

IMAGES

# BUSINESS OF FASHION

3

Issue No.

March 2017

Volume XVIII // No. 3 // ₹ 100  
www.imagesfashion.com

**iff** INDIA  
FASHION  
FORUM  
2017



// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

**FUTURE  
OF  
FASHION**

**ANALYTICAL FASHION** A

**B BUY NOW, SELL NOW**

**COMPLIANT TRADE** C

**D DIGITAL RETAIL**

- CONFERENCE • EXHIBITION • AWARDS
- KNOWLEDGE SERIES • NETWORKING
- TEXTILE TRENDS • INDIA BRAND SHOW



[www.indiafashionforum.in](http://www.indiafashionforum.in)

## // WHY PARTNER?



IFF offers immense and tailorable opportunities to position your brand values to a very select, focussed audience. An association with the IFF, India's premier fashion business forum, carries direct leadership implications. It is the perfect business platform to reinforce your branding, cement positioning as a leader, and optimise visibility and strategic connections as per your organisation's goals and interests.

## // WHY EXHIBIT?



IFF has been the preferred port of arrival for most international players seeking to connect with the Indian fashion industry, as well as the launch-pad of Indian players seeking immediate pan-India visibility.

As an Exhibitor, you can choose to showcase your idea, space, brand, product, or service to prospective clients, partners and investors. With fashion retailers, channel partners and investors as the main audience, IFF is a not-to-be-missed exhibiting opportunity for any business engaged in any of the functions in the fashion retail value chain.

## // WHY ATTEND?



Technology and consumer behaviour are speeding up changes in fashion on a daily basis today and no single company or brand can keep up with all the information needed to manage that change. IFF, where every component of the fashion retail value chain - from ideas, innovations, products, ingredients, technology to strategies and knowledge - is showcased, is India's most powerful meeting to discover where the fashion market is moving and how stakeholders are innovating.

// Supported By



// Fashion Partner



// Fashioning the Future of Retail



// Womenswear Partner



// Supply Chain Partner



// Omnichannel Partner



// Roundtable Partner



THOUGHT LEADERSHIP  
Case studies • Discussions • Networking



// Charity of Choice



// Media Partners



**IMAGES**

# BUSINESS OF FASHION

March 2017

3

Issue No.

Volume XVIII // No. 3 // ₹ 100  
[www.imagesfashion.com](http://www.imagesfashion.com)

## THE TROUSER SPECIAL 2017

- >> MEET THE QUEENS OF INDIAN FASHION
- >> IFF '17 CURTAIN RAISER

The world loves  
the retro.  
Rockstars play it all.



[twitter.com/jeans\\_rockstar](https://twitter.com/jeans_rockstar)

Toll free no.: 1800-120-7500

[facebook.com/rockstar.fashion](https://facebook.com/rockstar.fashion)

Email: [sales@rockstarjeans.in](mailto:sales@rockstarjeans.in)

SHIRTS | DENIM | TROUSERS | T-SHIRTS

rockstarjeans.com



ROCKSTAR  JEANS

SS  
17  
SUMMER FASHION 2017



2000 Team Members | 28 Departments  
5 Factories | 2 Crore Customers | 4000 Dealers  
300 Large Format Stores  
96 Standalone Stores | 72 Distributors  
28 States | 7 Union Territories



First Exclusive Brand Outlet @ Vizag



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

**Exclusive Brand franchisee Outlets:** **Tamil Nadu:** Chennai | Coimbatore | Chengapalli | Dindigul | Dharapuram | Dharmapuri | Gobichettipalayam | Kallakurichi | Krishnagiri | Karur | Karaikudi | Nagercoil | Palladam | Perundurai | Pollachi | Sivakasi | Salem | Tuticorin | Thiruvananthapuram | Tirupur | Trichy | Udumalpet | Ulundurpet | **Kerala:** Palakkad | Kannur | Trivandrum | **Karnataka:** Bangalore | Bidar | Bijapur | Bagalkot | Bellary | Davangere | Gulbarga | Gokak | Hassan | Hospet | Mysore | Mudhol | Robertsonpet (KGF) | Raichur | Shimoga | Kollegal | Tumkur | **Andhra Pradesh & Telangana:** Godavari Khani | Hyderabad | Secunderabad | Rajam | Miriyalaguda | Srikakulam | Tanuku | Vijayawada | **Maharashtra:** Aurangabad | Jalgaon | Pune | Thane | **Bihar:** Bhagalpur | Patna | **Orissa:** Balasore | Bhubaneswar | Cuttack | Jajpur Road | Rourkela | **Rajasthan:** Churu | Jaipur | Jodhpur | Sikar | **Haryana:** Faridabad | **West Bengal:** Katwa.



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

Follow us on: [f](#) [t](#) [p](#) | [www.classicpolos.com](http://www.classicpolos.com)

**RR** Red Riding  
Scarves etc.

**FREE** GRAB DESIGNER  
LADIES SUIT  
ABSOLUTLY FREE

@ Shopping of ₹5000/-  
get the chance to shop ₹2500/-  
& on ₹3000/- to shop ₹1500/-  
from our website [www.redriding.in](http://www.redriding.in)

*rekindling  
intimacy*

Scarves & Stoles  
for the perfect drape

- 1500+ Designs
- Fabrics – Cotton, Chiffon, Pashmina, Silk, Silk Chiffon, Net, Lycra, Satin, Rayon.
- Presenting for the 1st time in India "Flower Scarves"

Online stores **amazon** **snapdeal** **LIMEROAD**

• Available in 50+ exclusive stores in all leading malls throughout India • In Delhi, Noida, Mumbai, Ranchi, Bhopal, Kanpur, Ludhiana, Amritsar, Pathankot, Pune, Gwalior, Ghaziabad, Aurangabad, Kota, Jaipur, Udaipur, Kochi, Begaluru, Nashik & Kolkata

[www.redriding.in](http://www.redriding.in) [f /redridingindia](https://www.facebook.com/redridingindia) [@redridingindia](https://twitter.com/redridingindia) [Red Riding](https://www.youtube.com/channel/UCRedRiding) [Available on the App Store](https://www.apple.com/app-store) [Available on Google play](https://play.google.com/store/apps/details?id=com.redriding)

For more details, please contact:

Harsh ImpoExpo Pvt. Ltd., 11/2A, Pusa Road, New Delhi 110005 Ph: 011 46484648 / 09313333367 Mail: [paras@redriding.in](mailto:paras@redriding.in), [info@redriding.in](mailto:info@redriding.in)





For trade enquiries, contact : Half Ticket Apparels  
+91 7697288888, 8357022222 | Email: info@badboysclothing.com  
192, Ready-Made Garments Complex, Pardeshipura, Indore-10

Follow us:  
[FB.com/mashupworld](https://www.facebook.com/mashupworld)  
[twitter.com/mashupearth](https://twitter.com/mashupearth)







POPCATION  
SUMMER TRENDS BY DEAL



# 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



DRIVEN BY  
*Style*

CAMBRIDGE began manufacturing formal trousers in the early 80's. Since then it has been the go-to brand for Formal Trousers.

Trousers to suit every occasion for just about everyone.

We have been constantly re-inventing our range of formal trousers to give the customer something new in a very mundane category. Right from **Stain Free trousers** that protected against accidental spillovers at Rs. 449/- in early 2000 to **Wrinkle Free trousers** and now **Formal Lycra trousers** that offer the wearer maximum comfort on the go.

Available in a range of 3 fits – **Classic 2 Pleats, Flat Fronts** and **Slim Fits**, CAMBRIDGE has a product for just about everyone.

Starting at a modest price tag of ₹ 699/- the range extends to ₹ 1999/-.

Premium mill made fabrics are used to ensure enduring quality and yet the price is reasonable.

The color pallet usually surprises just about every walk-in to a CAMBRIDGE store. In some fabrics we offer up to 14 formal wear colors that are sure to fill the void in your wardrobe.

From the Boardroom to the Mandap, we have it all.



For trade and other inquiries  
+91 22 6111 0111

[www.cambridgeapparels.com](http://www.cambridgeapparels.com)

Follow [cambridgeapparels](#) on  



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](mailto:hatsoffapparels@yahoo.com)

WEB SITE : [www.hatsoffapparels.com](http://www.hatsoffapparels.com)





## Vishal Creations

31 Atlantic Plaza, ground Floor Garege Gully, Nr. Tilak Bhavan,  
Dadar (w), Mumbai-400 028. Ph.-022-24328068. Mo-9320127181  
Email: chasekids9@gmail.com. www.chasekids.in  
[http:// www.facebook.com./chasekidswear](http://www.facebook.com./chasekidswear)

**beevee**

www.beevee.in

# THE TRAVEL SPORT

BOTTOM WEAR FOR MEN

**Revolution Apparels**

316, Nitin Industrial Complex, Suhasini Pawaskar Road, Dahisar (e), Mumbai - 68

Phone: +91 22 65737479 Email: marketing@beevee.in

www.beevee.in

# **Poison**<sup>®</sup> jeans

*denimize  
your chinos*



Slim fitting and well tailored our **coloured denims** are what you put on this season when your chinos get packed away. They come in soft peached knit look denim material which gives an unmatched look and super comfort and can be worn anytime and everywhere and for any occasion.

**VIDHI MOD FASHION**

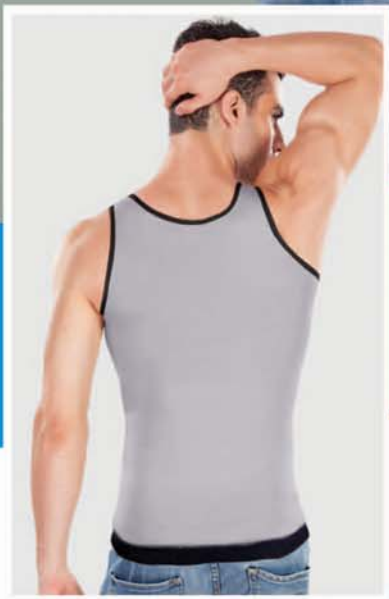
C/105, Balaji Ind. Estate, Hanuman Nagar, Akurli Road, Kandivali (E), Mumbai - 400 101.  
Ph. 9322298108 / 9821151161 Email: [poisonjeans@gmail.com](mailto:poisonjeans@gmail.com) / Website: [poisonjeans.com](http://poisonjeans.com)

dermawear®

bodyshaping innerwear

**YOUR SECRET  
(WAIST) INCH LOSS  
MAGIC IS HERE**

**ZENRIK EVERYDAY  
COMPRESSION VEST**



**IT SHAPES YOUR BODY TO GIVE YOU  
THAT PERFECT LOOK EVERYDAY**

**Jamao Impression  
Bina Tension**

Call us on Toll Free No. 1800 1200 604 | Website: [www.dermawear.co.in](http://www.dermawear.co.in)





ZOLA®

EARTHLY FASHIONS



[www.zola.in](http://www.zola.in) | email: [info@pragatifashions.com](mailto:info@pragatifashions.com)

#zola fashions | For further details contact Amit Dedhia : 9320294202



BONJOUR™

TAKE EVEN BETTER  
**CARE**  
OF YOUR FEET

PRESENTING  
**BONJOUR**  
**DIABETIC SOCKS**

*Bonjour Diabetic Socks are the most scientifically designed diabetic socks. They protect your feet from getting blisters, calluses and scratches. So minimise diabetes related injuries by stones, stairs, pebbles or perforations by using Bonjour Diabetic Socks.*



**Long & Soft Elastic**  
to improve vascular flow and  
imprint free day-long comfort



**Breathable Mesh**  
to improve air circulation



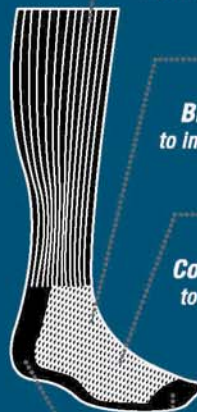
**Cotton with Modal**  
to increase softness



**Soft Toe Seam**  
to reduce skin  
irritation



**Extra Padded Sole**  
to protect your feet  
from injury



<https://www.facebook.com/bonjourgroup>



[www.bonjourbulk.com](http://www.bonjourbulk.com)



## Stitch Apparels

209, Ashish Industrial Estate, Gokhale Road ( south ), Dadar-W, Mumbai-25  
Tel : 3048 0222, Telefax : 2432 2974, Email : [stitch\\_endicott@yahoo.com](mailto:stitch_endicott@yahoo.com)

# CHANGE is here...



## DO YOU HAVE A

# GST

## STRATEGY?

***CALL SAFEXPRESS, THE GST EXPERTS,  
FOR HELPING YOU GET GST READY.***

GST is now a reality. It is one of the world's biggest tax reforms in one of the world's largest economies. Once implemented, GST will have a deep impact on our economy. New business models and supply chain models will emerge. Companies prepared for GST will reap profits.

Safexpress offers cutting-edge strategies for streamlining your existing supply chain. You can consolidate your supply chain by utilizing our 30 ultra-modern Logistics Parks, spread over 12 million sq ft across India. Furthermore, our fastest transit time by surface across India can help reduce your inventory to minimal levels.

Unlock the capital tied-up in warehousing and inventories by outsourcing to Safexpress. Time to get GST ready!

**1800 113 113**  
**safexpress.com**



***Distribution Redefined***



*feel the...Comfort!*



**NSI M.G. SON'S PVT. LTD.**

For trade inquiry contact : +91 98251 50304 • Follow us on    valasclothing • Available over 1800 retail stores across India



shreyanshu/VF-1458/0317

PEHNO  
APNI  
PEHCHAAN

*celebrationwear*  
**Manyavar**®  
EARN YOUR RESPECT

INDIA'S LARGEST ETHNIC WEAR BRAND | CELEBRATING OVER 400 STORES ACROSS 160 CITIES IN 5 COUNTRIES

www.manyavar.com • Follow us on     

INDIA  
SHOPPING  
CENTRE  
FORUM 2017

MAY 10-11, 2017

RENAISSANCE HOTEL  
MUMBAI, INDIA

# REDRAWING THE PROTOTYPE OF REAL ESTATE'S MOST PROMISING ASSET CLASS IN INDIA

KNOWLEDGE SERIES | CONFERENCE | EXHIBITION | AWARDS



## THE 3-WAY PROFITABILITY MIX FOR SHOPPING CENTRES IN THE DIGITAL AGE:

1. RETAILER ENGAGEMENT
2. EXPERIENTIAL DIFFERENTIATION
3. ASSET MANAGEMENT

### KNOWLEDGE SERIES

- ▶ Mall in the Mobile - The Keys That Unlock the \$1 Trillion Mobile Economy
- ▶ Asset Management – Driving Asset Performance in a New Age

### CONFERENCE SESSIONS

- ▶ **Research presentation:** What does the shopping centre consumer want and how do we master the knack of giving everything to everybody who walks in
- ▶ **Inaugural & Keynote:** Where tomorrow hides – Thinking beyond the here and now! The best time for reinventing the thinking on our malls is now
- ▶ **The decline of the traditional mall and the evolution of experiential shopping:** Five ways we can catalyse this growth into the next generation of shopping centre development
- ▶ **Developer – Retailer Conclave:** The ecosystem needs a next level of evolution - what we need is partnership, collaboration, synergistic thinking
- ▶ **Connected, Entertainment, Social:** The three words that mean everything today for the shopping centre
- ▶ **Mall as an Exhibition or Media Content?** Yes, that is the future thinking
- ▶ **The Mall Head Story:** A day in the life of a typical mall manager





**ISCF SOLO**  
stories . opinions . learnings . outcomes

**SOLO – STORIES, OPINIONS, LEARNINGS, OUTCOMES**

- ▶ **The Harvard Mall School:** Field-tested ideas to make your shopping centre more valuable
- ▶ **Revo - retail property community:** Building the ecosystem of a shopping centre
- ▶ **What's new under the (shopping centre) sun?**



Year 2016 was pathbreaking for some of India's most exciting lifestyle and retail destinations. **The extraordinary experiences they delivered for their tenants and consumers will now fetch envy-inducing laurels.**

For nomination assistance, please contact:  
**RITESH PANDEY** +91 9810613585, ritesh@irisretail.com

**INDIA SHOPPING CENTRE FORUM 2017**

**MAY 10-11, 2017**  
RENAISSANCE HOTEL  
MUMBAI, INDIA

**REASONS TO EXHIBIT**

- ▶ Showcase your products, services, ideas and concepts for shopping centres and mixed-use developments
- ▶ Connect with the entire industry in two days – identify consumerism shifts, future market trends and emerging retail real estate hotspots across India
- ▶ Meet and network with the decision makers from major shopping centre development companies
- ▶ Meet national and international experts to access global best practices in mall feasibility, leasing and management
- ▶ Connect with domain specialists to develop powerful business associations

**WHO SHOULD EXHIBIT?**

**Companies engaged in the development/ management/ marketing/ leasing of:**

- |   |   |
|---|---|
| ▶ Shopping Centres                            | ▶ Facilities Management                         |
| ▶ Shopping Centre Architecture & Construction | ▶ Accounting/ Finance & Software Services       |
| ▶ Shopping Centre Design & Engineering        | ▶ Advertising/ Marketing/ PR                    |
| ▶ FECs and Leisure Zones                      | ▶ Elevators/ Escalators Suppliers               |
| ▶ Food Courts and Plazas                      | ▶ Landscaping Services                          |
| ▶ Parking Management                          | ▶ Environment/ Compliance/ Safety               |
| ▶ Funding and Financial Services              | ▶ Mall Management                               |
| ▶ City and Infrastructure Planning            | ▶ HVAC/ Lighting/ Energy Management & Utilities |



Supported by



Charity of Choice



Official Media Partners



Online Media Partner



**FOR EXHIBITOR ENQUIRIES:**

NORTH: **VINEET CHADHA** +91 9350897807, vineetchadha@imagesgroup.in  
WEST: **WASEEM AHMAD** +91 9833628852, waseemahmad@imagesgroup.in  
EAST: **PIYALI OBEROI** +91 9831171388, piyalioberoi@imagesgroup.in  
SOUTH: **SUVIR JAGGI** +91 9611127470, suvirjaggi@imagesgroup.in

**FOR DELEGATE REGISTRATION:**

**SARIKA GAUTAM**  
+91-9717544226, 8447249159,  
sarikagautam@imagesgroup.in

[www.indiashoppingcentreforum.com](http://www.indiashoppingcentreforum.com)

**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 Gautam

**Sr. Correspondent**  
Rosy Ngaihte Sharma

**Reporter**  
Tanya Krishna

**Contributing Editors**  
Zainab S Kazi  
Namita Bhagat

**Conference Content**  
Nakul Jain  
Mohua Roy

**CREATIVES**

**Art Director**  
Pawan Kumar Verma

**Sr. Layout Designer**  
Prakash Jha

**PRODUCTION**

**Sr. General Manager**  
Manish Kadam

**Sr. Executive**  
Ramesh Gupta

**SUPPORT**

**Sr. 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**  
**Shivani Lorai**  
(Asst. Vice President)

**Jatin Nehra**  
(Asst. Manager)

**MUMBAI**  
**Waseem Ahmad,**  
(Vice President & Branch Head)

**Radhika George**  
(Sr. Manager)

**KOLKATA**  
**Piyali Oberoi**  
(Vice President & Branch Head)

**Pragati Kumar Sinha**  
(Asst. Manager)

**BENGALURU**  
**Suvir Jaggi**  
(Vice President & Branch Head)

**Smriti Bhagat**  
(Sr. Manager)

**AHMEDABAD**  
**Sunil Vadadoria**  
(Dy. 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**  
**Priyanka Sagar**



For feedback/editorial queries, email to: [rajanvarma@imagesgroup.in](mailto:rajanvarma@imagesgroup.in)  
For subscription related queries, email to: [subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)

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

**MUMBAI:** 1st Floor, 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](mailto:info@imagesgroup.in), [www.imagesgroup.in](http://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



## *Sabhyata products at a glance*

The product line of Sabhyata includes the entire gamut of ethnic wear for women including kurtas, kurtis, patialas, churidars, salwars, dupattas and much more. Sabhyata has rediscovered the traditional salwar-kameez to an outfit which makes a women both stylist and confident. Our garments are designed with utmost care keeping the Indian Women In Mind.

# ORION

## EAST

# FASHION GOES UPTOWN

Catch up on your choice of movie at the world's 4th largest multiplex – Cinepolis at Orion East Mall. Give yourself a style makeover with energetic fashion from among the many world-class brands. Savour the taste of India and the world at Saucepan – the award-winning food court of Orion Mall.

Experience Orion East Mall -  
the award-winning shopping & leisure destination.

**Times Retail Icons Awards - 2016**  
Best Emerging Mall

**Franchise India Holding Awards - 2016**  
Retail Property of the Year - South

### Brands at Orion East Mall, Banaswadi Main Road, Bengaluru

<b>SHOPPERS STOP</b> START SOMETHING NEW	<b>WESTSIDE</b>	<b>Cinépolis</b>	<b>MARKS &amp; SPENCER</b> LONDON
<b>JACK &amp; JONES</b>	<b>VERO MODA</b>	<b>global desi</b>	<b>soch</b>
<b>fabindia</b> CELEBRATE INDIA	<b>THE BODY SHOP</b>	<b>HIDESIGN</b> we'll never wash the fragrance way	<b>celio*</b> PARIS
<b>U.S. POLO ASSN.</b> SINCE 1990	<b>Levi's</b>	<b>Pepe Jeans</b> LONDON	<b>ARROW</b> USA-1851
<b>FLYING MACHINE</b> THE NEW ZINE	<b>Clarks.</b>	<b>adidas</b>	<b>PUMA.</b>

Food Court with a wide array of brands and cuisines

and many more...

FASHION

FOOD

ENTERTAINMENT

HANG OUT

[www.orionmalls.com](http://www.orionmalls.com)



Dear Friends,

Trousers are not what they used to be during my younger years, to say the least. Infact the entire template of a trouser has changed. Back in the day, trouser referred to a simple, utilitarian pair of long legged garment reserved strictly for formal occasions. But today, the word trousers encompasses such a diverse array of bottom wear, that it reduces yesteryear's trouser to just a sexagenarian memory.

The trouser's market in India has seen a recent but significant preference shift. Yet, as claimed by designer Raghavendra Rathore in the report Bespoke Trousers in this issue, this wardrobe staple will still need 2-3 years in India to graduate to a central level of the wardrobe. This, actually, indicates to a healthy buzz in the trouser market which is picking up momentum rapidly. As sized by the experts from Technopak in the lead research, the bottom wear market excluding denims is estimated to be worth ₹39,022 crores in 2016 for men, women and kids. It is estimated that this market segment will grow at a CAGR of 10 percent for the next ten years and is estimated to reach ₹89,392 crores by 2026.

The trousers market in India is dominated by the men's segment which comprises around 72 percent of the entire market. But its the women's section, which only accounts for a meagre ~4 percent, that has outpaced the men's in terms of evolution. From fabrics, styles, fits, stitches, cuts to frills and silhouettes, the options and innovations in this segment is as vast as the

horizon itself. Also, the women's trouser category is expected to grow at a CAGR of 11 percent for the next decade in contrast to the men's segment that, according to industry experts, is poised for an 8 percent CAGR growth.

This issue also gives an insight on the prevailing trouser trends through two special features. In one, industry experts from Celio, ColorPlus, Indigo Nation, etc., talk about the latest domestic market trends and in the other, veteran fashionista Meher Castelino discusses the trouser trends and innovations off the Lakmé Fashion Week Summer/Resort 2017 runway. Also, present is an in-depth feature that traces the size, nature and future of the trousering fabric market as perceived by majors like Siyaram, Raymonds, etc.

