

IMAGES

01

Issue No.

BUSINESS OF FASHION

January 2016

Volume XVII // No. 1 // ₹ 100

BRANDS IN INDIA 2016


FOCUS FEATURE // FASHION RETAILERS & BRANDS FROM GUJARAT //



Scan this code to view
rockstarjeans.in



toll free no: 1800-120-7500
email: sales@rockstarjean.in

 twitter.com/jeans_rockstar
 facebook.com/rockstar.fashion



ROCKSTAR JEANS

SHIRTS • DENIM • TROUSERS • T-SHIRTS



2000 Team Members | 28 Departments
 5 Factories | 2 Crore Customers | 5000 Dealers
 175 Large Format Stores
 90 Standalone Stores | 57 Distributors
 28 States | 7 Union Territories

15 Autumn Winter
 NOW ON RACK

CLASSIC POLO

T-SHIRTS | SHIRTS | TROUSERS | DENIMS | JACKETS | SWEATERS | LOUNGE WEAR | INNER WEAR

Exclusive Brand franchisee Outlets: **Tamil Nadu:** Bhavani | Chennai | Coimbatore | Chengapalli | Dindigul | Dharapuram | Dharmapuri | Erode | Gobichettipalayam | Karur | Palladam | Perundurai | Pollachi | Salem | Sivakasi | Theni | Thiruvananthapuram | Tirupur | Trichy | Udumalpet | Ulundurpet | **Kerala:** Palakkad | Muvattupuzha | Manjeri | Kannur | Trivandrum | **Karnataka:** Bangalore | Bijapur | Bagalkot | Gulbarga | Gokak | Hospet | Mudhol | Mysore | Mangalore | Raichur | Kollal | Kalasa | Tumkur | Hassan | Bidar | **Andhra Pradesh:** Hyderabad | Secunderabad | Kadapa | Karim Nagar | Miriyalaguda | Srikulam | Vijayawada | **Maharashtra:** Jalgaon | Pune | Thane | **Bihar:** Bhagalpur | Patna | **Orissa:** Bolangir | Cuttack | Jajpur | Rourkela | **Rajasthan:** Jodhpur | Kota | Sikar | **Haryana:** Faridabad.

Also available at:



& All leading multi-brand outlets.

For Trade Enquiries Contact: East: +91 96299 96062 | West: 87547 49111 | South: 93604 55566 | North: +91 931717 8999 | For Franchisee Enquiries Contact: +91 93415 55582 | South: 97515 95566

Follow us on: www.classicpolos.com



CRIMSOUNE
CLUB

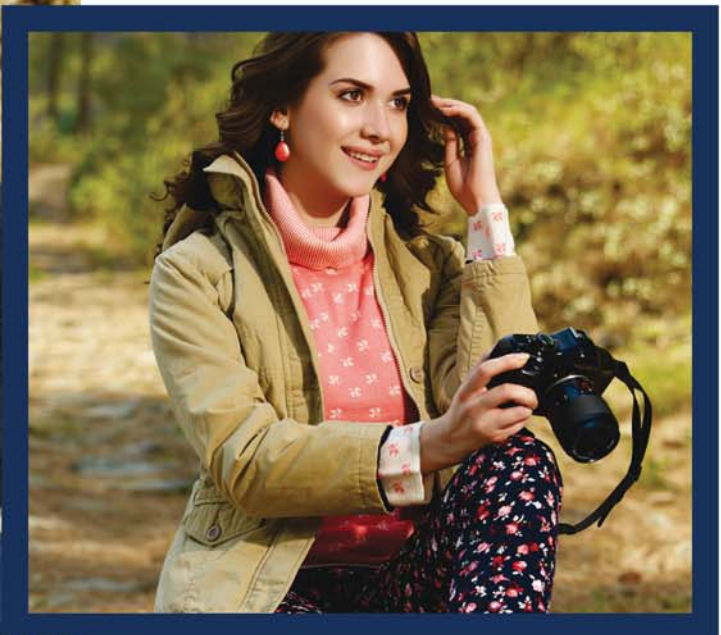
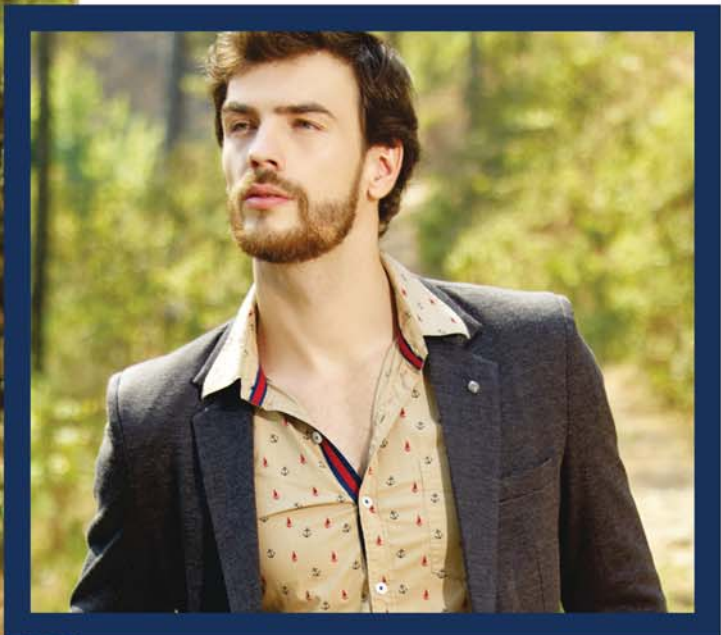


WE LOOK GOOD TOGETHER

MEN'S & WOMEN'S WEAR: SHIRTS • TROUSERS • DENIMS • T-SHIRTS • CARGOS • WINTER WEAR

For Queries Contact : Mr. Sanjay Aggarwal : +919871129130 (mail@crimsouneclub.com)

follow us on       | www.crimsoeclub.com



**CRIMSOUNE
CLUB**



mangla
textiles



Fine Jacquards, Prints & Embroideries Paired With Fancy Chiffon Dupattas

NEW CONCEPT CATALOGUE EVERY FORTNIGHT

530, Katra Nagpuri, Chandni Chowk, Delhi - 110006

for enquiries contact: Mr. Deepak Sharma (+91 9312239878) sales@mangla-group.com

URBANITY JEANS CO



THE UNTAMED

ENQUIRES SOLICITED FOR DISTRIBUTORS/DEALERS

Mfd & Mktd by Urbanity Jeans Co.

B-37/C,2nd Floor, Jhilmil Industrial Area, Behind Ashok Leyland Showroom

G.T.Road, Shahdara,Delhi - 11 00 95

Mobile: +91 9599762773/ +91 9910519222 . Email: sanjeev@vijaycotswin.com



MASH UP



Distributor & Export Enquiries Solicited

DESIGNER CASUAL & CLUB WEAR SHIRTS FOR BOYS.

MFG. BY- HALF-TICKET APPARELS. ✦ SHIRT MAKERS SINCE 1992. ✦

For Business/ Trade Enquiries, Contact us : +91-9826340080, 8357022222 Email. info@badboysclothing.com, aman@badboysclothing.com



FB.COMMASHUPWORLD

#DressingChic

Party collection by Deal



DEAL[®]
J E A N S



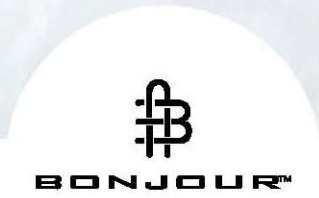


SOCK UP YOUR MOOD

Let the fitness freak in you find a perfect match in Bonjour sports socks. Designed to complement your active wear, these pairs of socks let the world know you are here to win.

Light weight | Anti-bacterial | Fits like second skin

www.bonjourretail.com ☎ Contact: +91 8376904409 [f /bonjourgroup](https://www.facebook.com/bonjourgroup)





COLOURS
ARE
FUN



FLAGSHIP STORES :

THANE : SF-22, VIVIANA MALL, NEXT TO JUPITER HOSPITAL, EASTERN EXPRESS HIGHWAY, THANE (WEST) - 400610.

AVAILABLE AT ALL  EXCLUSIVE STORE AND AT ALL LEADING FASHION STORES ACROSS THE COUNTRY.

ONLINE PARTNERS:   

info@vitaminskids.co.in | www.vitaminskids.co.in | www.facebook.com/vitaminskids







Chase
TOMORROW BELONGS TO ME



Corporate Office

Vishal Creations

31 Atlantic Plaza, Ground Floor Garege Gully, Nr. Tilak Bhavan,
Dadar(w), Mumbai - 400 028 Ph. 022-24328068 . Mob : 9320127181

Email: chasekids9@gmail.com . www.chasekids.in

 [http:// www.facebook.com/chasekidswear](http://www.facebook.com/chasekidswear)



POISON[®]
jeans

POISON THE BOREDOM

VIDHI MOD FASHION

Corporate & Marketing office: C/105, Balaji ind. Estate, Hanuman Nagar,
Akurli Road, Kandivali (E), Mumbai- 400101 Ph.9322298108/9821151161

Email: poisonjeans@gmail.com / Website: www.poisonjeans.in

Distributor enquiries solicited

ZOLA[®]

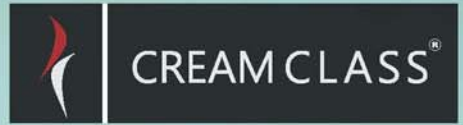
EARTHLY FASHIONS



AVAILABLE AT ALL LEADING STORES

Kurtis | Skirts | Tops | Jeans | Leggings | T-Shirts | Nighty | Night Suit
www.zola.in | e-mail: info@pragatifashions.com





CREAM CLASS[®]

NATURAL COTTON



Mfg by. K.P. Arts Fashion Pvt. Ltd.

FOR TRADE ENQUIRE CONTACT RAJESH 09821880431

SUNNEX[®]

JEANS & CASUALS

UNLEASH

the




IN YOU

UAE - OMAN - QATAR - BAHRAIN - SAUDI ARABIA - RAJASTHAN - GUJARAT - MAHARASHTRA - GOA - MADHYA PRADESH - TAMIL NADU - KERALA.

For Trade / Distribution enquiry - +91 9870325499 - E-mail : siddharth@sunnexjeans.com

MFD. BY - ANNAPURNA APPARELS LTD., GHATKOPAR, MUMBAI - 400 086 . OFF - 022 42212555 / 501 / 502

AVAILABLE AT ALL LEADING OUTLETS

JABONG 

 MYATA

 flipkart



TURTLE

FESTIVE-WINTER
2015

SLOW UP

STRIKE A CHORD



Exclusive Stores @ Agartala | Allahabad | Angul | Arambagh | Asansol | Belgaum | Bengaluru | Berhampore (WB) | Brahmapur (Odisha) | Bhilai | Bhubaneswar | Bhopal | Bokaro | Burdwan | Chandannagar | Coochbehar | Cuttack | Dhanbad | Dibrugarh | Durgapur | Gaya | Gangtok | Gorakhpur | Guwahati | Hyderabad | Jamshedpur | Jorhat | Kanchrapara | Kolkata | Krishnanagar | Lucknow | Malda | Mumbai | Muzaffarpur | Nagaon | Nagpur | Namchi | Patna | Pune | Ranchi | Raipur | Rourkela | Sambalpur | Serampore | Silchar | Siliguri | Tezpur | Vijaywada

Also @ Abu Dhabi | Doha | Dubai | Jeddah | Kuwait | Sharjah

Also available @ CENTRAL | pantaloons | SHOPPERS STOP | MAYATRA.com | JABONG | flipkart | amazon.in & other leading menswear stores

www.turtleonline.in | Partnering TSA for Turtle Conservation

1800-2000-393 (Toll Free) | contact@turtlelimited.com | Follow us on



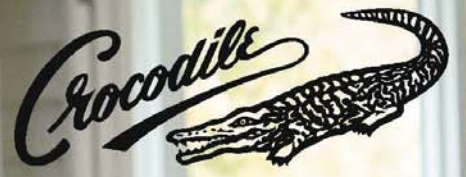
mexico[®]

J E A N S



mexico Fashions P. Ltd.

110, Star Ind. Est., Near Sakinaka Telephone Exchange, Andheri Kurla Road, Andheri (East), Mumbai - 400 072
Tel: 28528173 Fax: 28521885 E-mail: mexicojeans@hotmail.com



T-Shirts | Shirts | Trousers | Denims | Essentials | Accessories

Available @ All leading Outlets and our Exclusive Stores

Now Opened at : Pacific Mall - Dehradun | Jaipur - MI Road | Delhi - Kamala Nagar | Pune - Amanora Mall | Kadappa | Kareem Nagar | Hubli
Shortly Opening at Shobha Mall - Thriussur | Hi Lite Mall - Calicut | Orion Mall - Panvel | Shimoga

Trade and Franchise Enquiry Contact : 07667630030

Customer Care ID : customercare@crocodileindia.net | Phone : 080-46656405



Crocodile



Business Enquiries : D. S. Corporation, Mumbai. • +91 22 23078331 • +91 9820127822 • www.river-blue.in • info@river-blue.in

A man with dark hair is standing against a wall. The wall is painted in shades of blue, with a white electrical box and a red rotary phone mounted on it. The man is wearing a blue denim jacket, a white scarf, patterned gloves, blue jeans, and white sneakers. He is holding a red rotary phone to his ear. A white diagonal line runs from the top right towards the bottom left, passing through the text.

98,272
shades
of blue.
Which
one is
yours?

SPY

BLUE COLLECTION

A NEW BLUE EVERY TIME

SHOP NOW AT SPYKAR.COM |  

K A R



desi belle

AVAILABLE AT CENTRAL/ LEADING LFS / MBO/ ONLINE STORES

For trade enquiries contact : 022-401 44330/ 09322917171

info@desibelle.net/www.desibelle.com



IRONY[®]
JEANS | TROUSERS

**TURN THINGS
AROUND**

ALSO AVAILABLE AT ALL LEADING STORES IN INDIA | www.ironyjeans.com / Like us at:



BOARD

Editor-in-chief
Amitabh Taneja

Editorial Director
R S Roy

Publisher
S P Taneja

Chief Operating Officer
Bhavesh H Pitroda

EDITORIAL

Managing Editor
Rajan Varma

Bureau Chief (Mumbai) & Associate Editor
Gurbir Singh Gulati

Dy. Chief Sub Editor
Shivam Gautom

Sr. Correspondent
Rosy Ngaihte Sharma

Correspondent
Roshna Chandran

Reporter
Tanya Krishna

Contributing Editors
Zainab S Kazi
Namita Bhagat

Conference Content
Nakul Jain
Mohua Roy

CREATIVES

Creative Agency
Prasun Mazumdar Design
(PMDIndia.in)

Art Director
Pawan Kumar Verma

Sr. Layout Designer
Prakash Jha

Sr. Photographer
Vipin Kardam

PRODUCTION

General Manager
Manish Kadam

Sr. Executive
Ramesh Gupta

SUPPORT

General Manager - Administration
Rajeev Mehandru

SUBSCRIPTION

Asst. Manager - Subscriptions
Kiran Rawat

ADVERTISING

BUSINESS HEAD
Santosh Menezes, Vice President
santoshmenezes@imagesgroup.in
Mobile: +91 9820371767

DELHI
Sachin Khanna
(Sr. Manager)

Naveen Chauhan
(Manager)

MUMBAI
Waseem Ahmad,
(Vice President & Branch Head)

Radhika George
(Manager)

Shailesh Patel
(Asst. Manager)

KOLKATA
Piyali Oberoi
(Vice President & Branch Head)

Pragati Sinha
(Sr. Executive)

BENGALURU
Suvir Jaggi
(Vice President & Branch Head)

Smriti Bhagat
(Manager)

AHMEDABAD
Pankaj Vyas
(Manager)

LUDHIANA
Dheeraj Prabhakar
(Sr. Manager)

Hemant Gupta,
(Associate)

CONSUMER CONNECT

Anil Nagar,
Vice President
anilnagar@imagesgroup.in
Mob. : +91 9811333099

MEMBERSHIP TEAM

Priti Kapil
Sarika Gautam
R.P. Singh
Priyanka Sagar

For feedback/editorial queries, email to: rajanvarma@imagesgroup.in
For subscription related queries, email to: subscription@imagesgroup.in

IMAGES MULTIMEDIA PVT. LTD.
(CIN: - U22122DL2003PTC120097)

MUMBAI: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059
Ph: +91-22- 28508070 / 71,
Fax: +91-22-28508072

REGISTERED OFFICE: S 21, Okhla Industrial Area, Phase II, New Delhi 110020
Ph: +91-11-40525000, Fax: +91-11-40525001 Email: info@imagesgroup.in, www.imagesgroup.in

BENGALURU: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075
Ph: +91-80-41255172/41750595/96,
Fax: +91-80-41255182

KOLKATA: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029
Ph: + 91-33-40080480,
Fax: +91-33-40080440

ORION



ORION EAST

ALL SET TO MAKE EAST BANGALORE FASHIONABLE

A world-class mall development worthy of an upmarket locality that is yet untapped by big retail. Orion East brings with it all the hallmarks of the multi-award winning Orion Mall brand. Backed by Brigade Group's stellar credentials across development, marketing and operations management, Orion East will once again raise the benchmark in malls across the country.

Main Anchors: Cinépolis & Shoppers Stop

Other Brands: McDonald's, Apple, Nike, Puma, Jack & Jones, Vero Moda, Van Heusen, Louis Philippe, Allen Solly, Arrow, U.S. Polo Assn. and many more.

Catchment Areas:

The only mall in a 7 km radius serving the upmarket localities of Fraser Town, Benson Town, HRBR Layout, Kammanahalli & other prime residential areas.

Email: feedback@orionmalls.com

Contact: Mr. Varun Khanna at +91 9980642712



Dear Readers,

First of all, I would like to wish a very happy new year to you. I sincerely hope that this year turns out to be prosperous both for you and your business.

As per tradition, we begin this new year with the Brands in India Special annual edition. This special edition is a part of our mission to catalyze fashion retail business in India. The issue helps in aiding retailers with a survey that catalogues fashion brands based on their current status on the market. It also elucidates upon the brand identities, consumer trends that they satisfy in an attempt to help the Indian fashion retailers build a highly profitable business around it. It traces and presents dominant as well as emerging brands that defined the year in fashion.

While we showcase brands, we also ponder upon the art of creating a brand. In fashion, creativity and business go together. How does one turn a piece of garment into a composite entity that seemingly represents a whole range of emotions? While creating a brand is ephemeral, the business attached to it is endlessly complex. You will notice as you flip through the pages, that just as the issue captivates heavyweights from the big league, we also feature the rising stars.

Gujarat is one of the leading industrial states in India, and in the textile and fashion industry in particular. We, at IMAGES Business of Fashion, were keen to take our great connect with Gujarat textile, fashion and retail business to a next level. IMAGES BoF, in its December, 2015 issue, covered some significant fashion brands and manufacturers from Surat, namely Manjula Fashions, Nakshatra Creations, Romy Lace, Shivam Prints, Vivek Fashion, Mukesh International, Krishna Terine, Priya Fabrics, Parvati Fabrics Collection, R K Green Vogue, Allol Sarees, Fiona and G3 Fashions.

In this issue the January 2016 issue, we take our connect with Gujarat's fashion and lifestyle brands and retailers to the next level. We focus on the Ahmedabad region this time and showcase the star retailers and brands rooted in the magnificent city.

In the February issue we will showcase the leading textile and fashion ingredient and support players from Gujarat.

I hope that as you read through the issue you find success stories that inspire you



Amitabh Taneja

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Swan Press of Lahore, B-71, Naraina Industrial Area, Phase - 2, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.



OTTO



glassestindia.com

Flagship Stores: Chennai - GN Chetty Road - 45590033 | Express Avenue - 65453333 | Royapuram - 42801329 | ECR - 42148441 | Chrompet - 42875608
Valasaravakkam - 42632633 | Madipakkam - 43548333 | Tiruvallur - 27666637 | Madurai - 0452 - 4210064 | Trivandrum - 0471 - 4015333 | Rajapalayam - 04563 - 222551

Exclusive Stores: Erode - 0424 - 4271418 | Ramanad - 04567 - 225441 | Nellai - 0462-4000933 | Karur - 04324 - 261221 | Kovai - 0422 - 2255015
Chidambaram - 04144 - 225833 | Tanjore - 04362 - 271505 | Nellore - 0861 - 230122 | Karaikudi - 04565 - 400096

Opening Shortly: Pondicherry | Velachery

For Franchise Enquiries: jk@ottoclothing.in Ph: 044 - 4968 3333

ADVERTISER'S INDEX



inside front cover

CLASSIC POLO

front gate fold

ROCKSTAR JEANS

back gate fold

TWILLS

back cover

OKS BOYS

inside back cover

ENDICOTT

special opening insert

CRIMSOUNE CLUB+BALLY BAND

special ad. insert

**E-TEENZ , SUCCESS, MACHO,
SHERIFF, VEROMODA, ONLY**

145	APPLE EYE
133	ASTRON
103	AURO SPORTS
101	BEEBAY KIDS
12	BONJOUR
111	BUTTON NOSES
53	CELIO
15	CHASE
46,47	CMAI
18	CREAM CLASS CASUALS
22	CROCODILE
37	CRUSOE
165	DA MILANO
11	DEAL
177	DEEPBLUE
179	DE MOZA
143	DERMAWEAR
26,27	DESIBELLE
85	DOLLAR
181	DONEAR
107	DUKE
63	EASIES
189	EIRF
185	EPSON
44,45	FITZ/SOLEMIO
71	FLAIRMEN
42,43	FOCUS
97	FRAGRANCE
67	HATS OFF

129	HELLO 10
87	HORIZON
57	INTEGRITI
28	IRONY
109	JUELLE
139	JUS CUBS
35	KILLER
93	KIVON
117	KK FASHION HANGERS
125	LACROSSE
123	LA LINGERIE
55	LAWMANN
79	LINO PERROS
183	MAHAJAN
135	MANISH CREATIONS
40,41	MANYAVAR
105	MARC SOCKS
10	MASH UP
21	MEXICO
91	MG SONS
137	MODA ELEMENTI
127	MOUSTACHE
157	NOVIO
30	ORION MALL
32	OTTO
16	POISON
95	RANGOLI
254	RECRON

23	RIVERBLUE
151	ROOKIES
187	SAFEXPRESS
147	SCAN
69	SHREE
149	SOCH
99	SPARK KIDS
159	SPRINGFIELD
24,25	SPYKAR
19	SUNNEX
65	SURREAL
141	TANTRA
14	TEEMPER
191	TEXTILE
89	TOFFY HOUSE
171	TOMORROW'S INDIA
48,49	TROIKA CONSULTING
20	TURTLE
153	UFO
9	URBANITY JENS
131	VALENTION
163	VAMAS
73	VAMI
13	VITAMINS
81	WELCO
51	YKK
83	ZERO
17	ZOLA

Contents | January 2016

- 31 EDITORIAL
38 PROLOGUE



- | | | | | | | | |
|----|--------------------------|----|----------------|-----|----------------------|-----|---------------------|
| 50 | APPLE EYE | 70 | CREAM CLASS | 94 | ENDICOTT & SKYKING | 115 | JUS CUBS |
| 52 | ASTRON | 72 | CRIMSOUNE CLUB | 96 | ETEENZ | 116 | K K FASHION HANGERS |
| 54 | AURRO SPORTS | 74 | CRUSOE | 98 | FITZ & SOLEMEIO | 118 | KKCL: EASIES |
| 56 | BEEBAY | 77 | DA MILANO | 100 | FLAIRMEN | 119 | KKCL: INTEGRITI |
| 58 | BONJOUR | 78 | DEAL JEANS | 102 | FOCUS JEANS | 120 | KKCL: KILLER |
| 59 | VAMI | 80 | DEEP BLUE | 104 | FRAGRANCE | 121 | KKCL: LAWMANPG3 |
| 60 | BESTSELLER: JACK & JONES | 82 | DE MOZA | 106 | HATS OFF | 122 | LA LINGERIE |
| 61 | BESTSELLER: ONLY | 84 | DERMAWEAR | 108 | HATS OFF ACCESSORIES | 124 | LACROSSE |
| 62 | BESTSELLER: VERO MODA | 86 | DESI BELLE | 110 | HORIZON | | |
| 64 | CELIO | 88 | DOLLAR | 112 | JUELLE | | |
| 66 | CHASE | 90 | DONEAR NXG | | | | |
| 68 | CLASSIC POLO | 92 | DUKE | | | | |

#TogetherAsOne



Scan this QR code on your Smart Phone to view the Killer TVC

KILLER JK
this is us

APPARELS | EYE WEAR | FOOT WEAR | INNER WEAR | TIME WEAR | TRAVEL GEAR | PERSONAL CARE | ACCESSORIES
AVAILABLE AT: **KILLER JK** (Exclusive Stores), **K-LOUNGE** AND ALL LEADING RETAILERS IN YOUR CITY

FOR FRANCHISEE & INSTITUTIONAL ENQUIRY CALL : 09820805602 / 09820155337 / 09619229211 / 022-26814400 OR EMAIL AT: franchisee@kewalkiran.com

FOLLOW US ON : /KillerJeans

www.killerjeans.com

A LIFE STYLE BRAND FROM **KCC** KEVAL KRAN CLOTHING LIMITED

ONLINE STORES : amazon JABONG myKra snapdeal! paytm



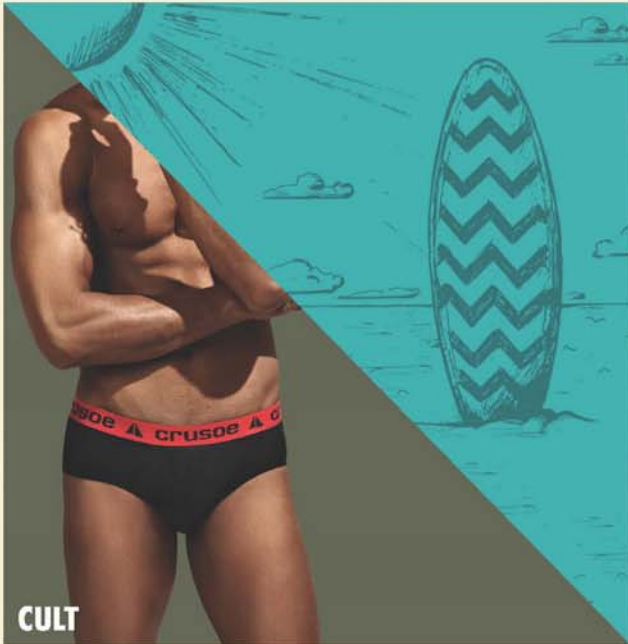
126 LINO PERROS
 128 MANISH CREATIONS
 130 MANYAVAR
 132 MARC
 134 MASH UP
 136 MEXICO
 138 MODA ELEMENTI
 140 MOUSTACHE & M BRAND
 142 O'KS BOYS
 144 OTTO
 146 POISON JEANS

148 RANGOLI
 150 ROCKSTAR JEANS
 152 ROOKIES
 154 RUFF
 155 SHERIFF
 156 SHREE
 158 SOCH
 160 SPARK
 161 BUTTON NOSE
 162 SPRINGFIELD
 164 SPYKAR
 166 SUCCESS
 167 SUNNEX JEANS
 168 SURREAL

169 TANTRA
 170 TEEMPER
 172 TOFFY HOUSE
 175 TURTLE
 176 TWILLS
 178 UFO
 180 URBANITY JEANS CO.
 182 VALENTINO
 184 VAMAS
 186 VITAMINS
 188 WENDLER
 190 YKK
 192 ZERO
 193 ZOLA

194 **FASHION EXCELLENCE**
 FASHION & LIFESTYLE
 RETAILERS THAT ROCKED THE
 IMAGES RETAIL AWARDS
 208 **FASHION LAUNCH**
 HELLO 10
 210 **INTERNATIONAL SHOWS**
 INTERNATIONAL SHOW IN
 JANUARY

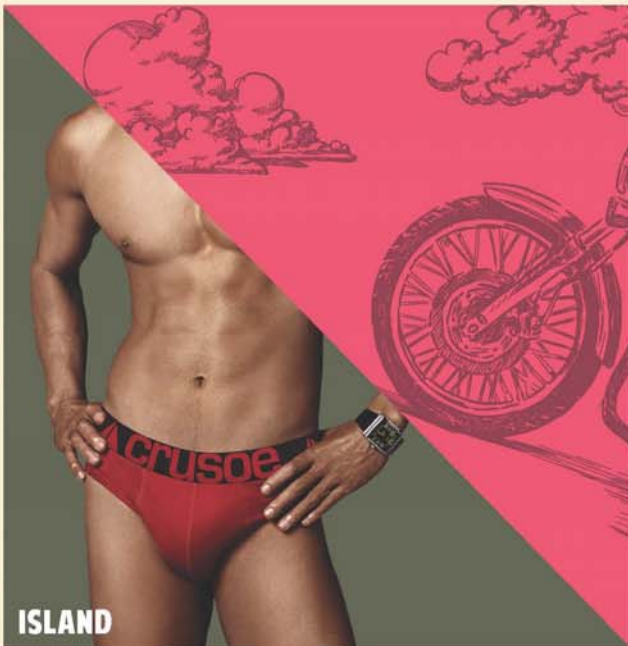
▲ crusoë®



CULT



QUEST



ISLAND



ZULU

Black Swan Life

**ADVENTURE COMES IN MANY COLOURS.
WHICH IS YOUR FAVOURITE?**

BRIEFS ■ TRUNKS ■ BOXERS ■ SHORTS ■ TRACKS ■ VESTS ■ TEES

SFD SKIN FRIENDLY DYES

www.facebook.com/crusoeworld

Shop online: www.crusoeworld.com Email: crusoeworld@jtcl.in

Available at: © **CENTRAL**
BRAND NEW

Reliance trends
Men / Women / Kidswear / Accessories

SPAR
Hypermarket

& select
retail outlets

amazon.in

FASHIONARA.COM

flipkart.com

JABONG.COM

MYNTRA.COM

SNAPDEAL.COM

BRANDS IN INDIA 2016



"A brand is a name, term, sign, symbol, or design or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of the competitor."

-Phillip Kotler

PROLOGUE

Forbes ranks Apple as the world's most valued brand, closely followed by Microsoft, Google and Coca Cola. A glance down the list and what the top few brands have in common is that they have been successful in launching a unique and lasting brand by continuously brewing an amorphous concoction that transcends the base core of supplying to norm demands with a disruptive blend of going beyond, delivering emotion, ideology, and attitude, and of course having great timing. And while some brands on the list pass the ultimate test, which is about "creating something that doesn't need to be sold - it sells itself," one can only imagine the amount of effort and genius that it takes to reach that level.

Coming back to Kotler's definition. The key words that emanate from it are "identity" and "differentiation." And these words most certainly assume a whole new dimension when it comes to fashion, which is a subject that itself seeks to create the users' very own identity and definition. A fashion consumer is different. He/she is buying into a lot more than just a commodity.

Fashion too has its star brands that have tasted great success. Examples of fashion brands that defined culture and created cults are not rare because fashion, being inherently a creative process, offers abundant opportunities to personally appeal to its audiences.

But to reach that level, a brand must go through a journey—an expedition that does not only involve appeal and delivering consistency, but also keeps constantly surprising its consumers with novel innovations. A greater level of self-expression and self-joy. Success in this journey means a lot. It literally translates that a brand is relatively freer from the price demand elasticity and can afford the freedom to do more. Perhaps it can step beyond clothing people and give a lot back to society and stand for something that urges leadership.

The unique feature in fashion, till now, was that fashion labels were directed towards a certain audience when it comes to who they intend to design for. It is perhaps in itself a core value that that fashion brands don't try to please everyone at once. The era of big box retail and then e-commerce has certainly muddled the clarity that once existed. But most recently, the more we interact with the biggest fashion brands and the biggest global retailers we are convinced that the good old days are coming back again.

The following serves as a template to the key cores that every brand must stand true to for sustainable success.

"Know Who You Are."

"Know What You Can Be the Best at."

"Spend Maximum Time On What You Can Be the Best at."

"Spend Maximum Resources On What You Can Be the Best at."

"People Make a Brand, People Also Make the Company. That Makes a Brand"

Once again, as we do every year, we are pleased to present before you the special Brands of India issue of IMAGES Business of Fashion. In the following pages, we showcase a few young enterprising brands as well as established stalwarts — both home grown and from across the world — who are in the process of creating a brand or have already been successful.

I sincerely hope that you enjoy going through the pages, as the featured brands introduce themselves to you.

We wish them and you a great journey! Happy Brand Creation!

- Rajan Varma.



*Jooto bachane wala
Bhai*

*Apni shaadi ke
kisse sunane wale
Dadaji*

shreyansh.in / VF 520 / 0116

www.manyavar.com

INDIA'S LARGEST ETHNIC WEAR BRAND

CELEBRATING OVER 400 STORES ACROSS 150 CITIES IN 4 COUNTRIES

*Didi ka purse
pakadnewale
Jtju*

*Bar band
karwanewale
Tauji*

*Everyone's
Invited*

celebrationwear
Manyavar
EARN YOUR RESPECT

Also available at :  [flipkart.com](#)  [snapdeal.com](#)  [Myntra.com](#)  [JABONG.com](#)  [eBay](#)  [amazon.in](#)  [paytm](#) and all other leading stores.

Call 1800 30 700 500 (TOLL FREE) • For enquiries email: info@manyavar.com • Like us on  [facebook.com](#)





MORE THAN
2500
RETAILERS ACROSS
INDIA ARE ALREADY
REAPING PROFITS FROM
OUR GROWTH.

And this is just a humble beginning.



focus
jeans®

Passion, Jeans & More.

B. ENTERPRISES

120, Atlantic Plaza, Garage Galli, Dadar (W), Mumbai 400 028.

Tel: +91 22 2436 6050 | Telefax: +91 22 2436 6080 | Email: info@focusjeans.co.in | www.focusjeans.co.in

WARM UP
IN STYLE

FITZ
Let's Stretch

WWW.FITZSTUDIO.CO



FITZSTUDIO Brings To
You An Exclusive Range
Of Fashionable And
Smart Winter Jackets.

Available at leading stores:



more.



Our online partners:

Join us on: <http://fitzstudioco.blogspot.in> [Fitz_Studio](#) [Fitz Studio](#) [Fitz Studio](#) [fitzstudioco](#) [fitzsolemio](#)

www.fitzstudio.co | For trade enquiries, e-mail: ashok@texperts.co.in

solemio
COME ALIVE!

**DRESS UP
IN STYLE**



WWW.FITZSTUDIO.CO

Solemio Brings To You
An Exclusive Range Of
Fashionable And Smart
Formal Wear.

Available at leading stores:



Our online partners:

Join us on:

www.fitzstudio.co | For trade enquiries, e-mail: ashok@texperts.co.in



KNOWLEDGE PARTNER:

wazir
ADVISORS

3rd Floor, Building 115, Sector 44,
Gurgaon - 122 002 | National Capital Region | India
T: +91 124 4590300 | F: +91 124 4590333
www.wazir.in

JOINTLY ORGANISED BY:

iaf INTERNATIONAL
APPAREL
FEDERATION

Utrechtseweg 95 3702 AA ZEIST The Netherlands
P.O. Box 428 3700 AK ZEIST The Netherlands
T +31 30 232 09 04 | F +31 30 232 09 99
info@iafnet.com | www.iafnet.com



AN INSIGHT INTO NEW OPPORTUNITIES

IAF Announces its 32nd IAF World Fashion Convention in Mumbai, India to Explore and Exchange Ideas, Experiences, Opinions, and Possibilities of Inter Dependent Relationships throughout the Entire Fashion Industry Value Chain.

Presenting “An Insight Into New Opportunities” - a Great Platform for Global Economies to Study, Understand, Assess, and create Possible Alliances and Commercial Partnerships.

26TH -28TH SEPTEMBER 2016

MUMBAI, INDIA

JOINTLY ORGANISED BY:

CMAI

THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

902, Mahalaxmi Chambers, 22, Bhulabhai Desai Road,
Mumbai - 400 026.
T + 91 22 23538245 / 23525168 | F + 91 22 23515908
cmai@vsnl.com / cmai@hathway.com | www.cmai.in



32ND IAF
WORLD FASHION
CONVENTION
INDIA 2016



FASHION SNOOPS



Create with Confidence!

Fashion Snoops is an innovative trend forecasting platform and consultancy that inspires clients to create with confidence. For over 15 years Fashion Snoops has been guiding Fortune 500 and other world-class companies in fashion, home decor, beauty/personal care, accessories, automotive, retail and consumer products.

Experience our next-generation trend forecasting platform



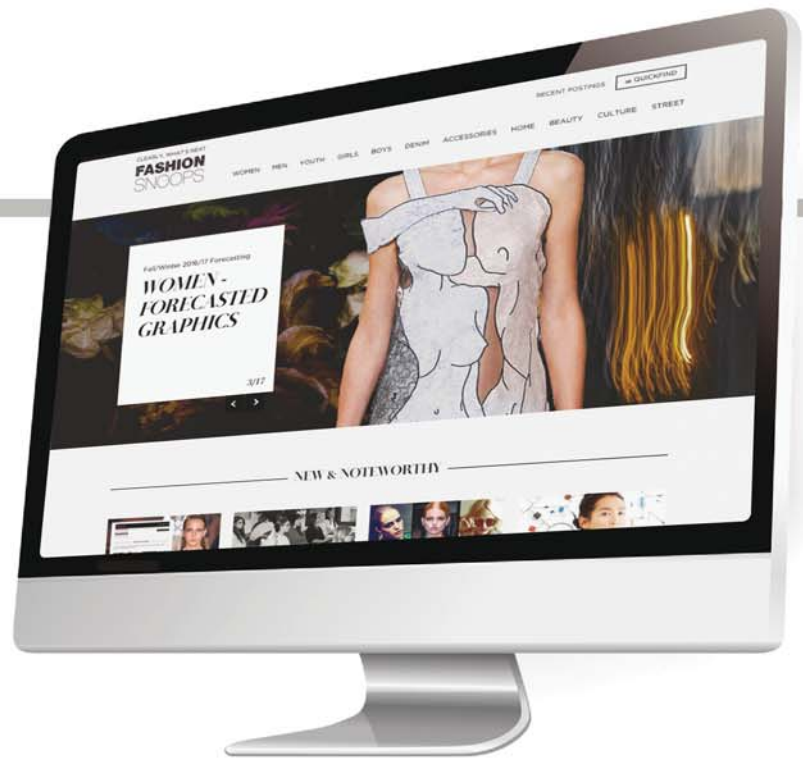
CULTURE-TO-PRODUCT TREND TRACKING

We track the intersection between fashion, style, art, technology and other cultural influences to help you capitalize on what's next.

DYNAMIC TREND MAPPING

We explain where trends begin, what affects their development and how they are projected to make an impact in the future, allowing you to create with confidence.





EARLY TREND FORECASTS

We provide long-term forecasting reports sooner than ever to help you gain a competitive edge.

MULTIMEDIA PRESENTATIONS

We bring trends to life with compelling videos, photography, language and music that will inspire you.

QUICK, CLEVER WAYS TO CURATE CONTENT

We enable you to find the content you need quickly and easily through market and product classifications and trend associations.

PERSONALIZATION TOOLS

We give you tools so you can curate content based on company or personal interests, even creating and sending beautiful internal trend newsletters.

VISIT FASHIONSNOOPS.COM TODAY

APPLE EYE

Brand: **APPLE EYE** | Company: **STITCH FAB INDIA PVT. LTD.** | Total no. of EBOs: **8** | Total no. of MBOs: **450** | No. of EBOs added in 2015: **6**
Growth percentage (CAGR of last 3 years): **33%**



Headquartered in Kolkata, Apple Eye is a modern kidswear brand, launched by Stitch Fab India Pvt.

Ltd. Apple Eye is one of its kind in more ways than one. Adhering to international standards, cutting across all departments from conception to execution, Apple Eye is a dedicated effort to instill attitude and set new trends in kid's fashion. An Apple Eye product is a personification of intricate design research and experiments.

Brand USP: The brand's USP lies in its trendy designs of international standards that it shells out at affordable prices.



Core Product Offering: The brand offers a trendy casual wear range for the kids.

Target customers: Apple Eye caters to kids; starting from infants to 16 year olds. The target consumers are middle and upper middle class families.

Presence in Large Format Stores: The brand is available at large format stores including Central, Reliance Trends and Brand Factory.

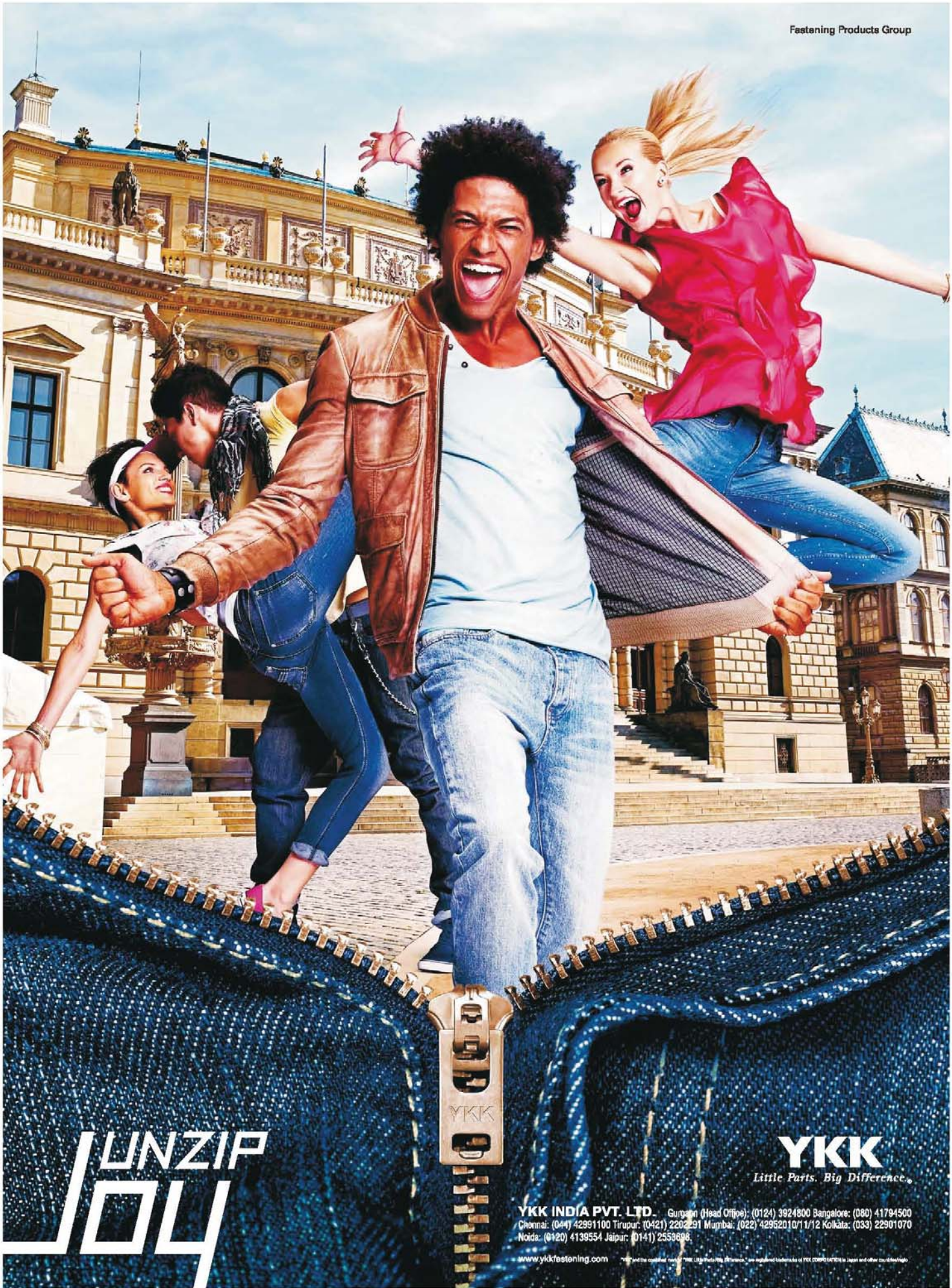
Presence in online retail: Apple Eye caters to its online consumers through e-commerce portals like Snapdeal, Amazon and Flipkart.

