is what we're looking for. Cutting-edge trends from all of Europe will be presented to curious trade visitors daily by young models on the catwalk.





MUNICH

VIEW PREMIUM SELECTION

KICK-OFF THE NEW SEASON

LOCATION:
MVG Museum,
Ständlerstraße 20,
Munich, Germany

KEY SEGMENTS:
VIEW fabrics
VIEW additional
VIEW denim & sportswear
VIEW design studios

OPENING DAYS / HOURS:
9-10 December, 9.30am-6.30pm
5-6 July, 9.30am - 6.30pm

PRODUCER / CONTACT:
info@viewmunich.com

viewmunich.com

View Premium Selection serves as the industry's definitive informational and inspirational platform for the new season. With its comprehensive assortment of more than 300 top quality fabric and accessories collections, the exclusive preview show concept of *Munich Fabric Start* presents a selected portfolio of the latest collection creations and pre-collections to kick-off the upcoming season.



Leading international weaving mills as well as premium fabric and findings manufacturers present a perfectly mixed range of the latest qualities and developments. The portfolio ranges from fancy basics to haute couture fabrics, fashionable accessories and trimmings as well as established denim and sportswear collections for the upmarket women's, men's and sportswear, rounded off by 'View Design Studios' showcasing print and pattern innovations.

Designers and buyers of upscale manufactures and fashion houses throughout Europe take the advantage of a decisive informational edge to explore and source innovations at this earliest possible time. Staged with passion in a unique ambience and productive working atmosphere, *View Premium Selection* offers the optimal framework and conditions to successfully kick-off the new season of the fashion industry.

MUNICH

MUNICH FABRIC START INTERNATIONAL FABRIC TRADE FAIR



PASSION, INNOVATION AND INSPIRATION



textile and fashion industry meets in Munich to explore and source the latest fabric and accessory developments and trends for the season's start.

Internationally established top-notch weavers and manufacturers present an elaborately select portfolio of some 1,600 basic to haute couture collections showcased in dedicated presentation and trend areas.

The complete spectrum of textile innovations for all market relevant segments serve as comprehensive information and inspiration pool needed by the textile industry at this point in time. The approach of providing sound information and inspiration rounded off by contemporary concepts is a continuous process to meet the specific requirements of a constantly changing market. Passion, innovation and a highly service-oriented approach form an ideal business platform that designers, product managers and buyers from internationally established manufactures have known to use for their focused work on new collections in a unique and productive ambience.

With some 980 exhibitors from currently 35 countries, *Munich Fabric Start* is the first of the internationally leading trade fairs for fabrics and accessories. Twice a year, the Who's Who of the

LOCATION:

Munich Order Center MOC,
Lilienthalallee 40,
Munich, Germany

KEY SEGMENTS:

fabrics, accessories and trimmings, sustainable fabrics, prints and patterns

OPENING DAYS / HOURS:

2-3 February, 9.30am-6.30pm
4 February, 9.30am-4pm

HALLS /AREAS:

fabrics, additional, showrooms, Asia salon, design studios, eco village/*organicselection*

SPECIALS:

color forum, sample areas, trend seminars, Munich fabric night, special buyers' benefit

PRODUCER / CONTACT:

info@munichfabricstart.com

munichfabricstart.com



MUNICH

*BLUEZONE INTERNATIONAL DENIM TRADE FAIR
BY MUNICH FABRIC START*

THE KEY EVENT OF BLUE



Originally initiated as the first unique denim-dedicated show, *Bluezone* nowadays is the denim, street- and

sportswear platform of *Munich Fabric Start* created as show in show concept. With some 80 international denim weavers, finishers and washers among the denim pioneers such as Candiani SpA, Prosperity, Tejidos Royo, Orta Anadolu, Calik Denim, Isko, Europa SNC, Bossa Denim, US Group or ITV Denim just to name but a few, *Bluezone* offers everything the denim and sportswear community is likely to need.