Also, in commomoration of the International Women's Day, we talk to and present the journeys of a few eminent women entrepreneurs who have made lasting impressions in the fashion business.

Last but not the least, we present to you the India Fashion Forum 2017 curtain raiser, the mention of which, reminds me to invite you once again to this year's edition of the IFF which will be held at the Renaissance, Mumbai on the 12th and 13th of April 2017. Hope to see you all there!!

Cheers!



**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 Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 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.



## LETTERS TO THE EDITOR

The Images BoF has the credibility of issuing strong content. The February issue was particularly good with almost all the major kidswear brands in the retail fraternity was captured. Being a trade magazine, it should address more issues pertaining to the industry and also show the flip side than always talking about brands. The editorial should help retailers make more informed decision.

**- Alok Roy, Retailer, Delhi**

The quality and the layout of the magazine makes it stand out in the market. The strong editorial content and consistent number of business insights makes it an important monthly for me to have on my shelf!

**- Sumedha Sagar, Entrepreneur, Chandigarh**

It was nice to read the focus feature 'Emerging World of Kids Denim Wear'. Being a part of the business I agree to the fact that it has a lot of potential, but it takes a lot of time for small-time players to establish themselves. Also good insight on consumer psyche and trend information.

**- Rahul Patel, Retailer, Mumbai**

The Images BoF February issue was a good read with kidswear as the core theme. I would request the editorial team to publish more articles on how to become a bigger player in the kidswear industry. Do's and Don'ts for entrepreneurs like me would be of great help.

**- Akash Saxena, Proprietor, Kolkata**

## ADVERTISER'S INDEX

<u>Belly Band</u>	IFF
<u>Cover on Cover</u>	IFF
<u>Front Gate Fold</u>	FGF ROCKSTAR
<u>Inside Cover</u>	IFC - ADVT - CLASSIC POLO
<u>Inside Back Cover</u>	INDIAN RAYON
<u>Back Gate Fold</u>	TWILLS
<u>Back Cover</u>	ADVT - BC - OK BOYS
<u>Special Insert</u>	MACHO, MARINO, TAANZ, BEINDI, SOCH, DEMOZA

7	RED RIDING	59	E20
8	MASH UP	89	RAYMOND
9	DEAL JEANS	95	DONEAR
10	VAMI	97	CENTURY
11	CAMBRIDGE	101	MANI SQUARE
12	HATS OFF	103	KHADIMS
13	CHASE	105	LEAGUE
14	BEEVEE	109	LUTHAI
15	POISON	111	UFO
16	DERMAWEAR	113	SIYARAM
17	ZOLA	123	SUCCESS
18	BONJOUR	131	TAANZ
19	ENDICOTT	132	BEINDI
20	SAFE EXPRESS	135	INFINITY
21	VALA'S	137	TURTLE
22, 23	MANYAVAR	141	WILLIAM HAZLITT
24,25	INDIA SHOPPING CENTER	143	DUKE
		145	RECADO
27	SABHYATA	147	SHERIFF
28	ORION MALL	149	FORCE NXT
31	CLONE MANNEQUINS	151	LYRA
32	LIBERTY	153	LUX COZI
35	CRUSOE	158	LAABHA
37	YKK	163	KK FASHIONS
39	SEAWOODS GRAND CENTRAL	169	SOCH
		170	DE MOZA
41	GIRLISH & ARK	184-185	IRF AD
43	MACHO	197	JUELLE
44	MERINO	198	GRISHTI



Mannequins | Display Dummies | Dress Forms | Jiffy Steamers | Wooden Hangers | Display Accessories | Any Customized work

**Mumbai Office** - Ph: 022 24378548, 24220295  
Mobile: +91 9819739853, Email: [mumbai@clonemannequins.com](mailto:mumbai@clonemannequins.com)  
**Kolkata Office** - Ph: 033 40086955  
Mobile: +91 9831033844, Email: [kolkata@clonemannequins.com](mailto:kolkata@clonemannequins.com)

The mannequins shown above are protected worldwide under IPR Laws in the name of above principles.  
Any unauthorized use of the same is an offence under the law

**CLONE MANNEQUINS**  
A Unit of Modern Artistic Handicrafts  
Phase-II, Okhla Industrial Area,  
New Delhi - 110020  
E-mail: [clone@clonemannequins.com](mailto:clone@clonemannequins.com)  
Tel: +91-11-4064000  
Fax: +91-11-4064001



rebound

WOVEN UPPER. REFLEXIVE SOLE.

D&H Burb-A030217

**LIBERTY.**

FASHION IS COMFORT

SS '17 collection, now at  
Liberty exclusive showrooms

[www.libertyshoesonline.com](http://www.libertyshoesonline.com)

[@libertyshoes](https://www.facebook.com/libertyshoes)



# FASHION *BUSINESS*



**MEET THE  
QUEENS OF  
INDIAN  
FASHION**

**>> IFF '17 CURTAIN  
RAISER  
>> STORES  
>> CAMPAIGNS**

Stores



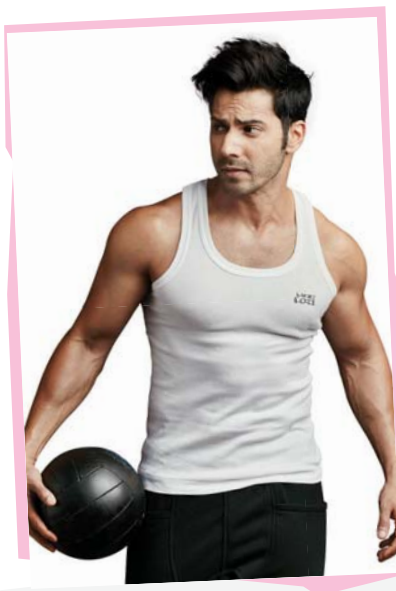
**Sabhyata**  
Pg No. 36



**Vans**  
Pg No. 38



**Crocs**  
Pg No. 40



CAMPAIGN

**Lux Cozi's New Brand Campaign**

Lux Industries have yet again created a buzz in the innerwear category by roping in Bollywood actor Varun Dhawan as its new brand ambassador.

Pg No. 42



Fashion Business

IFF CURTAIN RAISER

**India Fashion Forum 2017  
Curtain Raiser**

Curtain raiser of India Fashion Forum 2017, April 12-13, Renaissance, Mumbai. IFF'17 will be a confluence of the four biggest determinants of success in the business of fashion in the post-technology age Analyticals, Buy Now, Compliance and Digital - sharply communicating the essential keywords through its customised platforms.

Pg No.70-86



FASHION QUEENS

**The Women That are Defining Fashion in India**

On the occasion of International Women's Day, IMAGES BoF showcases some of the most successful women leaders of fashion in India.

Pg No. 45-69

- Apeksha Patel**, Proprietor, E2O Accessories & CEO, Deal Jeans
- Archana Kochhar**, Fashion Designer
- Farah Malik Bhanji**, Managing Director & CEO, Metro Shoes
- Jagrati Shringi**, Chief Technical Officer, Voylla
- Nidhi Agarwal**, Founder & CEO, Kaaryah
- Nina Lekhi**, MD & Design Curator, Baggit
- Rashi Menda**, CEO & Founder, Zapyle
- Ritu Beri**, Fashion Designer
- Ritu Kumar**, Fashion Designer
- Rosmin Kunnathottathil**, Co-Founder, The Lingerie Store
- Tanvi Malik & Shivani Poddar**, Co-Founders, FabAlley
- Vishakha Singh**, Founder, Red Polka



WHERE  
WILL YOU  
PLANT  
YOUR  
FLAG?



EXPLORE  
SOMETHING  
NEW

Black Swan Life

Active-Comfortwear for Women

Active Bra | Camisole | Tank Top | T-shirt | Shorts | Capri | Tracks | Leggings

Shop online: [www.crusoeeworld.com](http://www.crusoeeworld.com)  
Email: [crusoe@jtcl.in](mailto:crusoe@jtcl.in)  [crusoeeworld](https://www.facebook.com/crusoeeworld)





# SABHYATA

**Collection:** Sabhyata, India's premium ethnic wear brand caters to the diverse fashion needs of women with latest trends and fashion forward styles in ethnic and contemporary wear such as indo-western, ethnic kurtis and kurtas, shirts, tops, palazzos, leggings, etc. The trendy, chic and comfortable collection is largely an amalgamation of traditional and modern styles to best meet the increasing demands and expectations of a modern buyer.

**Store theme:** The new store provides an array of bespoke ethnic apparel to Mumbai's discerning crowd, offering a mix of fashion forward ensembles, bursting with a kaleidoscope of the season's hottest hues including its latest Spring/Summer '17 collection.

**Store interior:** The quintessential fashionable and stylish line of Sabhyata is targeted towards customers with a discerning taste. The all-new store displays refined taste through its creatively done colour schemes in creme white and strategically positioned shelves and merchandise.

**Store designer:** The store has been done by the in-house design team.



IMAGES Business of Fashion



**BRAND:**  
Sabhyata

**PROMOTER:**  
Sabhyata

**LOCATION:**  
Mumbai (Borivali)

**SIZE OF THE STORE:**  
750 sq.ft.



**LUNZIP  
104**

**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) 4139554 Jaipur: (0141) 2558698.

[www.ykkfastening.com](http://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/regions.



# VANS

## Collection:

The product range comprises of products from the brand's lifestyle and pro collection. This includes the classic checkerboard slip-ons, along with other ranges like Authentic, Era, Old-Skool and Sk-8 Hi range of shoes from the pro-skate collection. The aim behind this was that every customer who enters the store should find a pair which resonates with his/her style.

## Store theme:

The outlet is in the new format store of Vans that aims to attract young adults and youth.

## Store interior:

The newly opened Vans store has a comfortable and easy going ambience, ensuring a great shopping experience to its customers. The light fixtures are adding to the easy going and modern interior of the outlet and are also drawing the shoppers' attention to the merchandise on display. The placement of the shelves are simple and effective, while merchandise is placed carefully on the classic wooden shelves according to different categories.



IMAGES Business of Fashion



## BRAND:

Vans

## PROMOTER:

M.H.R. Brands

## LOCATION:

Pune, Maharashtra

## SIZE OF THE STORE:

750 sq.ft.

CONGRATULATIONS!  
IT'S A

MALL!

Nexus Malls proudly presents to you  
the latest member of its family,  
Seawoods Grand Central.

We are delighted to announce that the much awaited Seawoods Grand Central (SGC) Mall, Navi Mumbai is now a part of Nexus Malls.

The sprawling million sq. ft. property that houses over 225 brands boasts of the best India has to offer across Fashion, Entertainment and F&B. Destined to be the epicentre of iconic retail in Navi Mumbai, SGC Mall shall open its gates on the 23<sup>rd</sup> of March, 2017. It is India's first Transit Oriented Development and is set to redefine the way retail operates in metros.

Seawoods Grand Central now joins Ahmedabad One, Mall Of Amritsar and Westend, Pune in a growing portfolio of Nexus Malls that aims to bring a truly unique world class shopping experience to India.

**Launch Date: March 23<sup>rd</sup>, 2017**



# CROCS

## Collection:

The store offers a wide collection of flats, loafers, sneakers, flip flops, and Crocs' signature trademark clogs in a range of colors and sizes, for all ages and the wide target group. Crocs shoes feature Croslite material, a proprietary, revolutionary technology that gives each pair of shoes the soft, comfortable, lightweight, non-marking and odour-resistant qualities.

## Store theme:

Crocs retail stores are based on a wholesale model using self-serve hanging product displays. Offering a broad portfolio of all-season products, its diverse collection requires diverse merchandising plans and techniques to truly communicate the style behind each collection type.

## Store interior:

Crocs retail store display an innovative, fun and comfortable brand. The brand came up with innovative display units like light boxes and C-shelf. This helps in highlighting new collections. The store is well lit with the use of white ceiling downlight, spotlights on a track and fluorescent tubelight on C-shelves and the light cove at the top of wall displays. The wooden floor compliments the store layout and gives earthy feel.

## Store designer:

The new store has been designed by the Crocs global project team.



IMAGES Business of Fashion



## BRAND:

Crocs

## PROMOTER:

Crocs India Pvt. Ltd.

## LOCATION:

Bengaluru (Forum Mall, Kormangala)

## SIZE OF THE STORE:

400 sq.ft.



**Gril'ish**<sup>®</sup>  
For Delicate Darlings

**Ark**<sup>®</sup>  
an expression



**Available at 550 leading stores across India**

**NEW KANIKA FASHIONS**

2682/1, Room No. 204, Beadon Pura, Karol Bagh, New Delhi-110005  
Mobile No.: 9810521555/9811055763 E-mail: grilish2002@gmail.com

**L**ux Industries Ltd., that manufactures more than 100 products across 12 major brands comprising a complete range of innerwear for men, women, and children, is known for its innovative and customer-demand driven product offerings. The company has yet again created a buzz in the innerwear category by roping in Bollywood actor Varun Dhawan its new brand ambassador.

Speaking about the development, Saket Todi, Senior Vice President - Operations and Strategy, Lux Industries Ltd., said, "With fresh zeal and perspective, Lux Industries has a structured plan of reaching out to the youth fraternity focusing on ideas in sync with the brand attributes. Lux Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear. As part of the core business strategy, the brand is open to constant innovation and thus associates itself with renowned faces to represent the brand after every couple of year's time."

Udit Todi, Senior Vice President, Lux Industries Ltd., said, "On behalf of the Lux Industries family, we welcome Varun Dhawan as our new brand ambassador for Lux Cozi. A significant section of young audience connects with him and we believe it will work in favour with our strategy to reach out to the youth of this country."

Lux Cozi has recently conducted a campaign, 'suno toh apne dil ki', with Bollywood actor Sushant Singh Rajput as the face of the campaign. Over the years the brand had been associated with a slew of Bollywood icons like Sunny Deol, Sunil Shetty, Paresh Rawal, Boman Irani, Shekhar Suman and Aman Verma. Now with Varun Dhawan, Lux Industries has taken their campaign a notch higher in line with their strategy to reach out to the gen-next with their iconic innerwear brand.

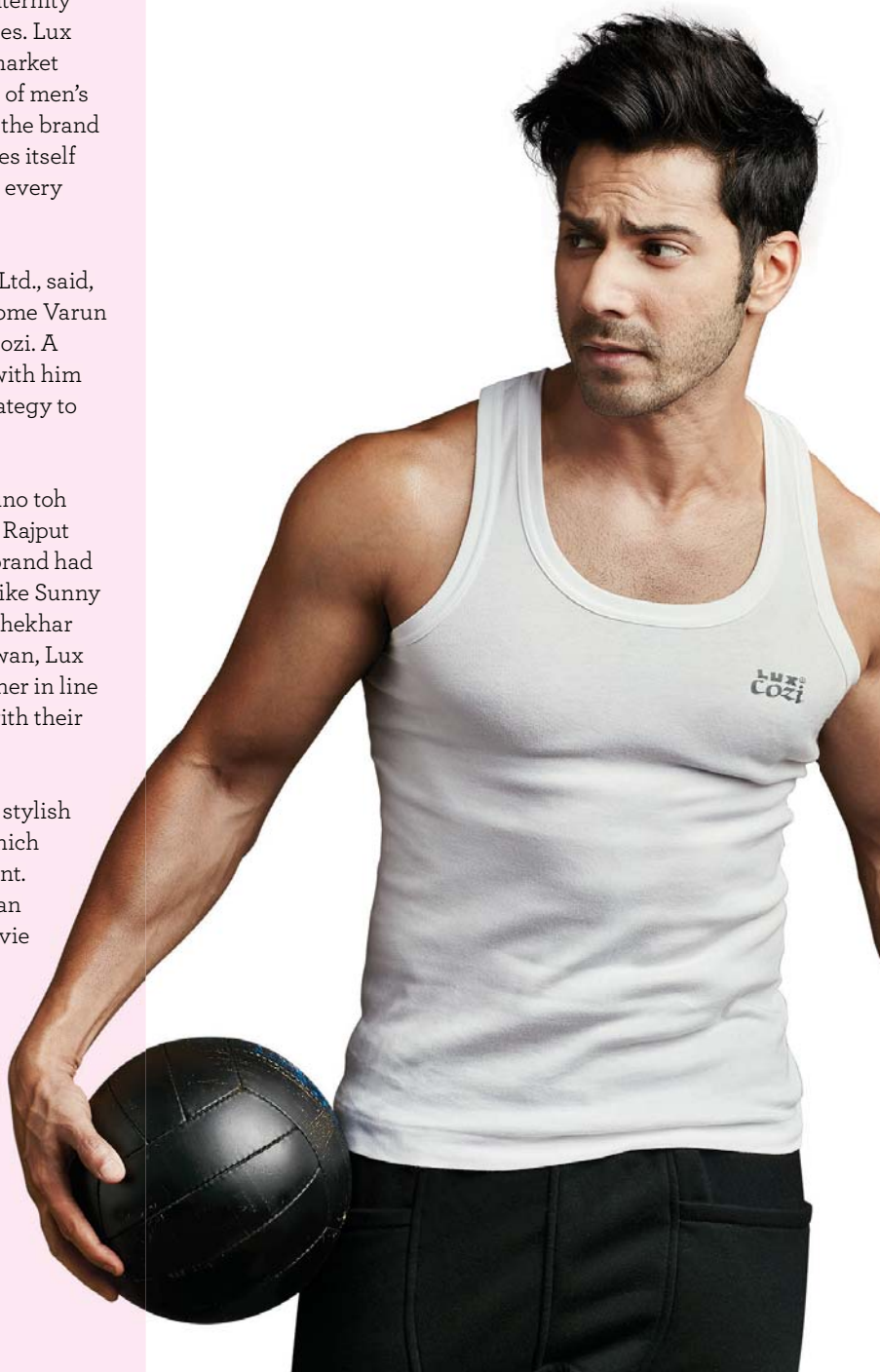
The hoardings with Varun Dhawan sporting the stylish Lux Cozi vests are already up in major metros which will be followed by aggressive print advertisement. The electronic campaign featuring Varun Dhawan will release across the GECs, news channels, movie channels and music channels and will showcase Varun in various avatars within 45 and 30 seconds commercials to be used across a mix of communication mediums like TV, print, radio, on-screen and online. The creative for the series has been prepared by Piyush Pandey and team.

X

## Lux Cozi

### APPOINTS A NEW BRAND AMBASSADOR AND LAUNCHES AN AGGRESSIVE AD CAMPAIGN

**Varun Dhawan ups the glam quotient for Lux Industries. The brand continues to echo it's connect among the youth fraternity with the 'suno toh apne dil ki' campaign.**



# MACHO

*Bade aaram se*





## ***MENS. BOYS***

**BOXER . BERMUDAS . SHORTS . LONG CARGOS.  
PYJAMA . CAPRI . SOCKS**

**Distributors / Agents required on all India basis**

**Contact:- +91 9994442343**

**[vss@merinogroup.in](mailto:vss@merinogroup.in)**



# THE WOMEN THAT ARE DEFINING FASHION IN INDIA

*"When I dare to be powerful, to use my strength in the service of my vision, then it becomes less and less important whether I am afraid."*

*- Audre Lorde*

This aptly applies to the women who are leading fashion in India today. They are chartering new territories fearlessly. Women are proceeding with ingenuity and enthusiasm to change the world around them and make a difference with their ideas and insights, run successful ventures and generate employment for many. This generation has overcome many prejudices and notions, and has proved themselves in both life and enterprise. They are confident person and full of fire to take up the best of the opportunities and emerge the queens of the game. Their relentless zeal, incessant quench for success and willingness to make that extra effort, have broken all myths about their limitations that were supposed to be major obstacle on their way to success.

On the proud occasion of International Women's Day, which falls on the 8th of March, IMAGES BoF talks to some of the successful women in the fashion and allied industries, and celebrates the empowered ones, their achievements, their zeal, and their efforts. Our humble hope is that this inspires and entuses the next generation of women to look forward to fashion as their chosen field of endeavor.

We put forward a very elementary set of questions to all the fashion queens we feature here. And then we wondered what to do with the responses. Do we put the editors pen and bind their responses into one common story? We decided not to touch a thing and let our readers read every word they spoke. And we will just share one observation which is that the one clarion call that all sang in unison was that "Women Need to Believe in Themselves." Rest we leave it to the readers to enjoy the gems of wisdom and feel their passion for fashion and life.

# APEKSHA PATEL

Proprietor, E2O Accessories & CEO, Deal Jeans

**IBoF: Tell us a bit about your background, education and first career steps.**

**Apeksha Patel (AP):** My father is from the fashion industry and he owns a fashion brand for the past 36 years now. So, fashion and creativity was already there in my blood. After my high school, I wanted to do fashion designing. I did a one year diploma from JD Institute of Fashion Technology and once I was through with it, intermediately after my exams, one of my friend who was in the city for an interview as a fashion designer, persuaded me to join her. Though I was not keen on doing a job, I still accompanied her to the interview and was selected. And then, the journey started.

Initially, there were issues at home. But ultimately, I made it clear that I wanted to continue the job. So now after 14 years, from designer of Deal Jeans, I am now the CEO of Deal Jeans. The journey has been really long. Meanwhile, in 2013, I started my own company, Even 2 Odd Fashion. Its been four years and both the companies are doing really good.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**AP:** As I said, since my father was in garment industry, fashion always attracted me. During those times, like in 2005, although fashion existed, there were not many brands in India whom one can rely on for trendy fashion. During those years, most of the fashion came from Thailand, China, etc. There was immense scope due to lack of many brands in the Indian market and I always wanted to fill that gap.

**IBoF: What are you most proud of achieving during this time?**

**AP:** I am mostly proud of being the CEO of the company and having my dreams come true. I always wanted to be the owner of an individual brand, which I am now. Whatever I have achieved so far, I am proud of all of that.

**IBoF: What were/ are your inspirations throughout this voyage?**

**AP:** I don't have a particular person who inspires me. There are various people who inspire me in my day-to-day life. Right from Bollywood actress Kangana Ranaut who stood strong and answered Karan Johar, to my maid who works from 6:00 in the morning till 11:00 in the night, I find inspiration in all. So, all the women who are actually working and making a meaning of their life – everybody inspires me.

**IBoF: What helps you keep yourself motivated?**

**AP:** I think lack of appreciation motivates me. Because I really look forward for more and more of appreciation that I don't get so much. Whenever I get less appreciation for any of my work, it motivates me to do more and better.





**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**AP:** I think a woman needs to know what she wants and how to get it without thinking much about what people might say. She should focus on her goals and set her priorities right. I see many a potential woman out there who restrains herself thinking about others.

**IBoF: What are your views on role of women in the fashion industry?**

**AP:** Frankly, when I had joined the fashion industry, it was completely a male-dominated one. I used to get all male colleagues basically. But now a days, many women are joining the fashion industry, which is really great and there are lots of scope for women because they are more ahead in fashion forecasting and updated about fashion. For example, I know what will fit well on me or a female better than a male designer anyday. Designing and fashion, comes naturally to women. I fail to understand why, for all these years, it was a male dominated industry.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**AP:** Ofcourse! Fashion industry needs more and more of women and I think, they can excel in all the areas. There is a big horizon out there.