Future plans: The kid's wear brand has plans to increase its presence through availability in more large format stores and also by opening its own stores.

Targeted cities in the next couple of years: Apple Eye is planning to venture into the markets of Bengaluru, Hyderabad, Chennai, Pune, Visakhapatnam and Guwahati in the coming years.

Franchise requirement: The brand is looking for franchise business. Interested franchisee should have a capacity to invest ₹10 to ₹25 lakh and an area requirement of 500-700 sq.ft. For further details, contact Nasim Ahmed Warsi, EBO Head, Apple Eye, on +91 9038077781 or write to him at ebo1@appleeye.co.in.

×



**LUNZIP
JOY**

YKK
Little Parts. Big Difference.®

YKK INDIA PVT. LTD. - Gurgaon (Head Office): (0124) 3924800 Bangalore: (080) 41794500
Chennai: (044) 42991100 Tirupur: (0421) 2202291 Mumbai: (022) 42952010/11/12 Kolkata: (033) 22901070
Noida: (0120) 4139354 Jaipur: (0141) 2553698

www.ykkfastening.com *YKK and the stylized mark of YKK Little Parts Big Difference are registered trademarks of YKK CORPORATION in Japan and other countries.

ASTRON

Brand: **ASTRON** | Company: **TARUN DESIGN STUDIO** | No. of India cities currently presently in: **231** | Total no. of MBOs: **1,200**
No. of MBOs added in 2015: **300**

Born out of an expert and rich background of screen printing from Tarun Prints, Astron has successfully been operating in the vast market of fashion brands since 2010. With inhouse embellishment processes like printing, heat transfer, embroidery, hand work, stone stick-ons, etc., Astron has grown enormously in a span of just five years. Based in Mumbai, the brand works on the foundation stone of creativity and responsibility.

Brand USP: Astron stands for excellent quality and trendy styles. The brand offers a range of screen printed t-shirts and placement print fashion tops with guarantee.

Core Product Offering: Astron offers sturdy t-shirts, t-back tops both in plain and digital prints, placket pattis, special print t-shirts and digital print t-shirts along with midis and dresses.

Target customers: The brand targets fashion oriented individuals within the age group of 16 to 35 years.

Presence in online retail: The brand is present in e-commerce portals like Snapdeal, Flipkart and Amazon.

Future plans: Astron has plans to expand all across India and is looking forward to be available in about 10,000 stores in the coming years.



×





HERE'S TO THE
EFFORTLESS.

STYLE FOR MEN BY

celio *
PARIS

Mumbai | Bangalore | Delhi | Chandigarh | Ludhiana | Amritsar | Jaipur | Kanpur | Dehradun | Pune | Baroda | Chennai | Hyderabad | Cochin | Mysore | Mangalore | Nagpur | Kolkata | Calicut

Also available at select: SHOPPERS STOP lifestyle CENTRAL pantaloons Available online at: Myntra JABONG flipkart amazon.in snapdeal celio.in

for franchise inquiry, write to us at: in_franchise@celio.com

AURRO SPORTS

Brand: **AURRO SPORTS** | Company: **CREATIVE CLOTHEX PVT. LTD.**



Aurro Sports, a sportswear brand, firmly believes in such sportswear that puts players' needs, comfort and performance first, whatever might be the level. Incepted in the year 2015, the brand caters to an ever growing need of quality sportswear at a reasonable price.

Brand USP: The brand's USP lies in providing high quality sportswear at an affordable price. Quality of the products is a high priority for the brand. The merchandise and products from Aurro Sports is in line with the international products, in terms of quality.

Core Product Offering: The brand offers t-shirts, tracksuits, trackpants, jackets, shorts and sweatshirts.

Target customers: The brand targets youth and middle class sports loving people.



LAWMAN Pg³

BE THE STAR

WEAR YOUR *AURA*



Scan this QR code on your Smart Phone to view the LawmanPg3 TVC

APPARELS | INNERWEAR | TRAVEL GEAR | PERSONAL CARE | FOOTWEAR | DEODORANTS | EYE GEAR | ACCESSORIES

AVAILABLE AT : LAWMANPg³ (EXCLUSIVE STORES), K-LOUNGE AND ALL LEADING RETAILERS IN YOUR CITY

FOR FRANCHISEE & INSTITUTIONAL ENQUIRY CALL : 09820805602 / 09820155337 / 09619229211 / 022-26814400 OR EMAIL AT: franchisee@kewalkiran.com

WWW.LAWMANPG3.COM

FOLLOW US ON : /lawmanpg3

A LIFE STYLE BRAND FROM **KKCC** KEWAL KRAN CLOTHING LIMITED

ONLINE STORES : amazon JABONG SHOPCLUES snapdeal paytm flipkart ebay

BEEBAY

Brand: **BEEBAY** | Company: **BEEBAY KIDS APPARELS PVT. LTD.** | Total no. of EBOs: **10** | Total no. of MBOs: **5** | No. of MBOs added in 2015: **1**
Brand turnover (estimated for CY 2015): **₹12 crore**



Beebay is an international kids wear brand with its offices in the US and India. The brand has been designing, manufacturing and marketing clothing for children for a decade now. Beebay stands for excellence in quality and comfort at reasonable price leading to customer loyalty. The kids wear brand serves the US and European market through its office, warehousing facility and distribution network in the US. Beebay has international retail presence in the USA, UK, Germany, Spain, Italy, Czech Republic, Hungary, Seychelles and Australia.

Brand USP: Beebay has created a niche in providing the kids a range of comfortable smart casuals. The brand is synonymous with quality and comfort.

Target customers: Beebay caters to children in the age group of 0-12 years. The brand targets kids from middle and higher middle class families.

No. of Indian cities currently present in: The brand is currently present in eight cities across India.

Presence in online retail: The brand caters to its consumers through online channels like First Cry, Snapdeal, Jabong, Flipcart, Amazon, Myntra, Paytm, Hopscotch, eBay, etc.

Future plans: Beebay has plans to open a 25 store chain by 2017 with a prominent international and domestic presence, through distributors, master franchisees and online retailers.

Targeted cities in the next couple of years: The brand is planning to target all the metro cities and also tier I cities of the country in future.

Franchise requirement: For any franchisee related queries, contact Ajay Jain, Head- Retail Operations, Beebay, on +91 9810294227 or write to him at ajay@beebaykids.com.

×





Integrati

THE
SPIRIT
CALLED
YOUTH



Scan this QR code on your Smart Phone to view the Integrati TVC

AVAILABLE AT : **Integrati** (EXCLUSIVE STORES), **K-LOUNGE** AND ALL LEADING RETAILERS IN YOUR CITY

FOR FRANCHISEE & INSTITUTIONAL ENQUIRY CALL : 09820805602 / 09820155337 / 09619229211 / 022-26814400 OR EMAIL AT: franchisee@kewalkiran.com

FOLLOW US ON : YouTube Instagram Facebook Twitter /Integratifanpage

ONLINE STORES : amazon JABONG SHOPCLUES snapdeal paytm flipkart ebay

A LIFE STYLE BRAND FROM **KKC** KEVAL KRAN CLOTHING LIMITED

BONJOUR

Brand: **BONJOUR** | Company: **ZONAC KNITTING MACHINES PVT. LTD.** | Total no. of EBOs: **12** | Total no. of MBOs: **10,000 (approx.)**

No. of EBOs added in 2015: **1** | No. of MBOs added in 2015: **1,500** | No. of flagship stores: **1** | Growth percentage (CAGR of last 3 years): **25%**

Brand turnover (estimated for CY 2015): **₹245 crore**



Established in the year 1989 with the vision of becoming the first Indian multinational socks brand, Bonjour has today become one of the most respected brand for its quality standards. Design, versatility and innovation have been the key words behind the success of Bonjour. It is known for using renowned patented technologies, producing hygienic products and matching the most stringent global quality norms. Even the raw materials are procured from the country's best spinning mills.

Brand USP: The brand is popular for the high quality products its offer to the customers and the style attached with it, seamlessly meeting the needs of its consumers. Bonjour is also known for its customer service. A team of

qualified and well trained marketing executive helps in reaching to every individual dealer for personalised services.

Core Product Offering: The brand offers socks, tights, leggings and handkerchiefs.

Target customers: Since the brand is a mid-premium segment, it caters to people from section A, B and some of its collection to the section C of the society.

No. of Indian cities currently present in: The brand has presence in a round 400 cities across the country.

Presence in Large Format Stores: Bonjour has presence in several large format stores including Reliance Footprints and Lifestyle.

Presence in online retail: The brand started operation in online retail in 2013. Since then, the brand has shown good results and are now present in 12 marketplaces and has even started its own website www.bonjourretail.com.

Future plans: The brand is looking forward to penetrate in the markets of tier-III cities.

Franchise requirement: The brand is looking for franchisee business pan India. Interested franchisees should be capable of investing ₹25 lakh and should have their own shop. Area requirement is 500 sq.ft. For more details, contact Vineet Aurora, Bonjour, on +91 9999683077 or can write to him at vineet@bonjourgroup.net.



VAMI

Brand: **VAMI** | Company: **SOGO FASHIONS PVT.LTD.** | Total no. of EBOs: **12** | Total no. of MBOs: **2,500** | No. of EBOs added in 2015: **1**
No. of MBOs added in 2015: **500** | No. of Indian cities currently present in: **800** | Total no. of flagship stores: **1**
Growth percentage (CAGR of last 3 years): **50%**



Vami was launched under Sogo Fashions Pvt. Ltd. in 2014 and has now developed a network of over 60 distributors, mainly in North India. The brand with a capacity of producing 3,000 leggings per day, has 3 variations of churidaar, ankle length and capri in over 90 shades to choose from.

Brand USP: The brand's USP lies in its quality and distinguished by its great shades.

Target customers: Vami caters to fashionistas in the age group of 15-60 years.

Targeted cities in the next couple of years: The brand aims to expand its foothold pan India.

Franchise requirement: Vami is looking for franchise business pan India. Interested franchisees should have a capacity to invest ₹25 lakh and should have their own shop. The area requirement is about 500 sq.ft. For more details, contact Vineet Aurora on +91 9999683077 or write to him at vineet@bonjourgroup.net.

×



JACK & JONES

A brand owned by the family-held clothing and accessories company BESTSELLER

Brand: **JACK & JONES** | Company: **BESTSELLER FASHION INDIA PVT. LTD.** | No. of Indian cities currently present in: **31**

Total no. of EBOs: **26** | Total no. of MBOs: **39** | No. of MBOs added in 2015: **6** | Total no. of flagship stores: **11**

No. of flagship stores added in 2014: **2**



Jack & Jones is a democratic jeans brand making it easy for fashion conscious men to create their own personal style. The brand's story started in 1990 and there was no looking back post that. In the following years, Jack & Jones manifested itself as one of the strongest jeans brands in the market. The five lines - Originals, Core, Vintage, Tech and Premium - that the company offers, have different target groups and expressions. All the five brand-lines have trendy, relaxed and cool designs with super fits, offering great styles to young jeans freaks as well as to grown up rebels. Jack & Jones India currently has 60 stores and 106 shop-in-shops spread across the country.



Brand USP: Jack & Jones is a trendy and stylish brand which caters to every lifestyle, be it a college student, a biker, a corporate or a skateboarder. The brand collections are designed by independent design teams, each one of them with their own ideas, concepts and designs.

Core Product Offering: The product range of Jack & Jones include denims, graphic tees, shirts and also UG range. The brand also offers licensed products including Star Wars, Marvel and Disney merchandise.

Target Consumers: Jack & Jones targets young men between 22 to 28 years of age from Section A and B of society.

Presence in Large Format Stores: The brand is present in large format stores like Shoppers Stop, Lifestyle, Central and Splash.

Presence in online retail: Apart from its own online store www.jackjones.in, the brand is also available on Jabong, Amazon, Paytm, Myntra and Koovs.

Future plans: The fashion major has aggressive plans to consolidate its hold in various cities it is already present in. The brand also has plans to further expand to other tier -II and -III cities over the next few years.

×

ONLY

A brand owned by the family-held clothing and accessories company BESTSELLER

Brand: **ONLY** | Company: **BESTSELLER FASHION INDIA PVT. LTD.** | Total no. of EBOs: **50** | Total no. of SISs: **100**

No. of EBOs added in 2015: **12** | No. of SISs added in 2015: **31**



Claiming to be unique and exclusive just like its name, the brand Only was introduced to the Danish market in 1995. Today, Only is an established and renowned retail chain with more than 300 stores in Europe and the Middle East, and is still growing. The brand sells its collections in more than 6,500 wholesale stores and is present in 23 markets. Only India currently has 50 stores and 100 shop-in-shops spread across the country. A part of the fashion company Bestseller, Only established its independent position as a brand in 2000.

Brand USP: Apart from being a fashion brand, Only is also a denim brand. The brand is passionate about its denim segment and believes that denim is a constant state of mind. They also state, “the blood in our veins

is indigo blue”. Only collection reflects the denim attitude and reinforces the brand’s identity.

Core Product Offering: The brand offers wide range of collection including jeans and trousers, skirts, shorts, tops, dresses, knitwear and outerwear. Only calls on the ladies to complement their inner self with a modern and feminine look with its collection.

Target Consumers: Only caters to girls and women in the age group of 16-25 years.

No. of Indian cities currently present in: Only is currently present in 44 cities in the country.

Presence in Large Format Stores: The brand is present in renowned large format stores such as Shoppers Stop, Central, Lifestyle and Kapsons.

Presence in online retail and multi-channel expansion plans: Only is retailed through Myntra, Jabong, Flipkart, Snapdeal, Amazon, Koovs, etc. The brand is soon planning to introduce its own website in the near future.

Future plans: The women’s brand has plans to introduce new stores in tier-II cities with an aim to increase customer touch points.



VERO MODA

A brand owned by the family-held clothing and accessories company BESTSELLER

Brand: **VERO MODA** | Company: **BESTSELLER FASHION INDIA PVT. LTD.** | Total no. of EBOs: **65** | Total no. of MBOs: **136**

No. of EBOs added in 2015: **2** | No. of MBOs added in 2015: **19**

Vero Moda, one of Europe's largest clothing brand presently, was launched within the Bestseller family in 1987 to accomplish the need for good quality, on-trend clothing at affordable prices. The fashion brand was launched in India in the year 2010. Today, Vero Moda has become synonymous with contemporary fashion and designs, which young women across the world desire.

Brand USP: Vero Moda provides the fashion-conscious, independent young women a runway inspired fast contemporary fashion at affordable and pocket friendly rates without compromising on the quality of the product.

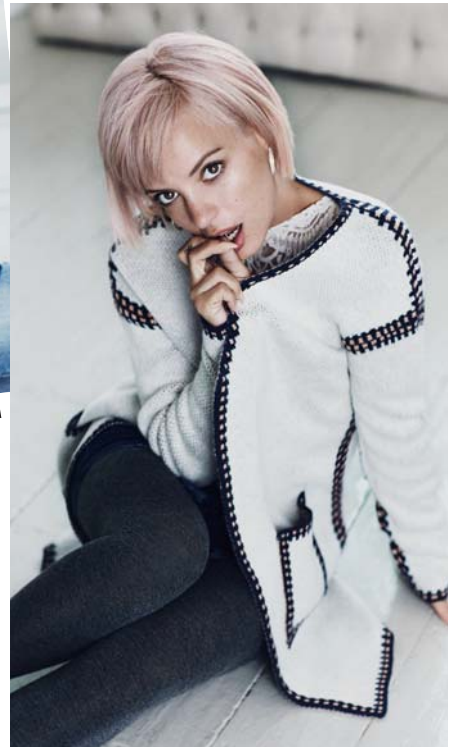
Core Product Offering: Vero Moda is a complete women's wear brand that offers jeans, trousers, tops, skirts, shorts, dresses, knitwear and outerwear.

Target consumers: The contemporary fashion brand caters to any girl who is accessible, vibrant and fashion conscious.

Presence in online retail: At present, the brand has presence on Flipkart, Jabong, Koovs, Myntra, Paytm, Snapdeal, Amazon and Abof. The fashion giant also deals with its consumers through its own website, www.veromoda.in.

Future plans: The brand's focus is to introduce new stores in tier-II cities in the coming years in order to increase customer touch points.

×






SHIRTS | T-SHIRTS | JACKETS | PANTS | JEANS

AVAILABLE AT : K-Lounge AND ALL LEADING RETAILERS IN YOUR CITY

FOR FRANCHISEE & INSTITUTIONAL ENQUIRY CALL: 09920346021 / 09820805602 / 09820155337 / 09619229211 / 022-26814400 OR EMAIL AT :franchisee@kewalkiran.com

ONLINE STORES :   

FOLLOW US ON :    /EasiesCasuals

A LIFE STYLE BRAND FROM  KIRAN KIRAN CLOTHING LIMITED

easies
Smart Attire

CELIO

Brand: **CELIO** | Company: **CELIO FUTURE FASHION PVT. LTD.** | Total no. of EBOs: **40** | Total no. of MBOs: **130**

No. of EBOs added in 2015: **3** | No. of MBOs added in 2015: **3** | Total no. of flagship stores: **3** | Growth percentage (CAGR of last 3 years): **30%**



Celio is a French men's wear brand present across 100 stores in over 60 countries. The brand was launched in India five years ago and today, it has impressively strengthened its foothold in the country. Decoding global trends, Celio brings to the Indian customers, the latest international range of denim wear, work wear and smart casual wear through its exclusive standalone stores. Showcasing collections oriented to different moments of a man's life, Celio's products enjoys high demand throughout the year.

Brand USP: Celio stands for effortless style for men, which is contemporary yet underrated. The collection reflects the brand's French roots.

Core Product Offering: The brand offers a range of polos, t-shirts, shirts, winter wear, denims, chinos and varied types of accessories.

Target customers: Celio targets urban men in the age group of 25-35 years. The brand's customers are aware of the latest fashion and have an individual style statement.

No. of Indian cities currently present in: The brand is present in 15 cities across the country through exclusive brand outlets and in 38 locations through shop-in-shop format.

Presence in Large Format Stores: Celio has presence in renowned large format stores, including Shoppers Stop, Lifestyle, Pantaloons and Central.

Presence in online retail: The brand has partnered with major e-commerce portals like Myntra, Jabong, Flipkart, Amazon, Snapdeal, and Shoppers Stop.

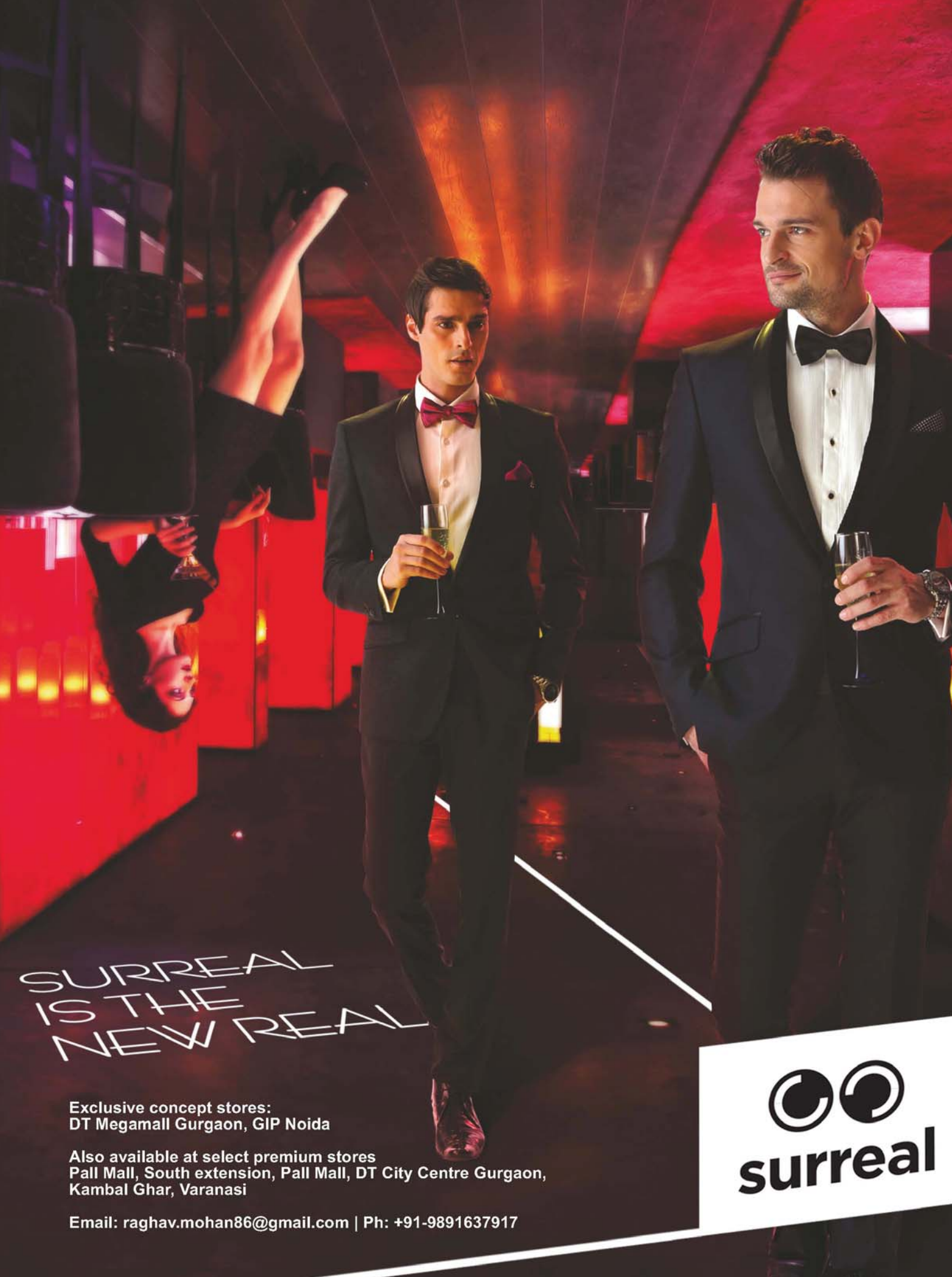
Future Plans: Celio has plans to open 15 standalone stores in future and these will be a combination of company-owned and franchisee-owned stores. The brand is also committed to expand with more multi-brand outlets and shop-in-shops at a strong pace.

Targeted cities in the next couple of years: The brand is looking for further expansion in key markets of eastern India, Lucknow in Uttar Pradesh, Kolkata in West Bengal, Delhi NCR, Kerala, Andhra Pradesh and Gujarat.

Franchise requirement: Celio is looking for franchisees in Northeast, South India, Kerala, Gujarat, Delhi NCR, Lucknow in Uttar Pradesh and Kolkata in West Bengal. The interested franchisee should have an area of approximately 1,000-1,500 sq.ft. The investment requirement is ₹3,500-₹4,000 per sq.ft. plus a separate stock investment. Interested people can contact Raghunathan, Head Business Development & LFS, Celio, at +91 8767797048 or write at s.raghunathan@celio.com.

×





SURREAL
IS THE
NEW REAL

Exclusive concept stores:
DT Megamall Gurgaon, GIP Noida

Also available at select premium stores
Pall Mall, South extension, Pall Mall, DT City Centre Gurgaon,
Kambal Ghar, Varanasi

Email: raghav.mohan86@gmail.com | Ph: +91-9891637917


surreal

CHASE

Brand: **CHASE** | Company: **VISHAL CREATIONS** | Total no. of MBOs: **750** | No. of MBOs added in 2015: **120 (approx.)**
 Growth percentage (CAGR of last three years): **75%**



Established in 1999 by Vishal Creations, Chase is a kidswear brand that specialises in boys shirts. The brand's offerings perfectly blend traditional styles with modern trends and are the preferred choice of teenagers who wish to look fashionably smart. Today, the brand has presence in several prestigious stores in Mumbai, Pune, Hyderabad, Chennai and cities in Gujarat.

Brand USP: Chase is popular for quality and fashionable shirts for boys. The brand remains on its toes to keep up with the latest trends.

Core Product Offering: The brand offers linen shirts, designer shirts, digital-print shirts, denim shirts and premium cotton shirts.

Target customers: Chase is an MBO-oriented brand, hence their target customers are parents who visit MBOs to shop for kids.

No. of Indian cities currently present in: The brand is present in 24 prominent cities in all major states of India.

New territory or region added: The brand recently ventured into the markets of Punjab.

Future plans: After consolidating the position in kids wear under shirts category, the brand is planning to expand the client base by offering value-for-money range, but keeping the quality intact. According to the brand, the value-for-money segment is a huge market, especially in kids wear. Chase is planning to launch its own web-store soon. The brand will also tie-up with major e-commerce portals for business expansion.





Corporate Office

HATS OFF APPARELS

264/2093, MOTILAL NAGAR No.1, ROAD NO. 6, OPP VIBGYOR SCHOOL
GOREGAON (W), MUMBAI 400 104 (MAH) INDIA

TEL: 91-22-28734283 / 28731262

EMAIL : hatsoffapparels@yahoo.com

WEB SITE : www.hatsoffapparels.com



CLASSIC POLO

Brand: **CLASSIC POLO** | Company: **ROYAL CLASSIC GROUPS** | Total no. of EBOs: **90+** | Total no. of MBOs: **5,000+**

No. of EBOs added in 2015: **15** | No. of MBOs added in 2015: **500** | Total no. of flagship stores: **6** | Growth percentage (CAGR of last 3 years): **40%**

Brand turnover (estimated for CY 2015): **₹150 crore**



One of India's finest indigenously manufactured t-shirt brand, Classic Polo was launched in February 14, 2001 by Royal Classic Groups. The brand started with manufacturing t-shirts and over the years, metamorphosed into a dynamic and responsive brand with a complete wardrobe solution for men. Today, Classic Polo has the privilege of being one of the few power brands for young professionals that fuses international trends with innovative fashion. The brand has in time carved its own space in the minds of customers with its superior quality and 'value for money' collection. The company launched its newest line of men's wear in the mid-premium segment, CP-BRO, in 2014 for the urban youth.

Brand USP: The brand has strived to offer an affordable range of superior quality apparel collection to its customers since ages. Quality, at Classic Polo, is measured in terms of design, durability of the garment and value for money. This men's brand has been winning the hearts of its customers with this USP for the past 15 years now.

Core Product Offering: Classic polo has seven different products in knits and 10 in wovens which has been established as the core range. Satin trousers, chinos, khakis, stretch twills, corduroys and polos of five different types namely, trio (3 piece crew neck), 4 season (solid polo), perle (2 tone polo), arido (dri-fit polo), and opus (fashion solid polo), are staples of the brand's product range. Apart from this, the range also includes, t-shirts, shirts, trousers, jackets, sweaters, cargos, denims, sportswear, loungewear thus making the brand a complete men's wardrobe solution.

Presence in online retail: The brand acknowledges the privileges in online retailing and believes that online business is an essential part of any business. The brand is available

at its own online portal www.classipolos.com and also caters to its customers through online shopping majors like Flipkart, Amazon, Snapdeal, Paytm, eBay among others.

Target customers: Classic Polo targets men aged 28 years and above, while CP-BRO caters to young men in the age bracket of 18-28 years.

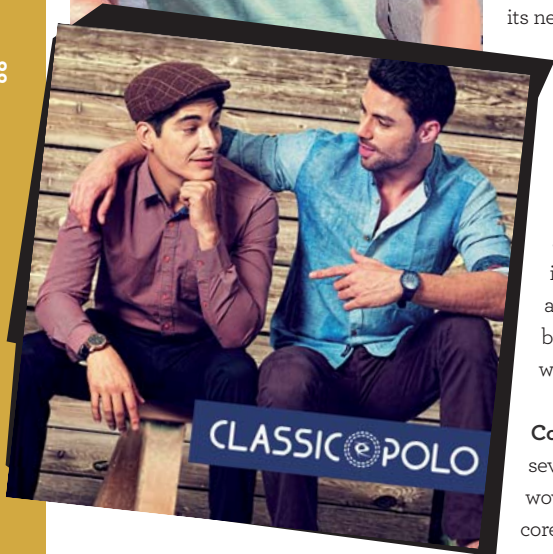
New territories or regions added: Classic Polo has opened more stores in North and East India.

Presence in Large Format Stores: The brand has presence in large format stores like Reliance Trends, Central, Megamart, Globus, Lulu International, Brand Factory and Total.

Future plans: The brand has great plans to offer fresh concepts and fashion to its customers by offering unique fabrics, unique washes, special dyeing processes, maiden colour concepts and international styling. Meanwhile, CP-BRO will be concentrating in taking it to the right target customers and capturing a share of fashion market in India to a tune of 5 percent in first couple of years.

Targeted towns or cities in the next couple of years: Classic Polo is keen on expanding to tier-II and -III cities for retail and trade across West. The brand is expecting to add 20-30 stores by the next year. Chennai, Mumbai and Kolkata are the focus cities for the brand and also has plans to open 15-20 stores in and around these cities.

Franchise requirement: Franchise of the brand requires an area of approximately 500-600 sq.ft. and an investment of ₹20-₹25 lakhs. The brand is looking for franchisee partners in West region. Interested people can contact Ramesh Kheni, Director (Retail), Classic Polo, at +91 9341555582 or write to him at ramesh.svp@rcg.in.





Available Online



MBO's



EBO's

1. Connaught Place
2. Pitampura
3. Todapur (Brands Outlet)
4. Indrapuram
5. Shalimar Bagh
6. Barwala
7. Janakpuri



COSMIC EAGLE BRANDS PVT. LTD.

Delhi Off: WZ-72, Todapur Main Road, New Delhi 110012, INDIA.(O) +91 11 25844622 || (M) +91 9810079972 || e: care@cosmicbrands.in
 Mumbai Off: 11, YA, Chunawala Industrial Estate, Konivita Lane, Andheri (E), Mumbai - 400059, INDIA.(O) +91 22 28397814/28212788 e: mumbai@cosmicbrands.in

CREAM CLASS

Brand: **CREAM CLASS** | Company: **K P ART FASHION** | Total no. of MBOs: **1,000** | No. of MBOs added in 2015: **80**

Growth percentage (CAGR of last three years): **20%**



COLOURS OF HARMONY



Established in 1992 by K P Art Fashion, Cream Class was launched with an aim to bring more styles and innovation in men's formal shirts. Today, the brand offers both cotton-polyester and 100 percent cotton formal shirts. Apart from this, it also makes semi-casual shirts. Cream Class shirts come in both regular and urban fits and are available at affordable price ranges.

Brand USP: Cream Class specializes in formal shirts for executives that offer elegant styles and comfort. The brand takes pride in designing for today's youth who are looking for international fashion reworked according to Indian taste.

Core Product Offering: The collection includes formal and semi-casual shirts in checks, stripes, plains and dobby along with an exclusive collection of linen shirts.

Target customers: The brand's target consumers are office goers, executives and the young at heart.

No. of Indian cities currently present in: Cream Class has pan India presence and a limited presence in the Middle East and Sri Lanka.

Future plans: Besides consolidating their position in India, the brand has plans to strengthen their position in the international market through their innovative product portfolio.

×





PREMIUM LEATHER BAGS AND WALLETS FOR MEN



BUSINESS BRIEFCASE



CREDIT CARD CASE



PASSPORT WALLET



STANDARD BILLFOLD



VERTICAL BILLFOLD



WEEKENDER BAG

For any retail enquiry contact:
Phone: 9225321006 | Email: info@flairmen.com
Website: www.flairmen.com

Flairmen Lifestyle Services Pvt Ltd
801, World Trade Centre, EON Free Zone,
Kharadi - Pune 411014

ALL PRODUCTS EXCLUSIVELY AVAILABLE ON



Join us on : www.facebook.com/flairmen

CRIMSOUNE CLUB

Brand: **CRIMSOUNE CLUB** | Company: **MANGLA APPARELS INDIA PVT. LTD.** | No. of Indian cities currently present in: **450**
 Total no. of EBOs: **20** | Total no. of MBOs: **2,200** | No. of EBOs added in 2015: **7** | No. of MBOs added in 2015: **200**
 Total no. of flagship stores: **5** | Growth percentage (CAGR of last 3 years): **30%** | Brand turnover (estimated for CY 2015): **₹300 crore**



Crimson Club is a leading lifestyle brand and one of the verticals in the pyramid of Mangla Group which was founded in 2005. It is nationally recognized for celebrating the essence of smart casual clothing, featuring soothing yet preppy garments with a twist in designs. With the support of expertise in fabrics and yarns, Crimsoune Club specializes in providing fashion that is both comfortable and stylish.

Brand USP: The brand always maintains quality, concept, latest trends and a reasonable pricing in its product categories. The product line consists of only 100 percent cotton garments with an endless library of styles, patterns and a vivid mélange of hues along with sheer comfort.

Core Product Offering: Crimsoune Club offers smart casual wear for both men and women.

Target customers: The brand targets men and women between the age group of 19 to 50 years.

Presence in Large Format Stores: Crimsoune Club retails through large format store Reliance Trends.

New territory or region added: The brand has expanded its operations to various Middle Eastern countries.

Presence in online retail: Crimsoune Club is available on online retail channels like Myntra and Jabong. The brand is also planning on opening its own online portal soon.

Future plans: The fashion brand is focusing on B2C business in the times to come. They are planning on coming up with a big retail project in the near future.

Targeted cities in the next couple of years: The brand is already available pan India. Crimsoune Club has plans to target SAARC nations, the Middle East, North Africa and Latin America in the coming years.

Franchise requirement: The brand is looking for franchisees across India and also in the UAE. The interested franchisee should have an area of around 800-2,200 sq.ft. along with an investment of ₹2,500 per sq.ft. For further details, contact Anand Kishore, Retail Development Head, Crimsoune Club, on +91 9953981702 or write to him at anand.kishore@crimsoune.com.



VAMI

exclusively for Style Divas

Leggings & Churidars

A BONJOUR™ Initiative

Leggings
Churidars
Capris



**Egyptian
Cotton**



**Anti
Pilling**



**Super Stretch
for Ultimate
Comfort**



LYCRA®



**Super Soft
Biowash**

CRUSOE

Brand: **CRUSOE** | Company: **JAGANNATH TEXTILE COMPANY LTD.** | Total no. of EBOs: **5** | Total no. of MBOs: **5,000**

No. of MBOs added in 2015: **600** | Total no. of flagship stores: **1** | Growth percentage (CAGR of last 3 years): **50%**

Brand turnover (estimated for CY 2015): **₹30 crore**



Crusoe, a premium men's inner wear brand from the house of Jagannath Textile Company Limited, was launched in 2009 with a vision to glorify the 'Made in India' label in the international arena. Headquartered at Coimbatore in Tamil Nadu, Crusoe now has made inroads to many parts of the country. Crusoe is about adventure and it excites to the adventurer inside every man.

Brand USP: The brand has successfully maintained its distinctness by imprinting the brand proposition on the product. Crusoe creates a range of designer inner wear, with adventure prints, something that has never been attempted before in this category.



Core Product Offering: Crusoe offers a wide range of inner wear, sportswear, leisure wear, thermal wear and socks.

Target customers: Crusoe is positioned as a lifestyle product brand in the premium segment and the brand has been designed around 'adventure' appealing the youth. The brand targets men in the age group of 16- 35 years.

No. of Indian cities currently present in: The brand is present all across the country.

Presence in Large Format Stores: Crusoe has presence in large format stores like Central, Reliance Trends and Spar Hypermarket.

Presence in online retail: The inner wear premium brand is available at all major e-commerce portals and also at its own online shopping website, www.crusoeworld.com.

Future plans: The brand has plans to launch ladies wear, kids wear and accessories range in the near future. Crusoe also aims at hitting international markets soon.

Franchise requirement: The brand is looking for franchisees in all the markets. Interested franchisee should have an investment capacity of approximately Rs.15 Lakhs. For further details, contact Prasath B.K., Brand Executive, Crusoe on 0422-4304000 / +91 9047078585 or write to him at prasath@jtcl.in.



WALK INTO
THE COMPLETE DESTINATION FOR KIDS & INFANTS
APPAREL, FOOTWEAR, ACCESSORIES & STATIONERY...

HAPPY
NEW YEAR



teenzwear for ages 2-14

The Best Value Kidswear Brand in India

*Authorized Licensee of:



HAPPY NEW YEAR

ONLINE PARTNERS:



Get all the brands

under One Roof

at the BEST PRICE

d DHANANJAI
LIFESTYLE LTD.

www.facebook.com/Eteenz

www.twitter.com/Eteenz



493B, G. T. Road(S), Bengal Jute Mills Compound, Module No. 22A, Howrah 711102

Ph: +91 33 3253 2627 / 28

Dressing for SUCCESS

You're walking. You're on a high. This is your out-of-rhythm moonwalk and you glide with confidence. You are no celebrity, yet you turn heads. It's like traversing the 'Walk of Fame' and acing it with your attitude. You always look dapper. You always 'Dress to Win'!

When one dresses well and is showered with compliments, the world automatically becomes an amazing place to live in! Making this his key mantra, around 20 years ago, a man with colossal dreams established a small trouser manufacturing company in the bustling city of Kolkata. Who would have thought back then, that his small business would grow into an enormous empire? So began Rajnish Sethia's story of Success apparels that made a winner out of every man!

As days passed, Success began to offer a plethora of top-class hand-stitched and tailored-fit clothes from suits, blazers, jackets, waist coats, shirts, luxe bandhgallas, trousers, denims to value-adding accessories. Countless beads of sweat were dropped to flawlessly fuse Indian taste with international trends. The classy formal range, the fun casuals or even the stylish party-wear, all involved elaborate homework, extensive market research and meticulous designing. Needless to say, several hearts were won and the business grew manifolds. Success became synonymous to great craftsmanship!

However, how could Success possibly grow bigger as a 'brand'? This question led to sleepless nights which finally gave birth to Mr. Success – a high-spirited, ambitious entrepreneur who designs his own destiny. A man who personified the word, 'success'. Supported on his shoulders, the 'Dress to Win' campaign was fired and how it hit the bulls-eye!

Today, Success is one of the big sharks of the Indian apparel industry, ever-mesmerising with its new collections, while contributing a generous part of the sales proceeds to CRY. Every man has found a best friend, who stitches their needs and attitudes together, keeping in mind the climate of the subcontinent. After all, who could deliver fashion, comfort and quality - all rolled into one?

With subtle plaid styles, shawl collar patterns, innovative cuts, horizontal lines, patchworks, tropical inspirations and comfortable knits, Success taught every man to steal the show with style! If the Autumn-Winter collection was marvellous, the upcoming Spring-Summer collection promises to be fantastic! Fabricated with goodwill in the core, a flawless strategy and a desire to be on the top, Success is here, only to conquer! So, let all men be a part of this revelry and...

Dress to Win!

DA MILANO

Brand: **DA MILANO** | Company: **DA MILANO LEATHERS PVT. LTD.** | No. of Indian cities currently present in: **15** | Total no of EBOs: **55**
 No. of EBOs added in 2015: **5** | Total no. of flagship stores: **3** Growth percentage (CAGR last 3 years): **25%**
 Brand turnover(estimated for CY 2015): **₹140 crore**



Da Milano is an award-winning, iconic premium leather brand. For over 25 years, the brand has been known for its exquisite craftsmanship and immaculate styling. Its unique position as a leading international leather fashion accessories brand has provided its customers a sublime and holistic experience of an affable range of affordable leather luxury products.

Brand USP: Da Milano is a 'Made in India' brand. The company rolls out new range of collections every season in the finest quality to keep in pace with the fast changing fashion trends.

Core Product Offering: The brand offers an exquisite range of leather accessories including handbags, wallets, trolleys, computer bags and more.

Target consumers: The brand targets fashion savvy consumers who understand exquisite craftsmanship.

New territory or region added: In an attempt to expand its market presence outside India, the company recently entered the markets of Nepal.

Targeted towns and cities in the next couple of years: The company aims to tap all pre-eminent areas with high footfalls.

Presence in online retail: The brand has presence across multiple e-retail channels like Amazon, Flipkart, Jabong, etc., and also through its exclusive e-boutique www.damilano.com. In the coming years, the company has plans to increase its online retail channels.

Future plans: The company wants to expand the brand's presence and its operations overseas across the UAE, South East Asia and Europe.



DEAL JEANS

Brand: **DEAL JEANS** | Company: **DEAL GLOBAL FASHIONS PVT. LTD.** | Total no. of MBOs: **1,200+** | No. of MBOs added in 2015: **150+**
Growth percentage (CAGR last 3 years): **48%** | Brand turnover (estimated for CY 2015): **₹115 crore**



Deal Jeans, a retail venture of Deal Global Fashions Pvt. Ltd., is a renowned fashion house with a market experience of over 15 years. The brand believes in empowering every girl or woman's personality with its clothing, and helping her stand out of among the crowd. Deal Jeans aims to express an innate desire of every girl to be trendy, making her style sense speak her mind out. The brand has even managed to establish a reputation for itself in the global arena.

Brand USP: The brand offers quality perfect products with excellent fits and international styles. Designer denims and casual chic tops are the brand's USP. Deal Jeans is present across the country and now internationally in European and Gulf countries.

Core Product Offering: The brand offers denims, shorts, rompers and jumpsuits, overalls, tops, t-shirts, jackets, dresses, leggings and ladies' wear.

Target customers: The fashion brand targets highly trend conscious and fashion seeking women in the age bracket of 18- 35 years. The brand also caters to girls in the age group of 6-16 years.

No. of Indian cities currently present in: Deal Jeans is currently available at all the metro cities and more than 200 locations.

Total no. of EBOs: The brand does not have any EBO presently, but plans to open more than 10, in the next financial year.

Presence in Large Format Stores: Deal Jeans is present in almost all the reputed large format stores across country including Central, Globus, Shoppers Stop, Kapsons, etc.

Presence in online retail: The brand is currently available at Amazon, Jabong, Sanpdeal, Myntra, ABOF and Shoppers Stop.

Future plans: The future plans of the brand includes expansion towards northern and western regions of the country. Deal Jeans is also looking forward to expanding in terms of availability in large format stores, online channels and Deal standalone stores.

Targeted cities in the next couple of years: The brand is eyeing tier-II and -III cities in the years to come.

Franchise requirement: The brand is looking for franchisees in Gujarat, Maharashtra and Goa. The interested franchisee should have an area of around 500-800 sq. ft. and an investing capacity of around ₹15-₹20 lakh. Franchise contact person is Sameer Patel, Managing Director, Deal Jeans, who can be reached at 2240480101 or info@dealjeans.com.



Lisa Hayden



LINO PERROS

F A S H I O N A C C E S S O R I E S

Corporate Address : 324, Udyog Vihar, Phase 4, Gurgaon, Haryana - 122016. Tel.: 0124 2340203 / 4147505
E mail: commercial@linoperros.com. Website: www.linoperros.com.

AVAILABLE AT AVAILABLE ONLINE

DEEP BLUE

Brand: **DEEP BLUE** | Company: **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, Deepblue was launched by Surya Silk Mills in 2010. The fabric brand is known for its premium linen and Giza cotton fabric. Surya Silk Mills has been involved in spinning, 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:

Deepblue 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.