Presented in the adjacent ambience of a former railway construction hall, the selected range is rounded off by denim related products such as flats, cord, washed qualities and accessories as well as the latest innovations for resource conserving finishing processes.

With a strong commitment to a curated portfolio and a highly innovative approach, *Bluezone* is used as a key event by the industry to present the latest innovations of the continuously fast-moving developmental process in the denim and sportswear sector.

LOCATION:

Zenith Hall,
Lilienthalallee 29,
Munich, Germany

KEY SEGMENTS:

denim-, street- and
sportswear suppliers
R.M.S. –
ready-made solutions,
greenzone –
sustainable approaches

OPENING DAYS / HOURS:

2-3 February, 9.30am-6.30pm

SPECIALS:

trend area, greenzone,
Munich Fabric Night,
special guest's benefit:
free coffee and free lunch

PRODUCER / CONTACT:

info@munichfabricstart.com

munichfabricstart.com

PARIS

TEXWORLD PARIS



A SOURCING GALAXY IN PARIS

Taking place twice a year at Paris - Le Bourget, *Texworld Paris*, with more than 900 exhibitors, offers professional buyers from all over the world a rich variety of products from basic to creative high-end fabrics of excellent quality. It is a must for manufacturers specializing in: cotton, denim, embroidery & lace, knitted fabrics, fibers, functional fabrics, linen & hemp, prints, shirting, silk, silky aspects, trims & accessories, wool, wool blends and machinery. Moreover, the presence of a “creative path” which lists the exhibitors who can sell small quantities to designers is a real plus to the fair. Finally, following the ecofriendly attitude, *Texworld* showcases around a 100 suppliers of organic cotton and linen, hemp, recycled material and other sustainable textiles.

As part of this sourcing galaxy, and taking place at the same time and location, *Apparel Sourcing Paris* is a major clothing sourcing platform for the European market with more than 400 manufacturers. The wide range of products for men, women, children and accessories includes the entire price spectrum. There is also a special 'Shawls & Scarves' sector within this tradeshow.

The recently created *Avantex Paris* is dedicated to high-tech fabrics for fashion that highlights intelligent, connected fabrics, materials which combine nanotechnology and cosmetics, as well as surprising finishes and coatings.

The brand new fair *Avanprint Paris* assembles key players of the digital textile printing industry to help explore technologically creative possibilities.

LOCATION:

Paris Le Bourget,
Parc des expositions,
Carrefour Charles Lindbergh,
Le Bourget, France

KEY SEGMENTS:

silk, silky aspect, knitted AS,
embroidery, print, cotton and blend AS, wool, wool aspects,
linen, shirting, knitted CV, cotton and blend CV,
functional and sportswear, denim, trims and accessories, shawls, scarves and scarves

OPENING DAYS / HOURS:

15-17 February, 9am-6pm
18 February, 9am-4.30pm

HALLS / AREAS:

hall 2 & 4

PRODUCER / CONTACT:

Messe Frankfurt France SAS,
1 Av de Flandre, Paris, France
tel. +33 155 268 989
fax: +33 140 350 900
visitorservice@france.messefrankfurt.com
texworld.fr.messefrankfurt.com
apparel sourcing.fr.messefrankfurt.com
avantex.messefrankfurt.com
avanprint.messefrankfurt.com



OFFENBACH

I.L.M WINTER STYLES

The *I.L.M International Leather Goods Fair* in Offenbach am Main is a great place to meet people from the leather trade. Make new contacts and meet old friends at the *I.L.M Offenbach*, one of the largest and most important fairs of its kind. Established over 60 years ago, the *I.L.M* is now a fully-fledged and independent trade fair for leather goods, bags, travel items and accessories. This special combination of tradition and zeitgeist makes it a

number one address for the leather industry with its own particular flair and international kudos. Twice a year around 6,000 trade visitors from Germany and abroad visit the *I.L.M* in Offenbach. They are attracted by the high-profile venue and fair, offering a wide and representative range of high quality products and a valuable platform for information, communication and business.