**IBoF: How do you balance your professional and personal life?**

**AP:** It just balances out by itself. Because me and my husband work together; so in office, we have more of a professional relationship and at home, it becomes personal. I maintain time limit; like after 7:00 pm, I am not working which means no work after that.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**AP:** Social barriers, I think, are decreasing day by day. There are many that still prevails though; like, there are social

pressures to get married and have kids at a particular age.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**AP:** We indulge in social activities like donating garments to the school going girls at our native place. Also, whenever I see any woman familiar to me in trouble, I take out time, sit with them and and encourage them.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**AP:** The one suggestion which I always give to all my female colleagues is stop thinking of what people think of you. It is not your business. You need to just think of what you want and thats that.



# ARCHANA KOCHHAR

Fashion Designer

**IBoF: Tell us a bit about your background, education and first career steps.**

**Archana Kochhar (AK):** I graduated from NM College in Mumbai and started out bridal wear designs initially. My first major step was my shop in Juhu which we have retained to date. During the initial phase, my focus was on brides. I was excited at the prospect of dressing up a young girl in her dream outfit for one of the most important days of her life. To date, being part of that dream excites me.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**AK:** There was no specific date when I opted for fashion as a career. It was a natural progression. The journey has been remarkable. My work has defined me as a person. The experiences, the ups and downs, the successes, the creative demands, the people you meet, the friendships you build - I love it all.

**IBoF: What are you most proud of achieving during this time?**

**AK:** I am most proud of building a brand that goes beyond me. It has become larger than one person.

**IBoF: What were/ are your inspirations throughout this voyage?**

**AK:** It has literally been a voyage. And I think my travels have inspired my design sensibilities the most.

**IBoF: What helps you keep yourself motivated?**

**AK:** The joy of creating - creating designs and creating a brand has always motivated me.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**AK:** Every business requires different qualities to be successful. In the field that I work in, creativity and commitment are vital. To date, there are days where I am the last one to leave the office. If you don't have the ability or desire to work hard, you cannot expect your team to be dedicated. Most importantly, you need to be a leader in the eyes of your team. It is not only a man's job to lead. It is a talented individual's job to lead.

**IBoF: What are your views on role of women in the fashion industry?**

**AK:** Let us be clear about one thing. There would be no fashion industry without women. Shoes, bags, clothes, jewellery - this industry is women reliant on the customer side. With respect to women being involved in the business side of things, I have seen women being involved in every process. Be it designers, tailors, sales, models, etc., - women can make a mark in this industry if they are good.







**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**AK:** Absolutely. Women should get more involved in fashion. I truly believe that though it is hard to succeed in this industry, it is welcoming of women. I think women can contribute in all areas of fashion be it designing, stitching or marketing.

**IBoF: How do you balance your professional and personal life?**

**AK:** It is hard to balance both. You need either of two things - a supportive family or an excellent team. I am blessed to have both.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**AK:** A lot of people find it hard to deal with women in a position of authority. They find it more 'comfortable' if it is a man. Across the world, the ratio of men vs

women in senior positions is incredibly skewed against us. Furthermore, some women have family pressures due to which they cannot put in long hours. I find that incredibly strange. It is okay for the man to work late but it is frowned upon when a woman does the same. The woman is expected to take care of the house irrespective of her work. So the odds are often stacked against women.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**AK:** There are two causes that I have been actively supporting throughout my career. The first is girl child education. I firmly believe "you educate a man, you educate an individual but if you educate a woman or a girl, you educate a family". The second cause I support has been that of stereotyping beauty. As a fashion designer, I have seen glamour at very close quarters. The pressure on a girl to look

a certain way is disheartening. Beauty should not be about being tall, thin and fair. Through my shows, I have been trying to do my bit to change perceptions. For instance, at the Bangalore Fashion Week, my show was opened by this beautiful girl on a wheelchair. She couldn't walk but she had the most beautiful eyes. At the New York Fashion Week, we had Reshma Qureshi who is an acid attack survivor who walked for us. Reshma is an amazing individual. She stands not only for what beauty truly means but for courage. Her courage is in itself beautiful.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**AK:** Be focused on your goals. No one is saying its going to be easy but you need to tell yourself that its not impossible.



# FARAH MALIK BHANJI

Managing Director and CEO, Metro Shoes

**IBoF: Tell us a bit about your background, education and first career steps.**

**Farah Malik Bhanji (FMB):** Metro Shoes has been a family business for over 60 years. I have grown up visiting my grandfather sitting on the cash counter till in our Colaba, Mumbai showroom. Growing up like this has given me an intrinsic passion for footwear and retailing. When I joined the business after receiving a double degree from the US in Finance & Business Administration, I started my career in marketing. This gave me a ground level feedback on what it takes to create and sustain a brand. After a year, I took on leading our buying and merchandising verticals. During this journey, I initiated and implemented sourcing internationally from places like Brazil and China. I had the freedom to innovate and experiment for which I am grateful.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**FMB:** As a young child, I remember spending a few weekends with my grandfather at our Metro Shoes store in Colaba. The business has always been exciting dinner table conversation in the family. Having grown up in this atmosphere, I was very excited to join.

**IBoF: What are you most proud of achieving during this time?**

**FMB:** The best of the achievements were the launch of MSL brand, launch of our e-commerce portal - [www.metroshoes.net](http://www.metroshoes.net) and our double digit CAGR for 5 consecutive years.

**IBoF: What were/ are your inspirations throughout this voyage?**

**FMB:** My grandfather and father continue to be my biggest inspiration. Their dedication, passion and constant thirst for knowledge are truly awe inspiring. I have spent a large part of my formative years understanding the nuances and drivers of the retail business from them.

**IBoF: What helps you keep yourself motivated?**

**FMB:** I feel that my passion for my work and striving for perfection is what keeps me going.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**FMB:** Believing in yourself can make all the difference. To start with, the mental block that differentiates a man from a woman must be debunked; it is a myth. Going forward, the key is to have clarity of mind with regards to where you want to position your brand and how you want to go about it. There is no recipe to success but belief, clarity, a great team and consistent hardwork definitely helps.





**IBoF: What are your views on role of women in the fashion industry?**

**FMB:** I honestly believe that men and women are equal in all aspects. Understanding consumer preferences is not a gender based advantage, but a natural talent coupled with a passion for what you do.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**FMB:** I don't think that this is the age of barriers. Women can contribute effectively to all fields of fashion, from manufacturing to design, curation to styling.

**IBoF: How do you balance your professional and personal life?**

**FMB:** I do not think there is a set formula for work-life balance. Most working women will face times where they will

feel guilt, however, I strongly believe that it is a personal battle each woman has to overcome. I try to dedicate my week to work and weekend to my family. However, there are always overlaps and usually you have to compromise your personal me-time.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**FMB:** While footwear as a market is male dominated, I think India is slowly coming of age. Today, talent, innovation, dedication and a brilliant concept gets encouragement by the business fraternity. Socially, a woman does not need to work harder to prove her worth and value and command respect.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**FMB:** I strongly feel about women empowerment and education. In my free time, work in a volunteer organization that strives to empower women.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**FMB:** Be passionate and determined about what you want. Believe in your dreams fervently and watch them turn into reality with time. Also, never make the success of your business lull you into inaction. The power of pre-emptive approach will keep you ahead of the competition and help you tide over any potential business challenges. In other words, despite the success, keep your feet firmly on the ground. Do believe in yourself and your ability to be a good mother and manager.



# JAGRATI SHRINGI

Chief Technical Officer, Voylla

**IBoF: Tell us a bit about your background, education and first career steps.**

**Jagrati Shringi (JS):** I grew up in the peaceful city of lakes, Bhopal. Mere mention of childhood brings a rainbow of memories - of a small house inhabited by people with big hearts. Coming from a very conservative family, with many more daughters than anyone wanted, my dad ensured my sister and I get the best that he could afford. While money was a constraint, time was not. No television or gadgets to distract us, ensured we had a lot of time for the family. Whatever there is good in me today is because two people worked very hard on their kids many moons ago. I was always a studious kid. Later, I went to NIT for engineering, worked at CDoT for 3 years and then went for a masters degree from University of Pittsburgh.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**JS:** It started back when my husband Vishwas and I used to live in America and our colleagues and friends back there used to ask us to bring jewellery as a souvenir for them. It was then we realized that the jewellery market in India was fragmented. We wanted to traverse a territory yet uncharted because we saw a huge scope in the jewellery market that was growing rapidly. It was then we decided to take the first step in the fashion industry and thus created a platform for skilled craftsmen and talented designers to showcase their talent in the world of jewellery by emphasizing on high quality and innovative designs

Also, I think as women, fashion comes effortlessly to us. Today, technology has the power to upgrade your style by saving time and money. While technology gives you functionality, fashion edges up your personality.

**IBoF: What are you most proud of achieving during this time?**

**JS:** I am proud of everything that team Voylla has achieved so far. Every positive review left on the website, or on our social media page brings a wide smile.

Personally, I am fortunate that my work throws new challenges to me everyday, this continuous learning process pushes me to get better every single day. The journey, as they say, is more beautiful than destination.

**IBoF: What were/ are your inspirations throughout this voyage?**

**JS:** I am surrounded by very driven people around me, and they inspire me everyday to give my best. My father's unfaltering trust on my abilities has helped me overcome many challenges, both on professional and personal front. My husband's drive to leave no stone unturned pushes us to do better every day.





**IBoF: What helps you keep yourself motivated?**

**JS:** I always say Gita is to life what design pattern is to programming. This ultimate source of wisdom has helped me everytime to keep a major sharp focus on putting my best in my efforts. The zeal that I see in our 800+ team also fuels the motivation.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**JS:** Time management is a skill that a woman should learn, the act of balance by allocating sufficient time for multiple roles that we need to slip in. Also, the art of letting go is important. I am super focussed on my work and my family and willing to let go other aspects. It's important to set the priorities right and do full justice to the balls in the air.

**IBoF: What are your views on role of women in the fashion industry?**

**JS:** Fashion comes effortlessly to us and that's why I think this industry is ruled by women. We understand our target group, we understand trends and we understand the buying behaviour.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**JS:** While we have started seeing an increased participation in the softer aspect of business, it is my wish for women of today to start sinking in technology and business analytics.

**IBoF: How do you balance your professional and personal life?**

**JS:** I try and be 100 percent present for whichever role I am playing, whether at

home or at work. Also, I try not to keep too many balls in air and delegate whatever I can, thanks to my ever-supporting team at Voylla and my family. My husband and I work together and that has helped us tremendously as we know what it takes to sail the ship together.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**JS:** Prejudice. Deep rooted biases rear their ugly heads in various forms. It takes 200 percent of effort to be considered 100 percent equal. The key is to persist and never doubt your own potential.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**JS:** Girl child education is one of the closest cause to my heart. It is also my wish to see more women in technology. In addition to that, helping women who are trying to find their feet in the world is something that I am very involved in. Here, at Voylla, we are tied up with FPA and train many women who have gone through any kind of abuse, in the art of jewellery making and absorb them in work force.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**JS:** No matter how successful one is, a woman has a bigger role to play. She has an innate responsibility to take care of her career, her family and other things. But never feel guilty about enjoying your work or not being able to give enough time to your family. In the whole process, the children are getting a great role model in shaping their future happiness. Set goals and stay positive..nothing is impossible!

✕

# NIDHI AGARWAL

Founder & CEO, Kaaryah



**IBoF: Tell us a bit about your background, education and first career steps.**

**Nidhi Agarwal (NA):** I have 15+ years of experience in Strategy Consulting and Auditing. Before starting my venture, I was the Director, Strategy at Honeywell India where I helped them develop their space and missiles business, enabling component sales for the 'Mangalyaan' mission. Prior to Honeywell, I worked as Strategy Consultant at Bain & Co., where I drafted market entry strategies for FMCG companies. I have also worked with KPMG and Bharti Airtel earlier. Academically, I am a Chartered Accountant and hold a MBA degree from Kellogg School of Management, where I received the prestigious Dean's Service Award.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**NA:** Being a fashion consumer, I often felt the market lacked some critical basics and that there was a white space waiting to be filled. For instance, I once found it immensely challenging to find a well-fit basic white shirt and it is then that I first thought of addressing this problem. As it turned out, majority of Indian women end up compromising on fit while shopping for western wear as most brands do not cut it for the Indian silhouette. The journey so far has been fruitful and we have managed to create a niche of our own. Kaaryah is the only brand internationally to offer 18 size options and the 'best possible fit'. We also hold the world's largest catalog for women's shirts and trousers and see very healthy traction from tier -I, -II and -III cities.

**IBoF: What are you most proud of achieving during this time?**

**NA:** As a brand, we have received a lot of love and recognition from media and the industry throughout. Having said that, being the founder of the company, the greatest gratification is to walk into a room full of people at any esteemed event and realize that people across domains know of Kaaryah and understand the problem we are trying to solve. I have, in fact, been lucky to even run into some of Kaaryah BFFs (our customers) at events and get first hand feedback on how they loved the style or how well the dress fit them. There is no better feeling than to know that people know you for the right reasons and identify with the brand.

**IBoF: What were/ are your inspirations throughout this voyage?**

**NA:** My father has been my constant inspiration. He has been a great influence and has taught me the most critical life lessons. "Patience" and "persistence" are among the many virtues that I have inherited from my father and these are two things that help me get by the most difficult days at work and otherwise.

**IBoF: What helps you keep yourself motivated?**

**NA:** I have said this often in the past too. You either convince or get convinced and this is one rule I live by. So knowing that you are on the right path and having a team where each member is not an employee but a partner/co-owner, helps you stay focused and motivated on tough days.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**NA:** Setting definitive goals for yourself and working relentlessly to achieve them are critical qualities for entrepreneurs, just as they should be for anyone. Courage and patience are absolutely integral to entrepreneurship as it is a very exciting yet unpredictable journey and no two days are the same. I think the same rules apply to both men and women entrepreneurs and has nothing to do with your gender.



**IBoF: What are your views on role of women in the fashion industry?**

**NA:** The role of women is absolutely integral to not just the fashion industry but other industries too. Their ability to be intuitive yet cynical, multi-task to perfection, and drive things passionately is what makes them great assets in every industry/domain.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**NA:** I do feel that being constant fashion consumers, women have the innate ability to identify and resolve issues that may otherwise go unaddressed. Fashion brands (women's) often focus more on aesthetics and tend to miss out on critical aspects such as comfort and functionality. Having more women catering to women's fashion would be a huge value addition to the industry.

**IBoF: How do you balance your professional and personal life?**

**NA:** I ensure that I start my day with a good breakfast with my parents and we usually have dinner together as well. In fact, the dinner table is where we discuss how each of us spent the day and indulge in plenty of fun family banter. I also spend few hours with my beagle Speedy before going to bed every night and I feel there is no better way to end the day. That aside, I like to stay fit, so working out and spending time with few close friends is usually what I do in my "Me Time".

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**NA:** Being an entrepreneur and starting your own venture is a journey of its own. It is neither easy nor fair to benchmark successes and failures. Safety is one of the few social barriers faced by women entrepreneurs in particular, especially when one is operating out of a factory area or a remote location.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**NA:** I think education is every one's right so I do demand that it be made available given constraints equitably.

**IBoF: Any suggestions or advices for the next generation women who are aspiring such success as yours?**

**NA:** Be brave and don't let disappointments turn into lasting failures. If you genuinely believe in what you're doing, continue to push your limits and don't let small impediments dampen your spirit.



# NINA LEKHI

MD & Design Curator, Baggit

**IBoF: Tell us a bit about your background, education and first career steps.**

**Nina Lekhi (NL):** From my childhood, I always had a go getter attitude towards everything. I was passionate about painting which inspired me to take up a diploma foundation art course at Sophia's. But after my failure in the first year of art course, I decided to do two different courses which have been instrumental in instilling in me the sensibilities of design which you see in our Baggit products today. While studying, I also worked at a shop floor where I learnt a lot of important lessons and gained customer insights. One day in our screen printing classes, I found myself asking a question "why don't we get bags with graphics?" It is then that I started designing bags which was the turning point for me.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**NL:** During my college days, t-shirts with simple slogans on it were available; my friends and I later thought of bags being another alternative to tees. I started exploring eco-friendly materials which became an instant hit. That was my first founding lesson in marketing, i.e., for a brand to be successful and be driven by passion, the founder needs to believe and own it completely!

**IBoF: 3. What are you most proud of achieving during this time?**

**NL:** Baggit started with a small investment of ₹7,000 and today, it is the market leader with the present business of around ₹140 crores (topline). Today, when I look back, it is like a proud moment on what I have achieved with the support of a dream team that infuses and fuels me with the zest and enthusiasm of a new graduate who is always eager to start on the next collection. This amazing entity has been a source of strength and motivation for me so much so that I have penned down this story in my book "Bag It All", that I hope will inspire and energize young Indian entrepreneurs, across the world.

**IBoF: What were/are your inspirations throughout this voyage?**

**NL:** Being a right brain person, I was inclined towards graphics and humour-related objects. I also travel a lot across the globe which inspires creativity within me which then gets injected in the Baggit product portfolio.

**IBoF: What helps you keep yourself motivated?**

**NL:** I'm inspired by my loving, supportive family and my guru, who have made me a better person and a better entrepreneur. I have been driving with Baggit for 26 years now and I am happy to have such a great team who is very supportive and enthusiastic about their work. The positive working culture and encouraging atmosphere inspires me to come to work every day and makes me more committed. I believe in the concept of "work hard, party harder".

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**NL:** I believe the key is to find the balance between work and family. Also, it is important to have family support to accomplish your dreams. Also, physical activity like cycling,







swimming or meditation as it will give you immense satisfaction and happiness within, and also keep you stress-free.

**IBoF: What are your views on role of women in the fashion industry?**

**NL:** The women are more independent, well-traveled and knowledgeable than ever before and make their own choices about fashion.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**NL:** Women are capable of multitasking, and playing many roles depending on their responsibilities. They also are aware of the current fashions and desire to stay up-to-date. They will be able to keep up to consumer needs and expectations and changing fashion trends. I feel, digitally they can contribute a lot in the fashion space.

**IBoF: How do you balance your professional and personal life?**

**NL:** I always remind myself that I am

much more than my job and ensure I have my priorities right. Organizing and planning my time are ways through which, I am able to give my life and work equal attention. To get away from my daily work routine, I make it a point to visit the Sidha Samadhi Yoga ashram in Katarkhadak, Pune, during the weekends. Lastly, with the assistance of my family and colleagues at Baggit, I am able to achieve work-life balance. For me, meditation is the best way to de-stress and feel relaxed and rejuvenated. I believe I owe myself at least 15 minutes of peace every day.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**NL:** Women are not weak and every step must be undertaken to empower them. Female empowerment is not the job of a woman alone, it is the support of the society as a whole, to take action against the barriers women and girls face. At Baggit, we look at creating mini entrepreneurs in the surrounding villages (esp., Katarkhadak) and create

employment within the village by outsourcing small elements of our products. Recently, it was an honour for me to celebrate the beauty and talents, and to support the contestants of 'Princess India 2016-17' beauty pageant for visually impaired girls. Also, education is very important and it's amazing to witness NGOs work towards educating slum girls and giving them the confidence to make it big.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**NL:** All I would like to advice is make it a top priority to cater to the needs of the modern consumer. One has to strive to create stuff they will appreciate and want to make an integral part of their life. Today's consumer is extremely knowledgeable and is spoilt for choices, so the challenge is to create products and services that meets their latent demands and can create positive brand conversations.



# RASHI MENDA

CEO & Founder, Zapyle



**IBoF: Tell us a bit about your background, education and first career steps.**

**RM:** I graduated from the University of Minnesota, with majors in Economics and Finance, after which I joined the EY Tax advisory team in the US.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far? And what are you most proud of achieving?**

**RM:** Four years ago, I joined an e-commerce startup - Unamia, where I was exposed to the retail industry. I had never planned to work in fashion, may be because my mother has been a fashion designer and I had seen a lot of the industry already. I was always keen on becoming an investment banker. On moving to India after 5 years in the US, I realized premium brands were not easily available. And if they were, due to heavy taxes, people had to pay obnoxious prices. I decided to change that by introducing a platform for women in India to buy premium and luxury fashion at great prices. I am proud of building a hardworking and motivated team.

**IBoF: What was your inspiration and what has kept you motivated through this voyage?**

**RM:** My mother is a very creative person; she motivates me to be innovative in every step of my life. Its my family who have always stood with me and they keep me motivated to go on in life.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**RM:** For being a successful women entrepreneur, one should learn to have a work life balance, which most of us struggle with.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**RM:** Today, fashion is not only for women. Statistics say men spend more than women, but strangely most of the fashion startups are led by men. There are women needed everywhere and not just in fashion. The contribution to a specific industry depends on the capability of an individual, not on gender.

**IBoF: How do you balance your professional and personal life?**

**RM:** I take one day off in a week for my family and myself and make sure there's no work that day.

**IBoF: What are the social barriers a woman has to face on her way up?**

**RM:** If a woman wants to be successful and have a career, then no one can stop her from doing that.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**RM:** We need to stop talking about the causes. Now is the time to do something for ourselves - the day women feel they can achieve anything in life, there will not be any causes.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**RM:** Be confident, believe in yourself and you need no one's approvals to go ahead in life.



# e2o

ACCESSORIES

Even 2 Odd Fashion; Plot No. 1, Shah Industrial Estate, Veera Desai Road, Near Yash Raj Studio, Andheri (W), Mumbai - 400 053.  
Tel: 022 40221085 | Website: [www.e2ofashion.com](http://www.e2ofashion.com) | Email: [info@e2ofashion.com](mailto:info@e2ofashion.com)





# RITU BERI

Fashion Designer

**IBoF: Tell us a bit about your background, education and first career steps.**

**Ritu Beri (RB):** I come from a defence background. Back in my childhood days, I attended many army parties, which are very formal, structured and British in their dressing approach. Such environment encourages you to be fastidious about your appearance. My parents used to be stunningly dressed and lit the evening with their intrinsic style. With such fine examples, I could not help but get influenced and inspired.

Later, I was granted admission into the first session of NIFT. I have had shows in Dubai, Mauritius, USA, London, Cairo, Singapore, Germany, Morocco, Pakistan and of course my favourite city, Paris. I have been lucky to experience the world of fashion in India and abroad.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**RB:** When I was a kid, I always wanted to be a doctor. I must honestly admit that my doctoral ambitions were somewhere thwarted by the fact that I spent more time musing over how the wardrobe of the medical team should look rather than the more noble and glory aspects of the trade. It didn't take me long to figure out that this was my calling.

My creations are very versatile and are greatly influenced by my personal state of mind. I love to explore the impossibilities. I have been chasing my dreams and working on ambitious dreams for the past 26 years.

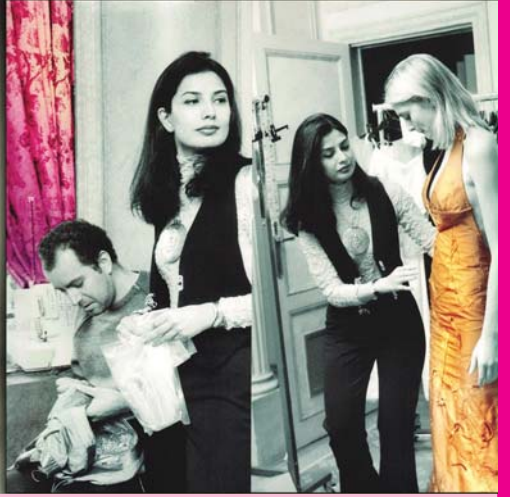
**IBoF: What are you most proud of achieving during this time?**

**RB:** I was always supported and backed by my parents; they had full confidence in me and had always refrained from controlling my dreams.