We have best interlining solution for “THE FORMAL SHIRT”



Welco Agencies Pvt. Ltd.
AN ISO 9001:2008 CERTIFIED COMPANY



Delhi-Ncr

Mumbai

Bangalore

Chennai

Ahmedabad

+91-8527577999

info@welcoagencies.com

www.welcoagencies.com

DE MOZA

Brand: **DE MOZA** | Company: **ADHIRA EXPORTS** | Total no. of EBOs: **12** | Total no. of MBOs: **30** | No. of EBOs added in 2015: **7**
 No. of MBOs added in 2015: **25** | No. of flagship stores added in 2015: **1** | Total no. of flagships stores: **1** | No. of cities currently present in: **15**
 Growth percentage (CAGR last 3 years): **25%** | Brand turnover (estimated for CY 2015): **₹6 crore**



De Moza, a brand owned by Adhira Exports, started with the key motive of providing the modern Indian women the best of basic wear. Started with basic leggings in 2013, the brand now offers a complete range of everyday basics for women and kids. With over a decade of experience in technical knowhow of knitwear products and its market, Adhira Exports is looking forward to expand the reach of De Moza in various platforms including MBOs, LFSs and on online platforms in the times to come.

Brand USP: The brand's motto is to bring the latest trend to their customers at an affordable price without compromising on the quality. De Moza uses only vortex viscose and bio-washed cotton for everlasting freshness. They also have in-house production for faster reaction to customer demands.

Core Product Offering: The brand offers leggings (both printed and lace), tops, jeggings, palazzos and innerwear.

Target customers: De Moza targets girls in the age bracket of 2 to 4 years and women of all age group.

New territory or region added: De Moza has recently added the western part of India in its ambit.

Presence in online retail: The brand caters to the needs of its customers through its own online portal, www.demozastores.com.

Future plans: The brand is looking forward to expand its reach through presence in more MBOs and LFSs. They are focusing on western regions to expand their market reach in FY 2016.

Franchise requirement: De Moza is looking for franchisee in North and East India. Franchisee requires an investment of ₹15-₹20 lakhs and an area of around 300-400 sq.ft. For details, contact Govindarajavel R, Brand Manager, Adhira Exports, at +91 8105159697 or write to him at govind@demozastores.com.

×



100% Cotton...
100% Comfort...



FOR INFANTS

Cotton Casuals (India) Private Limited

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

Phone : +91 33 2282 9141; Mobile: +91 98300 46478; E-mail : zero.cottoncasuals@gmail.com

DERMAWEAR

Brand: **DERMAWEAR** | Company: **C P S SHAPERS PVT. LTD.**



Dermawear is one of the pioneer brands in shapewear. Rajendra Kumar, its Managing Director, launched Dermawear with a view to make available international quality shapewear in India. The shapewear brand has been designed using skin friendly fabric to ensure desired results with extra comfort.

Brand USP: The company has based its business culture on strong foundations of transparency and business integrity. With constant research and development, and a state-of-the-art infrastructure, it follows stringent quality standards to ensure that the customers get the best of the products.

Core Product Offering: The brand offers innovative shapewear range for men and women that displays quality, superb functionality and affordability.

Target consumers: The company targets male and female customers between the age group of 16-35 years.

No. of Indian cities currently present in: The company has presence pan India through its robust distributorship network.

Presence in online retail:

The brand is quite active on its e-commerce platform www.dermawear.co.in.

Also, the product range are available through Flipkart, Amazon, Snapdeal, Zivame and Homeshop 18.





Bigboss
PREMIUM INNERWEAR

Fit Hai Boss

DESI BELLE

Brand: **DESI BELLE** | Company: **RE-SOURCE WORLD EXIM PVT. LTD.** | Total no. of MBOs: **500+** | No. of MBOs added in 2015: **300+**



The exciting story of Desi Belle started in late 2012 and the brand has made a significant mark in the Indo-western fashion category for the ever fashionable young women. The brand runs on constant flow of inspiration to explore new trends and ideas, which are brought to life by the sophisticated factory. It houses an array of machinery that helps a thousand hands in the elaborate process of building high quality products piece by piece. The brand works to bring the best of both the east and west together.

Brand USP: The brand's USP is its silhouettes, prints and embroidery which are Indian, but with a western touch that make it trendy yet comfortable. Desi Belle works with a vision to dress every 'Belle' in the country in an aspirational and affordable fashion. The

endeavour is to create masterpieces that would be treasured always.

Core Product Offering: The brand offers crop tops, tunics, mini dresses, maxi dresses and kurtas with western silhouettes

Target customers: The brand targets ladies in the age bracket of 20-40 years. Desi Belle customers are women who look for fashion with an Indian taste.

No. of Indian cities currently present in: The brand is available in more than 50 cities across the country.

Presence in Large Format Stores: The brand caters to its customers through large format store like Central.

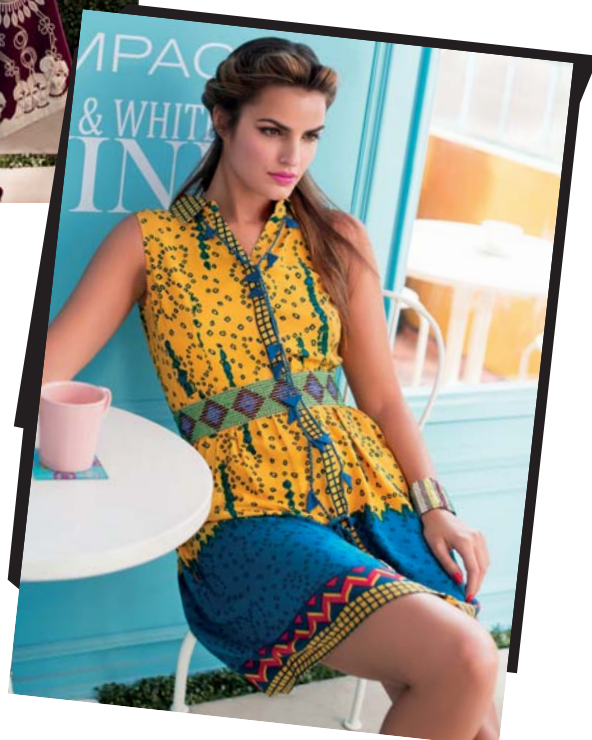
Presence in online retail: Desi Belle is currently available on five online retail channels. The brand will soon sell through 10 more e-commerce portals.

Future plans: The trendy fashion brand aims to increase its number of MBOs to 1,000+ and EBOs to a minimum of 20 by the end of 2016-17. Desi Belle is also focusing on entering into at least 2-3 large format stores.

Targeted cities in the next couple of years: Desi Belle aims to enter southern parts of India in the times to come.

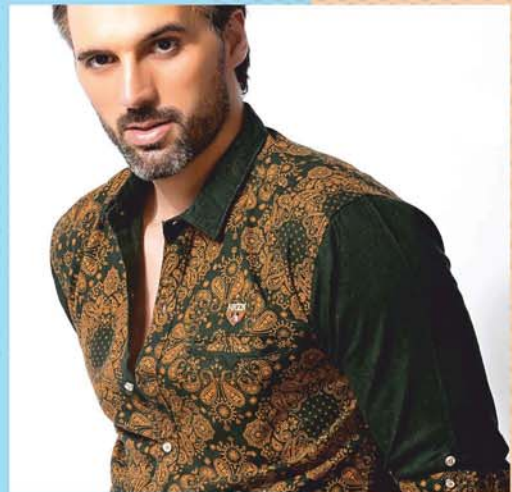
Franchise requirement: For franchise enquiries, contact Sunil Rathi, CEO, Desi Belle, on +91 9322917171 or write to him at s.rathi@re-sourceworld.com.

×



HORIZON

THE POWER TO MOTIVATE



SHANKHESHWAR DESIGNER PVT. LTD.

A/217, guru Govind Industrial Estate, Near Western Express Highway, Goregaon(east), Mumbai - 400 063, Tel 088 3201 1222,
E-mail: horizonjeans@gmail.com website : www.horizoncasuals.com

DOLLAR BIGBOSS

Brand: **DOLLAR BIGBOSS** | Company: **DOLLAR INDUSTRIES LTD.** | Total no. of MBOs: **70,000+**



Dollar Bigboss, a daily inner wear brand for men, started its journey in 1999 and since then, it has been evolving as per the latest trend and customer needs. Catering to men's inner wear needs through its range of premium products, the brand has focused on achieving global excellence in cost, quality and productivity. Today, Dollar ranks among top hosiery and garments manufacturing giants in India. Success, for Dollar, did not come easily, but after a saga of business transformation, dedication, courage and confidence to swim against tide.

Brand USP: The USP of the brand is its premium inner wear of superior quality at an affordable price. The brand also goes an extra mile to keep in pace with the latest trends in the global arena.

Core Product Offering: The brand offers men's premium inner wear range, including vests, briefs and trunks.

Target customers: Dollar Bigboss targets the middle class male audience with a family income of around ₹10,000 and above.

Presence in online retail: The premium brand is available in all the leading online retail portals like, Flipkart, Snapdeal, eBay and Amazon. The brand also caters to its online customers through its own e-store, www.dollarshoppe.in.

Future plans: Dollar Bigboss continuously strives to reach more and more consumers, both online and offline. The brand also aims to open its exclusive brand outlets soon.

Targeted cities in the next couple of years: The brand has plans to spread and expand its business in over 26 states.

×



TOFFYHOUSE

High Quality Infantwear at Reasonable Prices Since 1998



Lets learn from babies and stop teaching them

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

DONEAR NXG

Brand: **DONEAR NXG** | Company: **DONEAR INDUSTRIES LTD.** | Total no. of EBOs: **100** | Total no. of MBOs: **600**
 No. of EBOs added in 2015: **30** | No. of MBOs added in 2015: **300** | Growth percentage (CAGR last 3 years): **20%**
 Brand turnover (estimated for CY 2015): **₹60 crore**



Donear NXG, launched by Donear Industries Limited in 2011, is one of the prominent players that primarily cater to the middle and the premium segments with high quality apparel fabrics that are woven with natural fibres, synthetic fibres and its various blends. Since its inception, the brand has made a remarkable position and maintained a strong hold in the Indian market with its internationally styled products, that feature superb fits and bold colours that brings in freshness to the wardrobe.

Brand USP: The brand prides in its superior quality products at a pocket friendly price. Donear NXG is known to be the country's finest 'value retailer'. It runs various promotions, discounts, incentive schemes and offers at its stores in order to attract an ever-increasing number of customers and to ensure that best value is offered to them.

Core Product Offering: The brand offers formal shirts and trousers, casual shirts and trousers, denims and t-shirts.

Target customers: Donear NXG targets men in the age bracket of 22- 45 years.

No. of Indian cities currently present in: The brand is present in 200 cities across India.

Presence in Large Format Stores: The brand is available at large format stores including Globus, Hypercity, Mega Mart and More.

New territory or region added: Donear NXG has recently ventured in the states of Andhra Pradesh and Tamil Nadu with an aim to expand its ever growing business.

Presence in online retail: The men's wear fashion brand caters to its discerning customers through many leading fashion e-commerce portals.

Future plans: The brand is looking for opportunities and exploring the possibilities for exports. Donear is also planning to add around 1,000 point of sales in the next couple of years.

Targeted cities in the next couple of years: The brand has plans to target all the metros cities, as well as tier-I towns across the country.

×





KURTIS & TOPS



....Richly Beautifying.

Mfg. & Mktd by
M.G. Son's™
Ahmedabad, Gujarat

Stay Connected with...
You www.youtube.com/mgsons
f www.facebook.com/mgsonsclothing
📞 +91 98251 50304

Download our mobile app / MG Sons
Available on the App Store GET IT ON Google play

Email : info@mgsons.com
Website : www.mgsons.com
For trade inquiry contact
+91 9825150304

AVAILABLE AT OVER 1500 RETAIL STORES ACROSS INDIA!

DUKE

Brand: **DUKE** | Company: **DUKE FASHIONS (INDIA) LTD.** | Total no. of MBOs: **4,000+** | No. of EBOs added in 2015: **30**

No. of MBOs added in 2015: **400** | Total no. of flagship stores: **35** No. of flagship stores added in 2014: **10**

Growth percentage (CAGR of last 3 years): **25%** | Brand turnover (estimated for CY 2015): **₹265.58 crore (approx.)**



Established in 1966, Ludhiana based Duke is a much-favoured name in knitwear and is acknowledged as an undisputed leader in the industry. The brand's values are based on its authentic fashion understanding heritage, that dates back to its very inception. Since then, Duke has been developing, taking inspiration from the latest European fashion trends and is now an Indian fashion brand with pan India and foreign presence.

Brand USP: The brand believes in understanding and knowing its customers and providing them with garments inspired by international designs and trends at Indian prices.

Core Product Offering: Duke offers t-shirts, sweaters, sweatshirts, jackets, shirts, tracksuits, denims, lowers, trousers, lounge wear, thermal wear and bermudas. The brand's product basket also consists of accessories, innerwear, shawls, stoles, lohis and footwears.

Target customers: The brand targets youth who are fond of modern, premium and mid-

premium Indian brands. Duke caters to men, women and kids for their summer as well as winter clothing requirements.

No. of Indian cities currently present in: The brand is present in more than 250 cities and towns in India.

Presence in Large Format Stores: Duke caters to its consumers through major large format stores like Central, Reliance Trends, Reliance Market, Arvind Retail, Metro, Best Price, Aditya Birla Retail, Hyper City, Brand Factory and Spencers.

New territory or region added: The brand has ventured into the markets pan India.

Presence in online retail: Duke has entered into the online retailing sector through e-commerce portals like Myntra, Snapdeal, Jabong, Flipkart and Amazon. The brand also caters to its online customers through its own online store www.dukeindia.com.

Future plans: Duke is expanding itself in different segments, mainly in footwear. It is also looking forward to expansion in new markets and diversification in ladies and kid's wear range. The brand has plans to further expand its online business and are expecting high growth in the same in the upcoming years.

Targeted cities in the next couple of years:

The brand has already covered major towns and cities and is now looking forward to expanding its business in the already covered cities. Duke is also looking for opportunities in exports market.

Franchise requirement: The brand is looking for franchisee partners pan India. For more details, contact R Baweja, Vice President - Retail, Duke, on 0161-6604031 or write to him at rbaweja@dukeindia.com.




×





KIVÓN[®]  SHIRTS



KALAMEK GARMENTS -  : +91-79-25508455, +91-79-25501268  : 9825298196  : kivon_shirt@yahoo.com

online Shop :        www.kivonshirts.com

ENDICOTT & SKYKING

Brand: **ENDICOTT & SKYKING** | Company: **STITCH APPARELS** | Total no. of EBOs: **400 (approx.)** | Total no. of MBOs: **300+**
 Growth percentage (CAGR of last 3 years): **20%** | Brand turnover (estimated for CY 2015): **₹10 crore**



Being aware of the demand of high-end fashion in men's trouser category, Stitch Apparels launched Endicott and Skyking. The company specialises in men's trousers. Skyking is its formal trousers brand that was launched in 1988. While Endicott was launched later as a casual trousers brand, in line with the transforming fashion trend. The brand has, in time, become a one place solution to all the trouser needs of today's fashion conscious men.

Brand USP: The brand understands that men's trouser market is on a roll and that a range collection from clean cuts and dark colours to vibrant clashing patterns, etc. Are finding their way in their wardrobe. The products from these brands carry a different style and innovation.

Core Product Offering: Skyking, the formal trouser brand offers formal and semi-formal trouser collections displaying clean cuts and dark colours. While, Endicott has in store, trousers in a lot of prints and checks in corduroy fabric for casual wear.

Target customers: The two brands target upper class young men who are 20 years and above.

New territory or region added: The brand has entered into the markets of Uttar Pradesh, Kerala, Tamil Nadu and Karnataka with an aim to further expand its business.



A Celebration of You

rangoliindia.com

SAREES

SUITS

LEHENGAS

GOWNS

TUNICS

INDOWESTERNS

KIDS WEAR

RANGOLI®

bethebee.in



BENGALURU Jayanagar 080 4153 0101 / **CHENNAI** Nungambakkam 044 2822 0287

HYDERABAD Banjara Hills 040 6613 0101, Jubilee Hills 040 2355 1924

Dilsukhnagar 040 6613 1101, Kukatpally 040 3053 4101 / **KOCHI** Ernakulam 0484 407 3001

KOLKATA 97 Park Street 033 4007 1717 / **VIJAYAWADA** M G Road 0866 249 8101

[f rangoliindia](https://www.facebook.com/rangoliindia) [i rangoliindia](https://www.instagram.com/rangoliindia) [p rangoli_india](https://www.pinterest.com/rangoli_india) [r rangoliind](https://www.linkedin.com/company/rangoliind) [@ nikhiljain@rangoliindia.com](mailto:nikhiljain@rangoliindia.com) [s 90517 39709](https://www.whatsapp.com/channel/0029913311111111111)

ETEENZ

Brand: **ETEENZ** | Company: **DHANANJAI LIFESTYLE LTD.** | Total no. of EBOs: **26** | Total no. of MBOs: **2,600**
 No. of MBOs added in 2015: **1,100** | Total no. of flagship stores: **1**



Established in 1977 by Dhananjai Lifestyle Ltd., Eteenz is a brand that captures the spirit of kids freedom and fashion. Children these days are far more mature, intelligent, smart and choosy in their day-to-day fashion and Eteenz understands that and shells out products that aligns as per their requirements. Apart from the in-house brand Eteenz, the company also produces and retails other brands like Doraemon, Mickey & Friends, Justice League, Arjun, Kisna, Hot Wheels, Ultimate Spider-Man, Disney Princess, etc.

Brand USP: Eteenz stands for excellent quality and trendy style. The superiority and uniqueness of the brand lies in its genuinely affordable prices along with best in the class quality. The aim is to make Eteenz the most beloved brand amongst the kids through fashion, comfort and unique shopping experience.



Core Product Offering: The brand offers boys tees, girls tops, track pants, shorts, jamaican shorts, denims, skirts, etc.

Target customers: The brand targets kids in the age bracket of 0-14 years.

No. of Indian cities currently present in: The brand is present in 72 cities across the nation.

Presence in Large Format Stores: The brand is available in large format stores like Reliance Mart, Reliance Trends, Star Bazar, More, Spencers, Easybuy, Jubilant Retail, Walmart, Megamart, Pantaloons and Unlimited.

Presence in online retail: Eteenz caters to its online customers through e-commerce channels like Snapdeal, Home Shop 18, Firstcry, Jabong, Amazon, Flipkart and Unamia.

Future plans: The brand aims at expanding its online presence as this modern trading style has seen a major rise in the recent years.

Targeted cities in the next couple of years: The kid's wear brand has plans to target mass markets for kids.





FRAGRANCE
lingerie

*Spring
Summer
2016*

*For Business Enquires Contact:
FRAGRANCE,46-A, Begumpur Village Malviya Nagar, New Delhi 110017 India.
Ph: 2669 1559, Fax: 2669 2587, Email: fragrance84@gmail.com.*

FITZ & SOLEMIO

Brand: **FITZ & SOLEMIO** | Company: **TEXPERTS INDIA PVT. LTD.** | Total no. of EBOs: **72** | Total no. of flagship stores: **10**
 Growth percentage (CAGR of last 3 years): **20%** | Brand turnover (estimated for CY2015): **₹26 crore**



Texperts was established in 2002 with the passion for marketing and sourcing of textiles. The company has given rise to two remarkable brands, Solemio and Fitz. Solemio presents varied range of formal apparels exclusively designed for young and dynamic male professionals, whereas Fitz, with an Indian soul and international outlook, is dedicated to offering sports and active wear for men. The very idea of Fitz came from a dream of making India fit, healthy and a sports super power. And to support this cause the brand was brought into existence just before the Cricket World Cup in 2007. The Solemio collection is inspired by the magnificent beauty of Italy, which is reflected in every creation of the brand.



Brand USP: The two brands offer chic and stylish apparels for today's dynamic youth at affordable rates. Italian fit; and sporty active attire for men.

Core Product Offering: Solemio offers shirts, trousers and chinos to its customers, while Fitz exhibits an active wear range including t-shirts, trackpants, bermuda, shorts, jackets and sweatshirts.

Target customers: Solemio targets professional men in the age bracket of 25-35 years, while the target customers of Fitz are young and dynamic males in the same age group.

No. of Indian cities currently present in: The brands are currently present in 49 cities across the country.

Presence in Large Format Stores: Solemio and Fitz are retailed through renowned large format stores like Spencer's, More (Aditya Birla Retail Ltd.), Reliance Market and Brand Factory.

Presence in online retail: The two brands are currently placed at major e-commerce portals like Snapdeal, Flipkart, Jabong, Myntra, Amazon, Rediff, eBay and Paytm.

Targeted cities in the next couple of years: The fashion brands has plans to enter metro cities and tier -I and -II cities of the country.



Spark Aw' 15 Collection

T-shirt

•

Shirts

•

sweatshirts

•

Denims

•

Cotton Trousers

•

Coudroys

•

Suits

•

Lowers/Fancy Lowers



FLAIRMEN

Brand: **FLAIRMEN** | Company: **FLAIRMEN LIFESTYLE SERVICES PVT. LTD.**

Flairmen was incorporated as a company on 22nd Nov, 2011, with the intention of catering to men's lifestyle needs. Since its inception, the company is catering to local customer base by providing customized products. The brand has also launched products nationally through various e-commerce channels.

Brand USP: The brand's USP is its elegant designs, quality leather products and to top it, the brand name 'Flairmen'.

Core Product Offering: The brand offers premium leather bags and wallets exclusively for men.

Target customers: 'Flair' denotes elegance and style. The premium brand targets consumers with elegance and an individual style. The target customers are corporates and businessmen.

Presence in online retail: At present, the company is selling through e-commerce portals like Flairmen, Flipkart and Amazon.

Future plans: Flairmen has plans to establish the brand as a complete men's lifestyle brand by launching other products like clothing, footwear, watches and sunglasses. The brand also aims to expand in United Kingdom. It also has plans to tie up with pan India retailers in order to reach its target customers through multi-brand outlets. Flairmen is also looking forward to set up kiosk in a few malls in Pune in a couple of months.

Target cities in the next couple of years: The brand aims to enter tier -I and -II cities of India.

×



IMAGES Business of Fashion

*fun,
frolic &
Elegance*

**CLOTHING FOR INFANTS
GIRLS AND BOYS**



For enquiry regarding distributors/agents Please Contact: +91-9810249227, info@beebaykids.com

NEW DELHI

City Square Mall, Shop No. FF-01, Raja Garden, Rajouri Garden
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, Amritsa

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

ALSO AVAILABLE HERE



FOCUS JEANS

Brand: **FOCUS JEANS** | Company: **B ENTERPRISES** | Total no. of MBOs: **2,500** | No. of MBOs added in 2015: **400**



Born from passion – passion for inimitable style, for superlative finish, for a perfect class, Focus Jeans started with a very humble beginning about a decade ago. The brand, today, is available across 2,500 retailers throughout India. The brand works with a mix traits of instinctive entrepreneurship, innovative fashion ideas and impactful implementation.

Brand USP: The brand works to provide international designs and styles to the discerning Indian women. Its every pair inherits and reflects international exposure of its design team and the uncompromising nature of its production team, thus giving a high quality product at an affordable price. The portfolio consists of over eight categories and 80+ style variants.

Core Product Offering: Focus Jeans offers ladies jeans, in a plethora of styles – from basics to hi-fashion to extremely premium, capris, cotton trousers, jeggings and more.

Target customers: The brand targets women from 18 years of age to above, but concentrating mainly on the age group of 22-35 years.

Presence in online retail: Focus Jeans is currently present in various online portals and looking forward to expand more in future.

Future plans: The fashion major has plans to expand further with various new designs, which will ultimately bring the brand more closer to its customers as well as retailers.

Targeted cities in the next couple of years: The brand is looking forward to penetrating leading metros, mini-metros and also spreading across all possible big and small towns for further business.

×





Live the
fire
within



Our Products

Aurro Sports Manufactures below products in Men's Women's and kidswear
Polo T Shirts | Crewneck T shirts | Slv less T shirts | Running Shorts | Tennis Shorts | Board Shorts | Soccer shorts
Track Pants | Track Suits | Quillted Jackets | Bonded Jackets | Rain Jackets

A-1 Sector 59 noida Phase 3, UP - 201301
Mohit Singhal - 9818148483, mohit.singhal@aurrosports.com
Pramila Kandpal - 9650969675, pramila@aurrosports.com

FRAGRANCE

Brand: **FRAGRANCE** | Company: **FRAGRANCE** | No. of Indian cities currently present in: **30** | Total no of MBOs: **200 (approx.)**

Growth percentage(CAGR last 3 years): **20%** | Brand turnover (estimated for CY 2015): **₹3 crore**



Fragrance is an exclusive nightwear label for the women of today who understands style and comfort. The company was started in 1986 and began manufacturing kidswear; later it diversified to manufacturing nightwear for women. Today, the brand has presence pan India with an annual turnover of ₹3 crore.

Brands USP: The brand is known for its quality and finish, combinations of fabrics and its uniqueness in embroideries. Its prime motive is to produce garments, which are comfortable, trendy and durable.

Core Product Offering: The range consists of essential separates, pajama sets, camisoles, sleep shirts, nighties, sleepwear robes and gowns and intimate apparel and maternity nightwear, with relaxed fits and edgy styles in pretty cottons, fleece, lace, silk, extra soft knits and flyaway satins.

Target consumers: The company targets teens and middle-aged females.

Presence in online retail: The brand is available on Amazon, Flipkart, Paytm, Snapdeal and Limeroad.

Future plans: The company has plans to tie-up with additional e-commerce portals like Myntra and Jabong to increase the brand's visibility and retail presence.

Targeted towns or cities in the next couple of years: The company aims to increase its footprints in Hyderabad (Andhra Pradesh), Surat (Gujarat), Kolkata (West Bengal), Cochin (Kerala), etc.



mârc[®]

PREMIUM SOCKS for MEN & WOMEN



trade inquires solicited for
SOCKS, HANKIES
TIES, BELTS & WALLETS

launching soon our own e-commerce website - **VINENZIA.COM**

Mfd. & Mktd. by : **V.K. KNITTING INDUSTRIES**

902/290, Street No. 1, Shalamar Village Indl. Area, Delhi - 110088. Ph. 011-27494515, 9810445398, 9971078596
Distributor for Delhi : Siddharth Apparels : 098101 58899 mail : vkknitting@gmail.com www.vkknitting.in

Also available at:       

HATS OFF

Brand: **HATS OFF** | Company: **HATS OFF APPARELS** | Total no. of MBOs: **1,600** | No. of MBOs added in 2015: **400**

Hats Off Apparels has been one of the leading fancy t-shirts manufacturers for men, since its inception in 1989. With its in-house designers and merchandisers, the brand has an upper hand in creating latest and exclusive designs. From the choice of fabrics to the price points, the brand offers something for every trendy youth in India.

Brand USP: Hats Off Apparels functions in the backdrop of constant upgradation with latest technology. The brand's USP lies in its in-house quality control team, affordability and country wide network.

Core Product Offering: The brand offers collared fancy t-shirts for the urban youth.

Target customers: Hats Off Apparels caters to boys, who wish to have a trendy style statement. The brand is planning to target teenagers in the forthcoming seasons.

No. of Indian cities currently present in: The brand is present pan India.

New territory or region added: New stores have been opened in Madhya Pradesh, Uttarakhand, Kerala and Karnataka.

Future plans: The brand is planning to reach out to the untapped interiors in certain cities in the country. The company's online portal is also under construction and will be brought into action in the times to come.

×





DUKE

the essence of great fashion



@ all duke exclusive & leading stores across India
e-mail: sales@dukeindia.com | follow us on: [f](#) [t](#) [in](#) [p](#) YouTube
t-shirts, shirts, trousers, denims, lowers, Bermudas, value packs, footwear

also available at: [dukeindia.com](#) [myNTRA.com](#) [JABONG.COM](#) [flipkart.com](#) [snapdeal!](#) [amazon.in](#) [abof.com](#) [CENTRAL](#) [Reliance trends](#)

HATS OFF ACCESSORIES

Brand: **HATS OFF** | Company: **HATS OFF ACCESSORIES PVT. LTD.** | Total no. of EBOs: **1** | No. of EBOs added in 2015: **1**
 Total no. of flagship stores: **1** | No. of Indian cities currently present in: **1** | New territory or region added: **1**
 Growth percentage (CAGR of last 3 years): **11%** | Brand turnover (estimated for CY 2015): **₹10 lakh+**



Hats Off Accessories showcased its first capsule collection, encapsulating leather brogues with true British aesthetics, in February 2015. The collection glorified the 'Made in India' campaign with its unparalleled craftsmanship and unique design aesthetics that was highly appreciated by the masses. Hats Off is symbolic of delivering anything but ordinary leather accessories, and so the brand has grown rapidly. From conception to creation, Hats Off team gives pin sharp attention to details in designing and on quality. From stitching of leather to boxing of the shoes, each pair is crafted by in-house craftsmen with passion, power of history, love and dedication, which makes each pair of shoe truly unique.

Brand USP: The brand is inspired by contemporary British and European styles. Hats Off believes in giving personalised attention to customers and thus, do not involve middlemen.

Core Product Offering: The brand offers leather brogues and loafers inspired by international trends and yet rooted in Indian craftsmanship.

Target customers: Hats Off Accessories targets women and men in the age group of 18-34 years.

Presence in online retail: Currently Hats Off Accessories is available on Jabong Boutique and Koovs. The brand is planning to start its own e-commerce portal soon.

Future plans: The brand has plans to open brick and mortar stores in Noida and South Delhi.

Targeted cities in the next couple of years: The accessories brand is considering to enter the cities of Delhi, Mumbai and Bengaluru.

Franchise requirement: The brand is open to franchisee enquiries. The interested franchisees should contact Sunaina Harjai, Director, Hats Off Accessories on +91 9999001403 or write to her at info.hatsoffaccessories@gmail.com.

×





Juelle®

JUELLE RETAIL PRIVATE LIMITED (Formerly Known as Turbo Retail Pvt. Ltd.)
B-XXIII/2891, Link Road, Near Samrala Chowk, Ludhiana-141003 (INDIA), T: +91 161 5050000, 50533333, E: info@juelle.in

f | | juelle.in
Toll Free No: 1800 137 7000

HORIZON

Brand: **HORIZON** | Company: **SHANKHESHWAR DESIGNER PVT. LTD.** | Total no. of MBOs: **550-600**
 No. of MBOs added in 2015: **70** | Growth percentage (CAGR of last 3 years): **10%**

Horizon, a men's wear brand, was launched by Shankheshwar Designer Pvt. Ltd. in 2004 under the leadership of Karim Madatali Lalani and Mitesh Kishoreji Oza. Known for producing casual and semi-casual shirts, the brand makes 12,000-15,000 pieces of shirts in a month.

Brand USP: The shirts from Horizon offer unmatched fit and finish. The brand uses the best fabrics and trims sourced from the reputed mills in India. The USP of the brand lies in providing a satisfying service to its customers.

Target customers: The brand is present in all the major geographical locations pan India and caters to men having varied taste and choices.

No. of Indian cities currently present in: Horizon is present in 250-300 cities across the country.

Presence on online retail: The brand does not have an online presence yet. According to the brand, customers who want to touch and feel the garments before buying them, do not opt for online shopping. Therefore, the brand does not feel the need to sell its products through e-commerce portals.

Future plans: The brand is committed to continue providing products in line with the current fashion trends and also hopes to expand its footprint and range gradually.

×



☆☆☆☆
BUTTON NOSES
For ur lil' Celebs
PREMIUM DENIM



M. SQUARE ENTERPRISES PVT. LTD
Shri Krishna Talkies, MZ 2 Floor, 108, Gas House Road Near Post Office, Indore - 452004 (M.P)
Phone : +91 731-2532242 Email: spark.kids@gmail.com

JUELLE

Brand: **JUELLE** | Company: **JUELLE RETAIL PVT. LTD.** | Total no. of MBOs: **2,100** | No. of MBOs added in 2015: **150**
 Growth percentage (CAGR of last 3 years): **20%** | Brand turnover (estimated for CY 2015): **₹37 crore**



Juelle Retail Pvt. Ltd. is a young company formed in 2009 to launch and promote the casual young women's wear brand, Juelle. Within a short span of time, the brand created a new era in the women's wear market in India. Juelle is providing high-end fashion to Indian women, depending upon traditional as well as international trends. The great vision for the brand has helped its to position itself in more than 2,000 leading stores across India.

Brand USP: The brand's casual, chic and stylish concepts cater to the youth looking for international fashion. The Juelle collection is modified as per Indian tastes at genuine prices.

Core Product Offering: The brand offers sweatshirts, jackets, coats, pre-winter and woolen tops, cotton jersey, lycra tops, tunics and shrugs.

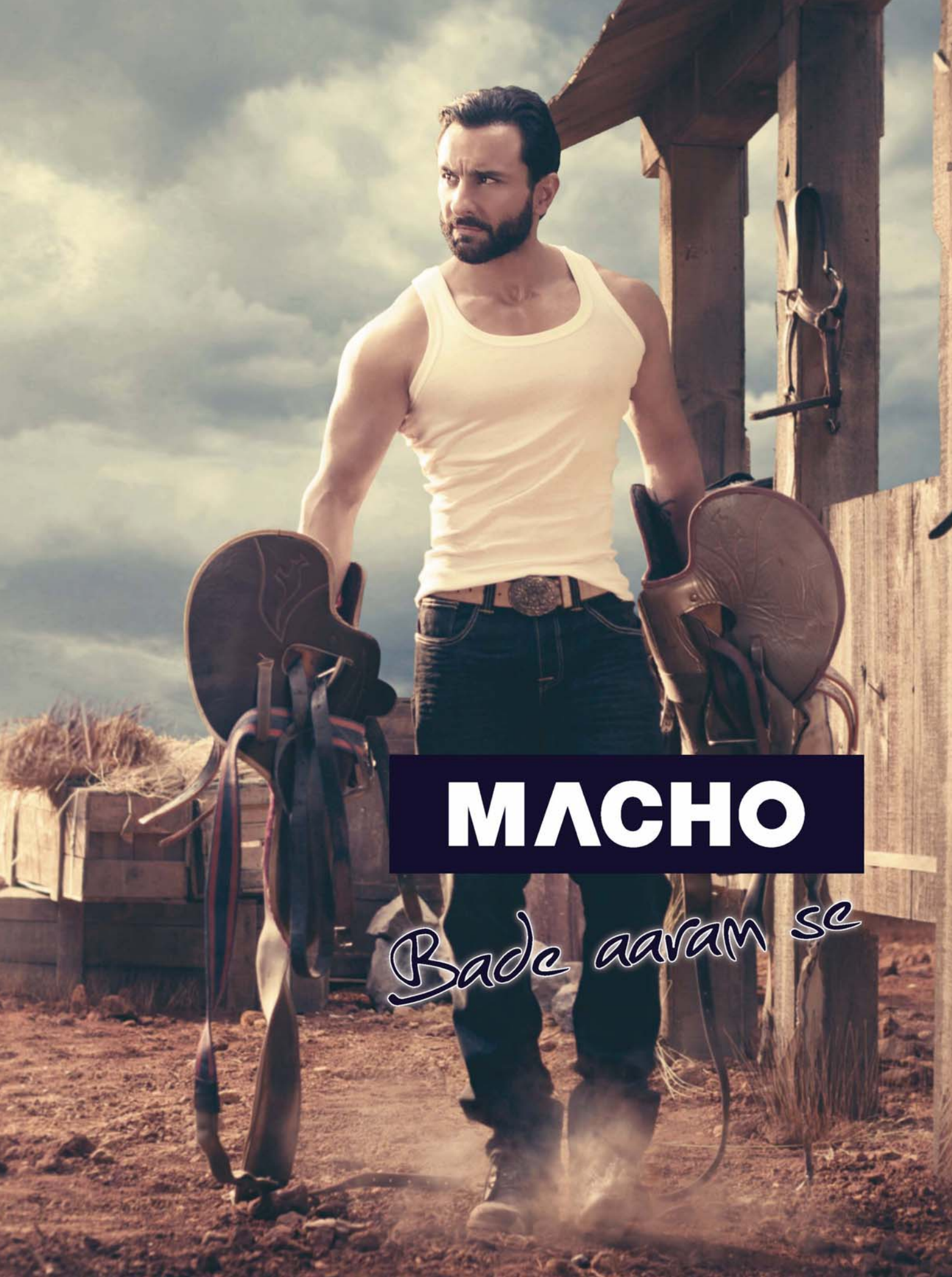
Targets customers: Juelle targets girls and young ladies in the age bracket of 16- 35 years.

Presence in online retail: Juelle caters to its online customers through major e-commerce portals like Jabong, Myntra, Snapdeal, Flipkart and Limeroad.

Future plans: The brand has plans to soon introduce dresses, gowns and tracksuits in its collection.

Targeted cities in the next couple of years: The brand has plans to target category B and C cities in the coming years.





MACHO

Bade aaram se



ATTITUDE

Truly Manly. Truly Sheriff.



- SHIRTS
- T-SHIRTS
- JEANS
- TROUSERS
- SUITS
- BLAZERS

SHERIFF

S i n c e 1 9 8 5

Exclusive Outlets - TRIPURA: Agartala: Overseas Mansion (1st Floor), H.G.B. Road, Ph. 0381-2382762, R.M.S. Chowmuhani. Ph. 0381-2313311, **Udaipur:** Jahar Road (Opp UCO Bank) Ph. 03821-222516, **Dharamnagar:** Kalibari Road (Tripura North) Ph. 03822-22117, **Khowai:** Subhash Park, Kohinoor Market (Tripura West), Mob. +91 94363 77959. **ASSAM: Silchar:** Central Road, Ph.0384-2260 228, **Jorhat:** Gar-ali, Ph.0376-230 9912, **Dibrugarh:** Junction Mall, Shop No. 5, R.K.B. Path, Dibrugarh, Ph.0373-232 1425, **WEST BENGAL: Howrah:** Mahatma Gandhi Road, Howrah Maidan, Ph.033-2641 0428
Also available at all leading stores | Franchisee Enquiry Solicited, Contact us at: C.K.International (India) info@sheriff.co.in / Mobile: +91 93301 25439 / +91 98305 33625

JUS CUBS

Brand: **JUS CUBS** | Company: **SAA APPAREL** | Total no. of MBOs: **400** | No. of MBOs added in 2015: **150**
 Growth percentage (CAGR of last 3 years): **100%** | Brand turnover (estimated for CY2015): **₹6 crore**



Jus Cubs, a kid's wear brand, was launched by SAA Apparel in the year 2011 and have been dressing the little ones since then. The brand's fashionable clothing and accessories are created to dress the little ones perfectly for all occasions. Jus Cubs clothing is designed with colourful, high-quality fabrics, detailed touches throughout and heirloom-quality looks feature finely-crafted details such as embroidery, hand-smocking and special prints.

Brand USP: The brand's USP lies in its international quality at an affordable and reasonable price. Furthermore, Jus Cubs consider its customers as the core of its business. The brand works hard to meet the expectations of the consumers for quality and service. The kid's wear brand moves forward

by constantly innovating to develop and deliver a unique array of products and services.

Core Product Offering: The brand offers polo and round neck t-shirts, tracks, shorts, leggings, jeggings and skirts.

No. of Indian cities currently present in: Jus Cubs is available in 75 cities across the nation.

New territory or region added: the brand has ventured into 4 new markets in India.

Presence in online retail: Jus Cubs retails through online portals like Filpkart, Amazon, Snapdeal, Paytm and Shopclues.

Future plans: The brand has plans to expand its reach in the markets of Madhya Pradesh, Chhattisgarh, Jharkhand and parts of Maharashtra.

Targeted cities in the next couple of years: The brand aims to target Kolkatta, Mumbai, Hyderabad and Ahmedabad and other B category cities in the next couple of years.

Franchise requirement: The brand is interested in franchise business. For queries related to the same, contact Raghunath, Sales & Marketing Head, Jus Cubs, on +91 9789993492 or write to him at marketing@juscubs.com.



K K FASHION HANGERS

Brand: **K K FASHION HANGERS** | w: **KUSHAL KARYASHALA PVT. LTD.**



Established in 1973 by Kushal Karyashala Pvt. Ltd. (KKPL), K K Fashion Hangers is a manufacturer of the finest quality of hangers in India. Working persistently to provide the best through innovative designs and concepts, KKPL is committed to manufacture the finest product range.

Brand USP: The company is steadily working towards excellence, standing on the strong pillars of integrity and passion for fineness and adaptability.

Core Product Offering: KKPL offers various designs and forms of hangers.

Target consumers: All garment manufacturers, retailers, showrooms, tailor segments, exports, etc.

No. of Indian cities currently present in: Based out of Delhi, the company is operating its business in cities like Mumbai, Kanpur, Jaipur, Nagpur, Kolkata, Chennai, Bengaluru, Hyderabad and the state of Kerala.

Targeted towns or cities in the next couple of years: KKPL has plans to increase its business in Mumbai, Hyderabad, Bengaluru, Chennai, Kerala, etc.

×



IMAGES Business of Fashion



Anti Skid Hangers



Quality is not an act, It is a habit

With many wise minds and expert hands behind it, KKPL is committed to manufacture finest hangers with highest quality standards to enrich lifestyles. We aspire to further become one of the strongest brands in the hanger manufacturing industry while opening new horizons of innovation and concepts in it .



KK FASHION HANGERS



MAKE IN INDIA

No.1,Raj Nagar Enclave, Pitampura
(Near Britania Chowk) New Delhi -110034 (INDIA)
T. +91-11-27181991, 27184838
M. +91-82220 99976, 9811 292924
E. info@kkfashionhangers.com
W. <http://www.kkfashionhangers.com>

EASIES

A brand owned by Kewal Kiran Clothing Ltd.

Brand: **EASIES** | Company: **KEWAL KIRAN CLOTHING LTD.** | Total no. of MBOs: **150+** | No. of MBOs added in 2015: **75+**
No. of EBOs added in 2015: **50+**



Easies, one of the four iconic brands under the Kewal Kiran Clothing Pvt. Ltd., is a smart casual wear brand for the young and young at heart men. Classic range of apparel for the modern, uber-cool man, Easies is known for redefining corporate fashion in India, the coolest possible way. 'Live Easy' is the mantra the Easies man lives with, in the ever so demanding world. The campaign 'Live Easy' is shot in various international locations portraying the life of the Easies man.

Brand USP: Easies has something for every occasion and every mood of today's man. With fresh colours, trendy cuts and patterns, the brand has the perfect blend of style and comfort. Along with style, Easies also takes extra care of the quality of its product. The brand chooses from the most premium range of fabric and linen to design garments, keeping in mind the latest global trends from the world of men's fashion.

Core Product Offering: The brand offers shirts, t-shirts, pants, jackets and denims.

Target customers: Easies targets young, successful professionals in the age bracket of 24-45 years.

No. of Indian cities currently present in: The brand is available in more than 150 cities across the nation.

Total no. of EBOs: The fashion brand is available at over 150 K-Lounge stores across India.

Presence in Large Format Stores: The brand caters to its customers through Central.

New territory or region added: The individual brand's pan India distribution has been established recently.

Presence in online retail: The Easies collection is available at online portal like Amazon.

Future plans: The brand has plans to expand its distribution network nation wide in the times to come. Easies is also looking forward to increase its presence through availability at more large format stores and online retail channels.

Targeted cities in the next couple of years: Easies has plans to target tier -II and -III cities in the next couple of years.

Franchise requirement: The brand is looking for franchise business pan India. The interested franchisee should have an investment capacity of more than ₹20 lakh and a minimum area 400 sq.ft. For further details, contact Ashish Barodia, Head, Easies, on +91 9920346021 or write to him at ashish.barodia@kewalkiran.com.