LOCATION:

Messe Offenbach GmbH,
Kaiserstraße 108-112,
Offenbach a.M., Germany

KEY SEGMENTS:

bags and small leather goods,
travel luggage, business- and
school articles, accessories

OPENING DAYS / HOURS:

27-29 February, 9am-6pm

HALLS / AREAS:

16 halls, 12,879 sqm

SPECIALS:

daily fashion shows,
daily trend lectures,
fashion forecast

PRODUCER / CONTACT:

Messe Offenbach GmbH
tel. +49 69 82 97 55 - 0
fax: + 49 69 82 97 55 60
info@messe-offenbach.de

ilm-offenbach.de



LOCATION:

Central Studios, Xintiandi,
Shanghai

KEY SEGMENTS:

international brands and
designers

OPENING DAYS / HOURS:

13-14 April, 10am-6pm

PRODUCER / CONTACT:

The Hub (Hong Kong) Ltd.
Workshop B, 1/F Capital
Trade Centre, 62 Ysun Yip
Street, Kwung Tong, Hong
Kong exhibit@thehub.hk

thehub.hk

SHANGHAI

THE HUB

The Hub has relocated from Hong Kong to Shanghai as the demand in China for international brands and designers from the growing multi-label retail channel develops at great pace.

The Hub provides a full service and well curated experience for exhibitors and visitors alike. With extensive buyer and media contacts and teams on the ground in this huge market.

The Hub is the logical partner for any credible brand looking to develop their business in Asia and China in particular.

SHANGHAI

CHIC – CHINA INTERNATIONAL FASHION FAIR



THE BRIDGE TO CHINA

For March 2016 *Chic Spring* is expecting more than 1,200 exhibitors from all over the world. From March 16 to 18, 2016, *Chic* pursues higher goals to enable participants realizing a common evolution. This includes redesign and rearrangement of structure and procedures. *Chic* is strongly focussing on innovations and will devote a special part of the fair to 'Smart Fashion' as well as offering an even larger platform to give national and international brands the possibility presenting themselves to the professional audience. Intensively from year to year *Chic* expands its network and establishes itself as an international fashion mediator. Hall no. 2, is devoted to international participations calling 'Fashion Journey' with La Moda Italiana, Paris Forever, the German Pavilion, Brazilian Pavilion, Japan and many other countries. The Turkish participation will join the leatherwear section in hall no. 1. The concept of the show-in-the show will be continued with the Korean *Preview In China*, *Pure Shanghai* and *Chic Young Blood* for street style. *Chic Spring* 2016 will come up with 13 segments well structured such as: menswear, womenswear, kidswear, leather/fur, downwear, denimwear, accessories, streetstyle. High potential Chinese top labels like Bosideng, Peacebird or Shandong Ruyi will demonstrate their power in the segment 'In Signature'. Fashion Shows, fashion summits, workshops and networking activities will be carefully planned and also match-makings prior and during the fair.

The next *Chic Autumn*: October 11 to 13, 2016.

LOCATION:

National Exhibition and Convention Center, Shanghai, China

KEY SEGMENTS:

womenswear, menswear, kidswear, accessories and shoes

OPENING DAYS / HOURS:

16-17 March, 9am-5.30pm
18 March, 9am-5pm

CONTACT:

Beijing Fashion Expo Co., Ltd;
China World International Exhibition Co., Ltd

chiconline.com.cn

SHANGHAI

INTERTEXTILE SHANGHAI APPAREL FABRICS SPRING EDITION



BEYOND DENIM AND FUNCTIONAL LAB

The spring edition of the world's largest apparel fabrics and accessories fair returns in March with even more to offer the industry. More than 2,600 exhibitors from over 20 countries are expected to participate. The 'Beyond Denim' zone returns with Chinese and overseas suppliers as well as a trend area, while sportswear fabrics remain a big focus of the fair as well with a domestic suppliers' zone and the 'Functional Lab' featuring overseas functional fabrics exhibitors.