Francois Lesage, my mentor, has been my inspiration and my teacher on the French brands and their designers. I was the first Asian to head a French fashion house. Back then, not many Indians designers had even done shows in Paris and for an Indian designer to be heading a French fashion house was an impossible dream come true.

**IBoF: What were/ are your inspirations throughout this voyage?**

**RB:** I am inspired by life in general. I believe that every new day comes with new ideas, inspirations and dreams. I like to be surrounded by hyperactivity of visual stimulation, ideas and talents to replenish my mind's eye. This inspiration is my source of passion and has gifted me some of the most



rewarding experiences I could ever ask for. As a designer, Yves Saint Laurent has always been one of my greatest inspirations. He was an exceptional artist.

**IBoF: What helps you keep yourself motivated?**

**RB:** I love my work and I enjoy fashion immensely. I don't believe in set patterns or rules and I do believe that we must do what we believe in and follow our hearts. I am negotiating with certain international brands that have shown interest in my brand and interesting stuff will happen. Through "Luxury League", my desire is to open the Indian doors to luxury brands from various counters and strengthen the voice of India abroad. I love doing homes and furniture. I dream of writing many inspirational books and more than anything else, I keep doing my bit for charity.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**RB:** For a successful career, one should be self-motivated and have self-confidence in themselves even if it includes breaking the norms. I have learnt a lot and evolved tremendously as a designer and even more as a person. I have put my efforts in achieving such heights where I stand today, as an international designer and as an entrepreneur. Each experience taught me something new about life. I love taking risks and like to follow my own chosen path. My mantra is to think big and always be ready to experiment.

**IBoF: What are your views on role of women in the fashion industry?**

**RB:** "History Is Her Story," "Ladies First" and "Women's Rights Are More than Alright!" I think women have made themselves more relevant, in general, in every field and, therefore, also in fashion. I do still think that there are still a lot of things to be done in this direction. The word feminism is becoming cool, and the fashion world is taking notice. I myself feel proud being the first Indian designer to represent India internationally.

**IBoF: How do you balance your professional and personal life?**

**RB:** When you are working yourself, you are working 24x7. I try my best to find a balance between achieving all at work and spending time with my kid and family. Sometimes, I take Gia to office with me. The key is to give your best to whatever you are doing at a certain point in time. It is about quality rather than quantity.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**RB:** There has been a drastic change in the thought process of Indian society, from when I started till now. Women today have become more outgoing and experimenting. They want newer things everyday along with the classics. This extrovert nature is seen in all the spheres of life and not just fashion.

**IBoF: What are the causes that you feel for as a woman? Which of these do you**

**support and how?**

**RB:** India, as a country, is still recovering from years of abuse. It is only now that globalization, liberalization and other socio-economic forces have given some respite to a large proportion of the population. However, there are still quite a few areas where women empowerment is largely lacking. There needs to be a change in the mindset of the people in the country. Not just the women themselves, but the men have to wake up to a world that is moving towards equality and equity. It is better that this is embraced earlier rather than later, for our own good.

Swami Vivekananda once said "arise away and stop not until the goal is reached". Our country should thus be catapulted into the horizon of empowerment of women and revel in its glory.

**IBoF: Any suggestions or advices for the next generation women who are aspiring such success as yours?**

**RB:** Firstly, develop a positive attitude towards life, set limits and be organized. Being a woman is a real celebration. We are stronger than we know. More beautiful than we think. Worthier than we believe. More loved than we can ever imagine. We can be more protective about those we love than sometimes even the men. We make that difference...we really do.

Women can make anything happen. The key is to break free from our own fears, and it will automatically liberate us.



# RITU KUMAR

Fashion Designer



**IBoF: Tell us a bit about your background, education and first career steps.**

**Ritu Kumar (RK):** I was born in Amritsar and completed my schooling from Loreto Convent, Shimla after which I went to Lady Irwin College in Delhi and Briarcliff College in New York. When I returned to India, I studied museology in Kolkata. I started my fashion career in Kolkata with two small tables and hand-block printing techniques in the 60s and from there, we have grown to what we are today.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**RK:** When I returned to Kolkata, I pursued a course in Indian history and art and was exposed to museology- the study of museums. This is where my interest in crafts began and from there onwards, it developed into fashion designing.

**IBoF: What are you most proud of achieving during this time?**

**RK:** I am most proud of the fact that we have managed to bring Indian craftsmen and women into the global limelight through our designs. The proudest moment for me was when children of master craftsmen, who have this craft in their veins, returned home to pursue the crafts. Earlier, they had left for big cities to work in meagre daily wage jobs because it was not profitable for their livelihoods to work on their craft. That is beginning to change now.

**IBoF: What were/ are your inspirations throughout this voyage?**

**RK:** We can be inspired by a lot of things in life and for me, the greatest inspiration has been the Indian traditional arts and craft.

**IBoF: What helps you keep yourself motivated?**

**RK:** I don't treat my work as work and enjoy every part of it thus I don't have times when I need motivation. We just have to be happy and enjoy what we do.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**RK:** The most important quality is to follow your passion and have the support and encouragement of the people that surround you. Learn from the mistakes, but not to dwell on them for too long.



**IBoF: What are your views on role of women in the fashion industry?**

**RK:** Fashion has opened up a huge opportunity for women in the crafts sector- not only as a high end fashion designer- but also for women in every strata that contribute to the crafts through ways of embroiders, printers and weavers. Their knowledge of textiles is exceptionally detailed and something that is passed down generations.

Like in all fields of life, women in the fashion industry have large roles to play, whether it is in the design perspective or models who are walking the ramp or the most important- people who will be buying the garments. Women are curating designs and deciding what is in vogue and their roles is ever expanding.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**RK:** Women have a strong representation

in fashion. Whether it is in the design perspective, marketing, or modeling, the list for growth is immense.

**IBoF: How do you balance your professional and personal life?**

**RK:** I do consider the people I work with as my family; so dividing time between them and family is easy.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**RK:** Our society is the biggest critic in our lives and has set rules and guidelines that one needs to follow. Women and men are equal and are capable of doing things beyond what our gender roles specify and hence needs to be accepted and encouraged. Once we move away from the set standards, then only one can blossom and flourish.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**RK:** Child education, healthcare, equality are some of the causes that I believe in, not just as a woman but as a human. We have a flourishing CSR project wherein we work with children from socio economically challenged background. The programme aims to stimulate ingenious thinking in children during their formative years through various interventions.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**RK:** Always believe in yourself and have confidence to do things that you believe in and have fun while you're at it. Work diligently to achieve your dreams and you will definitely achieve more.



# ROSMIN KUNNATHOTTATHIL

Co-Founder, The Lingerie Store

**IBoF: Tell us a bit about your background, education and first career steps.**

**Rosmin Kunnathottathil (RK):** I did my post graduation in Integrated Fashion Technology Program (IFTP) certified by Nottingham Trend University and also studied at Pearl Academy of Fashion, New Delhi.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**RK:** Coming from a traditional landholding family, with my father being a doctor, a career in fashion was unheard of at that time. In fact, none in my family even recognized fashion design to be a “real” profession. It was seen as an extended hobby at the best! Added to that, we did not have any coaching classes to help one get through the tough entrance set by the top design schools, so just getting admitted to one of the top design schools itself was an uphill task.

I had already identified Pearl Academy as they were giving a post graduate diploma from Nottingham Trend University, which is recognized the world over. Being the only south Indian in my batch and being the first batch of IFTP, at a time when Pearl did not had in-campus hostel facility for students, there were a lot of challenges while completing the course. While at the academy, I got selected to showcase my collection at a fashion show in Zurich, which was organized by the Export Promotion Council of Switzerland.

**IBoF: What are you most proud of achieving during this time?**

**RK:** Currently, I design a wide variety of clothes which includes, western party gowns, arabic – western styles and even wedding wear. My signature western arabic styles use traditional Indian silks which are jacquard woven with zari and the syling is novue arabic which is a combination of traditional arabic ideology mixed with western elements and details.

**IBoF: What were/ are your inspirations throughout this voyage?**

**RK:** Different cultures and people, which makes each region different yet similar has been my constant source of inspiration.

**IBoF: What helps you keep yourself motivated?**

**RK:** Clothes and the stories I want to say through them have been my motivation forever.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**RK:** Persistently believing in your dream and the ability to adapt and modify the identified path based on circumstances can take a woman to the heights that she have chalked out.

**IBoF: What are your views on role of women in the fashion industry?**

**RK:** Fashion industry is a bottomless sea from where designers can constantly discover pearls, unto eternity. Being a woman should be looked upon as an asset, as being aesthetically inclined, women can come up with innovative designs.







**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**RK:** Fashion and any other industry can benefit from more participation by women. I believe there are no specific areas but all areas of an identified job can be equally contributed by both men and women.

**IBoF: How do you balance your professional and personal life?**

**RK:** Striking a perfect balance between work and personal life is a constant challenge for women. Constantly redoing the current practices so as to meet the current challenges, effectively managing

all the help one can get from outside like nannies, baby sitters, older children, close relatives, etc., also helps. Always remember it is not about the quantity of time spending with your kids that help them to be raised well, but the quality of time spent. Make every minute spent both at work and home count.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**RK:** Life itself is a rewarding challenge to begin with. The most common and usual barrier is of conflicting ideas about taking care of the family. Also, the prevalence and recent rise in molestation cases at

work place has added to the challenges of women entrepreneurs.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**RK:** Keep walking! Welcome change and keep your life constantly on the move. Don't believe in sitting down to enjoy life. This life on earth is so vigorous that it is best enjoyed with all the effort that you can put into it. Win over the challenges life throws at you by constantly rediscovering yourself. The only constant is death and we have to be alive till then.



# TANVI MALIK AND SHIVANI PODDAR

Co-Founders, FabAlley

**IBoF: Tell us a bit about your background, education and first career steps.**

**Tanvi Malik (TM):** After pursuing economics honours from Lady Shriram College, I was fascinated with the creative aspect of marketing and branding which led me to do an MBA from MICA, Ahmedabad, where I specialized in brand management. After three years of the corporate grind, I quit and started FabAlley with my school friend Shivani. Growing up with two doctor parents and an elder computer whiz of a brother, my entrepreneurial streak came as a surprise to my family, but as always, I got endless support and encouragement from them.

**Shivani Poddar (SP):** My parents run an export house. So, when I plunged into business after completing MBA from the Faculty of Management Studies in Delhi and a corporate stint, they were not surprised at all.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**TM and SP:** We understood the lack of affordable, high-street fashion options for women - esp., young, fashionable professionals who live on tight monthly budgets. The idea came into picture to curb the above and provide high street trends to the young Indian women of today.

**IBoF: What are you most proud of achieving during this time?**

**TM and SP:** Seeing our dream come alive - FabAlley.

**IBoF: What helps you keep yourself motivated?**

**TM:** We have repeat customer base as FabAlley's collection combines cutting-edge designs with affordable price tags, this keeps us motivated. Also, hearing from our customers that they liked our collections and they are able to rock the look at an occasion, makes us happy and motivates us to come out with even better collections.

**SM:** What keeps us motivated are the initial employees who were with us during the time of FabAlley's inception are still bonded with us and have always shown trust in the company.

**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**TM and SP:** Firstly, one must be strong-minded and should believe in their product. When you're strong-minded, you're empowered, possess a healthy self-image and take responsibility for your life. Secondly, as a leader, perseverance is the key. One





will always come across challenges, and sometimes things won't go according to the plan, hence one needs to stay positive and keep going. Few other qualities one must possess are good education, being a visionary, goal setter, and balanced thinking and understanding capabilities.

**IBoF: What are your views on role of women in the fashion industry?**

**TM and SP:** Women in the fashion industry are designing a better world. The Indian fashion industry has come a long way in terms of expressing one's own fashion statement. Women in the industry have redefined how to market, brand, raise awareness and inspire others.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**TM and SP:** Today, the Indian fashion industry is a happy place with lots of women entrepreneurs unlike in the 90s. Women can think from a women's perspective and strongly contribute to designing and manufacturing different silhouettes for different body types. Like we have this sub brand called 'Curve' which caters to plus size women.

**IBoF: How do you balance your professional and personal life?**

**TM:** Maintaining balance between work life and personal life requires effort. But I try to give equal time to both. Also, being friends doesn't always make good business partners and vice versa but a long healthy friendship like I have with Shivani has always helped.

**SP:** I am always there when it comes to work. I try to streamline work for all the departments and make time for personal life.



# VISHAKHA SINGH

Founder, Red Polka

**IBoF: Tell us a bit about your background, education and first career steps.**

**Vishakha Singh (VS):** I started off with the Bennett & Coleman Group. One of the key projects that enriched my experience was working on the business strategy and launch of Times Now channel. Prior to this, another project I worked for was building CNBC TV18 as a premium brand in early 2000. Furthermore, I had a good experience understanding shopper behaviour as Director of Strategy at Future Media, a Kishore Biyani venture. Lastly, I was practicing shopper marketing through my own venture - Aurora Comms - for the last 4 years. Presently, I am spearheading this project, Red Polka, to give impetus to indigenous products that are crafted with love and care.

**IBoF: Exactly when did you choose fashion as a career and how has your journey been so far?**

**VS:** Aurora Comms (2009-14) was a venture delving into shopper marketing. It shaped my understanding of the changing face of shopper dynamics as technology and social media platforms became crucial aspects in making a business successful. It compelled me to look into a space where women entrepreneurs needed enabling/guidance/platform to market their creativity. My journey so far has been excellent, enriching and eye-opening. A realization has been there that a successful business has to effectively combine online and offline techniques.

**IBoF: What are you most proud of achieving during this time?**

**VS:** There are multiple things that I am proud of. But if I have to pick one, it will be the fact that we built a business in a true sense by not just showcasing designs, but also by telling their stories in a contextual manner. This has a two-fold impact, one is sale and the other is growing the business. We are the only platform where designers pay a fee to register.

**IBoF: What were/ are your inspirations throughout this voyage?**

**VS:** Travelling is a passion, which not only rejuvenates me but also helps me find inspiration. Only this summer while strolling on the streets of New York, I saw people draped in tie-and-dye, a technique of cloth-making having roots in India. I immediately called up a friend who makes tie-and-dye apparel to tell her about my revelation. Now we are taking the discussion forward as she wants to delve into the making of tie-and-dye sarees. Furthermore, homegrown designs that have a global appeal, such as embroidered shoes inspire me to believe that a women designing clothes out of her home has a bright road ahead.

Lastly, the zeal I see in women entrepreneurs inspire me to take my endeavour forward. I know of a woman, of Indian-origin selling designs in Istanbul. Stories of success are my biggest inspiration.

**IBoF: What helps you keep yourself motivated?**

**VS:** The undying energy of my team, the faith in the designs we showcase on our website and the drive to make Red Polka a meaningful platform, keeps me motivated at all times.





**IBoF: What, as per you, are the qualities required to be a successful woman entrepreneur?**

**VS:** One needs to have immovable faith and unmitigated belief in their ideas.

**IBoF: What are your views on the role of women in the fashion industry?**

**VS:** Women are, quite remarkably, the epitome of fashion. They create trends. You think trends come out of a laboratory? No! Women are creating them every single day.

**IBoF: Do you think that the fashion industry needs more participation from women? Which areas do you think they can most effectively contribute in?**

**VS:** Definitely yes. Let's not deny the fact that women have a better understanding of fashion. Having said that, I mean not just trends but they understand the emotional well-being of an individual as well. Hence, when you build business

keeping in mind needs, shopper behaviour, it is bound to be successful. All areas, from design and business development to finance and marketing need women's participation.

**IBoF: How do you balance your professional and personal life?**

**VS:** I have clarity on my priorities. Also, effective time management which, to be honest, is an ongoing process. I try to make it more efficient every single day.

**IBoF: What are the social barriers a woman needs to challenge/ face on her journey to be a successful entrepreneur?**

**VS:** I believe that the biggest barrier women face is the barrier of the mind. They are caught in a trap. They have set a boundary around them, something like a "Lakshman Rekha". It is time for you to set yourself free from the limitations of such a definite encroachment. The

moment you realize that you are the one standing between you and what you want to achieve, you can be limitless. Another challenge is also the lack of ambition and suitable platforms that further women-led businesses.

**IBoF: What are the causes that you feel for as a woman? Which of these do you support and how?**

**VS:** I ardently believe that working women should be respected and encouraged. A fair example of this is the institutionalization of Stree Samman at Zee, a concept that believes in 'women should help women first'. Another cause I strongly believe in is adoption, and I work closely with a couple of NGOs as well.

**IBoF: Any suggestions or advice for the next generation women who are aspiring such success as yours?**

**VS:** Limit lies within you. Be limitless.



**IFF** INDIA  
FASHION  
FORUM  
2017



// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

**FUTURE  
OF  
FASHION**

**ANALYTICAL FASHION** A

**B** **BUY NOW, SELL NOW**

**COMPLIANT TRADE** C

**D** **DIGITAL RETAIL**

- CONFERENCE • EXHIBITION • AWARDS
- KNOWLEDGE SERIES • NETWORKING
- TEXTILE TRENDS • INDIA BRAND SHOW



[www.indiafashionforum.in](http://www.indiafashionforum.in)



# SURESH J

Chairman, India Fashion Forum 2017  
MD & CEO, Arvind Lifestyle Brands Ltd.

Dear Friends,

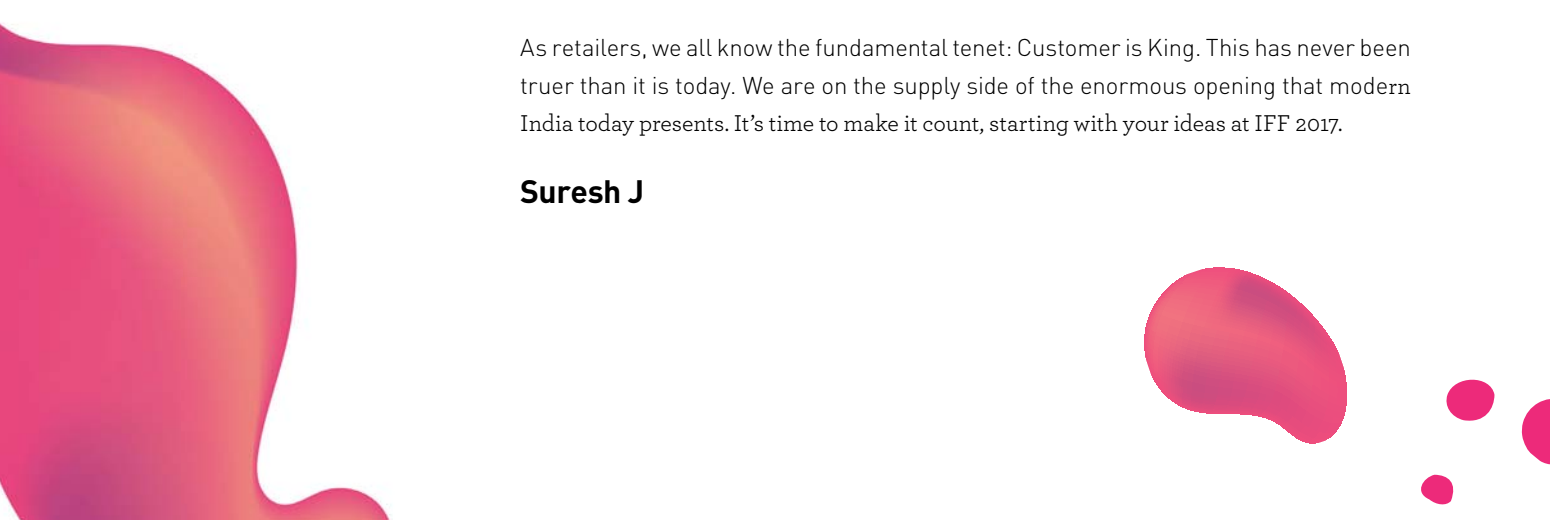
When I look back at the beginning of my career in retail, I am stunned by the incredible transformation India as a consumer market has undergone in the past two decades. And for much of that period –17 years to be precise – India Fashion Forum (IFF) has chronicled – and even catalysed – ahead-of-the-curve innovations in consumer experiences and fashion consumption, which many of us have been witness to. For us Indians, the primary fashion influencer at one time was cinema. It was all quite simple, really; we were prone to investing over expenditure and our demands were limited and manageable. Cut to 2016, and we're the world's fastest growing major market, and populated by demanding, aspirational, globally-connected, and living-for-the-'now' consumers. And for fashion marketers and retailers, as if that were not enough, there is now the added complexity of digital consumption. I actually think that all the ongoing disruption, in reality, represents opportunity. India's appetite for fashion – and all lifestyle accoutrements – is rising at the fastest pace in her modern history. What else can explain the escalating interest and entry of global fashion retailers into India, as well as the rapid growth of omni-channel models?

But, have our domestic businesses optimised the prospects? Look at the kidswear category – massive opportunities, but lack of scalable models and pricing mismatches have stumped Indian brands. There is little doubt that we are at a crossroads – Indian fashion brands will have to constantly reinvent themselves to evolve with the increasingly competitive retail landscape.

As Chairman of India Fashion Forum 2017, I invite you to join us in Mumbai on April 12th and 13th, 2017, to what will truly be a mega intelligence event on the supply side of fashion retail economics. It will be both a privilege and opportunity for me to host the most exciting and potentially game-changing ideas, innovations, professionals and business leaders from India and the world to create the next epoch of fashion retailing, which I believe will be powered by Consumer Experience.

As retailers, we all know the fundamental tenet: Customer is King. This has never been truer than it is today. We are on the supply side of the enormous opening that modern India today presents. It's time to make it count, starting with your ideas at IFF 2017.

**Suresh J**



# IFF Over the Years







# SOME STAR SPEAKERS AT IFF OVER THE YEARS



# TESTIMONIALS

IFF has been the focal point for all vibrant thoughts to converge and indeed it will be useful for business captains, policy makers, entrepreneurs and professionals to join in for this mega congregation of the fashion industry and be a part of fashioning thoughts for sustainability and expansion.

– **Gautam Singhania, Raymond Ltd**

Generating domestic consumption, being able to identify and target a consumer, the willingness of global brands to act local and achieving operational excellence are going to be critical during this period of change. This is an important period for reflection and IFF is the perfect vehicle for the industry to share their views.

– **James Bettle, Ben Sherman**

We have been closely associated with IFF since its beginning ... and it was also around the same time that we began dreaming of Pantaloons as India's favourite fashion chain. Every year, IFF reiterated our confidence in the true potential of the Indian fashion market. Looking back, I recollect how at every IFF, I was pushed to make some bold statements – mostly quite unachievable by any standards and then how hard I had to work with my teammates and associates to get my uttering to bear fruit! At IFF 2006, I stated that India's first billion dollar fashion business would come from our group.

– **Kishore Biyani, Future Group**

The IMAGES Group has taken many bold initiatives to push fashion companies in India to think 'RETAIL', think 'LONG TERM' and most of all, think 'CONSUMERS'. IFF has been the result of this 'PURE PASSION'... The IFF ... anniversary congregation comes just in time to rejuvenate – leaving 'downturn' worries behind – and generate fresh ideas for the DECADE NEXT.

– **Jawahar Lal Oswal, Nahar Group of Companies**

The Indian fashion retail industry has managed to weather the storm. Business during economic downturns brings to the surface the tiny fractures that were unnoticeable during the good times. IFF would be the perfect ground to relearn some of the lessons of the past and form wisdom for the future. With the insights that the impressive galaxy of speakers will provide at the IFF Conference, participants surely can expect to take away some brilliant thoughts on newer pathways to pursue in their business and professions.