×



INTEGRITI

A brand owned by Kewal Kiran Clothing Ltd.

Brand: **INTEGRITI** | Company: **KEWAL KIRAN CLOTHING LTD.** | Total no. of MBOs: **3,000** | No. of EBOs added in 2015: **4**
No. of MBOs added in 2015: **500** | Total no. of EBOs: **49 (exclusive stores), 350 (K-Lounge) and 15 (Integrity & Lawman stores)**



A lifestyle brand targeted at the young generation, Integrity's communications represent the spirit of youth. It serves as a canvas that narrates the bold and confident outlook on life. By doing so, the brand becomes a partner in their adventures and an extension of their personality. It primarily targets youth who are between 15-20 years from SEC A, B and C households.

Brand USP: The brand offers stylish casuals for the new generation who are not afraid of experimenting and exploring new fashion.

Core Product Offering: It offers denims, shirts, trousers, shorts, t-shirts, polos and sweater.

Target consumers: The brand's target group comprises college go-ers between 14 to 25 years.

No. of Indian cities currently present in: The brand is available in more than 150 major cities in the country.

New territory or region added: The company rigorously worked upon establishing its distribution network pan India.

The targeted towns and cities in the next couple of years: The company has plans to expand its brand's presence to tier -II and -III cities.

Presence in online retail: Besides the brand's own e-commerce site www.integrityclothing.com, it also has presence in Flipkart, Jabong and Amazon.

Future plans: The company aims to connect with more and more dealers across the country. Also, it is looking for interested franchisees from South India, who are willing to invest ₹30 to ₹35 lakh (approx.) in the business. Potential franchisees can contact Datta Marthe, Manager - Business & Development, Integrity at 9820805602 or write at datta.marthe@kewalkiran.com

×



KILLER

A brand owned by Kewal Kiran Clothing Ltd.

Brand: **KILLER** | Company: **KEWAL KIRAN CLOTHING LTD.** | Total no. of EBOs: **75+** | Total no. of MBOs: **1,500+**
Total no. of flagship stores: **1** | Growth percentage (CAGR of last 3 years): **20%**



Killer, launched in 1989, changed the face of the Indian denim industry. The lifestyle brand, designed for the rebellious youth and the revolution of the spirit, emerged with a unique style quotient. Killer is known for its best in class products and award winning advertising campaigns like Water Saver Jeans and TogetherAsOne. The initiatives by the brand shows that Killer is not a rebel without a cause. The brand believes that one can remove stubbornness from a man's character, but not a rivet from a pair of Killer jeans.

Brand USP: Killer has been at the forefront of innovation and research, thereby offering unique concepts to the world of denim.

Core Product Offering: The brand offers apparels, eyewear, footwear, innerwear, time wear, travel gear, personal care and

accessories. The brand is for all the youthful minds looking for trendy, fashionable clothing.

Target customers: Killer targets the youth with an attitude.

No. of Indian cities currently present in: The brand is available in around 170 towns across the country.

Presence in Large Format Stores: The brand is available at major large format stores like, Central, Lifestyle, Reliance Trends, Shoppers Stop and Westside. The brand is also present in regional LFS.

New territory or region added: The brand has reached out to customers all across the nation.

Presence in online retail: Killer caters to its discerning consumers through a number of online retail channels including, ABOF, Amazon, Myntra, Jabong and Tata Unistore.

Future plans: The brand is working towards an aim to double the number of their stores and their reach in the next couple of years.

Franchise requirement: The brand is looking for franchise business pan India. The interested franchisee should have a capacity to invest more than ₹20 lakh and area requirement is a minimum of 400 sq.ft. For further details, contact Anuj Goswami or Dattatray Marathe, Business Development Heads, Killer, on 022-26814400 or can write to them at franchisee@kewalkiran.com.

×



LAWMANPG3

A brand owned by Kewal Kiran Clothing Ltd.

Brand: **LAWMANPG3** | Company: **KEWAL KIRAN CLOTHING LTD.** | Total no. of EBOs: **15** | Total no. of MBOs: **2,200**

No. of EBOs added in 2015: **2** | No. of MBOs added in 2015: **143** | Growth percentage (CAGR last 3 years): **20**

Brand turnover (estimated for CY 2015): **₹160 crore**



LawmanPg3, the lifestyle apparel brand from Kewal Kiran Clothing, offers product categories ranging from head to toe. Its tag line “Be the Star”, conveys that fame and stardom are within one’s reach. The brand inspires men and women to seek attention and face the world confidently.

Brand USP: With its premium range of lifestyle products, Lawman Pg3 is a gateway for those who aspire for fame and wants to be a star.

Core Product Offering: The brand’s product offering comprises jeans, shirts, t-shirts, trousers and club-wear.

Target consumers: Customers who are interested in being in limelight. LawmanPg3 helps in boosting that confidence through its range of products.

No. of Indian cities currently present in: The brand is present in around 1,000 cities pan-India.

Presence in LFS: The brand is available at Shoppers Stop, Globus, Central and also present in regional large format stores like Pothys, CMR, Chandana, Chermas, R S Brothers, etc.

Presence in online retail: The brand has presence on e-commerce portals like Flipkart, Amazon and Jabong.

The targeted towns or cities in the next couple of years: At present, the brand has presence in more than 1,000 cities, the company has plans to increase its presence to 2,000 cities.



LA LINGERIE

Brand: **LA LINGERIE** | Company: **S&D FASHIONS** | Total no. of MBOs: **5** | No. of MBOs added in 2015: **1** | Growth percentage (CAGR of last 3 years): **25%**



La Lingerie, a brainchild of Dharmendra Nathvani, supported by his better half and an intimate wear designer, Suman Nathwani, was launched on 19th April, 1996. This larger than life and ahead of its time concept of a multi-product, multi-brand, intimate retail store has carved a unique niche for itself in these many years. Since inception, Dharam focused on retail while Suman concentrated on designing and manufacturing, building an advantage with credibility that few in the industry can match. Stacked with premium, best quality, cotton, satin, georgette, net and velvet sleep wear, international and Indian lingerie, swimwear, and beach and lounge wear, a consumer is spoilt with options, the moment he walks in La Lingerie.

Brand USP: The brand offers personalised dealing for extra comfort to the customers. La Lingerie's USP lies in the wide range of its products, which gives the consumers adequate

choice to choose from till the product satisfies their needs.

Core Product Offering: The brand offers cotton, satin, georgette, net and velvet sleep wear, international and Indian lingerie, swim wear, and beach or lounge wear.

Target customers: La Lingerie targets its niche clientele. It caters to people who understand the importance of wearing good lingerie and night wear.

No. of Indian cities currently present in: The brand is available in three cities in the country.

Presence in online retail: La Lingerie retails through its own online store www.lalingerieindia.in. The brand also caters to its online customers through e-commerce portals like Amazon, eBay, Paytm and Snapdeal.

Future plans: The brand aims at increasing its online presence by associating with other marketplaces. The plan is also to enhance the shopping experience for its discerning consumers on its own website as well. Further, La Lingerie is looking forward to opening more retail outlets in India in order to expand its business.

Targeted cities in the next couple of years: The brand has plans to open more stores in Mumbai, Surat, Bengaluru, Hyderabad, Pune and other cities.

×



Stockings
Shapewear
Body Corsets
Strapless Lingerie
Bridal Lingerie
Swimwear
Thongs / G-Strings
Adult Accessories Available



Now shop
for your
CURVES
ONLINE!

Now available online
@ www.lalingerie.in

Register and
Get **Rs. 200/-** Off

Free Delivery For
Online Purchase
of over **Rs. 500/-**



Also
Available at:



 [lalingerie_india](https://www.instagram.com/lalingerie_india)
 [facebook.com/IntimateWear.in](https://www.facebook.com/IntimateWear.in)

Kolkata : Quest Mall (033 22870504) | **Forum Mall** (+91 93310 06564) | **City Centre** (033-40063440)
Noida : The Great India Place (0120-4231772) | **Ahmedabad** : Alpha One (079-40080823)

LACROSSE

Brand: **LACROSSE** | Company: **COUNTY CLOTHING COMPANY PVT. LTD.** | Total no. of MBOs: **450+**
 Growth percentage (CAGR of last 3 years): **30%**



Delhi based men's wear brand, Lacrosse was established in 2003 by County Clothing Co Pvt. Ltd. The brand aims at providing complete bottom wear range to men at an affordable range. The brand has a production capacity of producing 30,000 pieces per month. The brand is owned by Anil Kumar and Manoj Monga.

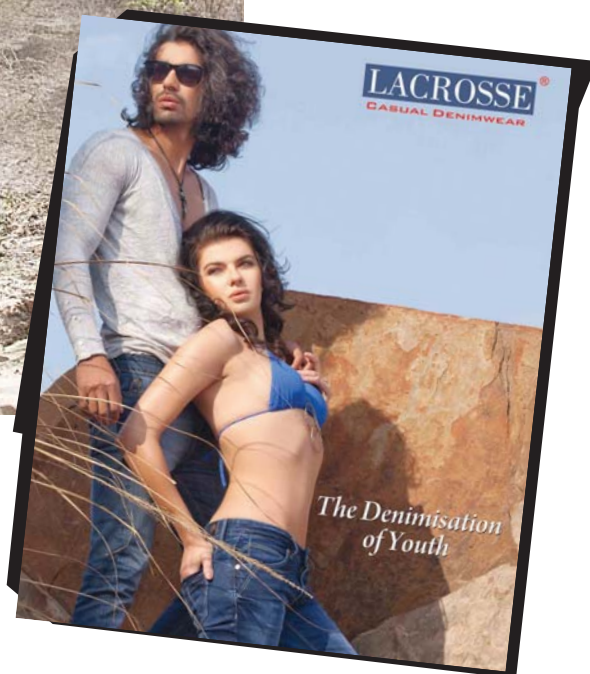
Brand USP: The brand's USP is its comfortable bottom wear for men. The brand has its own in-house manufacturing unit with creative team of designers, who believe in developing new range, offering in competitive prices.

Core Product Offering: Lacrosse offers a complete range of bottom wear for men.

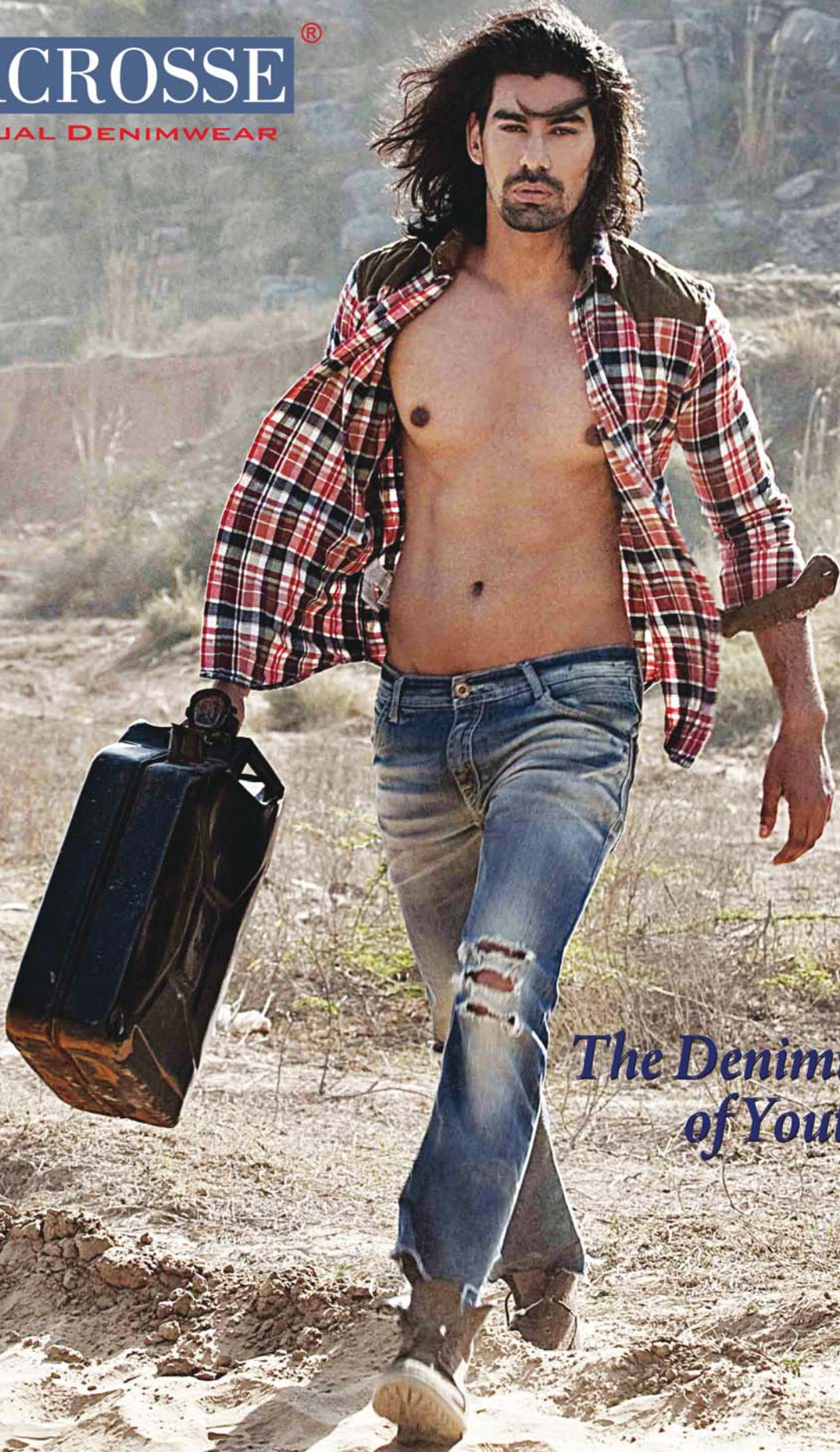
Target customers: The brand targets men in the age bracket of 25-40 years.

Targeted towns in the next couple of years: The brand has plans to expand its presence in southern parts of the country including Hyderabad, Bengaluru and Chennai.

×



LACROSSE[®]
CASUAL DENIMWEAR



*The Denimisation
of Youth*

LINO PERROS

Brand: **LINO PERROS** | Company : **SUMITSU APPAREL PVT. LTD.** | No. of Indian cities currently present in: **300**
 Total no of MBOs: **550** | No of MBOs added in 2015: **50 (approx.)** | Growth percentage (CAGR last 3 years): **50-60%**
 Brand turnover(estimated for CY 2015): **₹100 crore (approx.)**



Lino Perros is an iconic fashion brand. The accessories brand has been conceived and founded by two veteran designers Sanjay and Natasha in the year 1999. It galvanizes the Italian fashion orientation and redefines Indian lifestyle dressing. With exemplary and unique fashion designs, it has culminated high demand across all genres of fashion accessories.

Brand USP: With exclusive quality and finish, the brand established itself as a premium brand in the arena of fashion.

Core Product Offering: Along with handbags, Lino Perros offers to other accessories like scarves, mufflers, wallets, cufflinks, ties, belts, pocket squares for both men and women.

Target consumers: The brand targets consumers between the age bracket of 18 to 35 years.

Presence in online retail: The brand is available on all major e-commerce sites such as Amazon, Snapdeal, Myntra, Flipkart, Paytm, Jabong, etc.



Moustache 

M BRAND
Designed in New York



Available in all leading stores across India
For Trade Enquiry contact 033 24490002/24490843
Shop at www.moustachejeans.com Follow us on  

MANISH CREATIONS

Brand: **MANISH CREATIONS** | Company: **MANISH FASHIONWORLD PVT. LTD.** | Total no. of EBOs: **25** | Total no. of MBOs: **300**
 No. of EBOs added in 2015: **5** | No. of MBOs added in 2015: **40** | Total no. of flagship stores: **3** | No. of flagship stores added in 2015: **2**
 Growth percentage (CAGR of last 3 years): **10%** | Brand turnover (estimated for CY 2015): **₹32 crore**



Starting its journey in 1999 with a single store in Park Street in Kolkata, Manish Creations has come a long way to become one of the strongest players in men's ethnic wear market. The business grew in length over the past few years as the product acceptance in the market became stronger and the store count gradually reached to 25. Manish Creations blends elements of Indian traditions with today's fashion sensibilities and thus maintains the right balance in the ethnic wear range. The brand had a meteoric rise with the present store count of 25 and has a vision of expanding the number to 50 by 2016.

Brand USP: The brand's USP lies in the use of best handloom fabrics, which are rich in texture and ensures longevity with hand-

work detailing in an economic price range.

Core Product

Offering: The brand offers sherwanis, Indo-western wear, kurta pyjamas and all the accessories to complement the attire.

Target customers:

Wedding being opulent affairs today, fashion has moved much beyond the groom. Manish Creations targets all male participants across all moments and rituals associated with a modern Indian wedding.

No. of Indian cities currently present in:

The men's ethnic wear brand is available in 200 Indian cities.

New territory or region added:

Manish Creations has recently added Allahabad and Bareilly in Uttar Pradesh, and Bhilwara and Jaipur in Rajasthan into its portfolio.

Presence in online retail: The brand caters to its customers through many e-commerce portals, including Jabong, Flipkart and Myntra among others.

Future plans: Manish Creations aims at increasing the number of exclusive brand outlets and also multi-brand outlets in such metro cities where they are not available. The brand is also looking forward to strengthening its presence at places where it is already available.

Targeted cities in the next couple of years:

The fashion brand has plans to target Andhra Pradesh, Karnataka, Telangana, Tamil Nadu and Uttar Pradesh in the years to come.

Franchise requirement: The brand is looking for franchisees in Andhra Pradesh, Karnataka, Tamil Nadu, Uttar Pradesh and Bihar.

Interested franchisee should have a minimum carpet area of 600 sq.ft. and should have an investment above ₹35 lakh. For further details, contact Piyush Parasrampur, Retail Head, Manish Creations on +91 8697733572 or write to him at piyush@manishfashionworld.com.



let's talk

change

A Change In The Way We Do Business

An amazing opportunity of converting your outdated Retail outlet to a futuristic Hello 10 Multi Brand Outlet.

In the present changing business environment internet & mobile technology is becoming favorite among the new generation and has open huge business opportunities for e-commerce where a customer can order products, produced anywhere in the world with pressing of few buttons, and the desired product is home delivered within a short time cutting all kinds of hassles of finding time for shopping at the right place and identifying right brands, right products at right prices and giving customer amazing experience of no less than a king which he never imagined before. You too can provide such wonderful experience to the customers from your own business by becoming the franchisee of **Hello 10** and be part of this e-revolution.

Yes ! Hello 10 is one such business idea which can change the way you do business.

We shall completely refurbish your showroom with highest standard with unique display system never seen before anywhere in the world which will make

you feel proud. We will save you from the hassles of sourcing the products from various manufacturers & distributors and will take away all your pains of negotiation for getting more and more margins. We shall provide you simplest solution of managing your inventory with lower investment and shall provide your next generation necessary training to give your customers an experience which they have never enjoyed before. What's more, sitting at your home, you will receive supplies of top selling merchandise of footwear, apparels, fitness products, ladies bags, leather goods and travel & fashion accessories of the top national & international brands at most competitive prices. Our marketing and promotions will make sure that the customers keep queuing up at your retail store 365 days a year. Not only this our **Better Ideas** of running your day to day business will provide you **Smart Returns**.

**For business enquiries, please contact,
Ms. Aruna Prabakaran (9811863215).**



Hello Ten Brands Pvt. Ltd. 4/42, Liberty House, Punjabi Bagh, New Delhi - 110 026, India
T: +91-11-4539 2000. E: mail@helloten.in

MANYAVAR

Brand: **MANYAVAR** | Company: **VEDANT FASHIONS PVT. LTD.** | Total no. of EBOs: **400** | Total no. of MBOs: **850**
 No. of EBOs added in 2015: **50** | No. of MBOs added in 2015: **50** | Total no. of flagship stores: **60** | No. Of flagship stores added in 2015: **10**
 Brand turnover (estimated for CY2015): **₹500 crore**



Manyavar, a pioneer in men's ethnicwear segment, is today reckoned as more than an industry leader; Manyavar symbolises the category. The brand's concept is not just build a business but to change the country's fashion. Ever since its inception, Manyavar has been embellishing Indian wedding with its range of ethnicwear, that includes regal sherwanis, elegant kurtas or Indo-western wear.

Brand USP: Manyavar's USP lies in its pricing and range of products that reflects intense research, ideas, technology and craftsmanship. The ethnic wear major provides a large variety of designs in its collection.

Core Product Offering: The brand offers regal sherwanis, elegant kurtas, Indo-western wear and suits. Manyavar's product basket also includes children wear and accessories.

Target customers: The brand's target consumers are men of all age groups.

No. of India cities currently present in: Manyavar is available in 150 cities across the nation.

Presence in Large Format Stores: The brand is present in large format stores like Planet Fashion, Pantaloons, Shoppers Shop, Central and Ethnicity.

New territory or region added: The brand has entered into the markets of Haryana, Assam, Tamil Nadu, Kerala and Jammu & Kashmir.

Presence in online retail: Manyavar retails through various e-commerce portals including Jabong, Myntra, Paytm, Snapdeal, Flipkart, Amazon, eBay and Indiaroots. The men's ethnic brand also caters to its online customers through its own website www.manyavar.com.

Future plans: The brand envisions retailing through stores spread over one million square feet, that are serviced by a production capacity of five million pieces per annum, from a facility that has a workspace and warehouse in 6,00,000 square feet of space. The brand has also come up with a women's wear brand 'Mohey' and plans to expand it further.

Targeted towns or cities in the next couple of years: The brand has plans to target tier -I and -II cities in the next couple of years.

Franchise requirement: The brand is looking for franchise business in all the regions across the country. Interested franchisee should have a capacity of investing ₹40 lakh and a space of 1,000 sq.ft. For more details, contact Joydeep Das, General Manager (Retail Expansion), Manyavar, on +91 9331256075 or write to him at joydeep.das@manyavar.com.





Shoes

THAT
MAKE A
MARK



Leather Shoes & Accessories



www.valentino.in

Corporate Office :

7-8 Taj Enclave, Fatehabad Road, Opp. Hotel Jaypee Palace, Agra-282006
Ph. : +91 562 2970400 E-mail : business@valentino.in

• City-wise Distributorship Enquires Solicited

• For business enquires : rkotha@valentino.in or call : +91 73510 15666

Online Partners :-



DISTRIBUTORS :- ANDHRA PRADESH - VEDA ASSOCIATES (09848199454), BIHAR & U.P. - MR.Laxman (8439469384, 9756337097), J&K- MAHAJAN SALES (09419195445), KERALA- D.J.MARKETING (09447134471)
MADHYA PRADESH - SARASWATI INTERNATIONAL (9897363542), MAHARASHTRA - TEJAM LEATHERS (09552595492), MUMBAI - S.P.AUTOMOBILES (09869413526)

Also available at :-



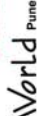
Hyderabad

Pune

Jammu



Pune



Call: +91 99970 40081

100% Genuine Leather Footwear & Accessories products available at all leading footwear & fashion stores throughout India and selected countries.

MARC

Brand: **MARC** | Company: **V K KNITTING INDUSTRIES**

Marc, launched by V K Knitting Industries, is one of the distinctive global manufacturers, suppliers and exporters of finest range of cotton socks. With an amalgamation of advanced machines, latest equipment and dedicated team of professionals, the company has made its mark globally with consistent quality and innovative designs. V K Knitting Industries was established in 1993 and the company has grown by leaps and bounds owing to its dedicated and focused attitude towards quality and innovation.

Brand USP: The products are specifically manufactured using premium quality yarns sourced from certified vendors in the market. The USP of the brand is to provide finest quality product with customer satisfaction. Marc has a team of expert quality analysts who vigilantly checks and analyzes each and every process to ensure that the end product is flawless.

Core Product Offering: The brand offers socks for men, women and children, sports socks, sneakers, foot covers, health socks, etc. in exclusive designs and patterns. Marc also offers handkerchiefs and neckties.

Presence in Large Format Stores: The brand is

currently associated with Shoppers Stop, Octave Clothing, Roush Shoes, Doc Mark, with more than 200 retail outlets all over India.

Presence in online retail: Marc is present in all major e-commerce portals including, Snapdeal, Flipkart, Myntra, Bestylish and Jabong.




Astron[®]



FASHION
FOR THE GLAMOUR GIRL

Fashionista
BE A STAR™

 astronbeastar.com

MASH UP

Brand: **MASH UP** | Company: **HALF-TICKET APPARELS** | Total no. of MBOs: **700 (approx.)** | No. of MBOs added in 2015: **50 (approx.)**
 Growth percentage (CAGR of last 3 years): **20%**



Mash Up, from the house of Half-Ticket Apparels, is a new age kids fashion brand which speaks of superiority, class, leadership and difference. The brand is a premium offering from the makers of Bad Boys (Modern Classic), the brand bringing fun fashions for your little ones since 1992. Mash Up was launched in 2014 and due to its international flavour and appeal, it has been widely accepted by boys, parents as well as retailers alike in every part of the country.

Brand USP: The brand's USP lies in its premium shirts, which have an international flavour in them. The price range also adds to the brand's popularity.

Core Product Offering: Mash Up offers casual and club wear shirts for boys and teens.

Target customers: The brand targets section A1, A2 and B1 of the society. Mash Up customers include fashionable parents and little boys in the age group of 6-16 years, who are aware of the present fashion trends.

No. of Indian cities currently present in: The brand is present in around 100 cities across the nation.

Presence in online retail: The brand is present on major online retail channels like Jabong, Amazon, Flipkart, Snapdeal, Paytm, etc. Mash Up has plans to be available on Myntra soon. Also, the brand is working to start its own online portal with the biggest collection of shirts in the coming days.

Future plans: The brand aims to set up around 30 shop-in-shops in large format stores like, Shoppers Stop, Lifestyle, Globus, etc., by the end of this year. Mash Up also plans to add some designer collection in its product basket, including designer trousers, blazers and waistcoats, later this year.

Targeted cities in the next couple of years: Mash Up plans to enter the markets of Kolkata and other major cities in West Bengal, Hyderabad and other major cities in Andhra Pradesh and Telangana, northeastern regions and Raipur in Chhattisgarh.



MADE FOR
**INDIAN
MOODS**

LONDON
KA
ANDAAZ

WAAH
TAAJ



INDO WESTERN | SUIT | SHERWANI | KURTA



Indian Wear from

Manish[®]
CREATIONS

Exclusive Outlets

Allahabad | Bareilly | Bengaluru | Bhubaneswar | Chennai | Faridabad | Gorakhpur | Hyderabad | Kanpur | Kolkata
Patna | Varanasi | Vijayawada | Vizag

For Franchisee & Trade Enquiries p +91 86977 33571 | e info@manishfashionworld.com

Corporate Office Paridhan Garment Park, Kolkata - 700 015, p +91 33 3020 0500

MEXICO

Brand: **MEXICO** | Company: **MEXICO FASHIONS PVT. LTD.** | Total no. of MBOs: **600** | No. of MBOs added in 2015: **60**

Growth percentage (CAGR of last 3 years): **40%**



Launched in 2004 by Dinesh Agarwal who rightly understood the pulse of the Indian market, Mexico reflected popular trends and offered quality products at affordable rate. The brand believes that denim is the future of India and that however stylish the jeans may be on the rack, it won't be accepted by the discerning consumer unless it gives the right fit. Mexico works with an aim to offer the perfect fit and perfect style of denim to the youth.

Brand USP: The brand's USP is in providing the Indian customers, international fashion trends at an affordable price.

Core Product Offering: The brand makes men's denim in different fits and styles, which ranges between ₹999-₹1,999.

Target customers: Mexico targets men in the age group of 18-35 years. In basics segment, it caters to men from 35-60 years of age.

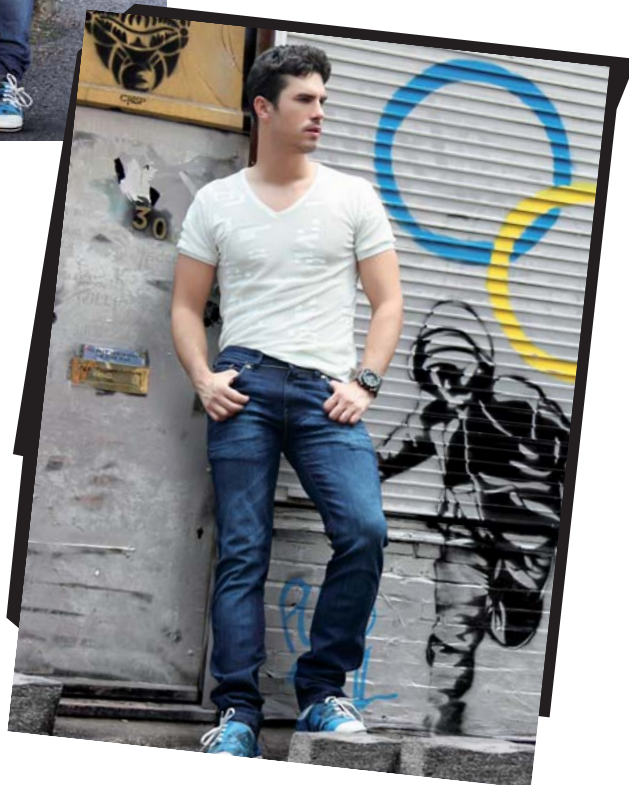
New territory or region added: The brand has entered Kerala recently. Mexico is in a continuous process of strengthening its market, capitalizing its maximum potential and then moving forward to the next level.

Presence in online retail: Mexico is planning to start online retailing through its own website in the near future.

Future plans: The brand is planning to add women's denims by the next winter. The new offering will be lycra-based and will be priced at ₹999-₹1,499. The new range will have straight fit and slim fit. Also, Mexico is planning to introduce a range of casual shirts to complete the men's portfolio in the coming years.

Targeted cities in the next couple of years: The brand aims to target growing territories of Karnataka, West Bengal and Bihar in future.

×



me



SUMMER STORY
WITH ESHA GUPTA

spring summer 2016 campaign

moda elementi

MODA ELEMENTI

Brand: **MODA ELEMENTI** | Company: **MODA ELEMENTI INDIA PVT. LTD.** | Total no. of EBOs: **8** | Total no. of MBOs: **300**
 No. of EBOs added in 2015: **8** | No. of MBOs added in 2015: **300** | Total no. flagship stores: **1** Brand turnover (estimated for CY2015): **₹12 crore**



Moda Elementi, a women's wear brand, was first launched in Jaipur in April 2015. The brand now has opened 8 stores across India, covering the states of Punjab and Rajasthan. Moda Elementi was started with a vision to provide international quality garments at Indian prices. It serves girls and ladies, who have an appetite to wear.

Brand USP: The ladies wear brand works to produce economical products of fine quality, inspired by the latest trends in international markets.

Core Product Offering: Moda Elementi offers high street fashion tops, t-shirts, shirts, blouses, knitwear, sweatshirts, jackets and coats.

Target customers: The fashion major targets teenage girls as well as fashion conscious ladies.

No. of India cities currently present in: The women's wear brand is, at present, available in seven prominent cities.

New territory or region added: The brand recently ventured into the markets of Jammu.

Presence in online retail: Mode Elementi is currently catering to its online customers through Limeroad and the brand's own online portal.

Targeted cities in the next couple of years: The brand aims to enter New Delhi, Gurgaon, Noida, Agra, Dehradun and Bengaluru.

×





Jus Cubs
granting kids wishes

Happy New Year

Jus Cubs
granting kids wishes

For trade enquiries contact:

Vishnu : 7200849030; Mr. Ragunath : 9789993492
No:36 1 Cross, Begur Main Road, Bommanhalli, Bangalore, 560068
Near Maheswaranma Temple
Email : marketing@juscubs.com

www.facebook.com/juscubs Website: www.juscubs.com

Available at:

-  * www.juscubs.com
-  * www.snapdeal.com
-  * www.amazon.com
-  * www.flipkart.com
-  * www.paytm.com
-  * www.shopclues.com

MOUSTACHE & M BRAND

Brand: **MOUSTACHE & M BRAND** | Company: **MOUSTACHE INTERNATIONAL PVT. LTD.** | Total no. of EBOs: **54** | Total no. of MBOs: **380+**
 No. of EBOs added in 2015: **10** | No. of MBOs added in 2015: **50** | Total no. of flagship stores: **8** | Growth percentage (CAGR of last 3 years): **25%**



Moustache is a leading readymade garment manufacturing brand with a renowned national and international repute. Established in 1984 by Moustache International Pvt. Ltd., the brand has since been engaged in the manufacturing of denim and casual wear for both men and women. Moustache's dedication to quality and conscientious effort at every level has earned the brand the reputation for years as being 'The Best in Eastern India'.

Brand USP: The brand has maintained a renowned and acknowledged position as a jeans maker since 1984. Moustache has a professional staff, empowered by vision and creativity, who bring excellence to all aspects of garment manufacturing and distribution.

Core Product Offering: The brand offers jeans, cotton trousers, shirts, t-shirts, ladies jeans, tops and jackets. Moustache also caters to accessories requirement including socks, caps, belts, etc.

Target customers: The target customers are the youth and the ones who are young at heart. Age is just a number and the brand conforms to the same and caters to people from almost all age groups; be it a 14 year old teen or a 60 year old man.

Presence in Large Format Stores: The brand has presence in large format stores like Shoppers Stop, Pantaloons, Reliance Retail and Lulu.

New territories or regions added: The brand expanded to Jharkhand, Muzaffarpur in Uttar Pradesh and Patna in Bihar in the recent years.

Presence in online retail: Moustache has presence on Snapdeal, Flipkart and Amazon.

Future plans: The brand is keen on expanding its reach in northeast and south India through all formats, including exclusive brand outlets, multi-brand outlets and large format stores.

Targeted cities in the next couple of years: The fashion brand is planning to target cities like Hyderabad and Visakhapatnam in Andhra Pradesh, Guwahati in Assam, Chennai in Tamil Nadu and Bengaluru in Karnataka.

Franchise requirement: The brand is looking for franchisee partners at the eastern, northeastern and southern parts of India. The interested franchisee should have the capacity to invest around ₹15 lakh and can contact Varun Gupta, Retail Manager, Moustache, on +91 9831042466 or can write to him at varun@moustachejeans.com.

×



DO BUSINESS WITH INDIA'S LEADING T-SHIRT BRAND!



UNISEX



WOMEN



KIDS



BABIES



Over 10 labels, covering all categories in knits, including winter-fleece! Get connected today!

OPEN A TANTRA STORE!

tantra

t-shirts

Contact: Tantra, 73, 'A' wing, Mittal Tower, Nariman Point, Mumbai-400021.
Tel: 022-22826019 / 6428. email: tantratshirts@gmail.com, <www.tantratshirts.com>

O'KS BOYS

Brand: **O'KS BOYS** | Company: **SEEMA ENTERPRISE** | Total no. of MBOs: **800** | No. of MBOs added in 2015: **75**



O'KS Boys, born with an idea of styling the little boys, is one of the leading and the fastest growing fashion brand representing style and quality since 1999. With a range in stripes, checks, solids, prints and more, the company added variety in kids wear and gave them just another thing to like- Style. Based in Mumbai, O'KS Boys focuses on fashion and creativity.

Brand USP: With its product range including fashion shirts, jackets and bottoms, the brand has set a yardstick for other competitors to recognise and satisfy the need of much neglected segment of kidswear.

Core Product Offering: O'KS Boys is a complete kids wear brand that offers designer shirts, casual jackets, party wear shirts and jackets, toddler shirts, toddler jackets and bottoms.

Target customers: The brand targets kids from age group of 3 months to boys aged 18 years old.

No. of Indian cities currently present in: The kids wear major has presence pan India.

Presence in online retail: The brand has presence across major e-commerce portals like Snapdeal, Flipkart, Amazon, Naptol, Teleshopping and Jabong.

Future plans: O'KS Boys is planning to expand its reach by increasing the number of MBOs, SIS and being available in more large format stores in times to come.

Franchise requirement: The company is not looking for franchisees but is interested in getting more distributors. Interested people or firm can contact Khushboo Bhayani, Development Head, O'KS Boys on +91 9833268645.

×





GET IN SHAPE INSTANTLY WITH DERMAWEAR

THE INSTANT SOLUTION FOR A PERFECT SHAPE IS HERE

*Results may vary from person to person.



**Jamao Impression
Bina Tension**

4D FABRIC WITH 4D STRETCH

BREATHABLE FABRIC

SKIN FRIENDLY & NON-ALLERGIC

IMPORTED QUALITY

FEATHER LIGHT

WICKS MOISTURE AWAY

Discover the secret to an hourglass silhouette with our range of stylish bodyshaping innerwear. Handcrafted using the unique stretchable 4D fabric, Dermawear compresses your body into shape without ever making you feel uncomfortable.

Products available at all leading innerwear stores: Toll free no: 1800 1200 604

OTTO

Brand: **OTTO** | Company: **OTTO CLOTHING PVT. LTD.** | Total no. of EBOs: **23** | Total no. of MBOs: **1,000** | No. of EBOs added in 2015: **6**
 No. of MBOs added in 2015: **100** | Total no. of flagship stores: **14** | No. of flagship stores added in 2014: **5**
 Brand turnover (estimated for CY 2015): **₹300 crore**



Otto, a flagship brand of Pothys Clothing Pvt. Ltd., is one of the largest men's wear brand in south India. The brand reaches its discerning customers through an extensive network, comprising of more than 1,000 MBOs across the southern region, predominantly in Tamil Nadu. The brand owns and operates on integrated state-of-the-art production facility in an area spanning six acres. Otto has concentrated on formal wear and is known as the brand for 'gentlemen of all ages'.

Brand USP: The ethos of Otto reflects the brand's close attention to quality and commitment to its customers.

Core Product Offering: The brand's core segment comprises of high quality clothing with an elegant appearance for the executives,

professionals and self-employed owners of small, medium and large corporates.

Target customers: Otto targets men from middle class and upper middle class of the society.

No. of Indian cities currently present in: The brand is present in a number of south Indian cities.

Presence in Large Format Stores: Otto caters to its customers through large format stores including Globus and Pothys.

New territory or region added: The brand has entered into the markets of Kerala and Andhra Pradesh.

Presence in online retail: The brand is yet to penetrate into the online retail market. Otto has plans to enter the online world by April, 2016.

Future plans: Otto has plans to increase its store count and reach a 100 count by 2019.

Targeted cities in the next couple of years: The brand aims to target Kerala, Andhra Pradesh, Telangana, Karnataka and parts of eastern India in the next couple of years.

Franchise requirement: The brand is looking for franchisees with an investment capacity of ₹2,000 per sq.ft. and an area of 1,000-1,500 sq.ft. Interested franchisees may contact Sathiyam Manoharan, DGM, Otto, on +91 9176677111 or can write to him at sathiyam@ottoclothing.in.

×





100 Stores & Counting
Exclusive Brand Outlets Also

National Presence Andhra Pradesh | Arunachal Pradesh | Assam | Bihar | Chattisgarh | Delhi & NCR | Gujarat | Haryana | Jammu & Kashmir | Jharkhand | Karnataka | Kerala | Madhya Pradesh | Maharashtra | Manipur | Meghalaya | Mizoram | Nagaland | Odisha | Punjab | Rajasthan | Sikkim | Tamil Nadu | Tripura | Uttarakhand | Uttar Pradesh | West Bengal

International Presence Kuwait | Saudi Arabia | Bahrain | Oman | UAE | Yemen | Nepal | Bhutan | Bangladesh | Qatar | Sri Lanka

Stitch Fab India Pvt. Ltd. 78 Lenin Sarani, Kolkata, 700 013
Phone (+91) 33 2217 5181, (+91) 98300 77363 E info@appleeye.co.in
W www.appleeye.co.in FB facebook.com/AppleyeKidsApparel
FRANCHISE INQUIRY CONTACT - N.A. WARS!, 903807781

POISON JEANS

Brand: **POISON JEANS** | Company: **VIDHI MOD FASHION** | No. of MBOs: **500 (approx.)** | No. of MBOs added in 2015: **500 (approx.)**



Poison Jeans was launched in 1980 with basic jeans exclusively for men. The brand has now increased its range in fashion jeans and has made them its USP product. Poison's range is 80 percent fashion and 20 percent basic because of the demand for fashion denims. The brand's portfolio consists of basic, fashion and jog denims.

Brand USP: The brand regularly brings in new styles and cuts in its collection. Poison Jeans also looks into new washing variations and accessories, for example, the brand has come up with different types of belts recently. The product range includes basic denims and fashion denims.

Target customers: Poison Jeans targets men from the age of 16 years and above.

No. of Indian cities currently present in: The denim brand has presence in approximately 100 cities in the country.

New territories or regions added: The brand recently ventured into the North-East region of India.

Presence in online retail: Poison Jeans is looking forward to reach out to its customers through online retail in the next year.

Future plans: The brand is planning to launch a range of casual shirts in the near future. It is also looking forward to having a presence in all the states of the country.



×

Scan[®]
Lingerie

for the
• GORGEOUS •
WOMAN

Available at



customer care no: +91 22 2470 3671,
E: info@scanlingerie.com



RANGOLI

Brand: **RANGOLI** | Company: **RANGOLI SAREES LTD.** | Total no. of EBOs: **9** | No. of EBOs added in 2015: **1** | Total no. of flagship stores: **9**
No. of flagship stores added in 2015: **2** | Growth percentage (CAGR of last 3 years): **22%** | Brand turnover (estimated for CY 2015): **₹100 crore**



Rangoli, one of the pioneers in women's ethnicwear segment, inception in 1990 with a store at Park Street, Kolkata. Since then, the brand has never looked back and went on to launch 10 family size stores across India, spread across cities of Bengaluru, Chennai, Hyderabad, Kochi, Kolkata and Vijayawada. Rangoli has mastered the art of textile intricacies, impeccable tailoring and the sheer brilliance of draping a lady. The brand has always catered to women with high fashion taste and provides the best mix of price and quality.

Brand USP: Rangoli is a value brand and sells at a competitive price. An excellent team of weavers and in-house designers from across the country helps the brand bring a wide variety of products under one roof.

Core Product Offering: The brand offers sarees, salwar suits, gowns, lehengas, tunics, leggings, Indo-western wear, and also a range of products for kids.

Target customers: Rangoli targets women of all age groups, be it kids, young girls or middle aged women.

No. of Indian cities currently present in: The brand has presence in six cities across the nation.

New territory or region added: The brand has recently ventured into the markets of Vijayawada in Andhra Pradesh.

Presence in online retail: The brand caters to its online customers through its own website www.rangoliindia.com and also ships without charges across the country. Rangoli is also present in e-commerce portals like Flipkart, Snapdeal, Amazon and Myntra.

Future plans: The brand has plans to expand its product lines like its expanded to kidswear and Indo-western wear, earlier. Furthermore, Rangoli also aims to target the eastern parts of the country.

Targeted cities in the next couple of years: Rangoli has plans to target the cities of Kolkata in West Bengal, Visakhapatnam in Andhra Pradesh and Raipur in Chhattisgarh in the coming years.

×



soch[®]



BANGALORE | MANGALORE | MYSORE | HUBLI | DHARWAD | BELGAUM | TUMKUR | GULBARGA | CHENNAI | COIMBATORE | SALEM
COCHIN | HYDERABAD | VIJAYWADA | VIZAG | MUMBAI | PUNE | KOLHAPUR | BHOPAL | INDORE | KANPUR (UP) | LUCKNOW

ROCKSTAR JEANS

Brand: **ROCKSTAR JEANS** Company: **ROCKSTAR FASHIONS INDIA PVT. LTD.** | Total no. of EBOs: **4** | Total no. of MBOs: **1,800**
 No. of EBOs added in 2015: **1** | No. of MBOs added in 2015: **300** | Growth percentage (CAGR of last 3 years): **25%**



Rockstar Jeans was born not to sell, but to be excited about every sketch, every stitch, every fabric and every work of art. Within seven years of inception, it has a solid presence in almost 1,800 MBOs. Partnered with leading national retailers, Rockstar Jeans is driving its product line comprehensively into every nook and corner of India. Currently, the brand is manufacturing over 1.8 million units per year.