Other key areas include 'SalonEurope', 'Milano Unica Pavilion', 'Premium Wool Zone', 'Verve for Design', 'All About Sustainability' and the 'Accessories Hall'. Country/region pavilions from key textile producing countries in Europe and Asia will also assist buyers to more easily find their target products.

Going beyond the products themselves, the fair is a key barometer for the latest trends in the global and Chinese markets, with s/s 2017 trend forums and a number of seminars and events taking place throughout the three days. And to offer buyers even more, *Yarn Expo Spring*, *Intertextile Shanghai Home Textiles*, *PH Value* and the *Chic fashion garment fair* take place concurrently with *Intertextile*.

LOCATION:

National Exhibition and Convention Center,
Shanghai, China

KEY SEGMENTS:

jeanswear, sportswear, casualwear,
functional wear, womenswear, suitings,
shirtings, accessories
and more

OPENING DAYS / HOURS:

16-18 March, 9am-6pm

HALLS / AREAS:

beyond denim, salonEurope, *Milano Unica*
pavilion, premium wool zone, verve for
design, all about sustainability, functional
lab, accessories hall

CONTACT:

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MEMBERSHIP FORM

Recognised by the international fashion and retail community through its B2B Magazines, Conferences, Exhibitions, Research Volumes, and Web Portals, the India Fashion Forum is trusted as the catalyst for profitable growth of fashion business through knowledge platform leadership.

A strong portfolio of business publications and research reports have served since 1992 to inform, advise and inspire leaders and decision makers of the fashion industry. Focused media serves the Fashion industry across various operations through its various print and online publications and websites.

The need to connect with businesses, people, knowledge and ideas associated with fashion creation and modern retail is served by IFF Business Exhibitions and networking meets. Conducted alongside these, Knowledge Forums and Conferences featuring global leaders inspire not just debate and discussion, but even influence policy decisions.

Images Fashion Awards (IFA) at IFF recognises outstanding performances in the business of fashion.... And are loved for the style with which these successes are celebrated.

IFF PRIVILEGE MEMBERS' CLUB

IFF offers a host of services to its privilege members - connecting the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) - serving the entire fashion sector through its various knowledge & innovation platforms round the year.

HOW TO ENROLL?

Choose your category/ies from below:

Fashion Retailers Fashion Brands, Exporters & Manufacturers Suppliers & Service Providers to Fashion Brands, Retailers, Exporters & Manufacturers

A group operating in more than one category may enroll its different companies in their respective categories. To know the applicable fee and entitlements please visit membership link of www.indiafashionforum.co.in. Service tax will be levied as applicable which at present is 14%. A proforma invoice can be mailed on request.

IFF Annual Membership Fee may be paid by draft/ cheque payable to Images Multimedia Pvt. Ltd. or bank transfer (details below).

Current Account No: 02482000004779 | **Account Title:** Images Multimedia Pvt. Ltd. | **Bank:** HDFC Bank Ltd. | **Branch:** S-355, Panchsheel Park, New Delhi 110 017 | **RTGS Code:** HDFC0000248 | **MICR:** 110240029

MEMBER INFORMATION

Company Name	
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OTHER REQUIREMENTS:

- Please send brand / organization logo along with high resolution pictures of key people, products & services. The pictures can be sent through yousendit or wetransfer. All visuals should be of 300 dpi.
- Please send a separate Company Backgrounder of about 350 words. This should be in PDF or MS word format.
- Please send a separate note on outstanding achievements. This should be in PDF or MS word format. All visuals should be of 300 dpi.