– **Ishwar Chugani, Giordano Fashions LLC**

Fashion retail in India is now highly competitive and there has been an avalanche of global fashion brands making an entry into the Indian marketplace. India Fashion Forum (IFF) is a celebration of this potential. I wish this event all the best, and know that it will – as always – help chart the way forward for Indian fashion retail.

– **Anuj Puri, Jones Lang LaSalle**

IFF is always looked forward to by retailers and allied retail partners for new ideas and concepts that can be applied at a broader level to their businesses.

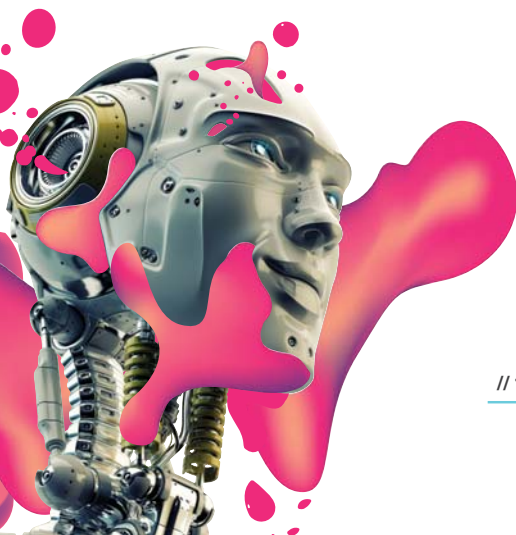
– **Vinay Nadkarni, Globus Stores Pvt. Ltd.**

Consumer demand continues to be quite strong and with fashion retailing at a point of inflection, we need to continuously explore opportunities to create new brands, build new categories and develop fresh ideas that can increase consumer spending on fashion. With real estate and input prices falling, IFF will be the ideal platform to brainstorm and develop a collaborative platform that can help every stakeholder in the industry take advantage of value creation.

– **Rakesh Biyani, Future Group**

IFF is surely good for business – it is a one-of-its-kind platform for congregation of thought leaders in the fashion retail industry in India. Last year, the Tommy Hilfiger booth at IFF led to strong enquiries, which facilitated our expansion into tier II cities across India.

– **Shailesh Chaturvedi, Tommy Hilfiger Apparels India**



# THE IFF 2017 THEME

## The 4 Power Nodes

### Analytical :: Buy Now :: Compliance :: Digital

#### // Analytical Fashion

Embedding the practice of analysing in not just operations, but also the world around you – including consumers, social influencers, the supply chain and trends – is critical for any fashion business. The fashion industry has to be driven completely by analysis, not by gut feel.

#### // Buy Now, Sell Now

The Indian fashion industry typically has had very long cycles. In order to cater to the 'see now, buy now' generation, fashion businesses need to be much more responsive and learn to turn around products much faster, compared to the usual cycle times.

#### // Compliant Trade

Demonetisation has led to a higher degree of compliance in the fashion supply chain in India. In the future, transparency in trade practices will need to be combined with social compliance and environmental compliance, all of which are critical for the growth of sustainable fashion businesses.

#### // Digital Retail

Be it from a physical store or on an analytics-driven online platform, fashion brands need to present themselves seamlessly to consumers on all sales channels. Technology is the biggest ally in the battle to meet the expectations of the digitally-powered fashion consumer.

#### // Who Should Attend?

India Fashion Forum 2017 is a confluence of the four biggest determinants of success in the business of fashion in the post-technology age.

The IFF 2017 theme – ANALYTICAL : BUY NOW : COMPLIANCE : DIGITAL – sharply communicates the essential keywords through four customised platforms:

**//Fashion Brand Creation teams**, including sales, marketing, digital and social media marketing pros, will be at the India Brand Show 2017 – the fashion concept, branding & marketing launch show.

**//Fashion Product Creation teams**, including textile business heads, fashion forecast experts, sourcing heads, merchandisers, designers, range planners and purchase managers, will find value in TrendView 2017 – the design, trends and sourcing show.

**//Retail Experience teams**, comprising store location heads, store design, shopfitting and related decision-makers converge at L-Cube and Asia Shop – the retail real estate, store design and retail communications mega-shows, respectively.

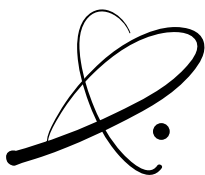
**//Fashion Retail Technology teams**, composed of CIOs, CTOs and infotech teams, will benefit from the stunning innovations at Future Shop, through the inaugural Customer Experience Forum 2017.

In the following pages, we will talk about different sections of India Fashion Forum.





## THE DESIGN, TRENDS, SOURCING SHOW



**trendview**

THE DESIGN,  
TRENDS,  
SOURCING SHOW

Creating great fashion is a dynamic intersection among the three key components of Design, Trends, and Sourcing. At TrendView 2017, expect a wide-angled view of great fashion ingredients and next-generation concepts by fashion thinkers, trend agencies, design experts and the masters of sourcing.

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

## // Highlights of TrendView 2017

- // Future innovations in fabrics, textures, colours, weaves, washes, effects
- // Interactive and real-time sourcing opportunities
- // Display of fashion and consumer trends
- // Inspiration stories from some of the world's finest fashion designers
- // The latest in fashion creation technology and tools

## // Who Should Attend?

- // Professionals engaged in **fashion planning, development, design, buying and sourcing**
- // **Textile wholesalers, retailers and agents**
- // **Designers and merchandisers** at international and Indian fashion brands, retailers, production houses and export houses
- // **Independent designers and design studios**

## // Who Should Exhibit?

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

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





## // A Brand-Building Platform for:

// **Small and mid-cap fashion brands** looking at expanding with single brand stores. For them, IFF is a specialised show to showcase new concepts in fashion retail.

// **Fashion accessories manufacturers and marketers**, including those with own brand as well as those functioning as suppliers to other retailers. Products can include belts, wallets, shoes, hair clips, perfumes, socks, among other categories.

## // Who Should Participate?

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

// **Menswear // Womenswear // Kidswear // Fashion accessories**  
 // **Eyewear // Footwear // Jewellery & Watches // Home fashion**  
 // **Lifestyle products**

Especially welcome are niche, speciality brands across

// **Sportswear // Ethnic wear // Fusion wear // Concept fashion**

## THE FASHION EXHIBITION & RAMP LAUNCHPAD



Showcasing the salience and role of fashion forward brands and the need of integration of fashion innovations with new-age retail environments, India Brand Show (IBS) provides a stylistic way of conducting business via an unmatched B2B access environment for brands and retailers – both brick-and-mortar and online. Fashion designers who want to display their creative output and merchandisers in constant search to add value to their fashion offerings for shoppers – in both physical and online stores – cannot afford to miss the buzz here.

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





## THE RETAIL REAL ESTATE PLATFORM



**L CUBE**

THE RETAIL REAL ESTATE ZONE

Fashion is no longer just about clothes. It is also about the perceived brand ethos and retail addresses. Branding has become an exercise in socio cultural engagement with consumers. Physical locations that reflect demographics' aspirations and lifestyle choices are as important as the brand ideology. As India evolves into a technology-influenced, hybrid consumer landscape, the country's shopping centres are now showcases of both modern consumer aspirations and the ongoing retailing revolution. At IFF 2017, use the L-Cube launchpad to flaunt India's most exciting, individualistic shopping centres and retail spaces.

### // Who Should Attend?

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

### // Who Should Exhibit?

#### **Businesses and organisations engaged in the development/ marketing/ management of:**

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





## RE-INVENTING THE FUTURE OF FASHION IN A CUSTOMER-CENTRIC ERA



Driven by demand-driven, omni-channel retailing, the Indian fashion and lifestyle industry is undergoing a major transformation to how to best optimise distribution, and improve brand 'stickiness' with successful retail promotions and customer experiences. To successfully tackle these challenges, fashion and lifestyle companies need a clear understanding of consumer attitudes and behaviour, as well as shopper experiences at every touchpoint.

## // Objectives & Benefits

Be it apparel, textiles or lifestyle products (such as sports goods, accessories, bags) fashion brands and retailers need to understand customer preferences, channel-specific shopping behaviour, purchase trigger points and brand experiences across all points of contact with their brand.

The inaugural edition of Customer Experience Forum will cover three broad areas:

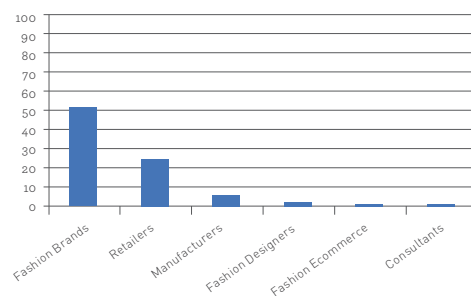
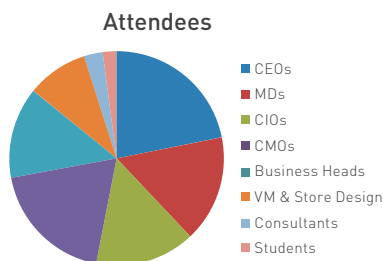
- // Leveraging Technology to create superior customer experience and loyalty
- // Effective cross channel marketing to understand customer behaviour
- // Visual merchandising and store design to enhance sales

Comprising two distinct exhibition platforms – **Asia Shop and Future Shop** – CX Forum will display a 360-degree view of the latest in customer experience enablers – both physical and digital.

## // CX Forum Conference Topics

- // Decoding a 360-degree perspective of the customer journey
- // Multichannel measurement practices to analyse individual touchpoints
- // Loyalty 2020: More than a discount card
- // Making IoT a reality in retail
- // Leveraging RFID, NFC & Beacons to create better customer experiences
- // Enhancing supply chain capabilities
- // Leveraging social media for marketing and shopper engagement
- // Crafting seamless experiences that blend physical and online stores
- // Linking virtual shopping & brick-and-mortar via experiential branding

## // Attendee Profile



## // Who Should Attend?

If you are looking at fresh ideas or suppliers, to benchmark your existing practices, to learn from our in-depth conference sessions and Thought Leadership Conclaves, or to network with leading trendsetters, brands and retailers in fashion domain, CX Forum will be the most sought after platform to attend.

Attendees can meet with the finest in retail experience specialists – from leading solution providers in technology, retail design, marketing to visual merchandising and shopfitting experts.



# THE EXPERIENTIAL RETAIL EXHIBITION



At Asia Shop 2017, retail design experts and solution providers re-imagine and re-invent the fashion store experience – adding 'wow' elements to the customer journey, by transforming a conventional store visit into a memorable spatial encounter that truly engages, delights and challenges. Asia Shop presents a galaxy of retail design companies, visual merchandisers, architects and shopfit companies to showcase such far-reaching new concepts, aesthetics and solutions that can create unforgettable physical shopping experiences.

## //Who Should Exhibit?

Companies selling solutions relating to retail design, visual merchandising and marketing/branding, from the initial design concept right through to the final fit-out or display, should exhibit at Asia Shop @ CX Forum.

- // Store Design Consultants
- // Lighting Manufacturers, Vendors and Designers
- // Flooring Suppliers
- // Display Equipment Suppliers
- // Fixtures and Fittings Suppliers
- // In-Store Music and Video Specialists
- // Wall Coverings and Systems Suppliers
- // Fragrance and Aroma Specialists
- // Architects
- // Installation Specialists
- // Graphics/Large Format Print Suppliers
- // Furniture and Furnishings Suppliers
- // Shopfitters
- // Point of Purchase Solutions Suppliers
- // Signage Suppliers
- // Display Equipment Suppliers
- // Mannequin Suppliers
- // Materials and Surfaces Suppliers
- // Special Effects Suppliers
- // Multisensory Specialists and Consultants
- // Advertising Agencies
- // OoH & Outdoor Media Agencies
- // In-store Signage Suppliers



# THE RETAIL TECHNOLOGY EXHIBITION

future  
shop

@



A unique platform for businesses in back-end and customer facing technology, digital marketing, digital implementation, loyalty, Big Data and Analytics, to interact and showcase their solutions to enhance Customer Experience in retail, Future Shop @ CX Forum is an unmissable opportunity to engage directly with retailers – of every size and format – to expand your network and build business growth.

## // Who Should Exhibit?

### Technology solutions providers in:

- // Augmented Realty Solutions
- // Big Data & Analytics
- // Checkout Systems
- // CRM Systems
- // Data Capturing
- // Digital Signages
- // Digital Marketing Solutions
- // E-Commerce
- // Digital Payment Solutions
- // Electronic Shelf Labels
- // Inventory and Supply Chain Management
- // mCommerce
- // Magic Mirrors
- // RFID and Inventory Management
- // Screens and Video Walls
- // Security and Loss Prevention
- // Smartcards
- // Virtual Reality
- // Workforce Management
- // Advertising
- // Chat Apps – Conversational Commerce
- // Customer Feedback Apps
- // eGift Cards
- // Social Media Platforms





## IFA 2017 PROPOSED CATEGORIES\*

### Awards For India/Foreign Origin Fashion Brands with National/Regional Presence

1. IMAGES Most Admired Fashion Brand of the year: **Men's Westernwear**
2. IMAGES Most Admired Fashion Brand of the year: **Women's Westernwear**
3. IMAGES Most Admired Fashion Brand of the year: **Kidswear**
4. IMAGES Most Admired Fashion Brand of the year: **Jeans & Casualwear**
5. IMAGES Most Admired Fashion Brand of the year: **Active Sportswear**
6. IMAGES Most Admired Fashion Brand of the year: **Men's Indianwear**
7. IMAGES Most Admired Fashion Brand of the year: **Women's Indianwear**
8. IMAGES Most Admired Fashion Brand of the year: **Lingerie**
9. IMAGES Most Admired Fashion Brand of the year: **Men's Innerwear**
10. IMAGES Most Admired Fashion Brand of the year: **New Launch**
11. IMAGES Most Admired Fashion Brand of the year: **Rising Star (North, East, West & South)**

### Awards for National/Regional Retailers

12. IMAGES Most Admired Fashion Retailer of the year:  
**Large Format Store Chain**
13. IMAGES Most Admired Affordable Fashion **Retailer of the year**
14. IMAGES Most Admired Regional Fashion **Retailer of the year – North, East, West & South**

### Awards for Online Fashion Retailers

15. IMAGES Most Admired **Online Fashion Retailer** of the year

### Awards for fashion brand/company

16. IMAGES Most Admired Fashion Design **Concept of the year**  
// Menswear Western // Menswear Indian // Womenswear Western  
// Womenswear Indian // Kidswear // Jeans & Casualwear  
// Active Sportswear // Innerwear // Any other category
17. IMAGES Most Admired Fashion Retailer of the year: **Customer Engagement**
18. IMAGES Most Admired Fashion Retailer of the year: **Marketing & Promotions**

### IMAGES EXCELLENCE AWARDS

19. IMAGES Most Admired Fashion **Professional of the year**
20. IMAGES Most Admired Fashion **Company of the year**



— 2017 —  
**17th ANNUAL**  
**★ IMAGES ★**  
**FASHION AWARDS**

The annual IMAGES Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. Due to their 360-degree evaluation process, the IFAs have come to be established as the premier recognition for fashion retailing excellence in India. The coveted IFA trophies for 2017 will go to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2016-17. The final names will be announced at a glittering IFA ceremony on April 13, 2017 at the Renaissance Hotel & Convention Centre, Mumbai.

Jury and the organiser reserve the right to decide on the final categories to be awarded, renaming the titles and moving nominations to the most appropriate categories, wherever required, without prior notice. For further information on nomination procedure, please contact:

Karishma Sabharwal: +91 9711606919 | karishmasabharwal@imagesgroup.in  
Ritesh Pandey: +91 9810613585 | ritesh@irisretail.com

**IFF** INDIA FASHION FORUM 2017

**CUSTOMER EXPERIENCE FORUM**

// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

[www.indiafashionforum.in](http://www.indiafashionforum.in)

**FUTURE OF FASHION**

**ANALYTICAL FASHION** A

**BUY NOW, SELL NOW** B

**COMPLIANT TRADE** C

**DIGITAL RETAIL** D

• CONFERENCE • EXHIBITION • AWARDS  
• KNOWLEDGE SERIES • NETWORKING  
• TEXTILE TRENDS • INDIA BRAND SHOW

## INAUGURAL AND KEYNOTE: The State of Fashion 2017

Fashion is one of the world's most important industries, driving a significant part of the global economy. According to McKinsey Global Institute, in 2016, the fashion economy was projected to reach a staggering \$2.4 trillion.

World over, consumers - who are very savvy and aware, have become more demanding and discerning and less predictable. Fashion brands, on the other hand, have started looking inwards, implementing changes to their core operations - from shortening the length of the fashion cycle to integrating sustainable innovation into their core product design and manufacturing processes - re-evaluating the entire fashion system itself. The industry captains offer an analyses on this ever dynamic fashion industry.

## ARE STORES OUT OF FASHION ... OR A COMPETITIVE WEAPON IN THE DIGITAL ERA

*Building a Truly Synergistic and Powerful Omni-channel Strategy*

Stores will always be a powerful retailing channel - but how can stores build their omnipotent power of being where the consumer is. It's an omni-channel world and the polar assessment of virtual versus physical is outdated and irrelevant. The relationship with the customer is a more rich and seamless one by offering an integrated relationship between physical and virtual experience.

## DIGITAL EXPERIENCE - NAVIGATING THE TWO POLES - FROM CUSTOMER EXPERIENCE TO IMPACT

*The two most intrinsic roles of e-commerce in an otherwise connected world are:*

- Availability of product and services at our own convenience; and
- Accessibility of relevant products and services through advanced and in-depth search options.

The strength of availability has been well facilitated in recent times by the abundance and growth of the e-commerce market place. However, for accessibility quotient e-commerce needs to move beyond simple listings. How do we make the experience more personalized and curated for each consumer, to improve their decision making keeping in mind the time and effort constraints and mapping user preferences and relevance to the products and services available at hand.

- 1) How important are the customer reviews (Discounts Vs Reviews)?
- 2) Does the display picture affects the buyers' decision?

## TRENDS IN FASHION E-COMMERCE IN INDIA - NEAR TERM IN ABOUT 2 YEARS AND THE LONG VISION WITH SIGNIFICANT TIME OF 5-7 YEARS

**E-COMMERCE IS 7% OF TOTAL RETAIL . WHAT NEEDS TO HAPPEN TO REALLY SEE IT TICK?**

### FOR A RETAILER, WHAT ARE THE TOP 3 E-COMMERCE CHALLENGES AND HOW CAN YOU BUILD THEM INTO POWERFUL PROPOSITIONS?

- Most retailers face this three-pronged challenge for the dynamic Omnichannel experience.
- Meeting, or better yet, exceeding the customer's expectations in fulfillment - How to get your products to the customer as quickly and efficiently as possible is important.
- Maintaining an accurate inventory - It is hugely important to be sure you can link your online and store / warehouse inventories.
- Curating and maintaining a safe environment - It's important to impute the fact that you are a respectable retailer who is up-to-date with safe business practices. You need to show them that their credit card and personal information is safe and sound.

### FASHIONISTA iCON- TIPS ON KEEPING UP TO DATE ON THE LATEST TRENDS

When working in an industry that is constantly in a state of change, keeping up-to-date on the latest trends and technologies is crucial. Geared toward those who aspire to learn from the best in the fashion industry— whether it's launching your own website, starting a fashion line or climbing the ladder on your current career track. The keynote and panel sessions with famed industry personalities give attendees a chance to hear their personal tales of the conquests (and shortfalls!) that got them to the top. Their popular mentoring advise helps get personal insights with someone who have "made it" in their field.

### WHERE FASHION AND MEDIA CONNECT - THE MEDIA INFLUENCER - GETTING THE RIGHT MED

A mix of shopping, entertainment, experience and education is what the Millennial consumer wants. We bring hand-selected stylists, bloggers, editors, and designers together to explore new-age marketing and communication techniques which can build the brand lineage and ethos stand out for the fashion industry's most conspicuous consumers who are tech savvy, fashion forward and ready to connect.

## **CREATE + CULTIVATE SOCIAL MEDIA - "Building Social Movements: Reigning Human Connectivity"**

Puts the focus on, you guessed it, the latest social media news, strategies and tools, which highlighted how great business leaders like social activists can build movements and mobilize a tribe of followers.

## **FASHION DIGITAL- BEST PRACTICES AND STRATEGIES FOR FASHION E-COMMERCE AND MARKETING**

Address every aspect of business in the digital space—from mobile technology to social media marketing strategies to e-commerce. Expect to learn best practices and strategies for addressing the opportunities and challenges specific to fashion e-commerce and marketing.

## **FASHION FORWARD - "INDUSTRY GAME CHANGERS AND FUNDAMENTALISTS"**

Founded on education, innovation and leadership, Fashion Forward is one of the "it" gatherings for thought provoking industry leaders.

## **DECODED FASHION - "HOW TO KEEP YOUR SOCIAL MEDIA GAME SINCERE"**

Connecting fashion retail with new technologies where developers, industry insiders and entrepreneurs connected to create an ecosystem to support Indian Fashion as a global industry.

## **TRADITION AND INNOVATION: CHALLENGES FOR FASHION IN THE 21ST CENTURY**

Fashion and lifestyle in the 21st century are facing new challenges and opportunities bringing together tradition and innovation.

### **Luxury and Fashion**

The essence of luxury  
Luxury as craftsmanship and tradition  
Taste and quality: lifestyle issues  
Luxury as an industry  
Luxury as cultural production  
Luxury and technology  
The emotional aspects of luxury and fashion

### **Fashion and Technology**

Digital retail and consumption (E - and M-Commerce).  
3-D printing and alternative modes of production.  
Fashion and new media.  
Wearables and the internet of things.  
Online co-creation process and branding.  
Smart materials.  
The economy of happiness and fashion.

### **Fashion and Sustainability**

The essence of sustainability.  
Designers and Brands: Advances on sustainable fashion.  
Craftsmanship, tradition and sustainability.  
The circular economy and the global fashion industry.  
Smart cities and sustainable fashion.  
Fashion and the sharing economy.  
Combining sustainability and growth for fashion businesses.  
How to manage the supply chain in terms of Corporate Social Responsibility.

## **Delhi, Mumbai, Bangalore: The Fashion Capital**

City and daily elegance.  
Trendsetting.  
Innovation and Creativity.  
Communicating culture: fashion city and social media.

## **CUSTOMER EXPERIENCE FORUM - CX FORUM :**

### **Mission:**

Re-inventing the fashion in a customer centric era.  
Leveraging Technology to elevate a better customer experience.  
How effective cross channel marketing is helping to understand customer behaviour.  
How VM & Store design acting as a catalyst to enhance sales.

## **BIG DATA & ANALYTICS**

- Decoding a 360 degree perspective of the customer journey utilising data analytics in a multichannel world - Understanding what drives, changes and excels the customer relationship with the brand
- Connecting with the customer: Exploring the changing dynamics of the new digital customer ecosystem
- Leveraging analytics to create a single customer view:- What drives the customer experience?- What impacts the customer experience?- What are the customer expectations from the brand?
- Evaluating what drives a consumer to transition in their journey from a consumer mentality to a shopper mentality
- Exploring what activates brand awareness and emotional engagement with a brand to determine strategies for driving sales

## **OMNICHANNEL:**

### **Multichannel measurement practices to analyse how individual touch point can incrementally improve the customer experience**

- Determining the level of increments that brands gain from customers who shop across multiple channels
- Leveraging metrics from cross channel measurement to determine how to avoid brand erosion
- Evaluating technical capabilities for reducing the number of tools required for facilitating measurement across multiple channels

## **LOYALTY**

Loyalty 2020: More than a discount card

To achieve meaningful customer loyalty, brands need to think beyond discounts in terms of short-term gain, and re-imagine customer relationships with the goal of long-term engagement that drives profitable interactions. While rewarding loyal customers with discounts has its place, how can you leverage customer data, add in personalization, participation and gamification to create valuable experiences at each customer moment of truth?