Brand USP: Rockstar Jeans consistently manages to shelf the most recent fashion trends, ensuring consumers to have firsthand access to the latest in fashion at an affordable price range.

Core Product Offering: The brand offers denims, trousers, shirts, linen and t-shirts.



Target customers: The brand targets men in the age bracket of 16-35 years.

No. of Indian cities currently present in: Rockstar Jeans has presence in 15 cities across the country.

New territory or region added: The brand has recently ventured into the markets of New Delhi, Mumbai and parts of West Bengal.

Presence in online retail: The brand caters to its online customers through all the major e-commerce portals. The fashion brand also retails through its won online store. Rockstar Jeans is planning to launch on mobile sites in April, 2016.

Future plans: The brand aims at acquiring better market share from the existing territories and is also planning on adding new geographical locations to its ambit, along with expansion in online retailing.

Targeted cities in the next couple of years: Rockstar Jeans has plans to target Kerala, Jharkhand, Bihar and northeastern states for its business expansion.

Franchise requirement: The brand is looking for distributors for the brand products in the new territories or areas where Rockstar Jeans does not have any presence or stronghold. The investment capacity should be at least of ₹25 lakh. For further details, contact Rakesh Lalwani, General Manager, Rockstar Jeans, on +91 7674846666 or write to him at rakesh@rockstarjeans.in.





Available at : **lifestyle**
YOUR STYLE YOUR STORE



AT ALL LEADING STORES
ACROSS INDIA



follow us on



Finesse Fashions Pvt Ltd. Unit/Gala No. 17, Ground Floor, "Premsons Industrial Estate", Tahira Compound, Caves Road, Village Majas, Jogeshwari (E), Mumbai - 60, Contact: + 91-2228369760/61 Email: info@finessefashions.net

For Trade And Distributor Enquiry, Please Contact Mr. G. Satyanarayan (Satya) : +91-9820075066, Mr. Vijay Soni : +91-9820144229

OUR DISTRIBUTORS:

PUNJAB, J&K, HIMACHAL PRADESH, HARYANA Paramount Fashions Pvt. Ltd. - Mr. Sangram Bedi + 91-9815610022, MR. Pankaj Walia + 91-9815760000 - U.P. & U.K. Panchanan International Pvt Ltd - Mr. Kamal Agarwal + 91-09810039602 - DELHI - NCR Style Edge Clothing Company - Mr. Rajeev Seth +91-09811257087 - KOLKATA V. C. Marketing - Mr. Chirag + 91-9830280766 CHATTISGARH and MP Bombay Clothing Company - Mr. Vikas Vaswani + 91-90099477777 - GUJRAT High Aims Tradecom Pvt Ltd. Mr. Ketul Batavia + 91-9825210100, ASSAM - Ganga Fashion Mr. Sanjay Agarwal + 91-9435705769 - ODISHA - M.S. Clothing Mr. Rohit Agarwal + 91-9937225825 - AP / TELANGANA Laxmi Marketing - Shiva Sharma +91 9885441122 - REST OF MAHARASHTRA Horizon Trading - Sushil Raheja + 91-9820511429, MUMBAI Direct - Mr. G. Satyanarayan (Satya) : + 91-9820075066 , Dharmendra Parab + 91-9222096833

ROOKIES

Brand: **ROOKIES** | Company: **FINESSE FASHIONS PVT. LTD.** | Total no. of MBOs: **850** | No. of MBOs added in 2015: **100**
 Growth percentage (CAGR of last 3 years): **50%** | Brand turnover (estimated for CY 2015): **₹24 crore**



Rookies was established in 2009 by Finesse Fashion Pvt. Ltd., with a vision to provide international fashion in denims at an affordable price. Pushing the boundaries continuously, experimenting with innovations and developing products with a young team, Rookies has, over the years, created a place for itself among the national brands. Distinct attitude with an iconic style is the creative vision of the brand. Rookies jeans demonstrates the depth of “Finesse Fashion” approach to design.

Brand USP: The mid-premium brand sources the fabrics from international mills for manufacturing. The high standard washing techniques is the main USP of the brand. Rookies draws inspiration from rich and dynamic environment overtime which refines

its sense of style that gains character overtime with age and use.

Core Product Offering: The brand offers denims, shirts, t-shirts, cargos and shorts.

Target customers: The brand targets men, both young or old, who aspires to wear original and comfortable denims.

No. of Indian cities currently present in: Rookies is available pan India.

Presence in Large format Stores: The brand caters to its customers through large format stores like, Lifestyle and Central.

New territory or region added: The brand has recently entered the territories of Odisha, Assam and the adjoining north-eastern states.

Presence in online retail: Rookies is present in various e-commerce portals including, Jabong, Myntra, Flipkart, Amazon and Paytm.

Future plans: Rookies has plans to open more exclusive brand outlets in different territories in India. The brand also aims at strengthening its foothold through presence in more large format stores.

Targeted cities in next couple of years: The brand is targeting tier -II and -III cities having good potential for further business expansion.



Ufo

oodles of fun & style



CG Creative
G R O U P

FOR TRADE ENQUIRIES CONTACT: MR.ABHISHEK +91 9900026212
EMAIL ID :abhishek@creativeblr.com

DISTRIBUTOR ENQUIRIES SOLICITED IN: Delhi/Mumbai
Rest of Maharashtra/Gujrat/Rajasthan/Madhya Pradesh
East & North East India.

LIKE US ON:
www.facebook.com/UnderFourteenOnly

UNLIMITED

HyperCITY
Big store. Big savings.

megamart

ITC Limited

CENTRAL

amazon

MYNTRA.com

JABONG.com

flipkart.com

paytm

snapdeal.com

ONLINE

SHOPCLUES.com

LU.LU FASHION STORE

RUFF

Brand: **RUFF** | Company: **D S CORPORATION** | Total no. of EBOs: **18** | Total no. of MBOs: **250** | No. of EBOs added in 2015: **5**
No. of MBOs added in 2015: **30** | Total no. of flagship stores: **3**



Ruff, one of the largest selling kidswear brand in India, was launched and started by D S Corporation which is a flagship company of Dearson Group of Companies, in 1995. Being a trendsetter in the kidswear segment since ages, Ruff creates the latest international fashion trends thus providing the fashion conscious kids stylish clothing and co-ordinated accessories with ever changing styles and products.

Brand USP: Ruff's products line is its biggest USP. The brand has always nurtured futuristic outlook by maintaining constant innovation, creation and stringent quality control measure, coupled by dynamic marketing approach providing complete customer satisfaction.

Core Product Offering: The brand offers PQ plain, PQ stripes, pack of 3/2, round neck and branded tees.

Target customers: Ruff targets section A and A+ consumers.

No. of Indian cities currently present in: The brand is present all across the country through large format stores.

Presence in Large Format stores: the brand has presence in major large format stores including Shoppers Stop, Globus and Central.

New territories of regions added: Ruff has started operations in Patna in Bihar, Varanasi in Uttar Pradesh and Vadodara in Gujarat.

Presence in online retail: The kidswear brand retails through online portals like Jabong, Hopscotch, Shoppers Stop, Kapskids, and is soon planning to reach out to customers through Myntra.

Future plans: Ruff has major expansion plans in place. It is planning to open more EBOs, and spread its reach through more shop-in-shops and MBOs.

Targeted cities in the next couple of years: The brand has plans to target tier -II and -III cities in future.

Franchise requirement: In attempts to increase its presence, the brand is open for franchise business. Interested franchisees should have an investment of ₹10-₹15 lakh and a carpet area of 500-800 sq.ft. For further queries, write to Mohammed Imran Bhadalia, Retail Head, Ruff at info@ruff.in.

×



SHERIFF

Brand: **SHERIFF** | Company: **C K INTERNATIONAL** | Total no. of EBOs: **10** | Total no. of MBOs: **400** | No. of EBOs added in 2014: **1**
 No. of MBOs added in 2014: **50** | Total no. of flagship stores: **3** | No. of flagship store added in 2014: **1**
 Growth percentage (CAGR of last 3 years): **25%**



Sheriff, a men's wear brand, has covered a long journey since its inception by C K International in 1985. The brand started from manufacturing shirts, then added t-shirts to its portfolio and now its a complete men's wear brand. By using the best fabrics and offering the finest cuts and style, the brand has made a strong hold in the northeast terrain. Priced reasonably, Sheriff is within the reach of many, providing them with contemporary fashion at an affordable price tag.

Brand USP: The brand's USP lies in providing the customers with contemporary fashion and high value garments at an affordable price.

Core Product Offering: Sheriff offers shirts, trousers, denims, t-shirts, blazers and gilets.

Target customers: The brand targets the young aspiring male in the age bracket of 22-45 years. Sheriff customers have a taste for fashionable and trendy clothing.

No. of Indian cities currently present in: The brand is available in 40 cities across the nation.

New territory or region added: The brand has recently ventured into the markets of Bihar.

Presence in online retail: Sheriff is currently available on Snapdeal, Amazon and Flipkart. The brand is also looking forward to add more e-retailers.

Future plans: Sheriff has plans to launch a range of ladies wear collection in the years to come.

Targeted cities in the next couple of years: The brand is planning to target the markets of Uttar Pradesh and Maharashtra.



SHREE

Brand: **SHREE** | Company: **COSMIC EAGLE BRANDS PVT. LTD.** | No. of Indian cities currently present in: **65** | Total no. of EBOs: **7**
 Total no. of MBOs: **110** | Brand turnover (estimated for CY2015): **₹55 crore**



Shree, a womenswear brand from Cosmic Eagle Brands Pvt. Ltd., is deep rooted in the rich Indian culture where Devi is quintessentially the core of every Indian woman. Shree draws inspiration from the balanced Indian woman who straddles both work and home with elegance and efficiency. The collection from Shree brings alive the nature of the true Indian woman, who carries herself with great aplomb and grace. The brand offers a plethora of options to choose from, to the confident, bold and yet feminine Indian women.

Brand USP: Shree is a fast track, value fashion brand. The women's ethnic fashion major prides in making five new designs everyday.

Core Product Offering: Dedicated to a vision of style that's both chic and affordable, Shree offers kurtas, kurtis, dupattas, salwar, leggings and accessories. Shree recently introduced its Spring/Summer '16 collection for the fashion-forward Indian women. The collection embraces a wide range of color palette, fresh cuts and patterns and summer-friendly fabrics like cotton, linen, rayon, crepe and georgette. The collection also lays special emphasis on fusion wear, digital prints and tonal prints. Comprising of themes such as Kutch, Rajastani Indigo, Herbs, Tropical and Geometric, the latest

gems from Shree are sure to further accentuate feminism and make the ladies stay cool and look chic in the coming summer.

Target customers: The ethnic wear major targets working women, housewives and students in the age bracket of 25-50 years.

New territories or regions added: The brand recently added South India, Uttar Pradesh, Uttarakhand and Bihar among their market portfolio.

Presence in online retail: Shree is present on all major e-commerce sites in India including Myntra, Jabong, Flipkart, etc. The brand is currently selling more than 80,000 units per month.

Future plans: The brand is looking forward to expanding its distribution presence pan India. The ethnic fashion major is also planning to open more EBOs in 2016.

Targeted cities in the next couple of years: Shree is focusing on states like Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Punjab, Bihar and Gujarat.

Franchise requirement: The brand is looking for franchise partners pan India. The interested franchisee should have the capacity to invest around ₹25-₹30 lakh. For further queries, contact Aman Rehman Khan, Assistant Manager - Retail, Shree on +91 9555040519 or write to him at aman.rk@cosmicbrands.in.



NOVIO™

LEGGINGS



■ Novio kojines have special features that make it a unique product. Best quality spandex yarn from Creora is blended with 95% of cotton and treated with silver knight protective finish. The end product results in ZERO BACTERIA formation & ZERO ODOUR.

■ Launched from the government approved Star Export House- DENIMATIC, aims the vision of Eco friendly product with minimum maintenance, water and detergent consumption.



Powered by



DENIMATIC (INDIA) PVT. LTD. ■ 78, LENIN SARANI, KOLKATA- 700013

FOR DEALER'S ENQUIRY :: CONTACT: +91 9831 113183, +91 9007 012005 | E Mail :: denimaticindia@gmail.com

SOCH

Brand: **SOCH** | Company: **M D RETAIL INDIA PVT. LTD.** | Total no. of EBOs: **61** Total no. of MBOs: **11** No. of EBOs added in 2015: **11**
 Total no. of flagship stores: **4** | No. of flagship stores added in 2015: **1** Growth percentage (CAGR last 3 years): **45%**
 Brand turnover (estimated for CY2015): **₹300 crore**



With a commitment to a fashionable range of designer ethnic wear for women at an affordable price, Soch began with a single store in 2005 at Forum Mall in Bengaluru. With immense potential at hand, Soch soon became one of the most loved ethnic brands in the country, designed for the modern Indian woman. Today, the brand boasts of operating 61 EBOs across India and also a fully integrated online store, www.sochstudio.com.

Brand USP: The brand's wide selection of merchandise with emphasis on quality and meticulous attention to detail allows it to cater to a spectrum of discerning customers. Soch studio adds fresh designs to its collection every week, bringing latest trends from across the country to their customers.

New territories or regions added: Soch recently entered the markets of tier-II cities in South and Central India.

Presence in online retail: The brand is working extensively in bridging the gap between their online and retail services through their online store. Their online store offers services like click-and brick, where online buyers can pick up products from stores and also allows customers to exchange their online purchases or get alternations done at their physical stores. This further helps the brand to provide its customers with superior service and experience.

Future Plans: Soch has plans to open 35-40 stores by the end of 2016. The ethnic wear major intends to grow in central, west and south India, followed by opening their outlets in north and eastern parts of India. Soch is also working on developing a mobile application with the similar agenda of providing superior service and experience to its customers.

Targeted cities in the next couple of years: They are targeting North and East India in the coming years.

Franchise Requirement: The brand is looking for franchisee options in south India. It requires investment of approximately ₹60-₹80 lakh and an area of about 1,500-2,000 sq.ft. Interested people can contact Archana Singhania, Business Development-Head, Soch at archana@sochstudio.com.



Core Product Offering: The ethnic brand offers kurtis, sarees, churidar sets – both stitched and unstitched, other bottoms including leggings, jeggings, palazzo and patiala-dupatta sets. Other core products also include ghagra cholies, readymade blouses, dupatta, stoles, shawls and skirts.

Target customers: Soch targets women in the age bracket of 20 to 40 years.

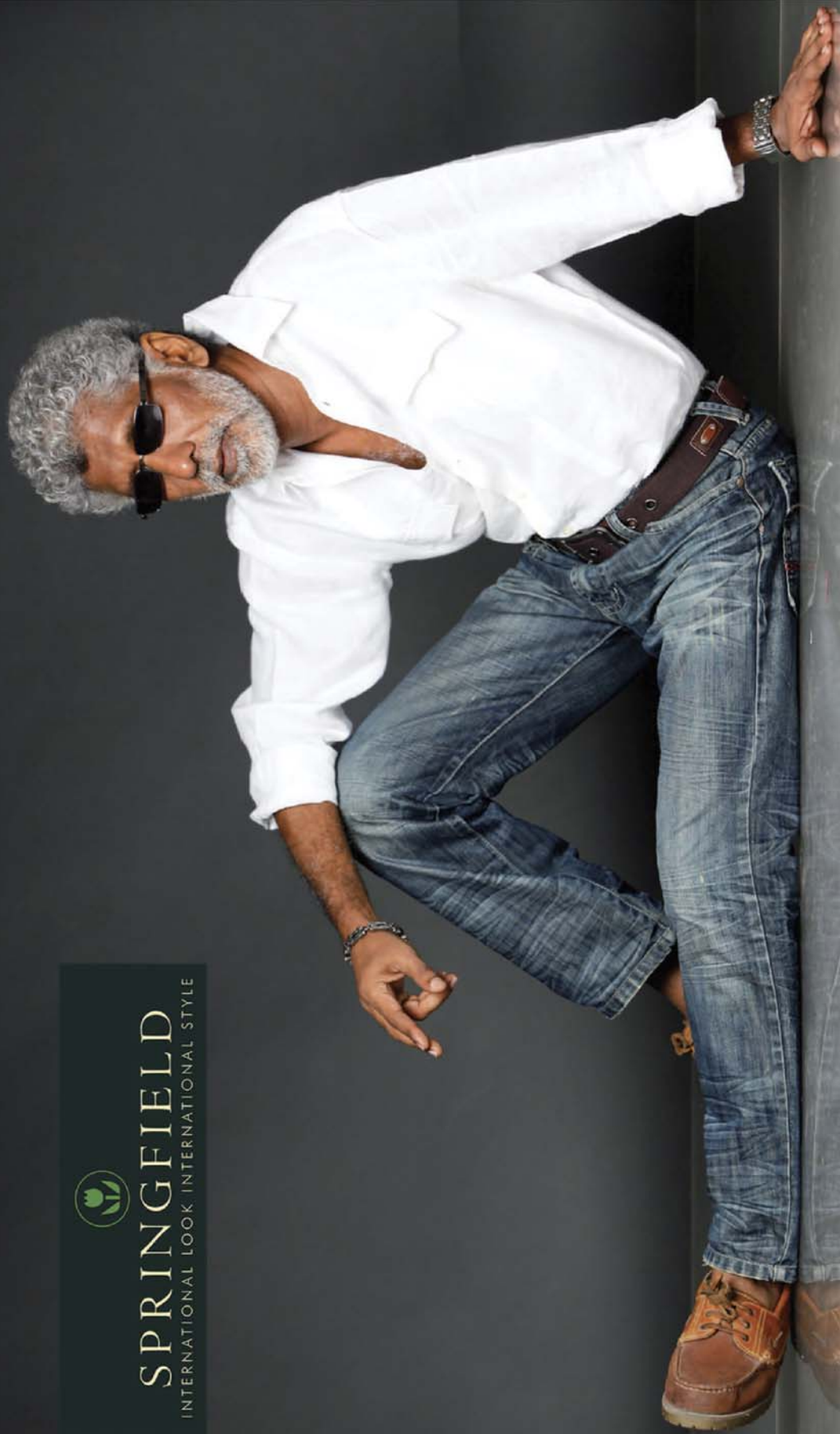
No. of Indian cities currently present in: The brand is available in 18 major cities across the country.

Presence in Large Format Stores: The brand is present in one large format store, that is, Central.



SPRINGFIELD

INTERNATIONAL LOOK INTERNATIONAL STYLE



Springfield Fashions: 128, A To Z Industrial Estate, G K Marg, Lower Parel, Mumbai - 400013 **Tel:** 91-22-24949559, 40041233.

Email: info@springfieldfashions.com

Online store: www.springfield-estore.com

Also Shop Online: [amazon.in](https://www.amazon.in) [snapdeal](https://www.snapdeal.in) [rediff.com](https://www.rediff.com) [ebay](https://www.ebay.in) [paisam](https://www.paisam.com)

For Trade Enquiries: Contact Mr. Yogesh Shetty **Ph:** +91 9322213315. **Email:** yogesh@springfieldfashions.com.

SPARK

Brand: **SPARK** | Company: **SPARK CREATIONS** | Total no. of MBOs: **250 (approx.)**

Spark, a leading manufacturer and exporter of kidswear, started its journey in 1983 from central India. The brand believes that its job doesn't end by just making the garment look good, but the work continues until it makes the product feel good. A highly efficient and trained team of technicians ensure that not even a single millimeter of thread is not out of place and the garment is exactly to specifications. The brand has in-house screen and computer

embroidery facilities, which assist in not only keeping high quality control but also cut down costs and minimise supply time. These facilitate the brand in experimenting on new styles, thereby making it the very first to get the new trends to its customers.

Core Product Offering: The brand deals in a variety of kids wear clothing. Spark offers fashion t-shirts, basic t-shirts, cargos, trousers, and lowers as separates. Other offerings also include infant sets, trouser sets, textile sets, denim sets and three piece sets.

Target customers: The brand caters to children in the age group of 1-14 years. Though kids are the end customers, but parents are major influencers in the buying process. This makes increasingly important for the brand to provide all the varieties in the segment, under one umbrella.

No. of Indian cities currently present in: Spark has been winning markets in metros cities of Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, etc. The brand also has presence in many smaller cities like Amritsar, Ludhiana, Udaipur, Kanpur, Jaipur, Cochin, Coimbatore and Calicut.

Presence in Large Format Stores: The brand is available in a number of large format stores across India. The brand believes that with the mall culture fast catching up everywhere in the country, large format stores are the anchor stores which bring in the most walk-ins.

New territories or regions added: Spark has made in-roads in the fiercely competitive markets of the UAE and other Gulf countries and is doing considerably well there. Spark is available in large format stores in the Middle East countries as well.

Future plans: The brand is on the verge of making its foray into the European and American markets and is confident that its products will gain popularity in these international destinations too. The brand has plans to penetrate in varied markets for business expansion.

×



embroidery facilities, which assist in not only keeping high quality control but also cut down costs and minimise supply time. These facilitate the brand in experimenting on new styles, thereby making it the very first to get the new trends to its customers.

Brand USP: The prime aim of Spark is customer satisfaction, quality and comfort level of the garments. The very belief drives the brand and acts as a fuel in its growth. Spark also lays an extra emphasis on the quality of its products. The fabric is sourced from reputed vendors in the market and processed by fully automated machines that are at par with best available in the world. The brand goes an extra

BUTTON NOSES

Brand: **BUTTON NOSES** | Company: **M SQUARE ENTERPRISES PVT. LTD.** | Total no. of MBOs: **100+**



Button Noses, a brand new venture launched by Spark Clothing, offers an entire range of girls clothing. The brand offers a complete range of premium denims with all new washes, fabrics and a whole new version of denim accessories. With a passion for denims and appreciation for new fashion, Button Noses aims at bringing the international trends in the Indian markets. With this, Spark has become a one stop fashion destination for both little girls and boys.

Brand USP: The brand's USP is its denim wear segment. The premium brand offers products at an affordable and reasonable price, without compromising on the quality of the products.

Target customers: The brand targets little girls in the age bracket of 0-14 years.

No. of Indian cities currently present in: Button Noses is present in Delhi, Mumbai, Bengaluru and Punjab. .

Presence in online retail: The brand has recently started retailing through e-commerce portals.

Future plans: Button Noses is currently present in 6 states and is planning to expand in all the 32 states of the country.

Targeted cities in the next couple of years: The brand is planning to target metro cities and also B and C category cities across the country.



SPRINGFIELD

Brand: **SPRINGFIELD** | Company: **SPRINGFIELD FASHIONS** | Total no. of flagship stores: **1** Brand turnover (estimated for CŸ2015): **₹1.25 crore**



Established in 1986, Springfield has been offering clothing and accessories in tune with the latest international trends. The brand started with manufacturing of top quality formal men's wear and with time, entered into the casual wear range also. The company has now recorded an overwhelming sales of its products through their distributor network and through various top online channels

Brand USP: Springfield offers a wide array of fashion and lifestyle products across men's wear and women's wear range in tune with its unique mission of offering international style and international look to its end-customers.

Core Product Offering: the brand offers formal trousers, suits, jackets, casual cotton trousers, shirts and t-shirts.



Target customers: The brand targets upper class men in the age bracket of 18- 45 years. Springfield customers have a taste for good style and the latest fashion trend.

No. of Indian cities currently present in: Springfield is present pan India through its distributors and various online websites.

Presence in online retail: The brand is presently selling through e-commerce portals like Flipkart, Amazon, Snapdeal, eBay, Paytm and Shopclues. Springfield has expectations of having 20 percent growth per year through online retailing.

Future plans: The fashion brand has plans to expand the brand through licensing route, that is, by offering licenses to top retailers or large brand marketeers.

Targeted cities in the next couple of years: the brand is looking for further expansion in B and C class towns through various online channels.

Franchise requirement: Franchise of Springfield, requires to have an investment of minimum ₹10 lakh. Those interested may contact Anuj Joshi, Marketing and Online Operations Head, Springfield Fashions on 24949559 or write to him at info@springfieldfashions.com.

×



The Designer Blouses

By

KHUSHBOO PAREKH



An exclusive range of ready-to-wear designer blouses available in all colours and sizes

Vamas Fashion Pvt. Ltd.

Regd. Office : 3, Jamuna Bhaiya Lane, Pestom Sagar, Raod No. 3, Chembur,
Mumbai - 400 089. Tel. : 022-25253808 Email : wholesale@vamas.in

For Wholesale, Franchise and Distributorship enquiries : Jayesh Parekh - +91 9323347016

Also available at  and all other leading womens wear stores

Exclusive Brand Outlets : Gokhale Road - Thane • Vashi • Chembur • Korum mall - Thane



www.vamas.in

Follow us on :



Online partner



SPYKAR

Brand: **SPYKAR** | Company: **SPYKAR LIESTYLES PVT. LTD.** | Total no. of EBOs: **188** | Total no. of MBOs: **900+** | No. of EBOs added in 2015: **28**
No. of MBOs added in 2015: **50** | Growth percentage (CAGR of last 3 years): **18%** | Brand turnover (estimated for CY 2015): **₹245 crore**



Incepted in 1992, Spykar has evolved from a leading fashion jeans wear brand and a dominant player in the Indian denim industry to a full fledged lifestyle brand. Spykar apparel and accessories epitomises global fashion and is a beacon of effortless style. Ever since, Spykar, one of the best denim jeans brands in India, has been synonymous with youth and aspiration. The brand believes in evolving each day with the ever evolving fashion world.

Brand USP: At Spykar, one can choose his/her way of expressing their personality with ease and style. Whether keeping it simple, being stylish, or having funky designs and making it fashionable, the brand caters to one

non- denims. The brand also offers accessories for both men and women.

Target customers: The brand's target customers are between 18-35 years old, who are extremely youthful and in tune with the latest international trends.

No. of Indian cities currently present in: The brand has presence in over 300 cities across the nation.

Presence in Large Format Stores: Spykar caters to its customers through a number of large format stores including, Lifestyle, Pantaloons, Globus, Central and Shoppers Stop.

Presence in online retail: The brand has a huge online presence. It is available on e-commerce portals like Snapdeal, Flipkart, Amazon, Jabong, Myntra and its own online website Spykar.com.

Future plans: The brand has plans to start operations and increase its presence across India.

Targeted cities in the next couple of years: Spykar is targeting all prominent cities for its business expansion. These include, Noida, Jamshedpur, Hanamakonda, Hubli, Coimbatore, Vadodara, Lucknow, Ghaziabad, Ranchi, Jaipur, Alwar, Udaipur, Jalgaon, Chandrapur, Satara, Thiruvananthapuram, Thrissur, Kottayam, Kannur, Vizag, Vijayawada, Guntur, Nellore, Rajahmundry, Tirupati, Kakinada, Chennai, Madurai, Bilaspur, Ahmedabad and Hyderabad.

Franchise requirement: The brand is looking for franchisees in southern and northeastern parts of India. Interested franchisees may write to Mahesh Patel, Manager - Retail Operations, Spykar, at maheshp@spykar.com, for further details.

×

and all. Spykar is a complete lifestyle brand known for its high fashion clothing aimed at the young adult market. The brand's USP lies in understanding international trends, peoples' fashion personalities and always being a notch above the rest.

Core Product Offering: Spykar product range includes denims, shirts, t-shirts and





FOR ENQUIRIES:

Contact: +91 8800170044

Shop Online: ROSSOBRUNELLO.com

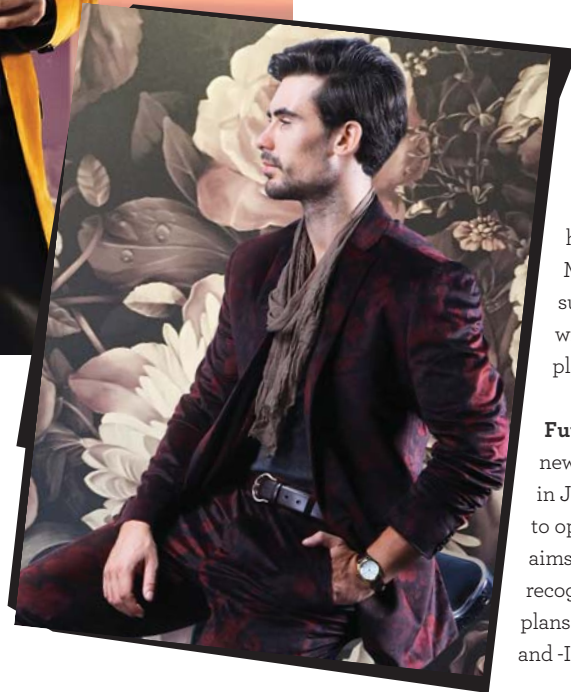


**ROSSO
BRUNELLO**

FOOTWEAR & ACCESSORIES

SUCCESS

Brand: **SUCCESS** | Company: **AGWANI FASHION PVT. LTD..** | Total no. of EBOs: **25** | Total no. of MBOs: **375+**



Established in 1996 by Rajnish Sethia, Success is a contemporary menswear brand. The brand started out as a trouser manufacturer, and today it offers a complete wardrobe for men. It offers, primarily, suits, blazers, jackets, waist-coats, trousers, denims, shirts and accessories broadly classified into formal-, casual- and party- wear segments.

Brand USP: The company boast of being fast at adapting the changing trends in men's fashion and putting forth the finished product, instantaneously. The company believes that this keep the brand at par with global trends.

Core Product Offering: Its core item comprises suits, waist-coats, blazers, jackets, trousers, shirts, t-shirts and accessories.

Target consumers: According to the company, it sticks to wardrobe that offers trendy collection for young men. It also provide a classic garment collection to for its loyal customers and to attract the new ones.

Presence in LFS: It has presence in large format stores through 31 shop-in-shop format including Central and Brand Factory

Presence in online retail: The brand has a remarkable presence in Flipkart and Myntra while having its own website, www.successonline.co.in. It is has plans to tie-up with Jabong and other similar e-commerce players soon.

Future plans: With the unveiling of its new flagship store in Bhubaneswar (Odisha) in January 2016, the company is planning to open 7-8 new brand stores. The company aims to have a pan India presence and be recognised as a national brand. It also has plans to expand the brand's visibility in tier -I and -II cities in new area.



SUNNEX JEANS

Brand: **SUNNEX** | Company: **ANNAPURNA APPARELS LTD.** | Total no. of EBOs: **2** | Total no. of MBOs: **800+** | No. of MBOs added in 2015: **70+**
Growth percentage (CAGR of last 3 years): **15%**



Sunnex Jeans, one of the pioneers in the denim industry, started its journey as a Jeanswear brand under Annapurna Apparels Ltd. in 1980. The brand has grown steadily over the years and has established a very strong hold in domestic south and west markets. Sunnex jeans also has a dominant presence in the Gulf region with consumer loyalty leadership in countries like the UAE, Oman, Qatar, Bahrain, Saudi Arabia, etc. The brand is known for its quality product which comes from thorough quality checks by the company.

Brand USP: The brand claims to provide international fashion trends to the consumers at a pocket-friendly and affordable prices. Sunnex Jeans is also geared up to grow faster with its trendy collection and meet the

challenges in the domestic and booming export markets.

Core Product Offering: The product range from the brand includes fashion denims, basic denims, cotton trousers and shirts for men in the age group of 20 to 45 years of age.

No. of Indian cities currently present in: Sunnex Jeans is currently present in more than 150 cities in India through a number of multi-brand outlets and in a number of locations via shop-in-shop format.

Presence in Large Format Stores: Sunnex Jeans is one of the most recognized denim brand in the Middle East market, with presence in more than 100 large format stores operating under the SIS concept.

Presence in online retail: Recognising the fact that online retail is a good source for the apparels business, the brand has formed partnerships with the major e-commerce portals like Myntra, Jabong and Flipkart.

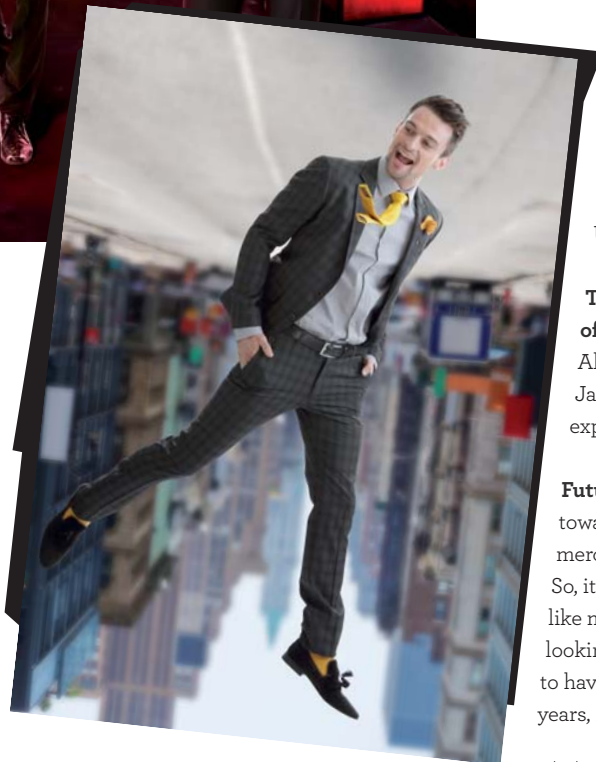
Future plans: The brand is actively involved in increasing its presence geographically in the north as well as east of India. The denim brand is also planning to focus aggressively on reaching out to new territories in the next 3 years.

Targeted cities in the next couple of years: Sunnex Jeans has plans to enter Chandigarh, Ludhiana, Delhi, Bhubaneswar, Cuttack, Calcutta, Lucknow, Raipur, Guwahati, Patna, etc., in near future.



SURREAL

Brand: **SURREAL** | Company: **NOIR FASHIONS PVT. LTD.** | Total no. of EBOs: **2** | Total no. of MBOs: **4** | No. of MBOs added in 2015: **2**
Total no. of flagship stores: **2** | Growth percentage(CAGR last 3 years): **37%** | Brand turnover (estimated for CY 2015): **₹7 crore**



Only great minds can afford to be simple yet stylish, is what the men's wear brand, Surreal, believes. The brand's collection showcases elegant, modern and chic designs. The brand started out as shirts' brand, and later diversified to suits and jackets. Today, it is a renowned name in men's wear and suits and jackets are among its core strength.

Brand USP: Surreal offers detail workmanship that exude luxury and perfection.

Core Product Offering: The brand offers shirts, suits and jackets.

Target consumers: The brand cater to fashion conscious people, primarily, people who are passionate about clothing and have a taste for it. Demographically, it targets young, urban, educated, chic and sassy people.

No. of Indian cities currently present in:

At present, the brand is present in only four major cities.

New territory or region added: The company recently launched its brand in the markets of Uttar Pradesh.

Targeted towns and cities in the next couple of years: Cities like Agra, Gorakhpur, Lucknow, Allahabad, Chandigarh, Amritsar, Ludhiana, Jalandhar and Jaipur are among the list for expansion.

Future plans: The company is more inclined towards quality rather than quantity be it merchandise or its partnership with the associates. So, it is aggressively looking to partner with more like minded and fashion forward retailers. It is looking at exclusive alliance with retailers and want to have only one retailer in one city. In the next 3-4 years, it plans to focus on its exclusive stores.



TANTRA

Brand: **TANTRA** | Company: **TANTRA** | Total no. of EBOs: **32+** | Total no. of MBOs: **500+** | No. of EBOs added in 2015: **4** | No. of MBOs added in 2015: **75+**
Total no. of flagship stores: **12** | No. of flagship stores added in 2014: **4**



Tantra is a leading youth knitwear brand of India offering varied merchandise. The strength of the brand comes from the non-stop creative outpouring of the Tantra Design Team, based in Mumbai. The content and theme under the Tantra label revolve around ideas and things that are native to India. It is a unique start-up, dedicated to youth expression, via t-shirts and a range of lifestyle products and merchandise. It is present pan-India, and also internationally.

Brand USP: Tantra operates with a mission of working tirelessly in spreading good cheer and happiness. It focuses on creating a quality product with the finest quality 'super combed' cotton under the supervision of quality auditors.

Core Product Offering:

The brand offers a range of products which varies from t-shirts for boys, girls, kids and infant, lowers for boys and girls and shorts, bags and art pieces. Tantra also has in store products like mobile phone covers, magnets, mugs, key-chains and mouse pads.

Target consumers: The euphoric brand caters to

consumers from kids and infant to youth of the society. Tantra also is a preference of those young at heart and all up for trying its vibrant and innovative designs.

No. of Indian cities currently present in: The brand has presence in more than 26 cities in India.

New territories or regions added:

Tantra has recently added four new territories in its ambit.

Presence in online retail: Tantra has presence on major e-commerce portals such as Snapdeal, Flipkart, Jabong, Hopscotch, Firstcry, etc.

Future plans: The company has a multipronged growth strategy consisting of offline and online push. Tantra is also engaged in introducing a slew of new products, and in diversifying its core range. The youthful brand is also planning to target smaller towns and states where they have low or negligible presence.

Franchise requirement: People who are interested in taking the franchise business of Tantra should have an investment of ₹6-₹10 lakh, and have an area of minimum 250 sq.ft. The interested can contact Yogesh Sawant, Manager, Tantra on 022-22826019 or can write to yogesh@tantrauniverse.com.

×



TEEMPER

Brand: **TEEMPER** | Company: **TEEMPER LIFESTYLE PVT. LTD.** | Total no. of EBOs: **2** | Total no. of MBOs: **1,000** | No. of MBOs added in 2015: **100**



Teemper, a men's wear fashion brand, is all about masculinity and the confidence to be yourself. Founded by B K Khaitan and expanding under the leadership of Abhishek B Khaitan and Aditya B Khaitan, Teemper now has its presence in over 1,000 MBOs. Since the inception in 2002, the brand has transformed itself into a cult icon in the apparel industry, offering a variety of choices that are comfortable and stylish at the same time. Equipped with the best technology, Teemper offers latest international fashion trends which beautifully blends functionality, simplicity and class, setting a high benchmark for the fashion conscious world.



Brand USP: Teemper breathes fashion and breeds fashion. The brand stands for high quality products that are in compliance with international quality standards. These products offer color-fastness, durability, shrink resistance, intricate designs, along with fine stitching and good finishing.

Core Product Offering: The brand's core offering is not basic but high fashioned, with smart detailing.

Target customers: Teemper targets men in the age group of 18-40 years.

No. of Indian cities currently present in: Teemper is currently present in all the main cities in 20 states across the country.

Presence in online retail: Teemper is available on e-commerce portals like Myntra, Jabong, Flipkart and Snapdeal.

Future plans: The brand has plans to start operations through shop-in-shop formats and is also looking forward to starting franchised stores.

Targeted cities in the next couple of years: Teemper has plans to expand its foothold in West Uttar Pradesh, Uttarakhand, Jharkhand and Karnataka in the years to come.

Franchise requirement: The brand is looking for franchisee partners. Interested franchisee can contact Anil Agarwal, Country Head (Sales), Teemper Lifestyle Pvt. Ltd. on +91 8828338140 or write to him at anil@teemper.com.





FOLLOW US:     

Website: www.tomorrowsindia.com

TAKE YOUR BUSINESS GLOBAL



A PERFECT GATEWAY TO TAKE YOUR BUSINESS TO NEW HEIGHTS

Welcome to Tomorrow's India, a multi-faceted platform facilitating & collaborating businesses from India & Singapore. Tomorrow's India is a unique initiative for businesses and entrepreneurs representing different countries to meet and explore new growth opportunities.

What Tomorrow's India Holds For You

- A global platform for start-ups to meet, share and present their ideas
- Creating and developing new markets for MSMEs (Micro, Small and Medium Enterprises)
- Building professional networks and allowing you to learn directly from the honchos
- A golden opportunity to discover the best industry practices
- Updates of the latest business trends from the policy makers and leaders

Participating Companies



Supporting Partners





BE A PART OF A NEW GLOBAL BUSINESS INTEGRATION. COME JOIN US TO BE TOMORROW'S INDIA

➔ 24th - 26th January, 2016 - Singapore ◀

FOR MORE INFORMATION, PLEASE CONTACT:

FOR BUSINESS

 Ms. Ankita Sharma
 +91 9899977276
 business@tomorrowsindia.com

FOR KNOWLEDGE

 Ms. Anisha Dabas
 +91 8826920995
 knowledge@tomorrowsindia.com

FOR SPONSORSHIP

 Ms. Charika Kumar
 +91 9818076140
 sponsorships@tomorrowsindia.com

TOFFY HOUSE

Brand: **TOFFY HOUSE** | Company: **OM APPARELS** | Growth percentage (CAGR of last 3 years): **40%**

Committed to providing “high quality infant-wear at reasonable prices since 1998”, Toffy House, a leading kidswear brand, is today synonymous with grace, style and elegance. The brand is known for offering high quality and innovative garments at a very reasonable prices. It gives extra care to style and craftsmanship, which makes it easier for mothers to dress up their little ones.

Brand USP: The brand’s director believes in the way of natural innocence and makes a call to all to “Learn from babies and stop teaching them for a beautiful, happy planet Earth.” The brand’s USP lies in maintaining and offering a wide variety of garments for kids that are high on comfort and quality and feature competitive pricing.

Core Product Offering: Toffy House celebrates childhood by constantly innovating and producing super cute styles, colourful

prints, and adorable graphics. For little boys, their collection spans smart sets, cute rompers, smart dungarees, cozy nightwear and stylish separate tops and bottoms, blankets and other soft new born accessories. And for little girls, they make beautiful sets, cute rompers, classy dresses, smart dungarees, comfortable nightwear and stylish tops and bottoms, blankets and other soft new born accessories.

Target customers: The brand targets well travelled, smart and fashion conscious consumers who demand the best.

No. of Indian cities currently present in: Toffy House is present pan India.

Total no. of MBOs: The brand has many MBOs in India and abroad and is adding more daily.

New territory or region added: The kidswear brand has ventured into the markets of Kerala and Assam in India and also in international markets of Saudi Arabia and Iran.

Presence in online retail: Toffy House is available in almost all e-commerce portals in India.

Future plans: The brand aims at setting up wholesale centres in Thailand, Indonesia, Malaysia, China and Japan in order to expand its international business and presence.

Targeted cities in the next couple of years: Toffy House aims at targeting cities of Kuala Lumpur, Bangkok, Jakarta, Tokyo and Guangzhou in the coming years.

×



Join us on     veromodaindia



#Marching Ants

VERO MODA®

TO KNOW THE ADDRESS OF A STORE NEAR YOU VISIT WWW.VEROMODA.IN

• SHOP ONLINE AT         For any retail enquiry contact sumit.suneja@bestseller.com



Marching Ants

ONLY[®]

TO KNOW THE ADDRESS OF A STORE NEAR YOU VISIT WWW.ONLY-INDIA.COM

TURTLE & LONDON BRIDGE

Brand: **TURTLE & LONDON BRIDGE** | Company: **TURTLE LIMITED** | Total no. of EBOs: **92** | Total no. of MBOs: **1,600+**

No. of MBOs added in 2015: **200+**



Turtle, a men's wear label from Turtle Limited, started its journey in 1993 with primary focus on readymade shirts. It was indeed a modest beginning with a manufacturing capacity of just 20 shirts per day for supplies to an in-house retail store. But the company evolved over the time and has made a remarkable position in the industry. Today, both the brands of Turtle Limited — Turtle and London Bridge, have proved to be game changers in the world of men's fashion.