FORM SUBMISSION:

Please mail payment reference details, provide completed form & above details. Submit all to: welcomedesk@indiafashionforum.co.in

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IFF ANNUAL MEMBERSHIP FEE EFFECTIVE 1ST APRIL 2015 & DELIVERABLES*

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Membership Categories	For Fashion Retailers:					For Textile Buyers = Fashion Brands, Exporters & Manufacturers:		For Vendors = Suppliers & Service Providers to Fashion Brands, Retailers, Exporters & Manufacturers:		
Category Code:	A1: Fashion Retailers with less than 5000 sq ft. retail space	A2: Fashion MBOs/ Independent Retailers	A3: Regional Chains – 3 or more stores. A4: Brands with Owned Brand Outlets/ Shop-in-shops)	A5: National Department Stores/ Large Format Fashion Stores A6: Online Retailers	A7: Groups with Multiple Retail Formats + Franchise/ Distribution/ Licensing/ Own Brand operations	B1: Fashion & Lifestyle Brands (without own stores/ SIS)	B2: Exporters, Manufacturers & Buying Houses of Fashion & Lifestyle Products	C1: Fibres, Fabrics & Finishes C2: IT/ Technology/ Logistics	C3: Trims & Embellishments C4: Shopfit/ Retail Design/ VM C5: Consulting/ Research/ Trade Bodies/ Academies/ Support & Services C6: Fashion Franchisees & Distributors	
All Inclusive Annual Fee (Service tax extra)	Rs. 5,000	Rs. 25,000	Rs. 50,000	Rs. 1,00,000	Rs. 1,50,000	Rs. 50,000	Rs. 15,000	Rs. 50,000	Rs. 30,000	
DELIVERABLES										
1	Feature/s, editorial coverage in Images/ IFF magazine/s, IFF e-briefs/ portal (inputs from members)	1 Page	1 Page	2 Pages	4 Pages	6 Pages	2 Pages	1 Page	2 Pages	1 Page
2	FOC ads/ promo banners in IFF e-briefs/ portal or in classifieds section of Images Business of Fashion magazine (applicable as per category)	FOC up to Rs.5,000	FOC up to Rs.25,000	FOC up to Rs.50,000	FOC up to Rs.1,00,000	FOC up to Rs.1,50,000	FOC up to Rs.50,000	FOC up to Rs.15,000	FOC up to Rs.50,000	FOC up to Rs.30,000
3	Entry Pass for IFF/ InFashion Conference, Master Classes, Workshops, Exhibitions, Trend Arenas & India Brand Shows	1 Pass	2 Passes	2 Passes	4 Passes	6 Passes	2 Passes	1 Pass	2 Passes	2 Passes
4	Special Invite for IFF Power Breakfasts, Networking Lunches, Awards & Gala Dinners	NA	2 Invites	2 Invites	4 Invites	6 Invites	2 Invites	1 Invite	2 Invites	2 Invites
5	Research Reports & Publications (Print/ Online)	FOC up to Rs.3,000	FOC up to Rs.5,000	FOC up to Rs.10,000	FOC up to Rs.20,000	FOC up to Rs.30,000	FOC up to Rs.10,000	FOC up to Rs.5,000	FOC up to Rs.10,000	FOC up to Rs.5,000
6	Presence at India Fashion Forum Website	URL link	URL link	URL link	URL link	URL link	URL link	URL link	URL link	URL link

*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

Additional Benefits:

■ Special Packages to join IFF delegations for national & international retail trade shows. ■ Access to "MEMBERS ONLY" industry meets & knowledge platforms including IFF & indiaretailing updates, research, analysis & trends ■ Announcement to entire IFF data base upon joining the IFF including personal and business profile. Via online & print mediums. ■ CEO's picture & profile in 'Who's Who' page on IFF website ■ Presence/ mention/ profiling in relevant Research Books/ coffee table books ■ Support & connect with potential partners. ■ Special Package for Catalogue Show at Infashion & Entry in Trade Show catalogue ■ Special Package for Presence in India Business of Fashion Report 2016 Book (Earlier known as Images Year Book) to be released at IFF mega event



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