## **IN-STORE TECHNOLOGIES**

- Leveraging RFID, NFC and Beacons to create a better customer experience and enhancing sales
- Use of Beacons & NFC for Proximity Marketing
- Push notifications and targeted marketing for personalisation

### **SUPPLY CHAIN: ENHANCING SUPPLY CHAIN CAPABILITIES FOR A GREAT CUSTOMER EXPERIENCE**

- Effects of operational productivity in customer experience
- How customer perceived availability supports shopping experience
- Effects of multichannel retailing in customer experience

### **SOCIAL MEDIA: LEVERAGING SOCIAL MEDIA FOR MARKETING OR CUSTOMER EXPERIENCE**

Fashion brands increasingly recognize that social media is no longer an isolated marketing channel used primarily to sell product. What once served primarily as a platform to increase sales is now a meeting space, and has become part of the brand experience itself. How do you build the brand and culture with customer in mind? Customer experience will emerge as the most important tool for business success, and how a channel represents and adds to your brand's vision is a vital component to successful customer experience.

### **DIGITAL MARKETING: CONTENT MARKETING & ITS IMPERATIVES ON PROSPECTIVE CUSTOMERS – IMPACT OF IMAGES, TEXT & VIDEO IN ENHANCING CUSTOMER EXPERIENCE**

- What makes great content for marketing storytelling?
- Structures to incorporate user-generated content as part of your content marketing plan.
- Tailoring content for different platforms and audiences.

### **PLATFORM MARKETING: LIKE ME, TWEET ME, FOLLOW ME – HOW CAN YOU DETERMINE THE VALUE OF INVESTMENT?**

Social media spend is expected to rise exponentially by 2020. Much of social media, content marketing ROI, and inbound marketing is focused on customer retention. But how do you really determine the value of a “like” on Facebook or a “+1” on Google?

### **STORE DESIGN: CRAFTING A SEAMLESS EXPERIENCE THAT BLURS THE LINES BETWEEN PHYSICAL STORE AND ONLINE STORE**

- Evolving shift in consumer behaviour toward brands and how in-store design can create a better experience.
- Understand metrics of measuring consumers' emotional connection to the brand.
- Linking the virtual world of online shopping with the physical brick and mortar through experiential branding.

### **DISRUPT OR BE DISRUPTED. ADAPT YOUR BRAND TO SUCCEED IN THIS NEW REALITY:**

We live in a time of unprecedented flux and transition, with business challenges appearing from many directions. It doesn't matter whether you're a “big brand” or an up and comer, the brand rulebook has been rewritten and disruption is the new normal. This session will explore the strategies needed for success in this changing landscape.

### **CAPTURING THE TRUST AND ATTENTION OF MILLENNIALS:**

Captivating and connecting with the Generation X, Generation Z so called the millennials is a daunting task for the retailers and brands. The time pressed, tech savvy, convenience bound, looking for the fastest option to finish their purchasing and of course with the best “pricing” are always on a look out for newness & innovative products & thus forcing the brands and retailers to building & creating a favourable landscape to drive towards them & ultimately converting them into their loyal ambassadors. This session talks about the strategies and measures adopted to serve these new... millennials consumers.

### **BUILDING THE NEXT GENERATION OF ADVOCATES OF YOUR BRAND:**

The data insights are clear: Gen Z and Millennial generations engage with and take action on behalf of brands and organizations that are centered around a value-based identity. Learn how to drive an authentic narrative around social impact and build the next generation of advocates.

### **BRAND TRAVEL .....THE ART OF BUILDING SUSTAINABLE AND TRANSPORTABLE BRAND ASSETS TO CONNECT THE DOTS THROUGH A BRAND LIFE QUEST**

### **THE MOST IMPORTANT CONNECT IN THE FASHION WORLD – BUILDING YOUR BRAND THROUGH ‘HEARTSHARE’**

Marketers everywhere must realize that unless you have built “heartshare” with your customer, the consumer doesn't care about you; they care about themselves. It is absolutely vital to differentiate yourself from your competition in this highly competitive, global and highly accessible marketplace, to the extent that when anyone thinks of your product or service category, they think of you first. You must get into the potential customers' preconscious mind. Because this is a totally emotional region of the brains, only an emotional trigger will give your product or service recall over that of your competitors.

**MAKING LUXURY FASHION MORE SUSTAINABLE:** There is an increasing focus of luxury fashion companies on sustainability. Luxury fashion brands have been slower to adopt more responsible practices than their mainstream peers for a variety of reasons, including differing business models and stakeholder pressures. Yet, over the last several years, luxury fashion brands have begun improving environmental and social practices and speaking more openly about their activities.

**THE FUTURE OF FASHION:** The future of Fashion will be fascinating in years to come. Ten short years ago, Instagram wasn't yet a glimmer in anyone's eye, direct-to-consumer labels didn't exist, and many people still didn't feel safe giving their credit card numbers to online retailers. These facts got us thinking: How will fashion and retail change in the next 10 years? We asked the smartest minds in fashion for some crystal-ball insights...

- **IT WILL BE MORE MOBILE THAN EVER:**
- **“STORES” WILL POP UP IN CARS, HOTELS—AND YOUR OWN HOME**
- **BIG BROTHER WILL HELP YOU SHOP**
- **EVERYONE WILL BE A DESIGNER**
- **NEW CLOTHES WILL COME OUT ALL YEAR LONG**
- **WEARABLE TECH WILL BE EVERYWHERE—BUT WE WON'T CALL THEM “WEARABLES”**



# FASHION

*RETAIL*

## THE TROUSER MARKET IN INDIA

>> LEADER TALK

>> TOP TROUSER  
BRANDS

>> NEW LAUNCHES &  
BRAND EXTENSIONS

## Contents

# R

90-156

## FASHION RETAIL



LEAD STORY-1

### INDUSTRY SPEAK: TAPPING THE TROUSER CATEGORY IN INDIA

The market for trousers in India has, over the years, seen great casualisation and acceptance of different cuts, fabrics and style. We talk to the leaders in the industry about this emerging market.

Pg No. 98



LEAD STORY-2

### TROUSERS GETTING TRENDY AS EVER

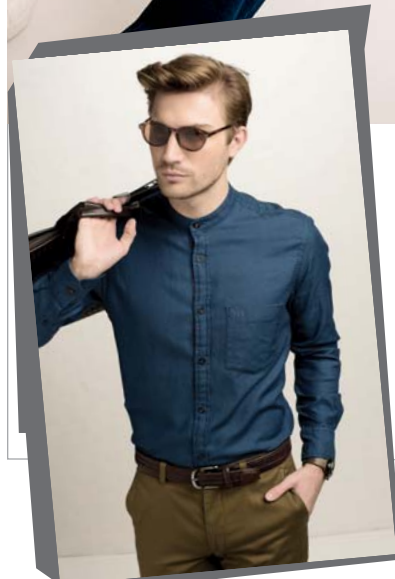
Although not much has changed in the men's trouser category, the women's section has witnessed a sea of change over the years, from plain pants to palazzos, cigar pants, and cigarette pants. We talk to some of the business leaders about the prevailing trends.

Pg No. 106

## TROUSER BRANDS

IMAGES BoF introduces some of the most vibrant Trouser brands in india today. a dream team for every leading brands

- 112 AFOX
- 114 BREAKBOUNCE STREETWEAR
- 116 CALLINO LONDON
- 118 CAMBRIDGE APPARELS
- 120 CELIO
- 124 COLORPLUS
- 126 DUKE
- 128 INDIGO NATION
- 130 MONTE CARLO
- 133 MX MAESTRO
- 134 SHERIFF
- 136 SUCCESS
- 138 WILLIAM HAZLITT



## Fashion Retail



LEAD RESEARCH

### TROUSERS IN INDIAN APPAREL MARKET

The bottom wear market excluding denims is expected to grow at a CAGR of 10 percent for over the next ten years. Technopak delves deep into the market dynamics of this segment.

Pg No.90

LAUNCHES & EXTENSIONS '16-17

### INDIA, THE NEW FASHION STADIUM

The year 2016 witnessed numerous Indian brands launching into the market and several brand extensions to both lock horns with global entrants and riding the opportunities.

Pg No. 139

- 140 CANDYSKIN
- 142 COURTYARD PREMIUM
- 144 EQUATION
- 146 PLATINA
- 148 RIVER BLUE
- 150 SARAMAI
- 152 BLOOD
- 154 LYRA
- 155 ONN
- 156 PEPE JEANS LONDON



Raymond

FINE FABRICS

SINCE 1925





# TROUSERS IN INDIAN APPAREL MARKET

*From just being simple straight utilitarian parallel garments for men and women to its recent casual avatar, the trousers category has indeed witnessed a tectonic shift in India. Experts Amit Gugnani, Senior Vice President - Fashion (Textile & Apparel) and Saima Nigar, Associate Consultant - Fashion & Textile Division, from Technopak takes a look at this rapidly emerging segment.*



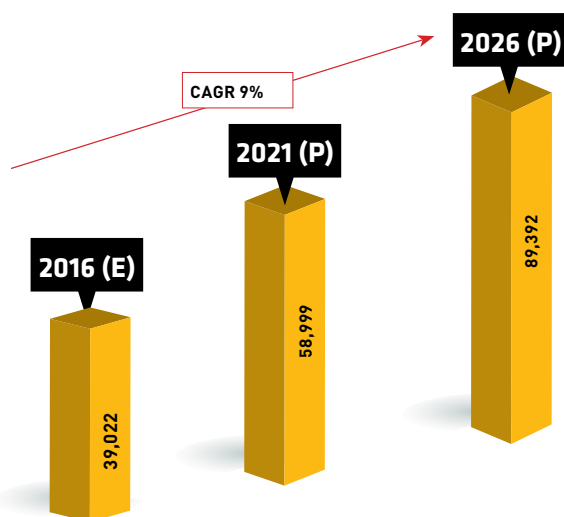
It is a well-known fact that India is one of the largest consumer markets of the world and Indian retail industry is rapidly growing. The fashion retail category continues to be one of the leading segments of modern retail in India backed by the increasing aspirations of the Indian fashion consumer. In recent years, a structural shift has been seen from both demand side and supply side of the market. The consumers have become more demanding due to rise in disposable incomes and have moved from unbranded to branded, ready-to-stitch fabric to ready-to-wear apparel, etc., and Indian trousers market is no exception.

### MARKET SIZE AND GROWTH

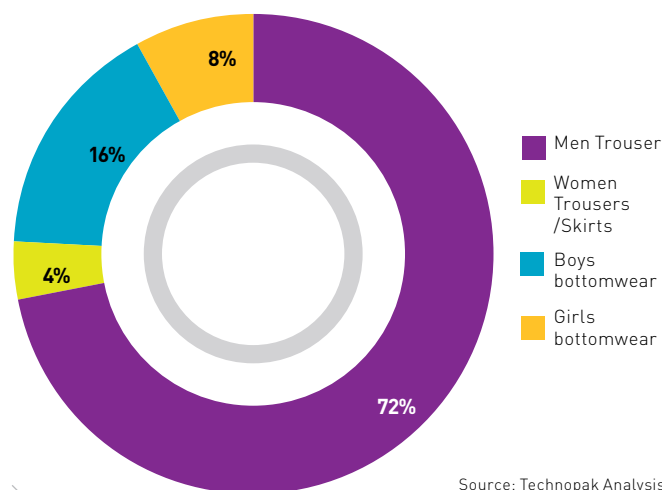
The bottom wear market excluding denims is estimated to be worth of ₹39,022 crores in 2016 for men, women and kids. It is estimated that this market segment will grow at a CAGR of 10 percent for the next ten years and is estimated to reach ₹89,392 crores by 2026.

The trousers market is dominated by the men's segment which comprises around 72 percent, followed by kids' segment which accounts for ~24 percent and women's segment which comprises ~4 percent.

TROUSERS MARKET SIZE (INR CR)

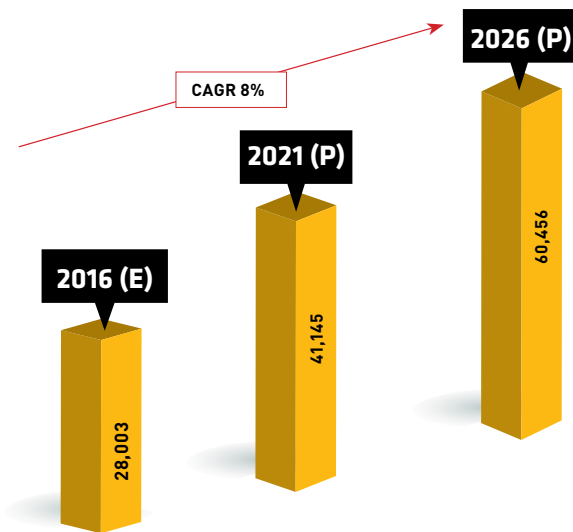


TROUSERS MARKET SPLIT

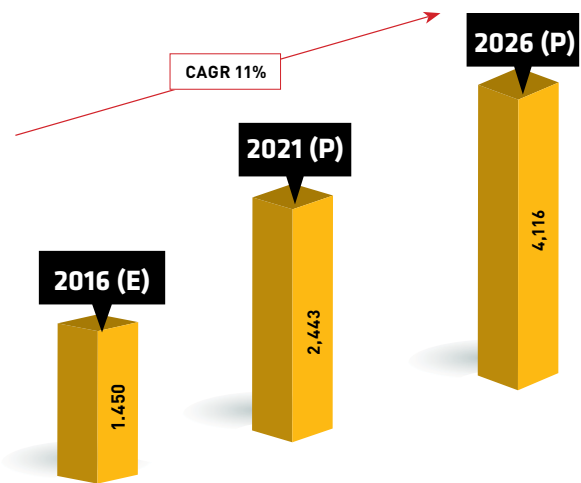


Source: Technopak Analysis

## MENS TROUSERS MARKET SIZE (INR CR)



## WOMEN'S TROUSERS MARKET SIZE (INR CR)



Source: Technopak Analysis



### MEN'S TROUSERS MARKET

The men's trousers market is expected to grow at a CAGR of 8 percent to reach ₹60,456 crores by 2026 from its current size of ₹28,003 crores. It is the second largest category among men's wear and accounts for 23 percent of the total men's apparel market of India. The men's trousers market has witnessed a remarkable change in the last few years from limited options to wide range of different colours and designs in both formal and casual wear.

Increasing penetration of international players in the Indian apparel market has played a vital role in converting consumers from preferring tailor-made trousers to ready-to-wear by providing them a plethora of options in terms of fits, designs and colours, etc. Though the share of ready-to-wear has increased, the ready-to-stitch category cannot be neglected as there is a sizeable demand in this category.

This dynamic change is not restricted to men's formal trousers only. Men's casual trousers market has also witnessed a huge change in recent years. The Indian youth, who seeks trendy look

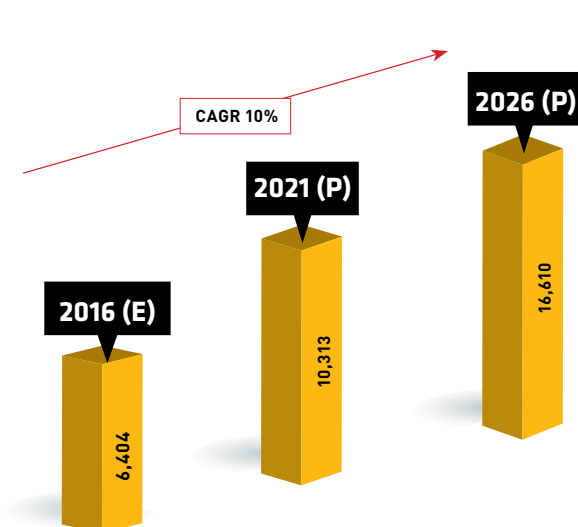
due to increasing fashion awareness, availability of international brands, etc., has resulted in the increase in demand for trousers in non-traditional colours such as red, green, blue, etc.

### WOMEN'S TROUSERS MARKET

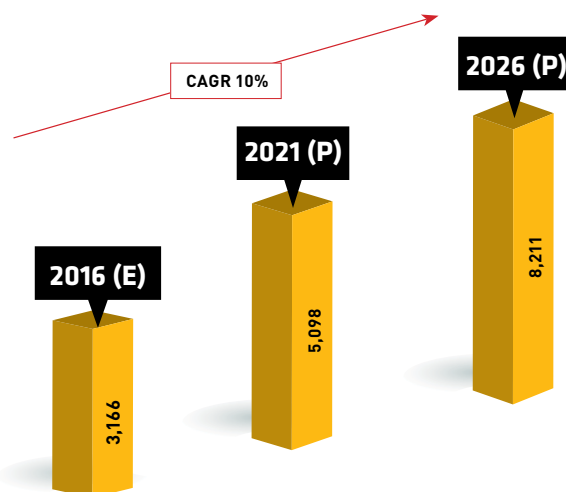
In India, most brands and retailers that used to focus on men's wear have now added women's wear, including trousers. The women's trousers category is relatively a small category in the women's market segment, which is mostly dominated by women's ethnic wear. Women's trousers market contributes only 1 percent to overall women's apparel market, but is expected to grow at a CAGR of 11 percent for the next decade to reach the market of ₹4,116 crores by 2026 from current size of ₹1,450 crores owing to its small base. The key drivers behind such high growth rate are increase in number of working women, changing lifestyle, fashion awareness, etc.

Presently, a major share in women's trousers market is concentrated in the metros and larger cities. However, the category is expected to penetrate into tier-I and tier-II cities in the coming years.

## BOYS BOTTOM WEAR MARKET SIZE (INR CR)



## GIRLS BOTTOM WEAR MARKET SIZE (INR CR)



Source: Technopak Analysis

*The proliferation of international brands in the country has resulted in bringing world class quality and designs to the country. With mass media penetration, kids have become aware of the latest fashion trends. They play equally important role in making purchases along with their parents.*

Women's bottom wear is not restricted only to trousers but has a huge market of ethnic bottom wear too. Women's ethnic wear is continuously evolving and has resulted in a new category – Indo-western, which is a blend of both ethnic and western wear. The clothing of Indo-western ensemble include, trouser suits, long kurtas with straight pants, palazzos with kurtas, kurtas with leggings, etc. This category has gained popularity among working women of the country.

**KIDS BOTTOM WEAR MARKET**

The kidswear segment is one of the fastest growing segments in Indian apparel market. The kids' bottom wear market in 2016 was worth ₹9,569 crores and accounted for 24 percent of the total bottom wear market of the country.

**BOYS BOTTOM WEAR**

The Indian kidswear market is slightly skewed towards boys' wear which accounts for 51 percent of the total kidswear market. This market is estimated to worth ₹31,552 crores and is expected to grow at a CAGR of 10.4 percent to reach market of ₹85,197 crores by 2026. Within boys wear, uniforms, t-shirts and bottom wear are

the dominating categories. Bottom wear is worth ₹6,404 crores (2016) which is expected to reach market of ₹16,610 crores by 2026 by growing at a CAGR of 10 percent.

The proliferation of international brands in the country has resulted in bringing world class quality and designs to the country. With mass media penetration, kids have become aware of the latest fashion trends. They play equally important role in making purchases along with their parents. This has resulted in rise in the market size of bottom wear.

**GIRLS BOTTOM WEAR**

The girls' bottom wear market is estimated to be worth ₹3,166 crores which is expected to grow at a CAGR of 10 percent to reach the market of ₹8,211 crores by 2026. Girls bottom wear comprises for 11 percent of the total girls' wear apparel segment.

&gt;



Pic: ColorPlus

*The Indian apparel market is expected to witness higher growth in casual wear compared to formal wear. Consequently, demonstrating higher growth Within casual wear, demand for casuals with washed effects, in colours such as red, green, blue, etc., has been increasing.*

### SELECT TRENDS IN TROUSERS MARKET

The trousers market in India has witnessed change in fashion, taste and preferences in the recent years. The market has witnessed some of the most innovative changes in colours, prints and designs, etc., in both men's and women's category.

Trends in trousers have shifted cyclically back and forth over time from regular fit to skinny to baggy fit, pleated trousers, chinos, corduroys, flat front trousers with no turn-ups, etc. With increasing casual wear in corporates, one can see different styles paired with different shirts/ t-shirts, etc., these days. Also in tandem with globalisation, Indian apparel market is expected to witness higher growth in casual wear compared to formal wear. Consequently, casual trousers have started demonstrating higher growth rates compared to formal trousers. Within casual wear, demand for casuals with washed effects, in colours such as red, green, blue, etc., has been increasing.

In the women's wear segment, demand for an alternate against traditional salwars, churidars, etc., has been increasing. Consequently, palazzos, straight pants, leggings, etc., are giving stiff competition to traditional bottom wear. The increasing number of women at work place has resulted in the origin of these non-traditional bottom wears which provide comfort and convenience to women. A section of women in metros and mini metros have started showing an inclination towards trousers with prints on them. The market for linen fibre based trousers has also gained momentum in the recent years. Women's formal trousers market is meagre 1 percent of the total women's apparel segment but is growing rapidly due to shift in the preferences of women.

### DENIMS- A MAJOR THREAT TO TROUSERS IN THE COUNTRY

The Indian apparel market is witnessing a growing inclination towards western wear and casual wear. Denim wear is estimated to be ₹20,205 crores in 2016, which is expected to grow at a CAGR of 16 percent to reach the market size of ₹77,999 crores by 2026. Denim wear market is dominated by the men's segment, accounting ~84 percent of the total denim wear market.

The denim wear market is currently dominated by unorganised players. However, with many private labels and international brands entering the Indian apparel market, the inclination towards branded denims is increasing among consumers. There are certain factors which are contributing as growth drivers of denim wear in the country. The two most important are listed below:

**Youth as a growth driver:** Youth (15 to 29 years old) who comprise 26 percent of the consuming population, is a key growth driver of denim wear in the country. Increasing disposable income, comfort, quality and brand consciousness are major reasons behind increasing acceptance of denims among the young population.

**Versatility and convenience:** Denim wear is considered low maintenance, ready to wear clothes, which is another reason of its increasing acceptance. In addition, denims are available in different designs, stretch and colours which makes it a preferable choice among consumers.





SUITINGS • SHIRTINGS • COTTONS • APPARELS

Donear offers fashionable, innovative & technologically superior suiting & shirting fabrics for the trendsetter.