Brand USP: At Turtle, the core philosophy is to simply provide the best in fashion and trends. The brand is committed to produce consumer friendly and world class products.

Core Product Offering: The brand offers complete men's wear range including shirts, trousers, jackets, suits, socks, shoes, accessories, etc.



Target customers: Turtle caters to men in the age bracket of 25-45 years. The target consumers are from A+, A and B sections in tier -I, -II and -III cities.

Presence in Large Format Stores: The brand is available in large format stores like Cental, Shoppers Stop, Pantaloons and Reliance Trends.

New territory or region added: The brand has recently ventured into the markets of tier -II and -III cities of India.

Presence in online retail: Turtle has its own shopping website www.turtleonline.in. It also caters to its online customers through e-commerce portals like Jabong, Myntra, Amazon, Flipkart, etc. The company is also considering to launch a web site for London Bridge and increase the presence of the brand online.

Future plans: Turtle has plans to expand in the eastern parts of India and reach out to all the major cities and towns across the nation. The brand's major diversification is moving from shirt manufacturing to other products such as denims, trousers, suits, jackets and accessories.

Targeted cities in the next couple of years: The brand aims at targeting category B and C towns, especially in the east and surrounding West Bengal.

Franchise requirement: The brand is looking for franchise business. The interested franchisee should have a capacity to invest ₹25-₹30 lakh and an area requirement of 900-1,000 sq.ft. For further details, write to Rajat Ghosh, Business Development Officer, Turtle, at rajat.ghosh@turtlelimited.com.



TWILLS

Brand: **TWILLS** | Company: **TWILLS CLOTHING PVT. LTD.** | Total no. of EBOs: **90** | Total no. of MBOs: **2,000** | No. of EBOs added in 2015: **15**
 No. of MBOs added in 2015: **600** | Total no. of flagship stores: **2** | Growth percentage (CAGR of last 3 years): **16%**
 Brand turnover (estimated for CY 2015): **₹150 crore**



Twills is not just another fashion brand, but a lifestyle brand that has been redefining style for men since its inception in 2000. Envisioned and nurtured in Andhra Pradesh, the brand opened its first flagship store in Vijayawada in 2008 and went on to open another store in Mumbai in 2015. Today, it has become one of the most sought after brands in India. Twills is driven by a passionate team of in-house designers who are known for their exclusivity, transforming the brand from being early entrant to a game changer.

of the total sales of the company. The core offerings include, cotton, linen and denims.

Target customers: Though target consumers for Twills, depend on different mentalities and personality, 70 percent of the target consumers are youth and the remaining 30 percent comprise of the working class (office goers) category.

No. of Indian cities currently present in: The brand is present in all the major cities across India.

Presence in Large Format Stores: Twills retails through large format stores including Reliance Trends, Central and Brand Factory.

New territory or region added: The brand has added North India in its area of operations.

Presence in online retail: Twills has presence on Jabong, Snapdeal, Myntra and Flipkart. The brand is also planning to increase its volumes on their own online portal.

Future plans: The brand is planning to increase the number of their EBOs across India and also in Sri Lanka and UAE. They are also planning to start using BCI (Better Cotton Initiative).

Targeted cities in the next couple of years: Twills is aiming to expand its operation and reach out to the cities of Delhi, Mumbai, Chandigarh and Cuttack.

Franchise requirement: The brand is looking for franchisees with an investment capacity of ₹25 lakh and with an area requirement of approximately 800 sq.ft. Those interested in franchise can write to G Subbarao, Director, Twills, at gsubbarao@twills.in.



Brand USP: The company offers products of top class quality at honest prices thereby making Twills merchandise a value for money product. All the garmenting is done based on in-house manufacturing with an integrated R&D centre. The brand offers a wide range to choose from, which are conventional from all the classes of public.

Core Product Offering: The core product of the brand contributes to a total of 20 percent



DEEPBLUE[®]
EXQUISITE FABRICS

JUST
LINEN
European Linen



Design by The Code & Printed by KSM | www.thecode.in

SUPRIYA SILK MILL PVT. LTD. MUMBAI (INDIA)

E-mail : deepbluefabric@gmail.com | Website: deepbluefabric.com | <https://www.facebook.com/deepbluefabrics>

for trade enquiry call : +91 22402128 - 22414346

UFO

Brand: **UFO** | Company: **CREATIVE KIDS WEAR (INDIA) PVT. LTD.** | No. of EBOs: **2** | No. of MBOs: **120** | No. of MBOs added in 2015: **40**

Total no. of flagship stores: **2** | No. of flagship stores added in 2014: **1** | Growth percentage (CAGR - last 3 years): **25%**



UFO, a creative group venture by Creative Kids Wear (India) Pvt. Ltd., is one of the largest manufacturers of apparel in India. The group, Creative Kids Wear (India) Pvt. Ltd. boasts of brands like Portico, 109 F and Fusion Beats in the Indian market. UFO has successfully penetrated the market in a short span of time and gained confidence of the consumers.

Brand USP: UFO provides trendy international fashion trends adapted for the Indian consumers at a very competitive rates and quality.

Core Product Offering: The brand offers shirts, tees, jeans, dresses, cargos, jackets, sweaters, non denim bottoms among other fashionable products.

Target customers: UFO caters to fashion-conscious, modern and stylish kids in the age group of 2-14 years.

No. of Indian cities currently present in: the brand has presence in 60 cities in the country.

Presence in online retail: UFO is currently present in major online channels like Myntram, Amazon, Jabong, Snapdeal, Flipkart, Paytm and Shoppers Stop.

Future plans: The brand has plans for multi channel expansion in order to cover the complete geography of India.

Targeted cities in the next couple of years: The brand aims to target all the top 100 cities across India in the times to come.

Franchise requirement: The brand is looking for franchisees pan India. The interested franchisee should have a capacity to invest ₹20 lakh and an area of around 600 sq.ft. Interested people can write to Shriya Agarwal, Director Design, UFO, at shriya@creativeblr.com.

×





Tops
Palazzo
Jegging
Harem
Leggings

Ankle Length -
Capri -
Chudidhar -
Lace -
Printed -
Jacquard -
Fleece -

SIZES AVAILABLE FOR
Ladies "XS - XXL"
KIDS "2 Yrs - 14Yrs"

Razor BackTop from
Rs. 399

Digital Printed Jegging
Rs. 899

Bangalore | Chennai | Hyderabad | Vijayawada | Vizag | Pondy | Mumbai | Pune | Jaipur
sales@demozastores.com | PH: +91 8880288188



URBANITY JEANS CO.

Brand: **UJC** | Company: **URBANITY JEANS CO.** | No. of Indian cities present in: **22** | No. of MBOs: **100** | No. of EBOs: **0** (has plans to launch EBOs by mid 2016) | Growth percentage (CAGR - last 3 years): **15%** | Brand turnover (estimate FY'15): **₹10 crore**



A totally new entrant in the market, Urbanity Jeans Co. (UJC) was launched in January, 2015. The brand came into operation after extensive market research and caters to the needs of the fashion conscious men. The brand's offerings perfectly blend the casual as well as fashion sense of today's men. UJC has created a presence in 22 cities in a short span of a year and is looking forward to expand further in coming days.

Brand USP: UJC stands for style which is casual and comfortable, yet remains fashionable. The brand strives to provide good quality and trendy denim wear at considerably affordable price.

Core Product offering: The brand offers voguish denims and shirts for men.

Target Consumers: The brand targets the youth of the nation between the age group of 18 to 40 years. The customers are fashion conscious with a taste in casual wear.

Presence in online retail: The brand will start operations on online retail and will also look into multi-channel expansion from January, 2016.

Future plans: UJC has plans to enter shop in shop model in major towns and is also looking forward to expand its presence in MBOs and LFS. The brand's website is also under construction.

Targeted cities in the next couple of years: The brand aims to enter states like Jharkhand, Madhya Pradesh, Odisha and Chhattisgarh in the coming years.

×





DONEAR[®] NXG

Next Generation APPARELS



Formal & Casual Shirts | Formal & Casual Trousers | T-Shirts & Denims | Suits & Blazers | Winter Wear

22 States, 210 Cities, 600 MBOs & 100 EBOs

ANDHRA PRADESH • HYDERABAD • TELENGANA • KARNATAKA • ORISSA • PUNDUCHERRY • ASSAM • WEST BENGAL •
GOA • MAHARASHTRA • GUJRAT • RAJASTHAN • HARYANA • PUNJAB • DELHI • JAMMU & KASHMIR • MADHYA PRADESH • CHHATTISGARH •
UTTAR PRADESH • UTTARAKHAND • BIHAR • JHARKHAND

Also Available at Leading Online Fashion Portals & LFS

Donear Industries Ltd. (Retail Division)



Donear House, Plot No. A-50, Road No.1, MIDC,
Andheri (E), Mumbai - 400 093 (INDIA)

For **EBO Franchisee Enquiry:**

Mr. Akash Manwani - 9320071999,
akash@donear.com

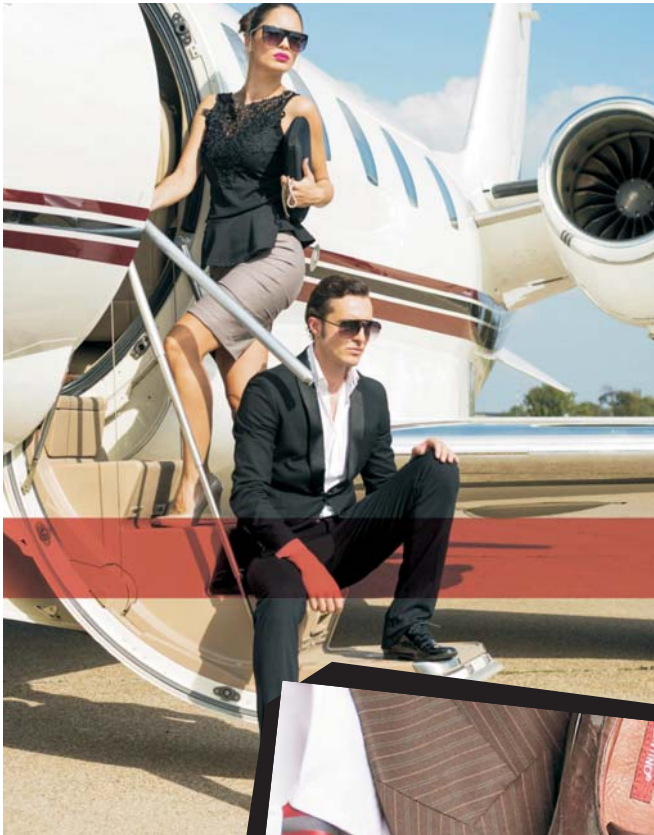
For **MBO & LFS Enquiry:**

Mr. Rajesh Mishra - 8080120264,
rajesh.k.mishra@donear.com

www.donearapparels.com  /donearnxgclothing  @donearnxg  /dnxg

VALENTINO

Brand: **VALENTINO** | Company: **GURU SHOE TECH PVT. LTD.** | Total no of EBOs: **1.** | Total no of MBOs: **600**



Moti Lal Dultani started Guru Shoe Tech Pvt. Ltd. in 1985 and venture into the footwear business. Today, the company owns two brands - Valentino, targeting the domestic market, and West Port, for the oversea market. The company's operations are headed by Chandra M Dultani, a visionary director with formidable knowledge of the footwear industry.

Brand USP: Valentino is synonymous with comfort, style and quality. The company's obsession with quality and social responsibility has led them to achieve various milestones, and the stringent norms for procurement, processing, production and dispatches have transformed them into one of the most reputed manufacturing entities in the country.

Core Product Offering: The brand offers formal and casual genuine leather footwear and accessories for men.

Target consumers: The brand targets males from 25 to 60 years.

Presence in online retail: The brand has presence in major e-tailers like Amazon, Flipkart, Myntra, Jabong, Snapdeal, Time Shoppy, Paytime, Fashionara, Okyvoky, beside its own online portal, www.valentino.in

Future plans: After pan-India presence, the company has plans to expand its business in the export market which now stands at 20 percent.

×





Mahajan Mill Compound, LBS Marg, Vikhroli (W), Mumbai - 400079 Ph.: 022-61197979, 25782319
Fax : 022-61197999 Email: sales@mahajansilkmills.com Web: www.mahajansilkmills.com

VAMAS

Brand: **VAMAS** | Company: **VAMAS FASHION PVT. LTD.** | Total no. of EBOs: **4** | Total no. of MBOs: **42** | Total no. of flagship stores: **4**
 No. of MBOs added in 2015: **19** | Growth percentage (CAGR of last 3 years): **25%**



Vamas, currently a third generation business, is the pioneer and one of the world's leading manufacturer in ready-to-wear designer blouses segment. The journey started in 1960s as a 'saree-blouse matching' store, and since then the brand has never looked back. With a vision to provide customers with ready-to-wear designer blouses, Vamas came into existence in October 2009. It has been a trendsetter in the industry and has reversed the 'first saree and then blouse' mindset to 'first blouse and then saree'. The sole and the only goal of the establishment has been customer satisfaction and with the same goal and vision, Vamas would like to approach the future.

Brand USP: The brand's USP lies in giving the perfect size that fits every woman. The brand gives special care to the quality of its product and thus, best quality of fabrics are

used for that perfect finish. From an average of a piece per day, Vamas now sells a piece every minute. The vision of ready-to-wear designer blouses has been appreciated all over India and overseas.

Core Product Offering: Vamas offers ready-to-wear designer blouses.

Target customers: The brand targets women of all age groups.

No. of Indian cities currently present in: The brand is presently available in 40 cities across India.

Presence in Large Format Stores: The brand caters to its customers through many large format stores.

Presence in online retail: Vamas is available on e-commerce portals like Flipkart, Amazon, Snapdeal, Paytm among others.

Future plans: The brand has plans to increase its availability through more EBOs and MBOs and also by developing its e-commerce and export divisions. The brand is also working to provide more employment opportunities to backward classes of the society.

Targeted cities in the next couple of years: The brand aims to enter Rajasthan, Madhya Pradesh and other parts of North India with an aim to expand its business.

Franchise requirement: Vamas is looking for franchisees with an investment capacity of ₹5-₹10 lakh. Area requirement for the same is 200-500 sq.ft. Interested franchisees may contact Dinesh Chainani, Area Manager, Vamas, on +91 9022497907 or can write to him at dineshchainani@vamas.in.

×





**BUSINESS CAN'T WAIT.
AND NEITHER SHOULD YOUR CUSTOMER.**

Switch to the Ultra-fast and Reliable Bill Printers, from the World & India's No.1!

With cut-throat competition, razor-thin margins and the threat of FDI, there's one thing no retailer can afford today – a disappointed customer. Which makes it vital for your business to employ the best billing solution.

Epson Bill Printers. Engineered for extreme reliability, speed and convenience, they ensure smooth and prompt billing round-the-clock; delivering a world-class shopping experience that keeps your competition at bay.

Epson TM-T82 / T82II Bill Printer

High reliability with MCBF of 60 million lines; High-speed printing of 150/200mm per sec*; Easy paper loading with Auto Cutter; Supports high-resolution graphics and barcodes; Built-in USB+Serial, USB+Parallel, Ethernet interface



Epson TM-T82II-i Cloud Printing

High-speed printing of 200mm per sec*; Extreme reliability with MCBF of 70 million lines and Auto Cutter life of 2 million cuts; Wireless printing; Supports cloud/web-based applications



Epson TM-T88IV / T88V Receipt Printer

High-speed printing of up to 300mm per sec*; Auto Cutter life of up to 2 million cuts; High reliability with MCBF of up to 70 million lines; Supports high-resolution graphics and barcodes



Epson TM-U220 Bill Printer

High reliability with MCBF of 18 million lines; High-speed printing of up to 6ips*; Powerful, compact, wall-mountable; Prints on 58/69/76mm width paper



Epson is the registered trademark of Seiko Epson Corporation, Japan
*Under standard test conditions.

**CONTACT
EPSON TODAY!**

Regional Offices: Ahmedabad 3314 8500/01 **Bangalore** 3051 5000 **Chennai** 3967 7500 **Cochin** 401 2315
Coimbatore 98942 19200 **Hyderabad** 6463 9640/41 **Indore** 4701 830 **Kolkata** 6500 9370/77 **Mumbai** 3079 8200
New Delhi 3312 0300/01 **Pune** 3028 6000/05

Email: pos@eid.epson.co.in

Epson Helpline: For product info or service - 1800 425 0011

For service - 1860 3000 1600 (9AM - 6PM) (Mon - Sat) www.epson.co.in



VITAMINS

Brand: **VITAMINS** | Company: **SANGAM DRESSES PVT. LTD.** | Total no. of EBOs: **1** | Total no. of MBOs: **415** | No. of MBOs added in 2015: **47**
 Total no. of flagship stores: **1** | Growth percentage (CAGR of last 3 years): **30%** | Brand turnover (estimated for CY2015): **₹45 crore**



Vitamins, a lifestyle clothing brand from the house of Sangam Dresses Pvt. Ltd., laid its foundation stone in the year 2000. Sangam Dresses Pvt. Ltd. began under the ownership of R B Nishar in the early 60's as a girl's kidswear with an aim to gift the fashion conscious little girls a place to find the right and in vogue apparels, dresses and frocks. Working on the same lines, Vitamins today stands strong and continues to add hues and win hearts.

Brand USP: The brand's USP lies in its quality, comfort and vibrant colours, that makes the brand a favourite among kids. UFO works to make the little girls look and feel great.

Core Product Offering: The brand offers fashion clothing and a plethora of accessories for the kids.

Target customers: Vitamins caters to the fashion needs of girls aged 0-4 and 5-14 years.

No. of Indian cities currently present in: The brand is available in all the major cities across the country.

New territory or region added: The brand recently ventured into Madhya Pradesh and the North-Eastern states of India.

Presence in online retail: Vitamins is present in online retail channels like, Flipkart, Jabong, Amazon and Firstcry. The brand is also coming up with its own online store soon.

Future plans: The brand has plans to launch a collection for little handsome hunks too in the near future. Vitamins is also looking forward to open 4-5 EBOs between 2016- 2017 as part of its expansion plan.



×

MASTER BRAND

OF SUPPLY CHAIN & LOGISTICS INDUSTRY



Fastest Transit Time across all 660 districts of India.



Warehousing space of over 11 million sq. ft.



Delivering over 60 million packages a year



Largest Network serving over 6000 enterprises across India



Over 600 offices spread across the country



Operating 24 x 7, 365 days a year



Fleet of 4500 GPS-enabled, containerised vehicles



Vehicles plying on more than 1000 routes



Traversing over 6,00,000 kms every day

1800 113 113
www.safexpress.com



WENDLER

Wendler is a world leader in shirt interlining. Wendler specialises in top quality woven interlining for non-iron cotton shirt fabrics. Wendler's quality assurance ensures the best quality of all products at all stages of production. All products go through a series of quality control checks to give you matchless quality, environment friendly products that are Oeko - Tex Standard 100 certified. Wendler offers

interlinings with the highest standards to its quality products, e.g., good bonding, low shrinkage, high and stable whiteness and consistent quality parameters.

Network: Wendler's presence spans across the globe in more than 70 countries. The network also constitutes consistent global monitoring, local warehousing, global distribution and intensive coverage. In India, Wendler products are marketed by Welco Agencies Pvt. Ltd. through customer care centers at Delhi (head office), Gurgaon, Mumbai, Bengaluru, Chennai and Ahmedabad.

Usage: The vast array of Wendler interlining covers all the fashion needs such as, wrinkle-free shirts, dress shirts, formal shirts, semi-formal shirts, button down shirts, casual shirts, enzyme wash shirts, ladies shirts, top and blouses, trousers waist bands, etc. Wendler armhole interlining (AH025/AHF) can be used for armhole, side seams to give complete pucker free shirts.

×



WENDLER INTERLINING COVER

Over 100 types of fusible Interlinings in 100 per cent cotton.
Range varying from 50 to 375 GSM.
Raised Interlinings for high volume and soft feel.
Both side fusible interlinings temporary fuse interlinings stretch interlining.
Arm hole interlinings.
Slitted interlinings and tapes cut to size.
Soil release interlinings.

WENDLER CUSTOMER'S SERVICES

Lab testing
Design studio
Latest collar and cuff designs
Fashion forecast and trends
Interlining suggestions for specific requirement
Customer support
R&D and technical backup
Fast and prompt deliveries



EAST INDIA'S MOST IMPORTANT RETAIL BUSINESS EVENT IN 2016

THE MISSION OF THE EAST INDIA RETAIL SUMMIT IS 'TO ACCELERATE EVOLUTION OF RETAILING IN EAST INDIA BY GENERATING IDEAS, INNOVATION, AND BUSINESS COLLABORATION'.



MARCH 18, 2016 | ITC SONAR | KOLKATA

East India Retail Summit (EIRS) is the only retail business event for East India, the 4th edition of which will be held at **ITC Sonar, Kolkata on 18th March, 2016.**

Acknowledging the true retail potential of the region, the summit will bring together some of the region's and India's most powerful retail organisations, consumer brands, technology and retail support innovations. The event will feature a world-class Conference addressed by powerful retail leaders and analysts, an exhibition of cutting-edge retail innovation and spaces and a rich business development ambience. EIRS promises to be the most well attended retail B2B event in the region in 2016.



MARCH 18, 2016
ITC SONAR | KOLKATA



Catwalk to Success

Inviting participation for India Brand Show (IBS), a one-of-its-kind fashion show showcasing ready-to-wear, accessories and jewellery lines from leading Indian and International brands.

Fashioning the Future of Retail

Raymond

Digital Partner



Official Media Partners



Online Media Partner



Charity of Choice



Organised By



FOR MORE INFORMATION, PLEASE CONTACT:

Piyali Roy Oberoi, +91 9831171388, piyalioberoi@imagesgroup.in
Rohan Narayan, +91 9830961388, rohannarayan@imagesgroup.in

FOR DELEGATE ENQUIRIES CONTACT:

Sarika Gautam, +91 9717544226, +91 8447249159, sarikagautam@imagesgroup.in
Debasish Ghosh, +91 9231623776, debasishghosh@imagesgroup.in

www.eastindiaretailsummit.com

www.imagesgroup.in

YKK

Brand: **YKK** | Company: **YKK INDIA PVT. LTD.**



YKK India Pvt. Ltd. was incorporated in September 1995, as a subsidiary of YKK Corporation for the manufacture of metallic and non-metallic zippers. YKK's quality products has earned the brand a reputation of global leader in fastening solutions. The brand caters to the entire spread of the Indian market through its network of 14 branches across the country and 1 branch in Nepal.

Brand USP: The brand's USP lies in its high quality products and new technology used in its operations. YKK works with an aim to serve better with a belief that, "No one prospers without rendering benefits to others".

Core Product Offering: YKK offers different varieties of zippers.

Target customers: The brand caters to export houses, buying agents, buyers, importers and domestic market.

No. of Indian cities currently present in: The brand is operational in 14 cities across the country.

New territory or region added: The brand has recently ventured into Noida, Kanpur, Jaipur, Kochi, Ludhiana, Ahmedabad in India and in Kathmandu in Nepal.

×





intexcon
2016

ORGANISERS



Platinum Sponsor



Gold Sponsor



INTERNATIONAL CONFERENCE ON
DENIMS

A Democracy In Fashion

19th and 20th February 2016

Conference Chairman: Dr. PR Roy, Diagonal Consulting (India)

Supported By



INDEXTb
INDUSTRIAL EXTENSION BUREAU
(A GOVT. OF GUJARAT ORGANISATION)
ISO 9001:2008 Certified

VENUE

Ravi Matthai Auditorium
IIM Ahmedabad, Gujarat, INDIA

For Details, visit www.intexcon.in

ZERO

Brand: **ZERO** | Company: **COTTON CASUALS (INDIA) PVT. LTD.** | No. of Indian cities currently present in: **100+**
Total no of MBOs: **3,000 (approx.)** | No of MBOs added in 2015: **200**

Launched in 1990 by Cotton Casuals, Zero is a kidswear brand that specialises in infant wear. Today, it is a leading player in the kidswear section and offers a unique range of products in 100 percent cotton fabric.

Brand USP: Made from 100 percent cotton, the brand follows stringent quality control norms right from the yarn, to knitting, to processing, to stitching, etc., for its discerning customers and make it available at reasonable prices.

Core Product Offering: The brand's core product category is infantwear.

Target consumers: The brand's primary customers are infants (0-24 months). Parents

and close family members act as secondary customers, who do buying for the young ones.

Presence in LFS: The brand is available in large format stores such as Big Bazar and Pantaloon.

New territory or region added: The company recently forayed into the markets of North-East India such as Nagaland and Manipur.

Presence in online retail: The brand has presence across all major e-commerce portals like Flipkart, Babyoye, Snapdeal, Firstery, etc.

Targeted towns or cities in the next couple of years: The company has plans to expand the presence of its brand in the states of Bihar and Odisha.

Future plans: The brand has presence in almost all major cities and towns of India. In order to fulfill the increasing demands, the company will focus on increasing the brand's production capacity.

×



ZOLA

Brand: **ZOLA** | Company: **PRAGATI FASHIONS PVT. LTD.** | Total no. of MBOs: **5,000+** | No. of MBOs added in 2015: **15% of the total number**
Growth percentage (CAGR of last 3 years): **25%**



Pragati Fashions Pvt. Ltd. (PFPL) launched the brand Zola on June 16, 2007, with its aim of revolutionizing women's fashion by consistent creation of western wear at an affordable price tag. Zola in Spanish, means earth and this makes the brand's message very clear. The ambition is to touch the sky while being grounded to earth. The fashion brand has efficiently targeted its end customers and has successfully made itself as one of the recognised name among the fashion conscious females.

Brand USP: Zola's USP lies in providing the trendy and fashion conscious females with the best of fashion clothing at the most reasonable and affordable prices possible.

Core Product Offering: The brand offers kurtis, skirts, pants, capris, shorts, tops, t-shirts, inners, leggings, jeggings, night wear, etc.

Target customers: The fashion brand targets women from different age groups, ranging from teens to middle-aged and older.

No. of Indian cities currently present in: The brand is present pan India.

Presence in online retail: Zola caters to its customers through e-commerce portals like, Flipkart and Justdial. The brand will also be present on Alibaba, Jabong and Myntra very soon.

Future plans: Zola aims to increase its size horizontally and vertically, that is, the brand is planning to increase its area, products and variety. It also plans to expand the portfolio of distributors, dealers and exporters pan India.

Targeted town or cities in the next couple of years: The brand is aiming at tier -II and -III cities of India in order to expand its business.

Franchise requirement: Zola is looking for franchisees in Rajasthan, Bihar, Jharkhand, Jammu and Kashmir, Tamil Nadu, Kerala, Nagpur (Maharashtra), Surat and Rajkot (Gujarat). It requires investment of ₹100-₹150 lakh and area of 1,000-1,500 sq.ft.





FASHION & LIFESTYLE RETAILERS

ROCK THE IMAGES RETAIL AWARDS 2015

Perhaps the most awaited and coveted awards for retailers in India – The Images Retail Awards have earned a remarkable niche in the industry since their inception in 2004. The awards have a reputation of cherry picking the most deserving retailers across categories. Narrowing down on 19 categories this year, the jury chose 21 retailers and felicitated them at a glittering award function. Images BoF delves deep into the winning mantras adopted by the winners across fashion and lifestyle categories that swept the majority of awards!





IMAGES MOST
ADMIRER RETAILER OF
THE YEAR:

FASHION & LIFESTYLE:

**VERO MODA, JACK &
JONES, ONLY**

**VERO MODA®
JACK & JONES®
ONLY®**

Received by:
Vineet Gautam, Country Head, Bestseller
Fashion India

Presented by:
Debashish Mukherjee, Partner, AT Kearney

With fashion retailers fighting for getting some space in the wardrobe of their target audience, the journey covered by Vero Moda, Only and Jack & Jones is worth a case study. From the house of Bestseller Retail Fashion Pvt. Ltd., all the three brands have reported a growth of 30 percent this financial year. In terms of retail space the growth has been over 25 percent and in terms of sales turnover, it has been a 50 percent growth as compared to the previous year.

What gives Bestseller Fashion India Pvt. Ltd. an edge over its competitors is their penchant of being a step ahead – be it in adoption of effective technology application which helps the brands to have a real time inventory visibility which further helps them to bring down inventory level at store. The real time inventory management also goes a step further to divert out stocks to stores where sell through of that particular style is better than others. Apart from investing in technology, the company maintains an effective supplier relation in which cross docking is an important element. This helps to reduce the cost and time of delivering the merchandise at store. Bestseller has piloted the process of receiving the goods from vendor in pre-pack and performing cross dock to stores. All the pre-requisites

required to dispatch in terms of merchandise allocation has been pre-planned by brand teams for collection, this has helped in delivering the merchandise on time for collection launch.

Employee relations forms an important aspect which eventually translates into better customer service and management. A feeling of togetherness and individual development is generated at each step. Various Employee Recognition programs like Rock On for frontline staff and Rendezvous for Head Office employees have been successfully implemented. Also an employee engagement calendar is prepared for the year which include various activities in the arena of sports, outdoor learning, festive celebration, etc. Awaazz, which is an internal communication platform, has been instrumental in bridging the voice of employees, which include new ideas, process improvements and feedback through periodic surveys.

Needless to say, the brands are seen investing heavily in marketing/consumer promotions. The brands are associated with properties directly related to the youth, carving a niche in the music, sports and fashion space.



IMAGES MOST
ADMIRER RETAILER OF
THE YEAR:

**FASHION ACCESSORIES:
WORLD OF TITAN -
TITAN COMPANY LTD.**



With 438 stores across 191 cities in India occupying a retail space of 4,20,131 sq.ft. as on March 2015, the World of Titan surely deserved the award for the Most Admired Retailer of the Year in the category of Fashion Accessories. It would not be an exaggeration to say that the brand has earned a reputation of being synonymous with watches in India the way Xerox is for photocopying. While the brand had observed a 2 percent same store sales growth rate from April 2013 to March 2014, the period April 2014 to March 2015 saw the growth rate jump to 9 percent. In terms of retail turnover, April 2014 – March 2015 saw a turnover of ₹907 crore as compared to ₹831 crore in the previous year.

Leaving no stone unturned when it comes to customer satisfaction, the brand has gone ahead to launch tablet enabled customer feedback system and this runs across 200+ plus as of now. Real time customer feedback is collected and necessary action is taken based on the data points. Till date more than 1 lakh customer feedback has been logged and the current NPS for World of Titans stands at 79. In select stores, tablet is used as a queue buster by using it for billing. Considering majority of the stores are operated on a franchise model, the

brand has ensured steps to engage their franchise partners and the store staff in a number of way. A dedicated portal called Retail Champs is specially developed to ensure that incentives reach the desired personnel. Every indirect employee is given an account and their incentives accrue in the form of points in their accounts which can be redeemed against a vast catalogue. Skill building training programs are designed for Retail Executives & Area Managers to better equip them for their roles and best performers were identified and motivated by devising a foreign trip for those who achieve their targets.

The brand's marketing/consumer promotions initiatives includes various activities. Prominent amongst them would be the Walk the Ramp activity which is one of the unique activities done across many cities which showcased new collections and elicited great customer response. Besides this, the brand initiates activities like Children's Day for better connect with young families and future customers.

Received by:
C K Venkatraman, CEO - Jewellery, Tanishq

Presented by:
Debashish Mukherjee, Partner, AT Kearney



IMAGES MOST
ADMIRER RETAILER OF
THE YEAR:

FOOTWEAR:

BATA

Bata

Long before international brands set their feet in India, if it was footwear, it had to be Bata. With over 1552 stores in India, the brand occupied a retail space of 29,51,629 sq.ft. (till March 2015). The brand has been present in India since 84 years and their portfolio apart from shoes also include a range of bags and accessories. With brands such as Marie Claire, Power, North Star and Weinbrenner etc. under one roof, Bata offers a complete family experience by offering footwear across categories for all age groups. Bata also offers comfort footwear through its licensed brands like Hush Puppies, Naturalizer and Scholl

The chain's retail outlets grew by 9 per cent over the previous year in 2014-15, and retail space grew by 9 percent over the previous year. There was 5 percent growth in sales turnover over the previous year, while sales per square foot grew by 15 percent over the previous year.

As part of their customer relationship management program the brand has launched they have 4 million customers already enrolled into the program spread across 640 stores.

Received by: Nitesh Kumar, MD - Retail, Bata India

Presented by: Adil Zainulbhai, Chairman, Quality Council Of India, Former Chairman, Mckinsey, India



IMAGES MOST
ADMIRER RETAILER OF
THE YEAR:

JEWELLERY:
TANISHQ

TANISHQ

Received by:
C K Venkatraman, CEO - Jewellery, Tanishq

Presented by:
Adil Zainulbhai, Chairman, Quality Council
Of India, Former Chairman, Mckinsey, India

With its spectacular jewellery and watch collection, Tanishq has managed to win a strong patronage from its loyal customers. The brand is seen active in terms of technology adoption and also its various marketing and promotion initiatives. The brand currently has 174 stores located in 98 cities. In 2014-15, retail outlets grew by 7 percent over the previous year and retail space grew by 17 percent. There was 6 percent growth in sales turnover over the previous year.

The brand takes pride in implementing the theory of constraints in its process chain to reduce the lead time, inventory and improve the due date performance (align to sale). They also have their own R&D centre which is responsible for the development of the unique machines like Stone bagging machine, Kit marshal, De-vesting, RTV mould (stone in place casting). Currently, the brand is a proud recipient of 4 patents. The Karigar Centre has world class facility with latest equipments being provided to the dedicated vendor to ensure the inclusive growth to karigars and vendors by improving their productivity through full kitting and technology improvements. Every year the brand conducts a meet with its vendors to visualise the next five

years' strategic plan and provide them with projected growth that the brand may attain and get inputs from them to achieve the same. Another interesting feature that the brand has is of providing medical insurance to the karigars working under their roof and this has been a major reason for the dedication that they see from their karigars. A Satisfaction Survey is conducted every quarter meet the demands and gaps between them and the suppliers.

In terms of employee relations, the brand take pride in the constant exchange of learning that takes place between the senior and the junior staff. Business leaders and senior management, and even their retired leaders meet with their new employees, and take them through Titan's journey, culture and values. Employee feedback is taken seriously and many business process improvements have come about from employee feedback, suggestions and small group activities.



IMAGES MOST
ADMIRER RETAILER OF
THE YEAR:

INNOVATIVE CONCEPT:
**RAYMOND READY -
RTW**



Received by:
Sumeet Soni, Brand Director | Sanjeev
Rao, Director - BD | Sudhir Soundalgekar,
Director & Head Projects - Lifestyle Business
| Jumana Seth, Head - VM | Purva Gad, Head
Merchandiser, Raymond

Presented by:
Alan Thompson, Director, Irisys (UK)

The Raymond Ready-to-Wear store is a delight to the eyes! The first thing that attracts is the Raymond Ready-To-Wear mnemonic which is the highlight element on an otherwise clean façade. The store design follows an unconventional approach by having a clean façade that becomes window to the entire store and display. The façade glass has a unique projection that plays latest Raymond TV Commercials. The Store Layout is designed to highlight - inspiration, style, hospitality and unique fitting room experience in different organised zones.

All the above are seamlessly integrated through attentive technology to create an unforgettable setting for 'The Raymond - Ready-To-Wear' story. Each store has a style expert expressed at the 'Style Bar' within the store. The Style Bar is where the clothes and connoisseurs meet. Style experts teach to express your inner confidence, and to assemble the looks that read true to you. Attentive technology is used not only to support the style experts in showcasing the looks, but also helps the consumer in making the desired selection of style, size and fit from the 'Back of House'. Only one piece of each option is on display making it an inventory light experience.

A luxurious fitting lounge is the climax of each Raymond journey. It is punctuated by attentive technology and a distinctive experience - check-out from anywhere! The customer's selection appears "in the desired size" inside the trial room wardrobe. This unique fitting room experience is delivered through a meticulous system at 'Back of House' connected by attentive technology with Style Bar display. The Trial room 'Slide Wardrobe' is specially designed to help receive the customer's selection without them carrying it themselves. The system is developed such that the selection goes through the digital interface and appears in the trial room before the customers enters to try-on.



IMAGES MOST
ADMIRED RETAILER OF
THE YEAR:

STORE DESIGN:
VANHEUSEN

VANHEUSEN

Received by:
Received by a representative on behalf of
Team Van Heusen

Presented by:
Puneet Verma, AVP - Marketing, Inorbit Mall

Manufactured, marketed and sold in India by Madura Fashion & Lifestyle, a division of Aditya Birla Nuvo Ltd., under the license from PVH Corp, USA. Van Heusen entered Indian in 1990. The brand has had the unique distinction of establishing not only the brand, but also the ready-to-wear category in India.

Over a period of its 25 years of history in India, Van Heusen has emerged as a fashion authority for the ever evolving Indian professionals becoming the go-to source for the latest in fashion trends, colors and style as well as for expert advice on what to wear, when to wear it and how to wear it. Van Heusen has consistently been ahead of the curve in understanding evolving fashion needs of Indian professionals and making it accessible to them.

The Van Heusen brand experience derives out of a value existing at its core, that of leadership. The new palette is influenced by warmer tones of saturated wood and metal. Store blurs boundaries between sub categories to create a sense of cohesiveness within the allotted space. This sense of diversity conveys individualism, while leadership is what creates adaptability wherein categories become flexible to be

moved or interchanged among themselves, pewter finish has been used to treat the façade with LED signage which are fixed on the glazing. Van Heusen's strong merchandising style required statement pieces of furniture to be designed to be able to display full outfits and ranges. This thought is further reinforced through props that effortlessly bring together these diverse product categories, through commonness of theme, forms and materials.

The visual merchandising has been done with abstract forms and merchandising aides rather than realistic props to give the contemporary feel. Effective cross merchandising and strong color blocking runs across the store highlighting the premium and international look and feel.

The store in A-block in Connaught Place, Delhi, spans spacious two floors; thus providing two distinct experiences for the visitors; each one reflecting Van Heusen's pioneering spirit as a brand. The store entrance acts as the start of an inspiring journey – a journey of powering success through style, while the façade of the stores dons the new mnemonic of the brand, called the "Power Mark".



IMAGES MOST
ADMIRER OF
THE YEAR:

CUSTOMER RELATIONS: **TOMMY HILFIGER**

TOMMY HILFIGER

One of the early international brands to have earned a loyal set of patrons in India, Tommy Hilfiger had over 25 percent growth in loyalty customers in FY 2014-15 compared to previous year. Loyalty club members contribute 26 percent of total sales. There was 30 percent increase in average transaction value of loyalty club members in compared to previous year. The money spent by the brand as part of its loyalty programme in 2014-2015 was ₹1.68 crore as compared to ₹1.5 crore that was spent in 2013-14.

Primary reasons for the growth in Tommy Hilfiger's loyal customer base can be attributed to the visual merchandising norms adopted and also the to the store team training and various contests that the brand holds from time to time. Carefully designed easel stands and table tops are put at each store to encourage customers to enroll. Store teams are trained to enroll customers by talking about the exclusive benefits and privileges available. These customers are incentivised to spend more through various exclusive promotions and revenue is also generated from newly enrolled customers. From a marketing perspective, these loyal customers serve as ambassadors of the brand due to the relationship with the brand. The programme also increases the aspirational value of Tommy Hilfiger since it offers privileges to a select exclusive set of customers. The brand has successfully launched its program in additional Tommy Hilfiger Childrenswear and Tommy Hilfiger Denim stores across India. The Gold Members are entitled to a lifetime discount of 10 per cent. To entice a customer to join the program, the brand happily welcomes them with a gift.

Received by: Siddharth Kapoor, Head - BD,
Tommy Hilfiger

Presented by: Alan Thompson, Director,
Irisys (UK)



IMAGES MOST ADMIRED RETAILER OF THE YEAR:

CUSTOMER RELATIONS:

WESTSIDE

At Westside, in FY 2014-15, there were 20 lakh loyalty club members compared to 15 lakh in FY 13-14. Loyalty club members contribute 70 percent of total sales. The implementation of EOSS model helped identify people who are likely to shop during the sale on receipt of a personalised DM. The DMs sent to this TG resulted in 7 percent higher conversions during sale period. Dormant member activation was a notable win. By identifying the key triggers for dormant members, Westside was able to reactivate close to 20 percent of them through multiple campaigns. The brand spent in total ₹95 lakh on the loyalty programme in 2014-15.

The patrons are encouraged to be a part of the loyalty programme by in-store signages at prominent locations in each department, cash tills and trial rooms which highlight the main programme benefits like a 20 percent birthday discount, exclusive sales preview, free home delivery for alterations and dedicated billing counters. The brand also has tie-ups with other lifestyle brands, F&B sector like Dominos, Pizza Express, Barista, VLCC, Fitness First, Enrich etc. to give exclusive offers for new Clubwest members on enrolment. This helps the CSD person in pitching the programme

to customer. To boost membership base for newly opened stores, the brand has a tie-up with banks, corporates and its extend exclusive offers to their customer base/ employees on availing CW membership. A key feature that has helped the brand have active base of loyal customer includes the implementation of EOSS uplift propensity model. This model helped them identify people who are likely to shop during the sale on receipt of a personalised DM. The DM's sent to this TG resulted in 7 percent higher conversions during sale period. Dormant member activation was another notable win. By identifying the key triggers for dormant members, they were able to reactivate close to 20 percent of them through multiple campaigns. Another win was to integrate CRM data with social footprint to map a large part of our non-contactable base on Facebook for engagement through relevant feeds.

Received by: C K Venkatraman, CEO - Jewellery, Tanishq on behalf of Westside

Presented by: Alan Thompson, Director, Irisys (UK)



IMAGES MOST
ADMIRED RETAILER OF
THE YEAR:

EMPLOYEE PRACTICE:

**MARKS & SPENCER
INDIA**

MARKS & SPENCER

LONDON

Received by:
Venu Nair, MD, Marks & Spencer

Presented by:
Bijou Kurien, Executive Chairman India
L-Capital Asia

M&S India in 2014-15, achieved 4 times higher retention rate as compared to industry standards. The chain introduced an 'Idea of the Quarter', which encouraged employees to live ethos of innovation, inspiring them to create and ideate out of the box. M&S also introduced an internal job postings mechanism to provide employees a chance to explore their interests and a chance to consider other job roles.

The brand has many policies in place to help maintain the work life balance such as 'Flexi-Working Hours', 'Work From Home', 'Discretionary leaves' in case of emergencies, 'extended maternity breaks' and 'career break' to pursue higher studies. A unique initiatives introduced this year was that of Adoption Leave, wherein female employees are entitled for 12 weeks of full paid leave and in addition they may take 4 weeks half day leave or 2 weeks full paid leave when they adopt a child. Another interesting initiative was that of the launch of a concept called - Idea of the Quarter, which is a recognition, where every quarter the brand puts forward a scenario and asks its employees to provide solutions to the situation posed. This encourages their employees to live their ethos of

innovation, inspiring them to create and ideate out of the box, which in turn helps achieve the brand's vision of "Enhancing Lives Every Day"! The Reward Leave initiative is dedicated to employees with exemplary performance through an internal recognition process and the employees are awarded these non-monetary rewards. In addition to the performance based leave; employees who complete 5, 10 and 15 years' service with the company are also rewarded with additional days off.