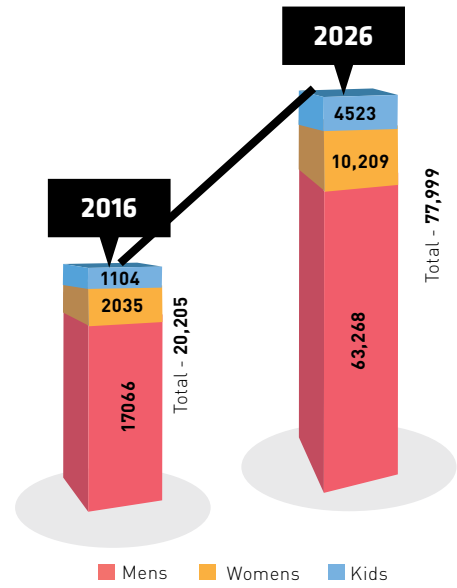
JOY  
OF  
**DRESSING**

**THE BIG QUESTION – ARE DENIM REPLACING TROUSERS?**

Considering the growth of denims in country, one can assume that denims would give stiff competition to trousers. It has been widely accepted by consumers of the country too. But, denim wear cannot replace trousers completely. Both the categories have their sets of consumers. Denim wear is considered more of a casual wear while trousers, on the other hand, are still most preferred formal wear bottoms. With the increase in number of working population, demand of trousers has also increased in the recent years.

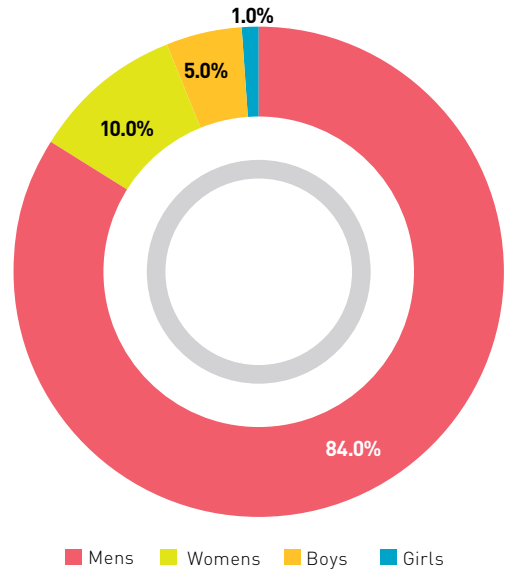
Trousers manufacturers too have realised the need of hour and have modified the ready-to-wear trousers accordingly. They are coming up with different patterns, colours and stretch, etc. To counter the low maintenance of denim wear, they have also started manufacturing wrinkle free trousers. Therefore, we can say trousers will remain a prominent segment in Indian apparel market.

**DENIMWEAR MARKET (2016)**



Pic: Monte Carlo

**DENIMWEAR MARKET SHARE (2016)**



Source: Technopak Analysis

**FUTURE OF TROUSERS MARKET**

The trousers market holds much potential for brands and retailers. In order to capture this market, retailers need to focus on factors such as pricing, quality, supply chain, customisation, etc. This market is expected to grow at a high rate, owing to certain growth drivers. The increasing shift of rural fashion market from ethnic wear to western wear is a key growth driver of trousers. This will certainly contribute to the growth in terms of volume of the market while the increasing demand of the higher quality trousers in urban market will drive the value market. It is expected that many strong local and regional players will enter into this market to capitalise on the growth potential of the trousers market.







# BIRLA CENTURY

A Division of Century Textiles and Industries Limited



SHIRTINGS



FANCY & FINER FABRICS



BED LINEN



SUITINGS



Regd. Off.: Century Bhavan, Dr. Annie Besant Road, Worli, Mumbai 400 030. Tel: 022-2495 7000

Fax: 022-2430 9491/2436 1980 E-mail: mail@birlacentury.com, www.birlacentury.com



## INDUSTRY SPEAK

# TAPPING THE TROUSER CATEGORY IN INDIA

Today, sporting trousers for a casual outing is commonplace, unlike the quondam template where formals strictly meant trousers and casual meant denim. The market for trousers in India has, over the years, seen a casual acceptance of different cuts, fabrics and style. We take a look.

By Zainab S. Kazi with inputs from Rosy Sharma

Counting the market for trousers in India, Sanjeev Mukhija, Founder and Managing Director, Breakbounce Streetwear, shares, “The per capita consumption of trousers has grown in recent years because the consumers nowadays prefer to have trousers as one of their daily staple. Also, we have brands that have successfully introduced the casual version of trousers called chino by adding different colours, utilities, quality fabric, comfort, etc., due to which men are inspired to wear chinos instead of denims.” Abhishek Shetty, Head - Marketing, PR and Loyalty, Celio, adds, “This segment has been growing at a CAGR of 8-9 percent. One of the key change in the Indian market is the historical shift from being value seekers to image seekers. The main attributes considered were price and comfort. With a stronger inclination towards fashion and self-image, we are seeing more sliced preferences. Additional attributes such detail orientation, fabric used, fits, etc., have found a place in the minds of this evolved customer. Organized players have an important role in converting consumers from preferring tailor-made to readymade trousers by giving a plethora of options in terms of fits and colours.”



***“The per capita consumption of trousers has grown in recent years because the consumers nowadays prefer to have trousers as one of their daily staple. Also, we have brands that have successfully introduced the casual version of trousers called chino by adding different colours, utilities, quality fabric, comfort, etc. due to which men are inspired to wear chinos instead of denims”***

**-Sanjeev Mukhija,**  
 Founder and Managing Director,  
 Breakbounce Streetwear

Drawing a comparison between the growth of men’s wear and women’s wear when it comes to trousers, Ummed Singh, Head Marketing, ColorPlus and Park Avenue, shares, “The trousers market is dominated by men’s segment which comprises around 95 percent of the total trousers market. The men’s trousers market is expected to grow at a CAGR of 8 percent from 2014 to 2019, but the corresponding CAGR of the women’s segment is expected to be 14 percent owing to its current smaller base.” On the market dynamics for the overall category, he adds, “Consumers are moving away from the conventional need based purchase to occasion specific clothing, from unbranded to branded apparel, from ready-to-stitch fabric to readymade apparel, from limited colours and styles to experimentative colours and styles. The casual trousers market is growing at a faster rate than the formal trousers.”

According to Sanjeev Mukhija, in terms of volume, the ratio between men’s and women’s trousers is approximately 70:30, although a few other players in the industry projects the ratio at 80:20. Harkirat Singh, Managing Director, Woodland, explains, “The trouser market is mainly dominated by the men’s wear as it hold around 90 percent of the total trouser market. Since the last few years, the women’s wear category too has created some market space for itself but it is still far behind the men’s wear. However, we anticipate that in the years to come, the category is expected to register deeper penetration into tier-I and -II cities as well.”

Apart from ethnic wear occupying a centre stage when it comes to the wardrobe of women in India, the other reason for the slow growth of the category in women’s wear is owing to the fact that denims are preferred

***“The biggest challenge faced by the industry today is that unbranded market segment still holds a major market space. A large number of men who wear trousers still prefer to buy fabric and get that stitched by the tailor as they find it far cheaper than the branded pair.”***

**-Harkirat Singh,**  
Managing Director, Woodland

***“Every 250 km in India, body shape of women differs from one to another. Moreover, the target group is divided into many other options (salwar suit/denims, western outfits, etc.). Also, the readymade trouser buyer for women is limited to a certain age bracket and that bracket is very limited.”***

**-Bhushan Gupta,**  
Assistant Vice President- Sales & Marketing,  
Callino



more than trousers. Bhushan Gupta, Assistant Vice President- Sales & Marketing, Callino, highlights another important point, “Main reason is the fit. As every 250 km in India, body shape of women differs from one to another. Moreover, the target group is divided into many other options (salwar suit/denims, western outfits, etc.). Also, the readymade trouser buyer for women is limited to a certain age bracket and that bracket is very limited, that is, 20 years to 35 years. Major buyers fall in the age bracket of 24 to 28 years.”

### Overcoming Challenges

Skilled manpower and infrastructure issues act as a roadblock for the industry according to Sandeep Jain, Executive Director, Monte Carlo. Highlighting the most pressing issues that need attention, Mukhija from Breakbounce Streetwear, shares, “At present, the biggest challenge that the industry is facing is the dynamicity in demands and cut throat competition. Earlier, there were just two fashion seasons whereas now, there are 4-6 collections that brands are releasing in a year, looking at the market demand and competition. But then, this is also a positive sign of industry growth.” Like other categories, the market for unbranded goods in India remains very strong when it comes to trousers as well. Harkirat Singh shares, “The biggest challenge faced by the industry

today is that unbranded market segment still holds a major market space. A large number of men who wear trousers still prefer to buy fabric and get that stitched by the tailor as they find it far cheaper than the branded pair.” This is reiterated by Abhishek Shetty as well, as he maintains, “One of the key challenge in the current market is the low penetration of readymade products. Every retailer needs to overcome challenges of accessibility and availability while maintaining unit economics. Also a majority of the Indian consumers are usually price sensitive than their global counterparts. Therefore, the challenge for brands is to constantly keep churning out innovations at great prices.” Another issue faced in India is less acceptability to changing fashion trends. Where the urban elite do follow the change in fashion season to an extent, majority of the Indian market is yet to accept it. Umed Singh shares, “People are not very fashion forward hence making something new is always a challenge; acceptability is challenging.”





# DON'T JUST BUY CLOTHES BUY FASHION

## KOLKATA'S FAVOURITE RETAIL DESTINATION

TOP NATIONAL AND INTERNATIONAL BRANDS  
WIDE RANGE OF DINING OPTIONS  
EXCITING ENTERTAINMENT CHOICES  
PARKING SPACE FOR 1300+ CARS



Winner of TAVF AWARDS 2016  
Best CSR Initiative – Malls (East)  
Best Festive Décor – Malls (East)





***“The mid and economy segments contribute the largest chunk to men’s trousers market in India. Hence, price is always a critical factor in the Indian market. However, if the increased price is coupled with increased value such as better brand perception, product innovation, better fit, etc., then there is willingness to pay a higher amount.”***

**-Abhishek Shetty**, Head-Marketing, PR and Loyalty, Celio



Another pressing challenge is that of extending discounts on products year round. The long end of season sale period makes it difficult for a brand to make a mark. Bhushan Gupta shares, “Firstly, the long period EOSS with hefty discounts from the day one and secondly, discount/promo offers immediately after the sale on fresh merchandise prove to be the biggest challenges. It is difficult to understand how and when the chain, manufacturer, retailer, etc., will earn.”

### **Tapping the Opportunities**

In spite of the above challenges, the industry has immense opportunities in store for brands. As explained by Shetty from Celio, “The lack of penetration of the organized sector compared to the unorganized ones means that there is huge potential for expansion over the coming years. The women’s trouser market will also witness a surge in demand due to more

and more women joining the work force. This augurs well for this category from a growth perspective.” Datta Naiknavare, Chief Brand Manager, Indigo Nation, feels that the shirt to trouser ratio with every customer is 3:1 and can be made to 2:1 or 1:1. Sandeep Jain predicts that the category shall witness a growth of 15 percent in the next 5 years to come.

Abhishek Shetty points out how tier -II and tier -III cities will grab eyeballs in time to come. He shares, “Tier -II and -III cities will bring in the next wave of growth in the fashion segment. Success of manufacturers and brands in the Indian trousers market shall depend on their ability to offer innovative products at right price points and their

ability to expand their reach beyond the metros and big cities.”

Where India is seen as a price sensitive market and hence this makes it difficult for brands to survive, Shetty from Celio is of the opinion that this challenge can be well channelized to make it an opportunity. He explains, “The mid and economy segments contribute the largest chunk to men’s trousers market in India. Hence, price is always a critical factor in the Indian market. However, if the increased price is coupled with increased value such as better brand perception, product innovation, better fit, etc., then there is willingness to pay a higher amount.”

Harkirat Singh shares his views on the pricing issue, “In order to create a better market space, many brands have introduced trouser with price variation where you will get trouser starting from few hundreds to thousands depending upon the quality of fabric and design.” Jain From Monte Carlo is of the opinion that the Indian consumer is willing to pay a higher price but then, the store ambience and presentation of the brand play an important role as well. Reiterating the same, Naiknavare from Indigo Nation, explains, “As long as customer is able to find value in his purchase, he wouldn’t mind spending more. Also, to a large extent, customer service and in-store experience play a key factor here.”

Bhushan Gupta sees a lot of work that still needs to be done in this category. He shares, “Trouser industry is not growing the way it should be,



# Khadiim's®

WALK  
YOUR  
TALK



## WOMEN



23000123090



34526734550



19700119750



49908949990



42231142250



34500434570



53000153050



49600649630



63185563150



48126420910

## MEN



48324948360



35921835940



63185963100



50024050040



48800248831

Brands from the house of Khadiim's

BRITISH WALKERS  
POWER STRIDE

LAZARD

OTURK

PRO

SHARON  
WOMEN

cleo

softouch

bonite

Call us at 1800 274 0501 Toll Free  
(domestic calls only), 8am to 8pm

www.khadims.com

f /KhadimsIndia



***“Yes, it is definitely possible to build a strong brand only on the strength of trousers in India, but we need to put bottom categories like denim, joggers, yoga pants, track pants and lowers with new fabric innovation. Only then it will work.”***

**-Sandeep Jain,**  
Executive Director, Monte Carlo

***“As long as customer is able to find value in his purchase, he wouldn't mind spending more. Also, to a large extent, customer service and in-store experience play a key factor on pricing issue.”***

**-Datta Naiknavare,**  
Chief Brand Manager, Indigo Nation

because there are very limited areas to play with. Fit and finish are the two important aspects. Colours are frozen. Designs more or less frozen in cotton as well as formal. Now, consumer is demanding and focusing on fashion colours, fits and comforts, club, party wear, etc.” Datta Naiknavare, Chief Brand Manager, Indigo Nation

### Road Ahead

It is interesting to note that we do not have a single strong player in this category that caters to nothing but trousers. The reason is well explained by our industry players themselves. Mukhija from Breakbounce Streetwear, shares, “It seems hard for brands to create a big entity based on trouser category only because the idea is

to create fashion which includes both top and bottom wear. Until and unless you don't combine both, it'll be difficult for a brand to highlight the idea of fashion that they are creating.” Shetty from Celio adds, “It is always a tricky proposition to put all your eggs in one basket. However, if a brand can consistently talk the same language over a long period and show superiority with product offering as well then there is a good chance that the brand can build saliency in the market through trousers category.” Ummed Singh further explains this beautifully as he says, “Customers are looking for complete wardrobe solutions these days and brands should look at catering that need. Trousers could be a leading category but the lack of other categories will be a hindrance in building a big business. Good trousers could attract customers but a business needs to provide other solutions to retain consumers and grow the business.”

Where there are some who are not too comfortable with having an ‘only trouser’ brand, we also have some other players who do not see this as a challenge. Sandeep Jain shares, “Yes, it is definitely possible to build a strong brand only on the strength of trousers in India, but we need to put bottom categories like denim, joggers,

yoga pants, track pants and lowers with new fabric innovation. Only then it will work.” Harkirat Singh adds, “It is possible to build a strong brand only on the strength of trousers if we focus on all consumer segments. Indian consumer prefer unbranded segment because it's cheaper and has better access than the branded segment. If we give them a huge variation in price and better availability, then we can build a strong brand. Readymade trousers brands give a plethora of options in terms of fit, colour, blended fabric, feel and appearances.”

On a concluding note, Abhishek Shetty has an interesting point to make. He says, “A lot of Indian brands today occupy leadership positions when it comes to the trouser category. They have achieved this through a combination of increased product innovation and higher marketing spend, among others. However with international brands stepping up the ante by offering a plethora of products at extremely competitive prices, it remains to be seen how the India brand adapt. With a population of 1.2 billion, the country offers enough opportunity for both domestic and international brands to co-exist.”





# WANTED

**DISTRIBUTORS  
& FRANCHISEE**

Coming from the house of a textile stalwart of the industry since the last five decades, LEAGUE the men's brand which has the complete range of men's everyday Knitwear is looking for trade partners across the country. Trade partners who are already dealing with men's apparel brands and have a complete distribution infrastructure and network in place are required.

LEAGUE has an optimistic plan to reach 200 crore in the next 3 years. We are looking for partners with similar dreams and enthusiasm. Join hands and grow together with the brand LEAGUE.

LEAGUE aims to make sure the reach of the brand is excellent and for that the company is aggressively planning to be easily available across all types of retail formats.

Franchisee invited :

Need 400 - 600 Sqft. Shop, high street or shopping mall.

Investment of approx 10 lakhs Ideal for housewives & professional.

  
**LEAGUE**  
Ur World Ur Life Ur Fashion



SHREE GINGER ENTERPRISES LTD.  
Raghuvanshi mill compound, lower parel, Mumbai - 400013  
Contact : - 66612500 / 32567144, Website : <http://leaguefashion.com>  
For trade Inquiries Contact : +919324661226

**A KRISHNA GROUP PRODUCT**

# TROUSERS GETTING TRENDY AS EVER

Trousers are a staple in every wardrobe across the world. Although not much has changed in the men's trouser category, the women's section has witnessed a sea of change over the years, from plain pants to palazzo, cigar pants, and cigarette pants. We take a look at the prevailing trends in the Indian scenario.

By Zainab S. Kazi



Radhika Sharma was narrowing down on her outfit for her office meeting. Her mother took out a smart linen kurti for her with matching churidar. Radhika loved the kurti and decided to wear it but the churidar was replaced with a cigar pant she had picked up the day before from an MBO. Her mother was amused but she didn't say much. She thought to herself...things are changing too fast and this shouldn't amuse me. Very much so. Who would have thought that Indian ethnic wear would be mix and matched with western wear? But today, it's not uncommon to see kurtis being worn with pants and skirts and to add, a plethora of options available when it comes to trousers. For men, the colour and fabric options have increased multifold and yes, from just plain trousers, the formal category also has takers for khakis and chinos, but the women's category has been flooded with endless options.

## Market Dynamics

Western wear for women has seen a tremendous growth, still, majority of it is dominated by men's wear and more so when it comes to trousers. Accentuating this, Abhishek Shetty, Head - Marketing, PR and Loyalty, Celio, shares, "The trouser market in India is dominated by the men's segment. In the men's segment, mid-rise slim fit trousers are in vogue. There has also been an increased momentum in linen based trousers."



***“In men’s wear now a days, chinos have become new trendsetters. This is for men and women both. Talking about men, regular and slim fit chinos in fresh colours are being easily accepted.”***

**-Sanjeev Mukhija,**  
Founder and Managing Director,  
Breakbounce Streetwear



***“Trousers for women’s wear comprise more of the light weight, ankle length ones and for men, it is more of joggers pants and narrow bottoms.”***

**-Sandeep Jain,**  
Director, Monte Carlo



***“Wide leg trouser have been ruling the closets of both men and women over the last few years. Their smart fit gives a stylish look when paired with a formal shirt.”***

**-Harkirat Singh,**  
Managing Director, Woodland



Talking about what is in vogue, Datta Naiknavare, Chief Brand Manager, Indigo Nation, shares, “Slim fit/ ultra slim fit in various bases like poly viscose, cotton structures, solids, prints, crop trousers, joggers, turn up trousers and cargos are witnessing a good demand.” Sanjeev Mukhija, Founder and Managing Director, Breakbounce Streetwear, adds, “In men’s wear now a days, chinos have become new trendsetters. This is for men and women both. Talking about men, regular and slim fit chinos in fresh colours are being easily accepted.” According to Harkirat Singh, Managing Director, Woodland, wide leg trouser have been ruling the closets of both men and women over the last few years. Explaining the ‘why’ part of it, he shares, “Their smart fit gives a stylish look when paired with a formal shirt.” To hear it from Sandeep Jain, Executive Director, Monte Carlo, “Trousers for women’s wear comprise more of the light weight, ankle length ones and for men, it is more of jogger pants and narrow bottoms.”

Betting it high on chinos, Ummed Singh, Head Marketing, ColorPlus and Park Avenue, says, “Chinos are getting more popular since a lot of corporate

offices have allowed smart casuals in work space.” Talking about the trends, he revels, “In terms of trends, printed trousers and stretchable chinos are in vogue. Fit is playing a key role and slim fit chinos are in vogue today.” Apart from cotton, trousers with satin finish too are finding interest amongst their patrons as suggested by Bhushan Gupta, Assistant Vice President - Sales and Marketing, Callino. He elaborates, “Cotton trousers with slim fit are in demand along with stretch, textured fabric and satin finish ones.”

Fabric fantasy cotton remains an all time favourite but as we read above, stretchable fabrics and linen too are growing a strong demand in the market. This is well accentuated by players in the industry. As Mukhija from Breakbounce Streetwear aptly puts it, “Cotton fabric with a hint of stretch is what we have seen performing really great in the market currently. Apart from this, linen fabric has a good potential as an upcoming trend in town.” Naiknavare from Indigo Nation adds, “Currently, cotton stretch fabric is in high demand across various bases like twills, structures, satins, prints, tussar fabric, corduroys,





***“Natural fabrics, 100 percent linen, followed by cotton with 2-3 percent elastene are the top selling fabrics at present. The way forward is more at the texture and washes where we see the potential.”***

**-Abhishek Shetty,**  
Head-Marketing, PR and Loyalty, Celio



***“The most popular styles in trousers will be slim fit, ultra slim fit, cropped trousers, turn up trousers, darts at bottom, back yoke, neon embellishments, contrast cut and sew at waist band.”***

**-Datta Naiknavare,**  
Chief Brand Manager, Indigo Nation



etc. We see same trend as continuing.” Segmenting the different variations in cotton that are doing well, Harikat Singh says, “Lycra-based cotton, poly-wool and staple cotton are the top selling fabrics in trousers.” He further talks about the upcoming craze and maintains, “Gabardine is rising as the most popular fabric for trousers as they are firm, durable and do not lose their shine easily.” Where cotton and linen no doubt are leading the game, Ummed Singh is of the opinion that currently knit fabrics, yarn dyed, peach finish/enzyme wash for softer hand-feel are in vogue as well. In terms of upcoming trend, he predicts that technology will be a big part of the trend and so, finishes like anti spill, wrinkle free, 360 degree stretch will be in demand. Abhishek Shetty reiterates this saying, “Natural fabrics, 100 percent linen, followed by cotton with 2-3 percent elastene are the top selling fabrics at present. The way forward is more at the texture and washes where we see the potential, while we would play with natural fabrics and not technical.”

### Colour Play

Black, blue, brown and shades of grey remain an all time favourite in trousers and this remains an undebatable fact. But then, we also have new shades of blue and a growing popularity of white trousers hitting the shelves.

Sharing his views on the evergreen shades, Ummed Singh says, “In khakis, it is beige to browns. Cotton and linen currently has a demand in olive colour. To share a forecast, in future, structures like open weaves rather than plain trousers would do well according to me.” Bhushan Gupta adds, “Khakis are still in demand; smart fit demand is increasing in mature buyers as most of the brands are offering slim fit.” According to him, khaki, shades of olive and trousers with washed treatment and softner will be in demand. He adds, “Formal trouser with some minor outer and inner detailing is having potential.” According to Naiknavare from Indigo Nation, emerging colours include, deep maroon, mustard, mist and also few shades of pastels.

Based on the fit, Shetty from Celio shares, “The colours that are most

accepted are olive, antracite, indigo and beige in slim fit. Drop crotch and pleated are spotted in the near future as styling and lots of textured doobby fabrics along with stripes are also making a statement.” Sanjeev Mukhija continued and maintained that the market will see printed and washed out trousers trending in the near future.

### Trend Forecast

Notably, experts seem very optimistic about one upcoming trend — the market opening to welcome trousers with slim fit and different washes.

Datta Naiknavare elaborates, “The most popular styles in trousers will be slim fit, ultra slim fit, cropped trousers, turn up trousers, darts at bottom, back yoke, neon embellishments, contrast cut and sew at waist band, pocket detailing and pleating. In stitches, chain stitch, zig zag stitch, blind stitch, raffu, etc. is what we would see being well accepted.” Harikat Singh adds, “Stitching style like wide leg, straight fit, skinny fit and pegged fit with crop cut and embellishments like belts and buttons





Fabrics Woven from the Finest Yarns, and Latest Technology  
Brings a Impeccable Style and a Truly International Experience  
of a Fashionable Dressing.