IMAGES MOST ADMIRED RETAILER OF THE YEAR:

STORE VM:
ADIDAS



Received by:
Dhruv Bogra, Senior Director - Retail,
Adidas Group

Presented by:
Bijou Kurien, Executive Chairman India,
L-Capital Asia

With a spend of ₹8 crore in fiscal April 2014 - March 2015 on Visual Merchandising, the adidas stores are a delight for any sport enthusiast. The core store concept is designed to allow the product to be the hero within any store. This is achieved by a fully flexible generic perimeter wall and floor fixture and fitting system. Brand areas and key product displays can easily be interchanged to reflect developments in product ranges. In order to guarantee ideal product presentation, each brand has its dedicated set of dress-up tools that can fit to the fixture system anywhere in store. The brand neutral components (entrance/window area, 3 stripes, cash desk, fitting rooms and back of house) are defined in the initial store planning phase and the locations of these remain fixed. In-store communications are focused on clear consumer messaging. The four pillars of the VM philosophy followed are Operational Excellence - through a strong and tidy store it highlights a tight operational set-up; Sharpen the Brand Image - the sharper the store looks, the stronger the Brand is represented; Consistency - following all principles will mean across all stores we will achieve consistent product presentation; and Drive Sales - ultimately consumers will want to shop a store where the product is presented in a premium fashion. The guiding principle of adidas Sport Performance is to equip all athletes to achieve their "impossible". Whilst adidas Sport Performance brings

its passion for great products to athletes in all sports, its main focus is on four key categories globally: football, training, running and basketball. The concept showcases the diversity of adidas products and brand divisions, all united by the passion for sport and a sport-inspired lifestyle. The fixture system remains flexible to adapt according to product focus and consumer oriented presentation. By standardising the operational and merchandising processes, the concept facilitates multi-site roll-out with speed and cost efficiency.

The Indian sportswear market has evolved significantly over the last couple of years. More and more Indians, especially in the urban areas, are joining gyms and engaging in physical exercises to stay fit. For this purpose the consumers increasingly want to buy premium and technologically driven products from adidas. For this purpose adidas went ahead to create shop-in-shops of various categories which enable the consumers to browse effectively. Prominent shop-in-shops are Running, Techfit, Tennis, Women in adidas which contribute to the overall sales. Also, there is a good display of footballs and basketball to cater to the growing needs of urban and young athletes.

Adidas tries to create maximum visual impact with a great signage and window,



IMAGES MOST ADMIRED RETAILER OF THE YEAR:

MARKETING & PROMOTIONS:

PUMA



setting them apart from competitors and increasing customer footfall. The elements here are that of a stunning window display, a wide, open entrance and a clear view into a well-lit store. Recently the brand converted out top doors into core format and this conversion is happening every week for their stores. The fixtures in the core are very easy to install by the store staff and are very flexible when it comes to creating different wall bay configurations.

Customer flow principles are very important for Adidas and for this reason they keep their on-floor fixtures in such a way that the customer flow is not hampered. We try not to create any obstacle which hinders customer movement. The right distance between wall fixtures is taken care of.

Core store concept is designed to allow the product to be the hero within any store. This is achieved by a fully flexible generic perimeter wall and floor fixture and fitting system. Brand areas and key product displays can easily be interchanged to reflect developments in product ranges. In order to guarantee ideal product presentation, each brand has its dedicated set of dress-up tools that can fit to the fixture system anywhere in store.

Received by: Abhishek Ganguly, MD |
Debosmita Majumder, Senior Manager -
Marketing, Puma India

Presented by: Puneet Verma, AVP -
Marketing, Inorbit Mall

At Puma, June 2014 marked the launch of its association with one of English Football's most successful clubs - Arsenal FC. The campaign titled "Tunnel of Time" was a walkway curated by Arsenal legend, Freddie Ljungberg, which led fans into Arsenal's history and also gave a preview of the new Arsenal range. The campaign was able to generate a massive buzz on digital and became one of top selling SKUs in ecommerce as well. Puma launched its new flagship running shoe, 'Ignite' earlier this year, through a global campaign called "Ignite Your City". The campaign stemmed from a strong digital reach campaign which culminated into an on ground event announcing Lisa Haydon as their new running ambassador. The pre-buzz saw multiple groups of runners led by key running influencers to cover the 145 km periphery of Mumbai - a first of its kind achievement.

The brand has a whopping 1.7 million people as part of its mailing list!



IMAGES MOST ADMIRABLE RETAILER OF THE YEAR:

DEPARTMENT STORE: **SHOPPERS STOP**

SHOPPERS STOP

Received by:
Manohar Kamath, Chief - Retail Operations
Officer | Devadas Nair, Head - Supply Chain
& Mission Control, Shoppers Stop

Presented by:
Amitabh Taneja, CMD, IMAGES Group and
Krish Iyer, President & CEO, Walmart India
& Chairman, IRF 2015

Pioneering department store chain Shoppers Stop currently has 72 stores located in 34 cities. Retail outlets grew by 22 percent over the previous year, while there was 5 percent growth in retail space over the previous year. Retail turnover grew by 12 percent over the previous year, and same stores sales grew by 7 percent over the previous year. The average sales per sq.ft. stood at ₹2,176 from April 2014 - March 2015 which was at par with the previous year. Shoppers Stop has embarked on a multi-year omni-channel roadmap to tap into the exponential digital commerce growth in India through robust online and in-store digital technologies. With a plan to invest ₹50 crore in omni-channel technology and supply-chain management, SS has signed on Hybris, an SAP company, as its omni-channel platform and order-management technology. To maintain a healthy supplier relation, it annually track its Merchandise Suppliers Feedback through an Independent Research Agency. This is Called Partnership Satisfaction Index (PSI). The results of this are shared with the suppliers at an Annual Open Forum Called “Partnership For Progress Summit”, where the Top 100 Partners meet with SS to understand, apart from these results, the company’s Direction, Learning’s etc. This event brings together all the partners and allows them to connect, engage and exchange ideas for mutual progress.

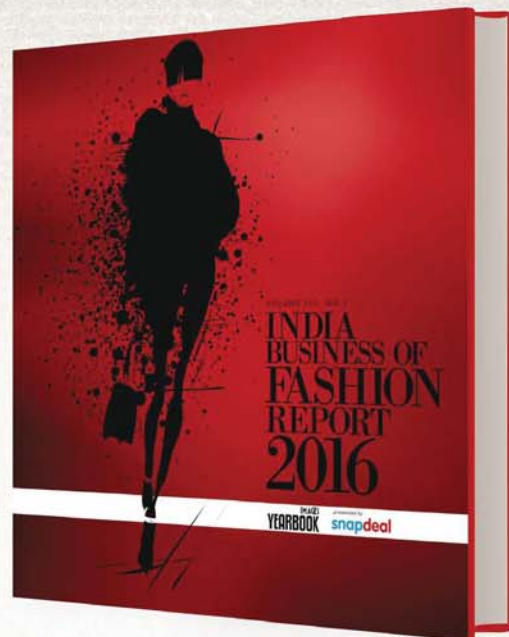
Shoppers Stop actively engages with customers on its popular Facebook page. It constantly churns out interesting and engaging content on Facebook to keep fans hooked. It is little wonder that Shoppers Stop has 7 million fans on Facebook, making it the largest big-box retailer on Facebook in India. It engages its fans and followers on a real-time basis through constructive dialogues, unique promotions, and innovative contests such as the ‘Tweet Store’, ‘New Year.Gifs’ etc. Shoppers Stop has a dedicated channel on YouTube that offers customers an opportunity to experience audio-visual content. These include the popular digital ads for the ‘End of Season Sale’, ‘Choose Your Own Gift’, ‘First Citizen Sale Preview’, ‘Gift Card’ etc. that have garnered numerous views.

Another exciting YouTube innovation is the Shoppers Stop ‘How to.’ series. This is a series of fun, instructive, engaging, and youth-centric videos that give customers fashion and grooming tips. The videos range across topics such as ‘How to dress for a party’ to ‘How to tie a tie’, to ‘How to apply make-up’ etc. Customers also have the choice to buy the products showcased in these videos via the e-store. Shoppers Stop is the first Indian retailer and Indian brand to have launched such a series

INDIA BUSINESS OF FASHION REPORT 2016

(13TH EDITION)

the
DEFINITIVE BOOK
on **FASHION BUSINESS**



Is Indian Fashion Retail Future Ready? ... Read the report.

Both a review and a preview, the India Business of Fashion Report (popularly known as the Images Yearbook) is the ultimate guide to the business of fashion as seen in 2015-16 and what to expect in 2016-17.

The India Business of Fashion Report has always been a beacon and a milestone for the business of fashion. A coffee-table book with an encyclopedic sweep, the concept of the yearly report is a rundown of the developments and turning points in the past year in the fashion retail industry in India, set against a dynamic backdrop of events and people who seized the moment to create their little bits of history.

This, the 13th edition, promises to hold up the editorial vision and integrity of its predecessors and then take it further to present data that will help businesses put performances into the right perspective.

THE HIGHLIGHTS THIS YEAR

- ▶ Fashion Market Sizing ▶ Key segments and retail formats ▶ Scope and Challenges ▶ Top Trends
- ▶ Performance so far and future projections ▶ Key players ▶ Performance so far and expansion plans
- ▶ Fashion consumer trends & behavior ▶ Fashion communication ▶ Forecast for 2016-2017
- ▶ The influence of social media on fashion ▶ The coming fashion-tech revolution
- ▶ Omnichannel and its impact on the fashion category.

PLUS

- ▶ Editor's pick of best from Images BoF 2015-16 issues
- ▶ Contributions from the leading lights of the fashion and retail industry & academicians.

INDIA BUSINESS OF FASHION REPORT enjoys a large patronage. Copies of the past editions were ordered from possibly every corner of the world, reiterating the strength and wholesomeness of the India story across borders. With a minimum shelf life of 12 months, the book is sure to remain on the desks and book shelves at prominent fashion and retail organisations across India, as a valuable collector's item and information guide.

To participate in this book, please contact:

NATIONAL HEAD : SANTOSH MENEZES +91 9820371767 | santoshmenezes@imagesgroup.in

BRANDS, RETAILERS & RETAIL SUPPORT ADVERTISERS

NORTH:

SACHIN KHANNA,
+91 9818818142,
sachinkhanna@imagesgroup.in

NAVEEN CHAUHAN,
+91 9891390763,
naveenchauhan@imagesgroup.in

EAST:

PIYALI OBEROI,
+91 9831171388,
piyalioberoi@imagesgroup.in

PRAGATI KUMAR SINHA,
+91 9804338455,
pragatisinha@imagesgroup.in

WEST:

RADHIKA GEORGE,
+91 9833446767,
radhikageorge@imagesgroup.in

GUJARAT:
PANKAJ VYAS,
+91 9909977088,
pankajvyas@imagesgroup.in

SOUTH:

SUVIR JAGGI,
+91 9611127470,
suvirjaggi@imagesgroup.in

SMRITI BHAGAT,
+91 9686902343,
smritibhagat@imagesgroup.in

FABRICS, TRIMS & ACCESORIES

MUMBAI: SHAILESH PATEL, +91 9892617681, shaileshpatel@imagesgroup.in

“We have chosen Karnataka, mainly Bengaluru, as our launchpad as it is a brand conscious zone with professionals that earn enough to afford the flexibility of having a few lakhs of discretionary spending every year. Moreover, they are grounded and respect value for money so they will appreciate our concept,”

-Anmol Gupta,
Director, Hello 10 Pvt.Ltd.

HELLO 10

Hello 10, the new concept initiative from Hello Ten Brands Pvt. Ltd. is a very recent entrant to the Indian retail segment. Incepted with the core aim of catering to the trendy requirements of the fast-paced young generation with its range of innovative and value for money products, the brand is all set to roll out its first store by April, 2016. The company, that was registered in October, 2015, aims to bring forth an exquisite collection from the top national and international premium brands under one single roof, thereby presenting the Indian customers with a hassle free, one-shop footwear destination.

About 75 percent of the merchandise in a Hello 10 store is footwear. The store planogram is structured to cater to different genres via promoting 10 looks across casual, formal, partywear, sportswear, etc. Its is a lifetime



brand with the core being footwear with look related apparels, bags and travel accessories completing the story.

Sharing the brand USP, director Anmol Gupta said, “Considering the ease and convenience of shopping, fast cash transactions, trained sales personnel and efficient customer service that Hello 10 is armed with, Indian customers are up for an unfathomable surprise in the form of shopping experience.” According to Gupta, the targeted customer base includes individuals within the 12-45 years age bracket.

With the first Hello 10 store set to be launched by April, 2016, the company intends to start operations by setting up atleast 50 MBO's in Karnataka within the Q1 2016-17 and taking the number of outlets to 100 by the end of the year. After Karnataka, the retail concept will be expanded to Delhi-NCR and other high income zones of North India with a minimum sales potential of more than ₹1 crore per annum.

Hello 10 is also looking for franchisees pan India, with the requirements being ₹25-₹30 lakh and 800-1500 sq.ft., with a minimum frontage of 15 and 12 feet of height. They also give retailers the option of having better results on their retail space by converting their retail space into the fast fashion Hello 10 retail concept.



MARK YOUR DATES

IMAGES EVENTS CALENDAR

Mar 15 - 16
2016

INDIA FASHION FORUM

Show Dates: 15 - 16 March 2016

Venue: Renaissance Hotel

Mumbai, India

Contact:

Anjali Sondhi: +91 9810204297, anjalisondhi@imagesgroup.in

Santosh Menezes: +91 9820371767, santoshmenezes@imagesgroup.in



Mar 18
2016

EAST INDIA RETAIL SUMMIT

Show Dates: 18 March 2016

Venue: ITC Sonar

Kolkata, India

Contact:

Piyali Roy Oberoi: +91 9831171388, piyalioberoi@imagesgroup.in

Rohan Narayan: +91 9830961388, rohannarayan@imagesgroup.in



May 11 - 12
2016

INDIA SHOPPING CENTRE FORUM

Show Dates: 11 - 12 May 2016

Venue: Renaissance Hotel

Mumbai, India

Contact:

Anjali Sondhi: +91 9810204297, anjalisondhi@imagesgroup.in

Waseem Ahmad: +91 9833628852, waseemahmad@imagesgroup.in



Sept 21 - 22
2016

INDIA RETAIL FORUM

Show Dates: 21 - 22 September 2016

Venue: Renaissance Hotel

Mumbai, India

Contact:

Anjali Sondhi: +91 9810204297, anjalisondhi@imagesgroup.in

Waseem Ahmad: +91 9833628852, waseemahmad@imagesgroup.in

Bhavesh Pitroda: +91 9867355551, bhaveshpitroda@imagesgroup.in

Bindu Pillai: +91 9820324063, bindupillai@imagesgroup.in



IMAGES
GROUP. IN

For more information, please contact:

IMAGES MULTIMEDIA PVT. LTD. (CIN: - U22122DL2003PTC120097)

S 21, Okhla Industrial Area, Phase 2, New Delhi 110 020, T: +91 11 40525000 | F: +91 11 40525001 | E: info@imagesgroup.in

www.imagesgroup.in

AMSTERDAM

MODEFABRIEK



FRESH PERSPECTIVE AND NEW ENERGY

Modefabriek is internationally known as 'The Amsterdam Fashion Trade Show' and enjoys an excellent reputation as a creative, trendsetting and high-end event. Fashion discipline, innovation and creativity are in the DNA of the organisation. Developments in the industry, market and media, as well as in the stock exchange, are followed closely and translated directly into practice.

Modefabriek aims to inspire and surprise each and every season, with focus on attention to service and design, a distinctive and up-to-date segmentation and a broad programme. This means *Modefabriek* is so much more than fashion alone. Design, art, food, photography, media and music – you'll find it all at 'The Amsterdam Fashion Trade Show'.

This 40th edition of *Modefabriek* will have a closer look at the combination of participating brands, platforms and existing segments. Four new districts have been given a new design, which is modern and allows labels to represent their brand and concepts in a range of different contexts which reflects the rapid developments in the retail sector.

This January visitors of *Modefabriek* will rediscover and find their way through the new areas which brings a fresh perspective and new energy. And this is exactly what *Modefabriek* is striving for.

LOCATION:

Amsterdam RAI,
Europaplein 8,
Amsterdam, Netherlands

KEY SEGMENTS:

womenswear, menswear, jeans, streetwear,
sustainable forward fashion, high-end mens-
and womenswear, young design

OPENING DAYS / HOURS:

24-25 January, 10am-6pm

SEGMENTS:

District A – on trend, snazzy and glamorous
District B – new generation leaders in global
denim and streetwear fashion
District C – premium quality, contemporary
classics and cosmopolitan fashion
District D – sustainable fashion and new
business ideas

PRODUCER / CONTACT:

Modefabriek B.V.
tel. +31(0)20-4421960
modefabriek.nl

DÜSSELDORF

SUPREME WOMEN & MEN DÜSSELDORF / MUNICH



A PERFECT COMBINATION

Sophisticated casualness, progressive tendencies, internationality combined with a touch of refinement. *Supreme Women&Men* is the fashion order platform for groundbreaking trends. The clear focus of *Supreme Women&Men* is a perfect mix of progressive and fashionable collections that spice up the fashion market and add an extra dynamic to the environment of established brands supplemented with selected accessories and shoes.

Around 475 top collections from international designer labels will be shown at the Düsseldorf location B1 end of January. *Supreme Women&Men* Düsseldorf provides for top buyers from Germany and Europe, e.g. Benelux, Austria and Switzerland a wide-ranging order platform for the sophisticated and exclusive genre, but also for progressive labels.

The order start will be rounded off around two weeks later by *Supreme Women&Men Munich*, which is the key event for fashion retailers from Germany, Austria and Switzerland and a significant increase of Dutch visitors as well as visitors from the North of Italy. With the offer of more than 750 labels it plays an essential role as it rounds off the order season for the German speaking countries.

“A perfect combination of fashion trade shows to work in the DACH regions. Munich is without doubt the most important ordering venue for progressive, high-value collections, two weeks after our Düsseldorf event, representing the start of the order round – an exciting combination”,
Aline Schade, Member of the Executive Board



LOCATION:

SUPREME DÜSSELDORF
B1 Bennigsen Platz 1
Kaiserswertherstraße/
Ecke Karl-Arnold-Platz,
Düsseldorf, Germany

OPENING DAYS / HOURS:

30 January-1 February,
9am-6pm

2 February, 9am-5pm

KEY SEGMENTS:

womens- and menswear
accessories, shoes

PRODUCER / CONTACT:

The Supreme Group
munichfashion.company
gmbh,
info@
munichfashioncompany.de
munichfashioncompany.de

BERLIN

SELVEDGE RUN



Selvedge Run is a new trade show for menswear, shoes and accessories. A home for brands with character. Craft is the core of this show. The name is taken from the technical term for the narrow, tightly woven, self-finished edges most commonly associated with high-quality denim. This dedication to quality and durability, alongside ethical and sustainable manufacture within the garment industry, is not solely found in the realm of heritage. There are many concurrent brands that share the philosophy of heritage brands but conceive their product with a more contemporary aesthetic. After running its first edition in July at the Reinbeckhallen, the winter's edition will be located at the Kulturbrauerei in Prenzlauer Berg, directly in the city center of Berlin and only 10 minutes away from Alexanderplatz.

LOCATION NEW:

Kulturbrauerei Berlin,
Schönhauser Allee 36,
Berlin, Germany

KEY SEGMENTS:

heritage and contemporary menswear,
including denim, accessories, shoes and
lifestyle goods

OPENING DAYS / HOURS:

20-21 January, 10am-7pm
22 January, 10am-6pm

PRODUCER / CONTACT:

info@selvedgerun.com

selvedgerun.com

PARIS

CAPSULE MEN'S / WOMEN'S



Capsule Paris Men's features a sharply curated selection of 200 of the world's most sought after and directional progressive menswear labels. *Capsule Paris Women's* is located at a historic venue in the heart of the trendy 10th arrondissement, offering a curation of the world's coolest clothes, accessories, footwear and jewellery. It's the perfect, intimate show where you can discover new designers.

CAPSULE MEN'S:

LOCATION

Maison de la Mutualite,
24 Rue Saint-Victor, Paris, France

OPENING DAYS / HOURS:

22-23 January, 10am-7pm

capsuleshow.com

PRODUCER / CONTACT:

info@capsuleshow.com

LOCATION:

Pier 92, 711 12th Avenue
New York, USA

CAPSULE MEN'S:

KEY SEGMENTS:

men's lifestyle and fashion

OPENING DAYS / HOURS:

26-27 January, 10am-7pm
28 January, 10am-3pm

PRODUCER / CONTACT:

info@capsuleshow.com

capsuleshow.com



NEW YORK

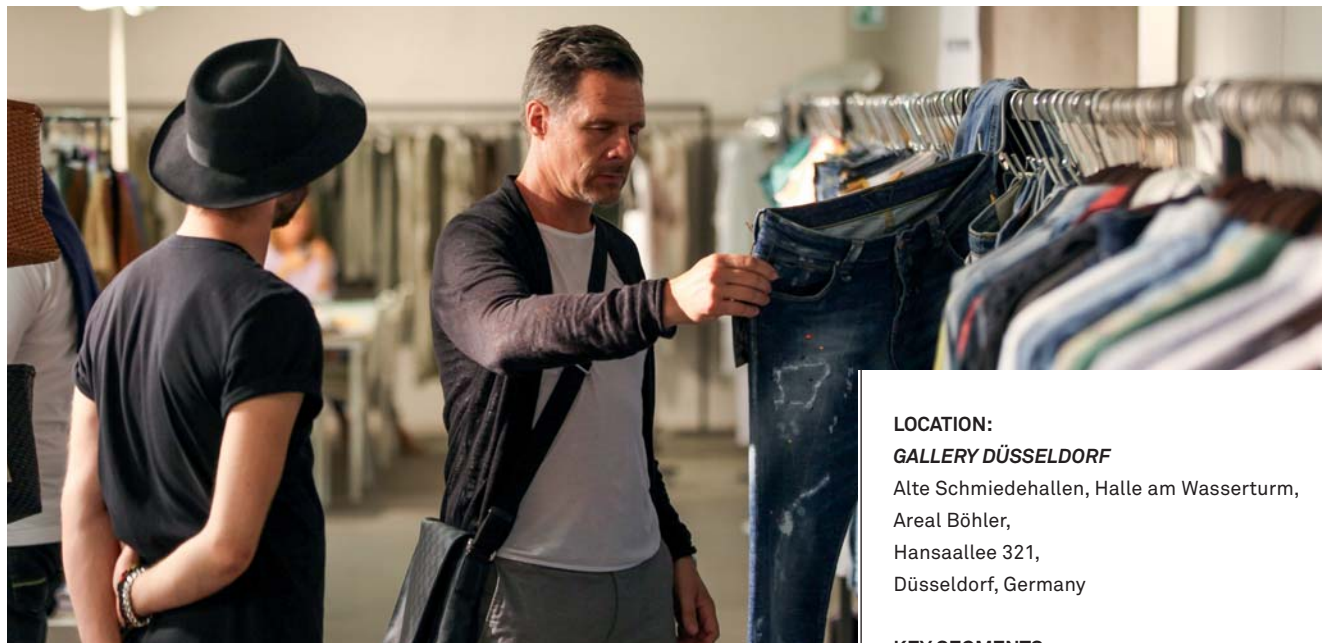
CAPSULE MEN'S / WOMEN'S

Capsule New York Men's is moving to a new, centrally located location, and has added a 3rd day to the show and features a sharply curated selection of 200 of the world's most sought after and directional progressive menswear labels.

Comprised of two shows – ready to wear and accessories, *Capsule New York Women's* show is the best show in NY for discovering new emerging brands.

DÜSSELDORF

GALLERY & RED CARPET



CONTEMPORARY AND GLAMOROUS

Gallery will be held in all of the halls of Areal Böhler for the first time. The 'Alte Schmiedehallen' and 'Halle am Wasserturm' serve as a display area for international agencies, contemporary fashion, designers, premium labels, fast fashion, accessories as well as the lifestyle segment, which will be extended for the coming event. Trade visitors can choose among 700 brands from 23 countries. Fashion shows will be held in the 'Altes Kesselhaus' where renowned designers are presenting their f/w 2016/17 collections. Nearby local public transport stops ensure good accessibility. 1,500 parking spaces and good signposting make getting there easy.

The glamorous atmosphere of the trade show *Red Carpet* awaits international buyers at the 'Federnfabrik' as well as in the 'Glühofenhalle'. More than 70 international brands are presenting evening, event and bridal wear in the industrial setting of Areal Böhler that forms a striking contrast to the festive fashion on display. The latest trends can be seen in a fashion show taking place at 'Kesselhaus'. Areal Böhler is connected via Fashion Net Shuttle and therefore accessible within just a few minutes. Additional *Igedo* vehicles and shuttle buses will be taking trade visitors at short intervals from hotels and central city-centre destination such as Karl-Arnold-Platz square to the trade show.

The admission tickets of *Gallery and Red Carpet* also doubles as a ticket for all means of public transport going to and from the event.

LOCATION:**GALLERY DÜSSELDORF**

Alte Schmiedehallen, Halle am Wasserturm,
Areal Böhler,
Hansaallee 321,
Düsseldorf, Germany

KEY SEGMENTS:

premium & contemporary womenswear,
menswear, designers, fast fashion, accessories
& lifestyle

OPENING DAYS / HOURS:

29 January-1 February, 9am-6pm

LOCATION:**RED CARPET**

Alte Federnfabrik, Glühofenhalle,
Areal Böhler, Hansaallee 321,
Düsseldorf, Germany

KEY SEGMENT:

eveningwear and bridalwear

OPENING DAYS / HOURS:

31 January-2 February, 9am-6pm

PRODUCER / CONTACT:

Igedo Company GmbH & Co.KG, Messeplatz,
Düsseldorf,
info@igedo.com,
tel. +49 (0)211 4396-01

the-gallery-duesseldorf.com

DO YOUR CUSTOMERS TRUST YOU?



**TO ENSURE YOU ARE TRUSTED
GO FOR THE TRUSTED MARK**

LAUNCHING SOON IN INDIA

IRF CERTIFICATION SCHEME

FOR

- ✓ **TRUSTED SHOP:** Retailers in formats like hypermarkets, super markets, department stores, speciality and convenience stores operating in brick and mortar, online or omni channel
- ✓ **TRUSTED SPA:** Spas and health resorts offering therapeutic services such as massages, saunas and baths
- ✓ **TRUSTED SALON:** Salons offering beauty, hair, skin and nail care services
- ✓ **TRUSTED CARE:** Gyms, fitness and wellness centres
- ✓ **TRUSTED RESTAURANT:** Restaurants and eateries
- ✓ **TRUSTED CINEPLEX:** Multi and multiplexes
- ✓ **TRUSTED FUN ZONE:** Family entertainment centres, gaming and play zones, water/ice parks and more
- ✓ **TRUSTED PHARMACY:** Retailers of medicines
- ✓ **TRUSTED JEWELLER:** Retailers of jewellery

The scheme, first of its kind in the world, has been developed with support from



Certification bodies desirous to be a part of the scheme may apply for provisional approval to
Dr. Manish Pande, Joint Director
Quality Council of India
Ph: 011-23378057/58, 23379321
E: manish.pande@qcin.org

Retailers seeking 'Trusted' Certification can contact:
IRF Certification Scheme Department
IRF Secretariat
S-21, Okhla Industrial Area, Phase II, New Delhi 110020
Hemant Wadhawan: M: +91 9810424668
E: hemantwadhawan@indiaretailforum.in

IMAGES

BUSINESS OF FASHION

January 2016



FOCUS FEATURE:
FASHION
RETAILERS &
BRANDS FROM
GUJARAT

Contents

FOCUS FEATURE: GUJARAT

217 Fashion In Gujarat: Prologue

STAR RETAILERS

218 **JADEBLUE**
A men's wear master-class

220 **PINTOO GARMANTS**
The kiddy affair

FEATURED BRAND

222 **MG SONS**
Designer kurtis & tops for modern women

224 **SPAN APPARELS**
The world of ethnics

226 **ARTEX APPARELS**
Colourful denim trends for kids

228 **PINK CHOICE FASHION**
Trendy wear for boys

230 **HINDUSTAN GARMENTS**
Bottom wear with an attitude

232 **MEHTA GARMENTS**
Stylish bottoms for men

234 **SALT CLOTHING**
Company trendy bottom wear for men

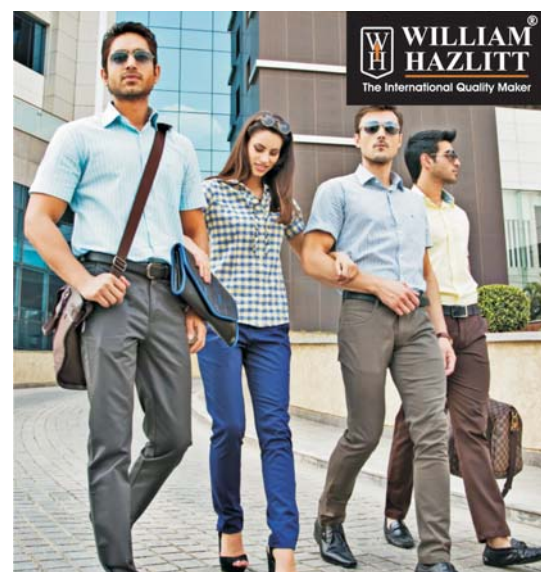
236 **PASTEL CREATION**
Designer bottom wear for men

238 **NADA CREATIONS**
Youthful attire

240 **CHARCHIT APPARELS**
Bottom wear with a difference



218



230

STAR RETAILERS & BRANDS FROM GUJARAT - II

For about a century, Gujarat is one of the leading industrial states in India, and in the textile and fashion industry in particular. Garment branding and retailing in this industry, has also witnessed an accelerated growth over last few years and still holds tremendous potential for growth in today's era. Gujarat has unique and multiple strengths with respect to the fashion industry.

Gujarat is now the largest producer of cotton in India, with a share of over one-third of the total cotton production. It is also the largest manufacturer of man-made and filament fabric and the second largest manufacturer of cotton fabric and has a dominant share in the production of denim with a one-billion-meter capacity. The State contributes to over one-fourth of the country's technical textiles output. Even prior to 1985 there were 85 textile mills in Ahmedabad city. Ahmedabad continues to be dominated by its textile industry. A large number of garment units and garment processing units are present in urban areas of the state. Ahmedabad area is getting stronger every year in menswear and kids wear.

Also large clusters of processing units are located at Surat, Ahmedabad (Narol) and Jetpur. In particular, the textile processing industry has flourished leaps and bound in South Gujarat particularly in Surat district. There are nearly five lakhs of power-loom in Surat, which consumes yarn of about four lakhs of metric tons in preparing the grey fabrics. Lakhs of meters of grey textile are manufactured daily in Surat. Today there are about hundreds of dyeing and printing units located in and around Surat in various clusters - Pandesara, Sachin, Kadodara and Palsana. There are about 150 wholesale markets in Surat. The city of Surat is popularly known as "Silk City". Of the total production of cloth in India, the Surat synthetics fabrics accounts for a large share.

The dynamic state government having realised the potential in this sector, has set up apparel parks at strategic locations and also planning for domestic apparel park which will go a long way in feeling the progress of the industry. Indeed Gujarat is a venerable fashion power-state.

IMAGES Business of Fashion (BoF) was keen to take our great connect between Gujarat textile, fashion and retail business to a next level. IMAGES BoF in its December 2015 issue covered some significant fashion brands and manufacturers from Surat, namely Manjula Fashions, Nakshatra Creations, Romy Lace, Shivam Prints, Vivek Fashion, Mukesh International, Krishna Terine, Priya Fabrics, Parvati Fabrics Collection, R K Green Vogue, Allol Sarees, Fiona and G3 Fashions.

In this issue the January 2016 issue, we take our connect with Gujarat's fashion and lifestyle brands and retailers to the next level. We focus on the Ahmedabad region this time and showcase the star retailers and brands rooted in the magnificent city.



JADEBLUE

A MEN'S WEAR MASTER-CLASS

Powering continuously forward with the objective of grabbing maximum possible market share, JadeBlue has embossed marks of unmatched excellence in its journey so far. The brand operates in two formats; first as an MBO, embellished by a long list of its in-house as well as other premium national and international brand and secondly, as exclusive brand outlets of its brands Greenfibre and JB Studio. In a candid interview, **Jitendra Chauhan, Chief Managing Director, JadeBlue**, shares about the company and its expansion plans with IMAGES BoF.

Tell us about your company and its retail format.

JadeBlue is led by Bipin Chauhan (MD) and Siddhesh Chauhan (Executive Director & Design Head) and I function as the acting Chief Managing Director. While we three handle the administrative policies and design, Khushali Chauhan looks after the digital side of the company.

We offer a globally acclaimed collection in men's formals, casuals, occasion wear, fabrics and bespoke, customized designs, made to measure, ethnic wear and accessories. Apart from the in-house brands, our MBOs also stock a ceaseless list of established brands like Tommy Hilfiger, Van Heusen, V Dot, Zodiac, Z3, Allen Solly, Arrow, Bee Vee, Being Human, etc.

We have been continuously focusing on consumer-centric areas like product innovation, taste, fits, pricing and customer satisfaction to enhance our brand presence and market share year-on-year. Marketing is an art and the promotions and advertisements are to be balanced prior of launching of any new product category or style at right time with appropriate place or region. We are also planning to establish our brand name across the country as per region customer choice.

Kindly share your market presence in India.

As of today, we operate across a cumulative retail space of 1,41,827 sq.ft. spanning across 14 cities in the states of Gujarat, Madhya Pradesh, Rajasthan, Maharashtra,

Chhattisgarh and Telangana. We have 19 JadeBlue MBOs and 32 EBOs of our in-house brands Greenfibre (28 EBOs) and JB Studio (4 EBOs).

Tell us about your product portfolio.

JadeBlue offers a prestigious collection in men's formal wear, casual wear, occasion wear, ethnic wear, fabrics and bespoke, customised designs, made-to-measure and accessories. The company has its own private labels which include, Metal, JB Studio, Azania, JadeBlue Bespoke 1981, Greenfibre and JB Sport. Together they command 38 percent sales ratio in the overall turnover.

Apart from that, the MBOs also house popular brands like Tommy Hilfiger, Van Heusen, V Dot, Zodiac, Z3, Allen Solly, Arrow, Bee Vee, Being Human, Blackberrys, Burnt UMBER, CK, ColorPlus, Gant, Gas, Indian Terrain, Izod, Jack & Jones, Levi's, LP, Park Avenue, Mufti, Spykar, Status Quo, Gesture, Irony, R&C, Fritzberg and Copperstone. The national brands contribute to 50 percent of the business, while international brands hold 12 percent of the sales.



JITENDRA CHAUHAN,
Chief MD, JADEBLUE

Who are your core customers?

Our primary customers are people in the age group of 25 to 45 years. Our core customers are mainly upper middle class businessmen, industrialists, professionals and self-employed individuals. Our new target group of customers are the youth and teens in the age group of 18 to 25 years.

Tell us how you engage your customers with your stores, loyalty schemes, promotions and advertising.

Since our retail presence in 1995, we have established sizable growth in our loyal customers solely through our commitment towards quality and pricing. Our exhaustive collection under one roof along with our make to order services have also played an important part. We firmly believe that "Customer is God", as we won't exist if not for our customers. In line with this, we

concentrate all our endeavours to provide the best of services to our customers through friendly loyalty schemes, better environment, and timely response. .

Our customer care department is equipped with the latest information technology and conceptualises different types of promotional activities to serve the needs of the customer and to constantly keep them updated in a smart way. Marketing is the key for our success; We also have a loyalty scheme programme through which we retain good customer with attractive discounts and offers. JadeBlue believes in launching a product at the right time and price. For this the company has kept a balanced advertisement budget planning and fund allocation, about five percent of our annual sales, which efficiently caters to the targeted and preferential customer group via signages, bill boards, prints media, events and more.

Twice a year, we feature customer friendly promotion sale schemes to retain our loyal customers' value buying and loyalty towards the organization. It helps us to achieve the top lines and clear the old stock to create the space for new arrival stock.

Technology is a great enabler for the success of the store. Kindly tell us how your retail format is using this to its benefit?

The company believes in utilizing latest

technology. It is a major factor in sustaining growth, defining price points, consumption trends and it also helps in data processing. Our focus remains to be in line with global players and at the same time, at improvement of processes at every level. The company's IT department is well equipped to provide information related to purchase, sales, fits to designs developments, customers data for better conversion and services. Diversified technology enhancement has also been applied to its customised tailoring services. We have a separate budget planning and dedicate a separate allocation of funds to keep the organisation as a front-runner in adopting high technology, if and when required.

Tell us about your online presence.

We have recently ventured into online retailing and are now in the process of strengthening our online presence. As of yet, our products are available both in our own site www.jadeblue.com as well as in other prominent e-tailing platforms like Snapdeal, Jabong, etc.

What are your retail expansion plans?

JadeBlue is looking for pan India expansion of its multi-brand outlets and also for your exclusive brand outlets (Greenfibre and JB Studio). The size of the stores will depend on the consumption demographics of the region like population, per capital income, etc.

The brand's expansion strategy is focused on establishing the branding of the organization as an outstanding performer in the retail industry. We are very keen to cater to markets in different parts of the country where we can provide best services and fits with our present technocraft strength. How we expand whether by franchising, ownership or rental, depends largely upon viability of infrastructure development, fund allocation along with profitability margin and prospect of growth.

"We are looking forward to a pan India expansion for our JadeBlue MBOs as well as our Greenfibre and JB Studio EBO chains. Five years down the line, we would like to grow three times as of now."





PINTOO GARMENTS

THE KIDDY AFFAIR

The Pintoo Group has been a sought after name in kidswear and school uniforms in Gujarat for the last four decades. **Rajesh Lala, Director, Pintoo Garments**, spoke to Images BOF about the expansion plans and strategy of the brand.

The Pintoo Group, that came in to existence in the year 1973, grew strength to strength over the next decades to achieve the colossal stand that it enjoys in the industry today. It is now synonymous with quality fashion apparel, school uniforms and accessories for children from 0 to 16 years of age.

“There was immense potential in the kids wear retailing sector when we started off and our constant endeavour to fill that void has brought us where we stand today. We happen to be one of the largest exclusive kids wear retailers in Ahmedabad. Our customers are quality-conscious and variety-seeking people belonging to high and middle-income groups,” stated Rajesh Lala.

MARKET PRESENCE

The company is present at three MBOs in Ahmedabad. Informs Lala, “We have three retail showrooms in prime locations of Ahmedabad at CG Road, Ashram Road and Satellite; each with an average size of around 5000 sq. ft. All the stores showcase a vast variety of kids apparel in various categories.”

PRODUCT ARRAY

Pintoo Garments manufactures high fashion garments for kids and teens. Talking about his productfolio, Lala said, “We offer a variety of product categories ranging from traditional wear, party wear, casual wear, lounge wear, swim wear, inner wear to school uniforms, school bags and accessories. We have constantly expanded our product categories, over the years, to become a one-



A kaleidoscope of colours, designs and fashions.



RAJESH LALA,
Director, Pintoo Garments

“The future for kids wear market is very bright. We have witnessed that the parents’ spending pattern for their children has also changed tremendously. They want to give the best to their kids and spending money is no longer an issue. We see tremendous growth opportunity in the kidswear segment in the times to come.”

stop solution for all needs related to kids. We stock all major kidswear brands like Ruff Kids, Little Kangaroos, Vitamins, Peppermint, Tiny Girl, Blazo, Neuron and others.”

He added, “We also have a private label for the boys under the brand name Puppet-Nx. This includes an extensive range of boys pants, Jamaicans, shorts, track pants, shirts and t-shirts.



All uniforms are stitched at a state-of-the-art factory utilising imported Japanese and German machines. All materials like fabrics, threads, chains, buttons, interlining etc. used are of superior quality. They come with unique features like back elastic for extra comfort, extra buttons, comfortable fabrics and many more.

The company also offers a variety of school essentials such as school shoes, school bags and backpacks, pencil boxes and pouches, snack boxes, tiffin boxes and water bottles which makes it a one-stop solution for all school needs.

CUSTOMER RELATIONSHIP

The company strives to forge an emotional connect with its target consumer. Rajesh says, “We maintain extensive customer data for Customer Relationship Management (CRM). We track customer purchases to find out what kind of merchandise the customer prefers buying and we inform them regularly about our new arrivals at the store. We also have promotional offers for our loyal customers from time to time.”

MARKETING/PROMOTIONS STRATEGIES

As part of its brand promotion strategy the company has developed its own Facebook page where they post regular updates about their new arrivals at the stores. To top it, they also release print advertisements in leading dailies and magazines from time to time.

“We already have an e-commerce portal called www.pintoo garments.com, which sells school uniforms online. Since its launch our it is getting good response from our customers. It has brought a lot of convenience to our customers who buy school uniforms and accessories from us,” says Rajesh Lala.

TECHNOLOGY INTEGRATION

The technology initiatives implemented at Pintoo Garments enable the company to maintain its data and resources. Says Lala, “We analyze sales data daily to fetch information about customers’ buying behaviour. We use this information in our merchandising and purchases to constantly improve our product assortments. Being a part of the ever-changing fashion industry, it is important that we take this exercise very seriously.”

FUTURE PLANS

The company is currently looking at vertical expansion in other kids’ product categories. Added Rajesh Lala, “We are envisioning a time when people would say —Where there is a kid, there is Pintoo.”





MG SONS

DESIGNER KURTIS & TOPS FOR MODERN WOMEN

MG Sons launched Vala's, a brand dedicated to the women of the country, in 2012. The product quality, elaborate detailings and intricate designs soon became instrumental in embossing the brand as the first choice of a long list of customers from across the country.

Established in 2009, MG Sons is a leading supplier, manufacturer and exporter of an attractive assortment of designer kurtis, western tops and tunics, leggings and jeggings for women. These are known for their perfect fitting, elegant look and shrinkage resistance. Over the years the company has enhanced its image by creating beautifully crafted fashion for the confident women who know their own style. In 2012, the company launched their brand Vala's, offering trendy, high quality clothing for women from 18 to 40 years of age.

Shares Ranjit M Vala, Partner, M G Sons, "When we started we were making 50 pieces per day. As we started gaining recognition, we launched Vala's, a women's wear brand, in 2012. Today our production capacity is more than 3000 pieces per day. The reason for our success in this competitive market has been our quality, competitive pricing and latest designs."

RETAIL PRESENCE

Valas has a retail presence in more than 400 cities and small towns, 1,500 plus MBOs and a wide network of 135 agents. No wonder, the company has been growing remarkably at a CAGR of 30-35 percent annually.

PRODUCT RANGE

MG Sons' forte lies in providing one of the widest range of quality products at the best prices. The company manufactures a vast collection of kurtis, tops and tunics. In bottom wear they have products like leggings, jeggings and palazzos.



RANJIT M VALA,
Partner, MG Sons

The collection also features a stylish array of designer kurtis. They are intricately designed and offer high level of comfort. Said Ranjit M Vala, “Kurtis provided by us are widely acclaimed by our clients spread across the globe. Our Kurtis are available in the price range of ₹199 to ₹550 and constitute about 75 percent of our product portfolio.” Valas also offers a vast range of ladies western tops and tunics in attractive colours and designs for the fashionable women. They are stitched from fine quality fabrics and decorated with intricate embroideries, laces, ribbons, etc. Shares Ranjit, “The tops range from ₹190 to ₹350 and have a ration of 10 percent in our portfolio. Bottom wear range from ₹165 to ₹350 and constitute 15 percent share in our portfolio.”

The company produces 11 lakh pieces annually at its state-of-the-art unit located in Ahmedabad. “We are a professionally driven company and have different departments like sales, purchase and production,” informed Vala.

TRENDS & DESIGNS

Each piece of their products has been individually designed, hand-crafted and perfected by the designers in their in-house atelier to deliver their signature quality. The company houses a full fledged state-of-the-art design studio with more than 15 designers working to churn out new collections. The studio is equipped with both manual and computerized CAD, CAM systems to create trendy styles and designs.

Added Ranjit, “We have the latest designing software which has been imported from Australia. Our unit is equipped with the latest stitching machines as well.”



“There has been a huge shift from ready to stitch to ready to wear. We see a very bright future for ready to wear brands emerging out of Gujarat and catering to the needs of the Indian consumers.”

Talking about trends, Ranjit said, “The latest trend which is going on in bottom wear is of palazzos. In kurti’s, the trend keeps moving on the colour chart, so we can see lot of entry of fresh and bright shades in our products.” He added, “We target the consumer on mass scale where working on themes and story lines is not done rather we follow the latest trend”.

EXPANSION

While talking about the expansion plans, Ranjit Vala informed BOF that the company is planning to launch Vala’s premium category, which could address the rich and the affluent customer base. They intend to tap into the emerging markets in big cities and towns with their premium collection. He said, “The prices range for this brand would start anywhere from ₹500 and go up to ₹1500. Our

focus with this brand would be more on party and ethnic wear which will help us target the big cities and towns in India.”

While discussing the company’s marketing strategy, Ranjit said, “We participate in most of the garment exhibitions held across the country. We also regularly advertise in all regional newspapers in a particular state. We also showcase our imagery in all leading magazines”.

He added, “We are looking at exports and are even participating in the IIGF fair being held in Delhi to understand the exports scenario with various countries.”



SPAN APPARELS

THE WORLD OF ETHNICS

Established in 1979, Span Apparels Pvt. Ltd., a women's ethnicwear brand, caters to the needs of the evolved global-desi women. Known for offering an exclusive range in ethnicwear, the company was commended with several export awards on multiple occasions by the government of India from the year 1991 to 1994. In 2002 the company set up a 100 percent export oriented unit and in 2006 launched the brand 'Span'.



“Make a space in the customers’ heart; not in their closet!”

PRODUCT ARRAY

Backed by state-of-the-art manufacturing facilities and a team of highly skilled designers, Span Apparels Pvt. Ltd. manufactures a vast range of kurtis, salwar suits, party wear suits, unstitched fabrics, bottom wear, etc. The company recorded a turnover of ₹90 crore and growth at a CAGR of 25 percent. The aim of the brand is to offer quality garments at an affordable price.

PRODUCTION CAPACITY

Naman Khandhar, Director, Span Apparels Pvt. Ltd. shares, “We employ modern technology to manufacture products that reflect our commitment towards innovation, quality and customer satisfaction. We have a capacity to produce 90,000 ethnic tops (kurtis) per month, priced from ₹899 to ₹3499. Our SKDs range from ₹2999 to ₹9999 and we manufacture 10,000 SKDs per month.



NAMAN KHANDHAR,
Director, Span Apparels Pvt. Ltd.



As far as bottom wear is concerned, we have a capacity to produce 20,000 bottoms per month ranging from ₹450 to ₹1199.” According to him, the occasion wear market, at present, is dominated by personalised designers and boutiques while the casual wear market is dominated by brands, malls and e-commerce. “Single shop owners are feeling the heat,” he said.

MARKET PRESENCE

The brand is widely available through a network of 10 exclusive brand outlets (EBOs), 100 multi-brand outlets (MBOs) and at 150 shop-in-shops (SISd), like Central, Lifestyle Trends, Reliance Mart etc. Span is present in almost 100 tier -I and -II cities. Today the brand is distributed extensively through 100 agents pan India.

DESIGN TEAM

Relates Khandhar, “Our designing team is a bunch of enthusiastic youngsters who are always striving to produce newer styles. They are not afraid to experiment. They are spirited, modern and innovative in their approach.”

MAJOR THEMES BEING WORKED ON

Span Apparels Pvt. Ltd., is coming up with various theme oriented collections. Relates Khandhar, “Our Mahatma Gandhi theme based collection shall feature the things that he loved — right from the glasses, watch to the three iconic monkeys. The collection will be designed in subtle beige and grey color tones. Another theme we are working on is related to the music beats. The designs will

have prints of gramophones, guitars and tablas on the rayon pastel fabric. These products are being exclusively designed for the 15-35 years age group,” said he.

MARKETING/PROMOTIONS STRATEGIES

In order to acquire franchisees and distributors, the company advertises in inflight magazines and leading fashion magazines. To promote EBOs, the company opts for BTL activities by participating in various fashion shows and events. Span Apparels Pvt. Ltd. has a vibrant social presence on various B2C platforms like Myntra, Jabong, Snapdeal, etc.

LEVERAGING TECHNOLOGY

The company has installed various softwares at the designing unit, which enables the designers to research and surf about the latest trends and designs. At the production level, use of ultra modern machinery ensures increased work output at better costs. Also the brand has become more customer centric with the help of contemporary softwares.

LOOKING AHEAD

Span is now looking to increase its share and achieve a stronger market position in the ethnic segment. Informs Khandhar, “We are planning to open 100 exclusive stores within next three years.”





ARTEX APPARELS

COLOURFUL DENIM TRENDS FOR KIDS

Artex Apparel is a leading manufacturer and exporter of readymade garments, specializing in the kidswear with main focus on denim and woven garments. In an interview with IMAGES BOF, **Abhay Shah, Managing Director, Artex Casuals**, speaks about the evolution of the brand over the years and its present stature as the biggest denim exporter of Ahmedabad.

Tell us about the company, its history, target audience, etc.

One of the best decisions I have ever made was starting a business in a field I was passionate about. My elder brother, Praful Shah, has always been a great source of support and guidance, who ensured that we focus on quality from day one.

Artex Apparels was launched in 1981 with five stitching machines. It was the beginning of a tough journey, but we were persistent. Today we produce one million pieces every year.

Our focus has always been on high quality, which enabled us to enter the export markets of the Middle East, South East Asia, Europe and Russia. We have been exporting our products for the last 30 years. Presently, we foresee a great demand for the kids' apparels in the market.

After doing a thorough market research for

four years, we entered the retail segment in India in 2013 and introduced our brand Tales & Stories (T&S). Within just two years, we have come up with six retail stores and five more are in the pipeline. We also have a significant presence on all major online platforms like Jabong, Myntra, Flipkart, Snapdeal, FirstCry, etc.

Kindly share your market presence in India.

We are currently present in six MBOs across ten cities of the country. We have eight distributors and agents spread all over. We also supply our products to some of the leading brands like Lifestyle, Pantaloon, Wallmart, Lee-Cooper, Junior, Indus League, Mom and Me, etc.

What was your turnover for FY15 and what has been your CAGR growth rate over the last 3 years?

Our export turnover was around ₹50 crores



ABHAY SHAH,

Managing Director, Artex Apparels

for the previous financial year. Our growth rate was around 20 percent in the past three years.

What is your complete product range?

We are a core manufacturer of denim kidswear. Almost 90 percent of our production capacity includes apparels for kids from new borns to 14 years age. We also produce 5 percent men's denim and remaining 5 percent is women's denim and dresses. Our product portfolio constitutes shirts, denims, jackets and shorts for boys and jeggings, capris, tops, tunics and dungarees for girls.

What is your production capacity per category per annum?

Our total production capacity is around 2 million pieces per annum.

Tell us about your new products.

To keep up the market demand, we have introduced various innovations like eco friendly jeans and Jogg & Spandex in slimming collection. Denim joggers and vest coats are the latest additions in the kids' collection. Lycra denim (stretchable denim) has also become a mainstream production material replacing the traditional denim.

Tell us a little about your design team and design capabilities?

For the kids' denim wear, we ensure that the fabric and the accessories used are of best quality and is safe for the kids. We have a hi-tech designing unit equipped with latest equipment and a team of highly qualified experts who specialize in country and client specific requirements.

What are the major themes on which your latest collections are focused?



While designing outfits for the kids, our main focus is on style, safety and comfort. We prefer using colourful printed fabrics with distinct patterns for the kids. Printed denim is more in demand today than plain denims. We also employ towel wash, cloud wash and rinse wash techniques. Teared or destroyed / rugged denim is also quite popular nowadays.

What are your range expansion plans?

Besides the kids segment, we are also planning to increase our girls' range and add some dresses to our portfolio. We will introduce a complete range of coats and jackets too for the next winter for boys and girls.

Tell us about your marketing/promotions strategies?

We actively participate in trade fairs to promote our export and domestic business. For our domestic brand T&S, we market through our marketing team. We are also

exploring online marketing. We regularly organize small events to reach to the kids and their parents.

Technology is a great enabler in fashion nowadays. Kindly tell us how you are upgrading in technology.

We have installed the best Juki machines, CAD and CAM and ERP systems. We always go for faster, accurate and more cost effective ways of production.

Kindly share details about your future growth strategies.

We have plans of opening 100 retail stores in India in the next 36 months. We are also exploring potential large format stores and MBOs. We are targeting an annual growth of 30 percent for the next 5 years. We are in the process of adding around 15 more countries to our export line.





PINK CHOICE FASHION CREATOR

TRENDY WEAR FOR BOYS

Puppet-NX, from Pink Choice Fashion Creator, features an eclectic blend of casual and contemporary designs and has always been distinguished as a premium brand for young boys. The brand has a flair for incorporating amusing and fun filled twists to its range to align it to the taste of its young customers.



Pink Choice Fashion Creator is a leading manufacturer and supplier of kids bottom wear, school uniforms and accessories, boys' t-shirts, jeans and shirts. Founded in the year 1986, the company has a state-of-the-art manufacturing facility, well equipped with latest machines and technology, located at Ahmedabad. Offering a vast product line under the brand name Puppet-NX, the company is known for its fabulous collection of comfortable, premium quality kids wear at affordable prices.

Shares Hemant Lala, Director, Pink Choice Fashion Creator, "We aim to provide quality products with a perfect blend of good designs, best fabrics, flawless stitching, materials and washing, at a reasonable price. We are in this business since the last 40 years and are today one of the biggest school uniform dealers in the region."

PRODUCT ARRAY

The brand Puppet-NX offers a stylish collection of comfortable, delightful clothing for kids made with skin friendly, easy care, long lasting, shrink resistant, premium fabrics. They come in smooth textures and trendy designs. The range is vast and is available in multiple colors, designs, prints and patterns. Said Lala, "We are into manufacturing boys' wear including shirts, t-shirts, pants, shorts, denim jeans, faded jeans, track pants, denim bermudas, army print cargoes, Jamaican and hosiery lowers. We have a capacity to produce above a lakh pieces."

In the school uniform accessories range, the company manufactures plain school ties, blue striped school ties, school uniform belts, high striped socks and knee high socks. It also manufactures and supplies boys' woolen school uniforms, boys' school uniforms, senior boys' cotton uniforms, boys' white school uniforms, junior boys' uniforms, girls' white school uniforms, and many more. While talking about the new themes being used in their latest collection, Lala informs, "We are working around the casual wear theme in which we have explored a lot with new prints and corduroy fabric".

MANUFACTURING AND DESIGNING

The designing division at Pink Choice Fashion Creator is outfitted with the essential devices, tools, machines, equipment and is managed by creative and dedicated team members. "We keep ourselves and our designers up-to-date with the current fashion trends. Our team surveys the latest market trends from outside India and accordingly designs the products, keeping our regional demands in mind," added Lala.

The company's manufacturing set-up is well equipped with advanced facilities, which enables the company to deliver unparalleled quality with great efficiency.



While discussing the top fashion trends, Lala shares, "There are changes in the fabric composition and colors. Printed fabrics are more in fashion these days."

MARKET PRESENCE

With a market presence in more than 100 cities all over India, with 650 MBOs and a network of 8 distributors, Pink Choice Fashion Creator envisages a 15 percent growth every year. Added Lala, "We are planning to expand our business through our distribution network."

QUALITY

At Pink Choice Fashion Creator, special emphasis is laid on quality monitoring. From raw material procurement to delivery, stringent quality control checks are performed by a team of experienced quality controllers. All products are properly checked on diverse parameters in order to provide a flawless collection to the clients.

THE FUTURE

While discussing the company's future plans, Lala informs, "We are on the verge of expansion. We are planning to explore more areas with a wider product range. We are also planning to explore the East Indian markets".



HINDUSTAN GARMENTS

BOTTOM WEAR WITH AN ATTITUDE



The brand William Hazlitt from Hindustan Garments, is one of the leading men's fashion brands and considered as a pioneer in India's fashion landscape. Designing fashion of the highest quality, this Ahmedabad-based company manufactures premium quality formals, casuals and party wear for men. **Prakash Singh, Director, Hindustan Garments**, talks to IMAGES BoF.

Hindustan Garments was founded in the year 1999. They have been old players in the textile industry and when they began, the market trends were evolving slowly towards the ready to wear segment. Since there were limited players in the ready-to-wear section that time, the demand for the same was quite high. This trend continued till the year 2006 and soon more new brands joined in the segment.

William Hazlitt reflects the persona of young as well as old. The brand reflects the pulse of the new generation which looks at clothing as a reflection of their attitude and vibrancy. Informed Prakash Singh, Director, Hindustan Garments, "William Hazlitt is a well acknowledged brand where the demand is at least 10 percent more than its supplies. Our target audience is men right from youngsters to even senior citizens."

RETAIL PRESENCE

With a retail presence in more than 200 cities and a widespread network of eight distributors and 12 agents, Hindustan Garments has been registering a gradual growth rate of 25 to 30 percent. It is one of the major suppliers of men's wear to the Chennai Silk, KC Das, Aristocrat and Kohinoor.

PRODUCT RANGE

The products available from William Hazlitt are cotton structured trousers, silky denim jeans, formal pants and designer party wear pants. Every trouser is the result of flawless construction, superb fashion engineering and is made with the best of fabrics. The company uses finest natural and man-made fabrics and blends of superior quality.

"William Hazlitt is a focused brand in the men's bottom wear category. In this, we are



PRAKASH SINGH,
Director, Hindustan Garments



making formals, casuals, corporate, denims, etc. Our main ration goes for casual wear, the next would be formal wear and the third would be party wear and at last, denims. The ratio is about 30 percent denims, 30 percent formals and 40 percent casuals,” shares Singh.

MANUFACTURING FACILITIES

Hindustan Garments is an ISO 9001:2008 certified company which has a state-of-the-art infrastructure unit of international repute. The brand has a centralized design and development team and technologically advanced in-house manufacturing facilities. The company is well equipped with sophisticated technology, fully automated latest machinery, a team of highly trained workers and extraordinary designing capabilities. Shares Singh, “We have 105 single needle machines guided by supervisors. We have a production capacity of 23,000 pieces per month for the domestic market. Apart from this, we also have a separate setup for production of exports. The centralized warehouse ensures timely deliveries to our customers in India and abroad. An advance ERP package developed by our IT team gives us total control over the entire chain, right from design to the storefront.”

FASHION TRENDS

“We have developed an extensive collection in casual bottoms with prints. We have used 100 percent cotton high density fabrics for printing. This is the latest collection for summers and is developed in western shades which are on the pastel tones. In formal bottoms, we have used tencel and polynosic yarn. William Hazlitt is today one of the most preferred brands when it comes to quality,” he told BoF.

“India is being rated as one of the best markets for apparel sourcing. Its domestic consumption is growing which is a good sign for the industry’s growth.”

DESIGN CAPABILITIES

The design team at Hindustan garments always works in close coordination with the research team to create new fits, cuts, washes and styles, using a verity of new fabrics, latest technology and processes. Remarked Singh, “William Hazlitt has a full-fledged, well experienced team of designers who work on the latest trends, designs and sourcing to keep us ahead in fashion business. We have a very experienced senior designer in our company.”

EXPANSION PLANS

While discussing the company’s future plans, Singh stated, “We are a modern technology enabled company. We are focusing on increasing our production and gearing up for the future growth.”

The company further plans to focus on e-commerce. They have already hired a team of professionals to rigorously work on online marketing. Singh expressed, “We have already started retailing our products through various online platforms such as Amazon, Snapdeal, Flipkart, Paytm, etc. Apart from this, we also have our own portal.”

MARKETING STRATEGY

The company’s biggest marketing enabler is its product pricing and quality, which speaks for itself at the retail shelf. Said Singh, “Our brand communicates a lot in terms of branding at the retail shelf. We also participate in exhibitions and various other fashion events held across the country.”





MEHTA GARMENTS

STYLISH BOTTOMS FOR MEN

Mehta Garments Pvt. Ltd. is one of the undisputed leaders in apparel manufacturing for men. Inspired by international fashion trends, the company provides a vast array of premium quality products including, branded jeans, casuals, cargos and trousers. Mehta Garments Pvt. Ltd. is at par with global standards in quality, technology, marketing and branding and has so far captured the markets of Asia and the Middle East. The company's modern manufacturing and processing set up enables it to have a speedy 'go-to-market' time frame from design to production. Images BOF talks to **Anil Mehta, Director, Mehta Garments Pvt. Ltd.** about the brand and its expansion plans.

Tell us in brief about the company.

Incorporated in 1989, Mehta Garments Pvt. Ltd was started by Sumermalji Mehta, and it is today one of the leading branded apparel manufacturers in India. It was one of the few companies in Ahmedabad to have started a revolution in the ready-to-wear garment business. We began our business as a manufacturer of men's wear and children's wear. In 1989, we introduced Puff the first denim brand created in India. Targeting men between the age group of 18 to 35 years, Puff today is one of the most successful and widely recognized brands in the Indian apparel industry.

Innovation has been the hallmark of Mehta Garments Pvt. Ltd. Incorporating latest technology and processes, the company has been constantly introducing new fits, finishes and fabrics in its product line. The company's R&D team has been relentlessly working with the designers to create an innovative product range in a variety of fabrics, washes and cuts.



ANIL MEHTA,
Director, Mehta Garments Pvt. Ltd.

“Fashion with Excellence is the cornerstone of each collection introduced by us. Our strong fashion forecasting and trendsetting abilities have created brands which are vibrant, trendy and have an attitude. Each brand has been carefully crafted keeping in mind specific market segments and are backed by a strong retail and distribution network. Our extensive reach has been built in a strategic and planned manner over the years.

Kindly share your market presence in India?

We are present in 25 tier-I cities, 60 to 65 tier-II cities and in 45 tier-III cities. We are selling our products through 700 plus MBOs and 12 distributors all over India. We provide our products to the following brand retailers - Pothys, Charmas etc.

What How was your performance in FY15 and what has been your CAGR growth rate over the last 3 years?

Due to the market conditions we made break-even growth in FY15. However, within the last three years, we have been growing at a CAGR of 20 percent.

What is your complete product range? Kindly share the ratio/percentage that the categories that you manufacture in your overall business? And production capacities per category per annum?

We are manufacturing casual wear products like chinos, fashion trousers (which is a substitute to denims), basic denims and formal trousers. The overall price spectrum ranges from ₹1095-₹1695. We manufacture 40 percent fashion casuals, 10 percent formal trousers, 25 percent basic denims and 25 percent chinos.

We have an annual capacity of producing 2.5 lakh pieces.



“India is a developing country and all international brands are looking at such a market where they can be a part of its growth. The future of fashion is very bright.”

What are the top fashion trends you have seen recently emerging in your fashion category?

In fashion trousers, we have given slim fits which is a preferred choice with youngsters. This collection is a good substitute to denims. In this we are mostly using imported fabrics, which are totally different from what is generally seen in the market. These trousers come in different colours like pista green, olive, light grey, steel grey, dark grey, mustard etc. The ntire range also incorporates a lot of detailing along with fashion. Then we are also giving a touch up taste, both in casual trousers as well as in denims. Our products stand out as they come with a special belt.

In denims, besides indigos we have introduced a lot of pastel colours and the customers are readily accepting them.

Tell us a little about your design team and design capabilities?

We have a good team of skilled designers. We do a lot of research at the domestic level as well as in the international markets to understand the latest trends and forecasts.

What are the major themes on which your latest collections are focused?

We do not follow a particular theme. But yes we capture the essence of the season with our creativity and also as per the region-wise study in the country.

What are your range expansion plans?

Our main target is to expand our presence throughout the country with our existing product range.

Share specific details on your marketing/promotions strategies?

We look at a 360 degree view in terms of our marketing and promotions. We opt for a lot of outdoor hoardings and other forms of advertising. We also do door-to-door marketing which reach out to our prospective customers in a particular region.

Technology is a great enabler in fashion nowadays. Kindly tell us how you are upgrading in technology.

Our unit is fully equipped with Juki machinery and the set up is all modern.

Kindly share in details about your future growth strategies?

We are waiting to expand in Bihar, Uttarakhand, Punjab and Assam, where we are not present right now. For our future growth we wish to start with exports and are looking at the US as a market for supplying our brand. So far the response has been good.



SALT CLOTHING COMPANY



TRENDY BOTTOM WEAR FOR MEN

SPAAOUT is an upcoming brand in men's wear bottoms, offering multiple styles and trends in its collection of jeans, cotton trousers, capris, cargos and party wear formals. Founded in 2006 by the Salt Clothing Company, the brand targets fashion savvy men — from teenagers to the middle-aged — who are fashion innovators seeking effortless style. The brand had an encouraging start and was well received by consumers for its unique styles, colours, fits and comfort. **Ramesh Mehta, Director, Salt Clothing Company**, tells IMAGES BoF about the efforts that the company puts in to create lasting and premium quality products with an affordable price tag.

The Salt Clothing Company is well equipped with state-of-art manufacturing facilities, modern-day apparel manufacturing machineries and teams of highly experienced professionals. All processes are meticulously streamlined to near perfection to ensure that every garment produced is in line with the highest expectations of its clients. Adds Mehta, "Spaaout products are not only innovative but are continuously changing, based on the demands of the consumers and the markets. Our R&D department works continuously to develop leading edge designs. All styles are based on the current trends, offering a contemporary look, without compromising on the strength of the fabrics."

PRODUCT ARRAY

Informs Mehta, "We are a focused player in men's wear bottoms. We are making a complete line of casual wear products including jeans, cotton trousers, capris, cargos, party wear, and formals. Our price range starts from ₹799 and goes up to ₹1499. The production ratio of casual trousers would be 40 percent, denims 20 percent, corduroys 20 percent and 20 percent accounts for rest of the fabric based bottom wear. Our production capacity is around two lakh pieces per annum."

The company relies on routine updation of its technology and products. Said Mehta, "Newer designs fabrics, looks and finishes are developed on continuous basis, based on the needs of the consumers. We have a full fledged team of well experienced product designers who come up with products as per our clients' requirements."

Talking about the company's growth, Mehta shares, "We received a ten percent growth in FY2015. But if we look at our performance in the last 3 years, we have incurred 30 percent growth."



“Gujarat will excel in the garment manufacturing business in the years to come. There is going to be stiff competition between the players and the end point retailers will get best quality garments at affordable prices.”



MARKETING STRATEGIES

Spaaout is a consumer oriented label. The company adopts an innovative advertising and promotion marketing strategy through print and visual media and outdoor campaigns to reach out to its customers. They basically target the youth and the modern lifestyle and give the brand an international feel.

MARKET PRESENCE

The label spans across 20 tier-I cities, 60 tier-II cities and 40 tier-III cities. Spaaout is present at 1,000 MBOs countrywide. With a vast network of 13 distributors, the company manufactures products for Charmas, JC Brothers, Anil Trading Company (Hyderabad), and in Nagpur they supply to Today’s Collection, Bombay Wala, etc.

FASHION TRENDS

Mehta feels, “There are a lot of trends visible in the mid segment market. Especially in the fits, there are preferences of slim, narrow and comfort in bottom wear. We make around four to five types of fits. We work with regular colours to suit all age groups with more emphasis on colours desired by the teenagers. In party wear trousers the trend is towards smart fit with narrow bottoms.”

DESIGN CAPABILITIES

Constant interaction with the latest trends and an eye for detailing enables the company to create styles with a distinct flavor. As per Mehta, the company works with one of the best freelance design teams available. “Apart from this, I personally study the prints and trends prevailing in the international market and apply them in my brand,” he adds.

While discussing about some of the major themes being worked on, Mehta said, “Yes we seek inspiration. For example, in one of our collections we have used the blue ocean as a theme and work in accordance. This is a very limited range in our portfolio. In the upcoming summer season we are planning to work around ice creams as a theme.”

MARKETING AND PROMOTIONS

The company’s marketing team is in constant touch with the customers and based on their feedback, they develop a complete analysis report from time to time.

TECHNOLOGY

Our in-house manufacturing facilities feature state-of-the-art machineries and equipment supplied by world class brands. Informs Mehta, “We have a full-fledged Juki unit. We also employ modern software and machinery like CAD and CAM. We try to use technology in the best possible way to optimize our production capacity.”

EXPANSION

While discussing the company’s expansion plans, Mehta said, “In the near future we wish to start manufacturing fashion denims. We also want to start exports by the year 2018 and by 2019 we want to establish our own exclusive brand outlets.”





PASTEL CREATIONS

DESIGNER BOTTOM WEAR FOR MEN

Pastel Creations has been winning hearts all over with its brand Urban Navy. A brand of the prestigious Pintoo Garments Group, Urban Navy exhibits a unique range of bottom wear for the modern man, who's as concerned about style and fit as he is about value for money.

Pastel Creations was started in the year 2009 by Pintoo Garments Group, a renowned name in Gujarat for over three decades in retailing and manufacturing of kids wear. The group launched a high fashion clothing line specially for the men under its brand called Urban Navy. The brand was started with a vision to make high quality bottom wear available to young men across the country, at affordable prices. Since its inception, the brand has grown tremendously to become one of the leading names in the market today.

Shares Ashutosh Lala, Director, Pastel Creation, "Finest fabrics, durable threads, unparalleled washes, excellent fits and dedicated perseverance come together to create an Urban Navy product. Our target customer group is the fashion and quality-conscious men between the age of 18 to 40 years from sec-A and sec-B segments, who has a propensity for value for money products."

MARKET PRESENCE

Urban Navy has a strong presence in 700 multi brand outlets across 80 cities of the country. The brand is present at nine outlets in Gujarat, and also in the states of Rajasthan, Chhatisgarh, Uttar Pradesh, Uttarakhand, West Bengal and Punjab.

The company is planning to extend its reach by entering more premium multi-brand outlets across the country. Informs Ashutosh, "We also plan to get placed in national level large format stores by the end of 2016. Plans to open up an exclusive Urban Navy outlet is also in the pipeline."

PRODUCT ARRAY

Urban Navy offers an excellent collection of finely crafted jeans and casual cotton bottom wear for men in the price range of ₹1099 to ₹1699. These are available in seven different fits to suit individual preference. Says Ashutosh, "We have also experimented with a

variety of designs, textures and fabrics in our cotton pants that have immensely popular. Recently we have started with a range of cargos and three quarters which are also a big success.”

FASHION TRENDS

This season is observing heavy wash treatment and worn out look in the denims. Also customers are seen experimenting with the new fits.

DESIGN TEAM AND CAPABILITIES

As per Lala, “Our in-house design team carefully monitors the market trends to create latest designs and styles. Our design team’s constant endeavour is to deliver trendy apparel every season that is new and fresh while still retaining the Urban Navy feel.”

“The men’s fashion industry is maturing very fast and the consumers are now seeking more value for money. Our brand is now focusing on giving our consumers more value for every rupee spent. We have come up with freebies like belts, wallets, etc., as free gifts with every pair of jeans.”

Highlighting the major themes being used, Ashutosh informs, “Worn-out rugged look is the theme of the season. Along with these we are also experimenting on a new price segment i.e. below ₹1099. So far we have received a favourable response.

MARKETING/PROMOTION STRATEGIES

“We have a facebook page dedicated to our fans to update them about our new products

and collections. We also sponsor annual events held at premier educational institutes and colleges. Our participation in bi-annual garment trade fairs has also helped us in strengthening the brand, appraises Ashutosh Lala.

He added, “With more and more engagement in the social media by people at large, the world has become a smaller place. The fashion scenario is charging at a faster pace than ever. We being a consumer centric company use these social media tools to follow the consumers’ demand well.”

TECHNOLOGY

The company has installed end-to-end technological solutions to have more transparency in the systems. Says Lala, “Our IT systems enable us to maintain accurate stock inventory which helps us in processing customer orders on time. It also helps us in reducing the lead times in production of the new lots.”

LOOKING AHEAD

The brand is now looking to increase its share and achieve a stronger market position in the menswear segment. Lala shares, “We feel that the markets are evolving and maturing too fast. All our future growth strategies are based on consumer demand. We have been following our consumers very closely and are putting our best efforts to be their preferred denim brand. We are also seeing tremendous opportunity in the e-commerce space.”



×



NADA CREATIONS

YOUTHFUL ATTIRE

Nada Creations was established by Devang Sonigara and Yayaati Nada in 2012, who had a passion for retail and fashion alike. A fresh, vibrant and a modern clothing company, Nada Creations is today a reputed name for manufacturing premium quality trousers under its brand Amass. The brand is known for its impeccable quality, stylish designs, perfect fits and functional details. With a commitment to deliver fashionable, comfortable and quality apparel, Amass is tailored towards the professional and recreational needs of today's gentleman. **Devang Sonigara, Partner, Nada Creations**, talks about his collections to Images BOF.

Tell us in brief about the company.

Nada Creations is a young and a dynamic company with a mission to provide high quality products at affordable prices. Currently the company is manufacturing trousers under the registered trademark of Amass, which is a brand targeted at the youth and also manufacturers for customers till the age of 55 years. We have recently started export to the Gulf countries in 2015. We are equipped with a well qualified and experienced team who ensure perfection at every level of production. Our skilled team of fashion designers develop exclusive patterns. Strict quality control measures are adopted at Nada creations so that we can provide best product to our consumers. We provide full guarantee of perfect finish, color fastness and fabric strength for all the products we produce at Nada Creations.

Kindly share your market presence in India?

We are currently present in 10 tier-I cities and 25 tier-II cities. Our products are sold across through two EBOs, 250 plus MBOs and eight distributors.



DEVANG SONIGARA,
Partner, Nada Creations

What has been your CAGR growth rate over the last 3 years?

Every year we are growing at a CAGR of 20 percent.

What is your complete product range? Kindly share the ratio/percentage that the categories that you manufacture in your overall business? And production capacities per category per annum?

We are currently manufacturing cotton trousers, formal trousers and denims. Amass is a brand which is targeted in the premium category. Our MRP starts from ₹699 and goes up to ₹1399. Cotton casual trousers comprises 50 percent while formal and denims comprise 30 percent and 20 percent respectively. Our annual production capacity is around 2.25 lakh pieces.

What are the top fashion trends you have seen recently emerging in your fashion category?

In casual trousers printed corduroys, new fancy fabrics and dobbie structures are in fashion. Our overall collection is being developed in stretch fabric, which is the most preferred choice of the customers. We have developed our own range of smart fits which is preferred by all age groups.

In denims we are using fabric from well known mills such as Mafatlal, Arvind and Raymonds. In this we have developed a range of basic colours and have also introduced some new colours like black, grey, etc. Our denim collection is known for its comfort fit.

Tell us a little about your design team and design capabilities?

We have a well equipped designing set up. Our two senior designers, along with their team develop five to six new patterns everyday and we make the final selection.



“With over 10 years experience in fashion and retailing sector we have created a team of designers and merchandisers who continuously develop innovative styles, fittings, cuts and fabrics for the ever changing fashion market.”



Our aim is to provide latest fashion to our customers at affordable prices.

What are the major themes on which your latest collections are focused?

We definitely follow the market trends seen in both international as well as in the domestic market. We then customize it according to the taste of our target customers.

What are your range expansion plans?

Right now we have no plans of expansion. We will rather focus on our present line of business.

Technology is a great enabler in fashion nowadays. Kindly tell us about your technological strength.

We are using all latest machines in our unit.

Kindly share about your future growth strategies?

We are, very soon, going to register ourselves as a private limited company.





CHARCHIT APPARELS

BOTTOM WEAR WITH A DIFFERENCE

With an aim of excelling in the apparel industry, Ahmedabad- based Charchit Apparels Pvt. Ltd. started its journey in the year 1998. It retails both its brands, Leegend and Ceaser, through a number of MBOs and also reaches out to people via multi-brand stores like Pothys and Chennai Silk with the help of its chain of distributors. The in-house designing team of Charchit Apparels helps them bring out products that are best in quality and conform to the latest fashion. In a candid interview with IMAGES BoF, **Atul Shah, Director, Charchit Apparels**, talks about the company and the current state of affairs of the industry in Gujarat.

Tell us in brief about the company, its history since inception, overall journey, etc.

We are in business since 1998. We started our brand Leegend in the men's wear category in the year 2001. This brand targets men in the age group of 30-40 years. The brand has been registering a good growth right from its inception till today. The other brand Ceasar, a denim oriented brand was launched in 2007 and targets the age bracket of 18-30 years. Both the brands focus on bottom wear category for men.

Kindly share your market presence in India.

As of today, we have expanded our reach and business and operate pan India. Our products are sold through 180 multi-brand outlets. We manufacture apparels for brands like Pothys, Chennai Silk, RMKV and RS Brothers. The company retails through a total of 27 distributors across the country.

What was your growth for FY15 and what has been your CAGR growth rate over the last 3 years?

We have registered a growth of ₹15 crores and are growing in an organic way every year.

What is your complete product range and production capacities per category per annum?

Leegend offers cotton trousers, corduroys and formal trousers. The product price range varies between ₹899- ₹1,699. Ceaser's product basket contains fashion denims for men. The price starts from ₹1,349 and goes up to ₹1,649. The current capacity of the company is 6 lakh pieces per annum.



ATUL SHAH,
Director, CHARCHIT APPARELS,



What are the top fashion trends you are betting on?

In casual trousers, corduroys, etc., comfort and narrow fits are popular. In fabrics, brushing, small checks and stretch are in demand. The colour palette are going different from the common lot. The trend is more towards earthy tones and fresh colours.

In denims, knitted structures are very popular. We have created a range of jogger denims in our brand Caesar. Even small jacquard prints are in trend with denims. In trousers, it is difficult to work on themes. Rather, we are working on the latest trends visible in the market.



“The biggest advantage of being in Gujarat is that it is a problem-free zone for businessmen. The city has strong sourcing capabilities. We have window to the latest raw materials which are easily available to the manufacturers.”

Tell us a little about your design team and design capabilities. Also tell us technology that you bank on.

We come from a creative background and our design team is lead by my brother. The design team is fully equipped with best in class technology required to create quality apparels. We use modern machinery as per the production requirement and these are updated regularly as required.

Tell us about your marketing/promotion strategies.

We are present in all reputed gatherings like fairs, expos and exhibitions across the country where we have direct touch points with our prospective customers. We also do door-to-door marketing in specific cities through distribution network.

Kindly share in detail about your future growth strategies.

We wish to start a complete new brand which will be under economy range. We have plans to launch this by April-May 2016. This brand will have bottom wear products in both formal and casual category.

Tell us about the business advantages of being in Gujarat?

The biggest advantage of being in Gujarat is that it is a problem-free zone for businessmen. The city has strong sourcing capabilities. We have window to the latest raw materials which are easily available to the manufacturers. Added to that, Gujarat has a huge man power and there is no shortage of labour for the industries.

List down 3 government policies which are positive and 3 policies which pose as a challenge for the industry.

The positive policies enforced by the state government which works in our favour include taxation and labour reforms. There is no harassment by the government. However, the biggest hurdle in the way is the connectivity issue. Gujarat is not well connected with major airports and railway stations. Travelling essentially requires a stoppage in Delhi due to lack of direct flights to the state. This even acts as a problem in logistics. Apart from this, the state government has still not announced any specific policy for garment manufacturers.



Next Issue:



IMAGES BUSINESS OF FASHION

**FEBRUARY 2016
KIDSWEAR SPECIAL ISSUE**



In the forthcoming February issue, we present an overview and key insights into the Indian Kidsweare market lead by a Technopak research done exclusively for Images BoF.

Also there is a section on Kidsweare Trends Watch. There are also in-depth interviews with retailers, distributors and brands in the business. The special section of Sportswear International will present the best in style, merchandising & concepts from across the world.

**We close advertising bookings for the February 2016 issue and deadline for your confirmation is near!
BOOK NOW!**

To participate in the issue, please contact:

NATIONAL HEAD : SANTOSH MENEZES +91 9820371767 | santoshmenezes@imagesgroup.in

BRANDS, RETAILERS & RETAIL SUPPORT ADVERTISERS

NORTH:
SACHIN KHANNA,
+91 9818818142,
sachinkhanna@imagesgroup.in

NAVEEN CHAUHAN,
+91 9891390763,
naveenchauhan@imagesgroup.in

EAST:
PIYALI OBEROI,
+91 9831171388,
piyalioberoi@imagesgroup.in

PRAGATI KUMAR SINHA,
+91 9804338455,
pragatisinha@imagesgroup.in

WEST:
RADHIKA GEORGE,
+91 9833446767,
radhikageorge@imagesgroup.in

GUJARAT:
PANKAJ VYAS,
+91 9909977088,
pankajvyas@imagesgroup.in

SOUTH:
SUVIR JAGGI,
+91 9611127470,
suvirjaggi@imagesgroup.in

SMRITI BHAGAT,
+91 9686902343,
smritibhagat@imagesgroup.in

FABRICS, TRIMS & ACCESORIES

MUMBAI: SHAILESH PATEL, +91 9892617681, shaileshpatel@imagesgroup.in

write here!
cut here!
paste here!

NOTES

write here!
cut here!
paste here!

Issue No.

01

JANUARY



NOTES

write here!
cut here!
paste here!

Issue No.

01

JANUARY



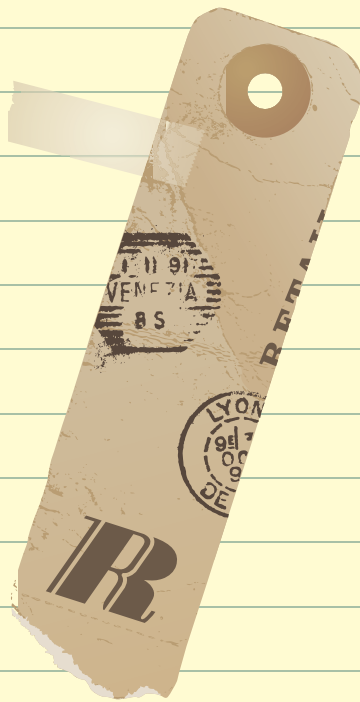
NOTES

write here!
cut here!
paste here!

Issue No.

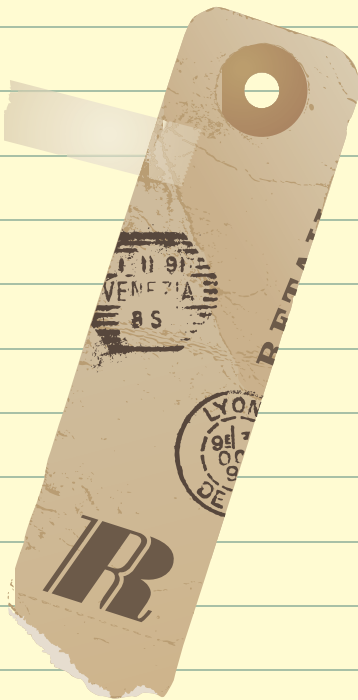
01

JANUARY



NOTES

write here!
cut here!
paste here!



write here!
cut here!
paste here!



write here!
cut here!
paste here!





★ ★ ★ ★ ★ ★ ★ ★
**IFF PRIVILEGE
 MEMBERSHIP OFFER**
 ★ ★ ★ ★ ★ ★ ★ ★

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	
Category	
Address for communication	
Name of the person responsible for IFF communication and coordination	
Designation:	
Ph:	
Cell:	
Email Id:	

NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IFF PACKAGES

Name:	Designation:	Phone:	Mobile:	E-Mail:

.....
 Signed by CEO / Director / Owner
 Name:
 Designation:

.....
 Company stamp/ seal

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

IFF CONTACTS FOR MEMBERSHIP:

- **Anil Nagar**, +91 9811333099
E: anilnagar@imagesgroup.in
- **R P Singh**, +91 9969077213
E: rpsingh@imagesgroup.in
- **Priti Kapil**, +91 9868801869
E: pritikapil@imagesgroup.in

IFF SECRETARIAT

IMAGES MULTIMEDIA PVT. LTD.

CIN:- U22122DL2003PTC120097
 S-21, Okhla industrial Area, Phase 2,
 New Delhi 110020.
T: +91 11 40525000
F: +91 11 40525001
W: www.indiafashionforum.co.in



IFF ANNUAL MEMBERSHIP FEE EFFECTIVE 1ST APRIL 2015 & DELIVERABLES*

YOUR ACCESS TO THE FUTURE OF FASHION.

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

INSIGHTS TO EMPOWER YOUR BUSINESS

Now easily accessible in a format
that you prefer

BUSINESS OF FASHION

INDIA'S LEADING
FASHION BUSINESS
MAGAZINE SINCE 1992



SUBSCRIBE NOW

	PRINT			PDF + ONLINE			PRINT + PDF + ONLINE		
Term	1 year	2 years	3 years	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600	₹2400	₹4800	₹7200
Saving	15%	20%	25%	20%	25%	30%	25%	35%	45%
Discount	₹180	₹480	₹900	₹240	₹600	₹1080	₹600	₹1680	₹3240
You pay	₹1020	₹1920	₹2700	₹960	₹1800	₹2520	₹1800	₹3120	₹3960
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YES, I would like to subscribe for PRINT VERSION PDF + ONLINE PRINT + PDF + ONLINE

PAYMENT OPTION 1

Please charge my card   

Amount _____ Card Expiry Date _____

Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring Images Multimedia Pvt. Ltd., payable at New Delhi

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

OTHER GROUP PUBLICATIONS



Terms & Conditions: Rates & offer valid in India only. Please allow 4-6 weeks for processing of your subscription. In case of non receipt of the publication, please inform the Subscription Department within 30 days. IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion. No request for cancellation of subscription will be entertained after three months of subscription. Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

Please fill up the subscription form & mail with your remittance to:

Subscription Department, Images Multimedia Pvt. Ltd.

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001 | E-Mail: subscription@imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059. Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029. Ph: +91 33 40080480, Fax: +91 33 40080440

FOR ONLINE SUBSCRIPTION, PLEASE VISIT WWW.INDIARETAILING.COM



RECRON® SUPERDYE MAKES BRIGHT, BRIGHTER.

Your creations using Recron® Superdye, are possible to be dyed in bright and lively shades. Making Superdye-based apparel look brighter, livelier and hence more 'value-added'. Turn the spotlight on!



Recron® Superdye

Available in staple fibre and filament form

www.recron.com
recronfnyinnovations@ril.com

 **ENDICOTT[®]**
CASUAL TROUSERS



Stitch Apparels

209, Ashish Industrial Estate, Gokhle Road (south), Dadar-W, Mumbai-25
Tel : 3048 0222, Telefax : 2432 2974, Email : stitch_endicott@yahoo.com



TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS



DHIRAJIBATTUDESIGNS

TWILLS Clothing Pvt Ltd.

VIJAYAWADA Off : No 172/A, Opp Lane Tankasala Kalyana Mandapam, Kanuru Donka Road, Enikepadu
Vijayawada - 521108 Andhra Pradesh Ph. : 0866 - 2845500 /1/2/3/4

MUMBAI Off : Gala No. : 19, Shreeji Indl. Estate, Jogeshwari (E), Mumbai Ph : 91-9811959052

www.twills.in www.twillsonline.com

Available in 80 Exclusive stores & all leading MBO across the country.



Contact us: Seema Enterprises, 1st Floor, Status House,
Behind Lathiya Rubber Industries, Andheri Kurla Road, Sakinaka, Andheri (East),
Mumbai 400072. Tel: 28598162/65293849 Distributor Enquiry Solicited

 <https://www.facebook.com/OKSboys>

 https://www.youtube.com/channel/UCE_tD7W5wZTcCK-czIzIlgQ/videos