*Luthai*

THE WORLD'S NO. 1 FABRIC



LUTHAI INDIA | (ALL INDIA FRANCHISEE FOR LUTHAI)

No. 613/A, 4th Floor, 15th Cross, 33rd main, 100 Feet Road, J. P. Nagar, 1st Phase,  
BENGALURU - 560078. INDIA. Phone : +91 98441 57206, 080-26656663/4/5.

 <https://twitter.com/luthaiindia>  
 [www.luthaiindia.com](https://www.facebook.com/LuthaiIndia)

 [https://www.instagram.com/luthai\\_india](https://www.instagram.com/luthai_india)  
 <https://www.facebook.com/Luthai-India-1145754928779339>

and zip will be in vogue.” Flexible waist bands are witnessing a lot of takers according to Abhishek Shetty. Ummed Singh adds, “Currently for men’s wear, minute details and trim details are in trend. In terms of visual appeal, roll up trousers is a big trend among the consumers.” According to Sandeep Jain from Monte Carlo, we would be witnessing a blast from the past with boot cut making an entry as well.

When we talk about following international trends, the category of trousers is an exception except that we take inspiration for washes and style, to an extent. The Indian body type, price sensitivity and weather condition make the market for trousers in India decide and have its own rules. Ummed Singh shares, “India follows international trend but the trend is modified keeping Indian sensibilities in mind. Currently, India market is a price sensitive market, hence blends are in vogue. Athleisure is an upcoming trend so the comfort fit is going to be a bigger trend in the coming days.” Sandeep Jain adds, “India doesn’t follow global trends in trouser because of its weather condition. We mostly use cotton trousers, but Europeans are more into wool.”



**“Khakis are still in demand; smart fit demand is increasing in mature buyers as most of the brands are offering slim fit. Khaki, shades of olive and trousers with washed treatment and softner will trend.”**

**-Bhushan Gupta,**  
AVP - Sales and Marketing, Callino

Naiknavare from Indigo Nation shares a valid point on the importance of striking a balance in India. He says, “Global trends are on the extreme - either globally, trousers are way too narrow in their fits or recently, they are getting more balloon shaped. In India, we need to find the balance as not necessarily these trends may be accepted here because of the Indian body type.” Ummed Singh adds on the pricing bit, “India is a price sensitive market. Hence, offering current trend in a restricted price point is the biggest challenge. Organic is in trend these days but it is also a high price point product. Also, we are not a very fashion forward country. Currently, pastel trousers are in trend globally but it will take time to be a trend in India.”



**“Currently for men’s wear, minute details and trim details are in trend. In terms of visual appeal, roll up trousers is a big trend among the consumers.”**

**-Ummed Singh,**  
Head Marketing, ColorPlus  
and Park Avenue



**To Conclude...**

The market for trousers in India has found its ground. Where western wear in the country, to a large extent, still derives its inspiration from global trends when it comes to trousers, India draws inspiration from fashion sensibilities and comforts within the country. Though, having said that, this is more for men’s wear. Women’s bottom wear is more open to experimentation and follows the international trend actively.



**fo**  
oodles of style & fun



**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 Maharastra/Gujrat/Rajasthan/Madhya Pradesh  
East & North East India.

LIKE US ON:  
[www.facebook.com/UnderFourteenOnly](http://www.facebook.com/UnderFourteenOnly)



**HyperCITY**  
Big store. Big savings.



amazon

MYNTRA.com

JABONG.COM



paytm

snapdeal.com



LuLu FASHION STORE

## >AFOX<

Afox has started as a fashion brand in 2007. In the initial few years, the brand was dedicatingly working on cotton trousers and successfully carved a niche for itself. Gradually, as the brand grew, it established itself as a name synonymous with designer trousers and denim bottom wear by 2010. Since then, the brand is surging ahead with renewed enthusiasm.



### Growth Till Date

Afox, has started as a brand in the year 2007. back in the day, the brand was dealing with basic denim and cotton trousers, covering almost entire Gujrat till this time. Gradually, in the upcoming years the brand ventured into designer cotton trousers. And officially in the year 2010, it had launched another product line of designer denim and cotton trousers. These proved to be important milestones for the company. The brand has over the years believed in experimenting and fortunately got success most of times. These experiment mainly consist of playing with different fabrics and mastering the art of perfect fitting and finishing.

### Target Consumers

The brand's target customers range from the age bracket of 18 to 50years with dedicated offerings for different age groups.

### Product Categories & Top Selling Range

Afox's product categories are as follow — fancy cotton trousers, formal trousers, basic denim, fancy jeans and corduroys. The top selling line is fancy cotton trousers.

### Design Capabilities & Trend Forecast

The brand refers to international brands, magazines, internet and social media for trends. And along with these, the tie-up with forecasting agencies enables it to deliver the best to its customers.

### Marketing Strategy

The brand has been promoted the various national and regional garment fairs across India.

Along with this, banner and hording display plays a vital role for product promotion. The brand promotion also consist of display stands and posters at garment stores. Social media plays a game changing role in this business. The brand also banks heavily on social media for promotion.

### Current Turnover & Targeting for the Next 2-3 Years

The brand's current turnover is ₹15.5 crores per annum, which it aims to increase to ₹25 crores in next 2-3 years.

### Average CAGR (Last 3 Years)

Afox has been growing at a CAGR of 15-20 percent over the last 3 years.

## BRAND UPDATE

Company.....SIDDHIVINAYAK CLOTHING

Total Retail Presence.....500

Total no. of MBO's.....500

No of cities present in.....19 (NAMELY AGRA, AHMEDABAD, ALIGARH, BENGALURU, BILASPUR, CHENNAI, DELHI, GWALIOR, INDORE, JABALPUR, JAIPUR, JALANDAR, JODHPUR, KANPUR, KOLHAPUR, KOLKATA, MUMBAI, NAGPUR, PUNE, RAIPUR, SECUNDERABAD, SURAT, VADODARA AND VIJAYAWADA)

×





come home to

**Siyaram's**

**MiSTAR**  
SUITINGS

**ROYALÈ LINEN™**  
Premium Linen Fabric

**MORETTI®**  
Italian Fashion

**VICTORY®**  
SHIRTINGS

**SIYAA**  
FOR WOMEN

For trade/corporate enquiries, contact: 022-30400500. Toll-free No.: 1800 209 4005. For franchisee enquiries, contact: 09820197273.

Email: [enquiries@siyaram.com](mailto:enquiries@siyaram.com) | [www.siyaram.com](http://www.siyaram.com) Follow us on     



makani



# BREAKBOUNCE STREETWEAR

Launched in 2012, Breakbounc Streetwear is the a brand for men started in 2012 with an idea of nationwide market testing and expanding its footprint across large format retail chains and ecommerce leaders. Breakbounc aims to create a unique and experiential brand reach nationally and internationally. The four years old brand has launched its first exclusive store at Vadodara and in the last quarter has launched its online e-commerce store to make it easy for the customers to shop and experience the true vibe of the streets.

## BRAND UPDATE

Total no. of MBOs.....4  
(NAMELY CENTRAL, LIFESTYLE, WESTSIDE AND GLOBUS)

Total no. of EBOs..... 1  
(IN VADODARA)

Total no. of SISs.....140+

Total space occupied by EBOs & SISs:  
EBOS-700 sq.ft., SISs.....200 SQ.FT.

Online Presence.....  
WWW.SHOP.BREAKBOUNCE.COM AND ACROSS ALL MAJOR E-COMMERCE LIKE MYNTRA, ABOF, JABONG, FLIPKART, AMAZON AND SNAPDEAL

No. of cities present in.....21

No. of states present in.....16

## Growth Till Date

Talking about organic growth, Breakbounc Streetwear has created a nationwide market penetration across 140+ doors, PAN India. This includes big retail formats and trade partners. The brand has also launched its first exclusive store in Vadodara and online e-commerce store that offers an exclusive shopping experience to the customers.

## Target Consumers

The majority of Breakbounc's customers lie between the age group of 18-35, which is basically the young India. They belong to tier -I and -II cities where men seek and understand fashion. Also, being a streetwear brand, the brand's designs and products are more individualistic, experimental and trendy which has been easily accepted and aspired by youngsters, college going, first jobbers, digital junkies, etc.

## Product Categories & Top Selling Range

Presently, the bottom wear range has shown a promising performance in the market, especially in trousers and shorts. The reason behind being the fabric

quality, construction process, intricate design details and subtle texture or street vibe. Other than these two categories, vests and t-shirts are also performing brilliantly in the market.

#### **New Innovations**

The brand had recently launched two new categories – shackets and joggers and they've shown a good start in the market. It also sees these designs as categories evolving more in coming future.

#### **Theme & Core Elements of Latest Spring-Summer'17 Collection**

Street Play is the theme of the latest collection, where the sophisticated city nerd meets the city chic. The collection features sporty details which are fused into the line of “fun yet utilitarian” design elements. The core elements of the collection are transitional and geometric prints, vintage wash treatment, minimally yet intellectually put sporty details and most importantly, blending all these elements with summery bright colors.

#### **Manufacturing Infrastructure**

The brand's manufacturing unit is located at the outskirts of Bangalore. The infrastructure comprises of the dying and sampling unit, offices, etc., under one roof to maintain the quality of work and high efficiency. Breakbounce produces approximately 2,00,000 units per month, using 925+ machines. Its 2,000 plus skilled workers contribute to 7,500 units of daily production.

#### **Design Capabilities & Trend Forecast**

The brand's design capabilities are not restricted to just observing the trend and create designs, it believes in letting its designer free and giving them a complete freedom to innovate new design elements that adds value to the company and its aesthetics. Worth Global Style Network (WGSN) helps to give its a designers a direction, a base to work on the new season trends and then dig deep into the international fashion market, trends, taking cues from different streets and lastly blending everything together as per brand aesthetics and local demand.

#### **Marketing Strategy**

In terms of brand promotion, currently the main focus is to have a brand presence and connect with the local consumers. The brand's yearly

marketing strategy includes ATL and BTL activities like OOH, Cinema, print etc. The brand also has a strong social community which is growing each day. The brands main focus will be on digital in the first quarter of this year's marketing activity, observing the fact that its TG spends maximum time on these platforms nowadays.

#### **Success in Online Selling**

Online selling have been performing great for Breakbounce during these years, in fact the brand initiated its market testing through this channel. Currently Breakbounce is successfully present at all the big e-commerce sites like, Myntra, Flipkart, Jabong, Abof etc.

#### **Future Plans**

The brand's future plans in terms of range expansion are very dynamic as the current focus is on getting hold on the market with its current product portfolio.

#### **Current Turnover & Targeting for the Next 2-3 Years**

The current turnover is about ₹65 crores and the targeted growth percentage is 40 percent.

#### **Average CAGR (Last 3 Years)**

The CAGR growth rate in the last 3 years is 45 percent.





# CALLINO LONDON

Callino was launched in 2014, and under the guidance of Chairman Vijender Mittal and his son Amit Mittal, who are the Managing Director. The brand envisages to be an industry leader in the global ready made garment's sector. True to its aim, Callino has hallmarked itself as a status of fashion and class for men of distinction within a very short span of time, bringing in innovation right from the fabric to the styling of each garment.

## Growth Till Date

Available at the most opulent and prestigious retail destinations of its cities of presence, Callino is growing in multifold every year. The brand has the distinction of registering its name in the LIMCA book of Records 2015 under the best shirt category.

## Target Consumers

The brand's target consumer is slightly mature, stable in life, cosmopolitan, and looking for contemporary fashion. The large part of the brand's consumer base is made up of discerning men who are inclined to flaunt their individual style statement through value added fashion apparel.

## BRAND UPDATE

Total no of EBOs.....5

Total no of SISs.....114

Total space occupied by EBOs and SISs in sq feet.....14,850 SQFT

No of cities present in.....29

No of states present in.....8

### Product Categories & Top Selling Range

Apart from an exhaustive range of bottom wear for men, the brand is also famed for its range of shirts, trousers, vest coats and tweed blazers.

### New Innovations

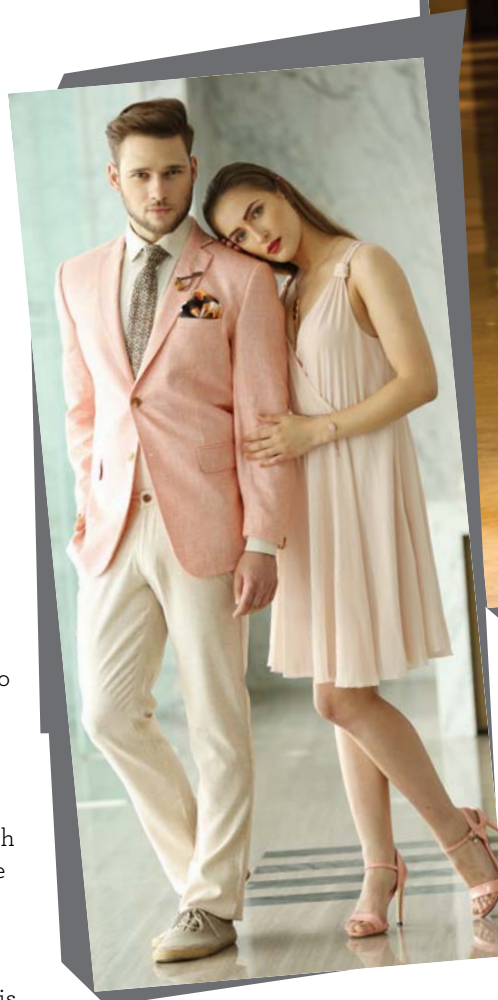
The entire range of trousers come with an array of innovative features. While stretch is a staple feature throughout most of its range, the brand's formal trousers have permanent creases. In the blazers' range, the winning point is fitting and comfort with unique color schemes in checks and self texture. Their classic satin shirts feature contemporary prints with modern color schemes/combinations.

### Theme & Core Elements of Latest Spring-Summer'17 Collection

For the upcoming Spring/Summer collection, Callino is focusing more on linen – pastels, satin base prints in shirts, cotton stretch trousers, colorful vest coats and some classic blazers in linen

### Manufacturing Infrastructure

Callino outsources products with strict quality surveillance at the company's end. The brand is associated with



export oriented units only (EOU), which are also vendors of other prestigious men's wear brands of national and international repute.

### Design Capabilities & Trend Forecast

The designing team of Callino is well travelled and picks up international trends and tailor them in compliance with Indian taste and color palettes.

### Marketing Strategy

Callino believes in slow and steady growth prospects, focusing major on word of mouth publicity, attaining prime spaces at all prestigious stores, creating the proper SIS look, focusing on visual merchandising inside stores, brand staff appearances



and training. Apart from this, the brand also employ other forms of marketing like outdoor hoardings, trade magazines, and store/city focus on activities like fashion show participation.

### Success in Online Selling

Callino's first brush with e-commerce was not satisfactory, hence the brand is planning to strengthen itself with a separate and dedicated team digital team altogether.

### Future Plans

Callino plans to explore as much as possible in regards to fits/cuts/colors and prices, so as to keep the customers happy with fresh products around the year. The brand also is vying to expand into contemporary categories like party and club wear in the near future.

### Current Turnover & Target for the Next 2-3 Years

The current turnover is about ₹25 crores, and it targets to reach about ₹50 crores in the next 3 years.





Cambridge Apparels started its business in 1960 with specialization in men's shirts and trousers. Twenty years later it expanded its manufacturing to other garments and accessories of men and also began exporting to countries in the sub-continent and the Middle East. The years 1989 and 1990 were definitive for the brand as it was the first one to launch 'white collar shirts' in India and introduced blazers and suits in the market at an affordable price. The brand has been awarded 'The Best Formal Wear Brand' three times between 2000 and 2010 and simultaneously it has been voted 'The Most Trusted Brand' as well.

# CAMBRIDGE APPARELS

## **Growth Till Date**

The brand started with a single store in Colaba (Mumbai, Maharashtra). In the last five decades, it expanded to over 500 stores and close to 25 stores in Mumbai alone. With over 50 years of heritage in dressing people, its journey so far has been fruitful and successful.

## **Target Consumers**

The brand targets consumers from tier -I and -II cities. These people want to feel comfortable and look stylish at an affordable cost for any occasion or event.

## **Product Categories & Top Selling Range**

The product array comprises business and formal wear, party casuals, etc. At present its product range consist of shirts, trousers, t-shirts, blazers, suits, jeans and accessories. Its collection of formal shirts is the best selling the most sought after product by its customers, followed by formal trousers and casual shirts and suits.

## **New Innovations**

The brand introduced formal stretch trousers a year ago at a very reasonable price-point. These trousers have changed the way people look at formal trousers now.

## **Theme & Core Elements of Latest Spring-Summer'17 Collection**

The latest collection will include classic button down shirts in formal wear and business range. The collection will also feature

light weight formal trousers such as the 'Monday-to-Friday' collection.

**Manufacturing Infrastructure**

The brand outsources its manufacturing to renowned units in Mumbai.

**Design Capabilities & Trend Forecast**

Cambridge Apparels look up to premium brands for trends for its core categories such as formal wear, suits and casual wear. Furthermore, the interaction with suppliers and retailers help them to the collection.

**Marketing Strategy**

Since the brand has enjoyed goodwill from its customers for over five decades, the brand is promoted mainly through word-of-mouth publicity. It focuses on using traditional media to promote its products like print campaigns in magazines and newspapers. Its print campaigns throughout the 90's were quite noteworthy and helped establish Cambridge Apparels as a stylish and affordable clothing to the masses during that period.

**Success in Online Selling**

The brand has not yet entered the e-commerce route but this year it has plans to launch its e-commerce portal.

**Future Plans**

The brand will focus on producing more business attire, casual shirts and trousers. It will also launch premium 100 percent cotton shirts in formal wear range at reasonable prices.

**Current Turnover & Targeting for the Next 2-3 Years**

The brand currently enjoys a turnover of approximately ₹80 crores at MRP. It is targeting a yearly growth of 10 percent in the next 2 to 3 years.

**Average CAGR (Last 3 Years)**

For the brand, the last 3 years have been erratic. At one year it grew at 10 percent, the next year it was at 5 percent and currently it might witness a lesser growth.

**BRAND UPDATE**

Company.....  
**SIDDHIVINAYAK CLOTHING**  
 Total Retail Presence..... 500  
 Total no. of MBOs.....200  
 Total no. of EBOs.....80  
 Total space occupied by EBOs & SISs.....  
**40,000 SQ.CM.**  
 No of states present in.....  
**MAHARASHTRA, GUJARAT, WEST BENGAL, KARNATAKA, KERALA, TAMIL NADU & MADHYA PRADESH**





# CELIO

French clothing brand, Celio has been serving the sartorial needs of men around the world since 1985. Present in 60 countries globally, Celio entered India in 2008 and brought a breath of freshness to the Indian fashion market through its exclusive men's only collections which are a blend of masculinity and relaxed fashion.

## Growth Till Date:

As of now, the brand has its presence in 53 cities through a mix of sales channels, viz., exclusive brand outlets (EBO), shop-in-shops (SIS), multi-brand outlets (MBO) and e-commerce. Since 2008, Celio has managed to grow the business in a healthy manner. Their loyalty program today exceeds more than 4 lakh members and is a significant contributor to the month on month business.

## Target Consumers:

The brand's collections are meant to fulfill the wardrobe needs of young men aged between 25 and 35 years with a focus on smart casuals, weekend casuals and jeans.

## Product Categories & Top Selling Range:

Celio's global product portfolio comprises formals, casuals, jeans and accessories. In India, the brand focuses on smart casuals, weekend casuals and jeans. The offerings can be classified into four main product groups — Free, Urban, Smart and Essentials.

Free is a denim wear and sportswear range sporting a casual and colourful spirit. It has products like t-shirts, bermudas, cargos and outdoor wears. Urban is smart, casual and chic collection with products that are more sophisticated and elegant. Products include linen





shirts and bottom wear, clean jeans, smart polos, chinos, leather and faux leather jackets, etc. Products in the Urban range features detailing in the garments and are perfect for different occasions — casual, work or evenings. The Smart range offers business and work essentials with a fashion twist. It comprises leaner shirts, business jackets and some bottom wear. In the Essentials range, Celio offers a wide selection of well priced basics like polos, plain tees, and so on.

#### **New Innovations:**

Celio offers the very best in international concepts in India in terms of store design. They have introduced the latest Rome Champs Elsees concept that brings absolutely new digital elements like 'live streamed screens' to enhance customer experience.

#### **Theme & Core Elements of Latest Spring-Summer'17 Collection:**

Celio's Summer/Spring'17 collection takes its customers on a journey around the world with the 6 following collections:

#### **TOKYO**

This huge city is the cradle of future trends and current fashions alike, yet it never fails to make you lose your bearings with its simpleness and peace. Celio takes inspiration from this carefully-controlled blend and is proposing a work wear range which is both understated and refined but also fun and sharp.

Based on US work wear revisited with an authentic Japanese touch, this line has been designed to put you at ease and adapts to all body shapes. A strong washed-out vintage jeans wear influence combined perfectly with flashes of vibrant colours and fun prints. The bright beachwear range contains swimsuits in fluorescent colours.

#### **NEW YORK**

The hustle and bustle of New York, and the Wall Street in particular, inspired Celio to highlight a casual and chic

line. Casual for a relaxed wardrobe with light jackets, summer chinos and bermuda shorts available in a wide range of colours, jersey jogging pants or low canvas trainers to be worn with the most chic pieces such as a suit jacket or trousers.

This full wardrobe is made up of new shapes from an updated tradition, one which marries technical precision and quality. Neutral tones such a beige, navy and black are enhanced by the stripes which adds a new dynamic.

#### **LOS ANGELES**

The south west of the American continent and more specifically, Los Angeles and the elements of its Mediterranean climate — sun, fresh air and the simple forms of the desert create the inspiration for a minimalist style. Celio concentrated on the simplicity with just the essentials and launched this range of stripped-down pieces in mineral colours; "good basics" which have been reinterpreted with extra soul and premium materials.

Among the strongest pieces feature an ecru cotton short gabardine coat, a wind-cheater with a white-trimmed cotton hood and pale grey flamed cotton sweatshirts.

#### **BLUE BALI**

This is a denim wear line par excellence produced by one basic trend — culture accompanying indigo colours. A noble, natural pigment, which is used all around the world, the indigo colour depends on the number of times the fabric is plunged into the colour tank. From the deep, intense indigo of the ocean, to the aqua indigo of lagoons and the sky, these blues are worn with very light-coloured leg wear: from white for trousers to sand-coloured tones for bermuda shorts.

For high summer, the palm-leaf print and the tropical leaves are dotted on chambray shirts or cotton t-shirts.

>

## **BRAND UPDATE**

Total Retail Presence.....188

Total no. of MBOs.....15

Total no. of EBOs.....36

Total no. of SISs.....137

Online presence.....JABONG, MYNTRA, FLIPKART, SNAPDEAL, AMAZON, SHOPPERSTOP.COM, ETC

Total space occupied by EBO's & SIS's.....88,000 SQ.FT.

No of cities present in.....53

No of states present in.....25

The colour palette is as if it has been aged by the action of the sun and the water. In this wardrobe, Celio is combining bleached jeans and tie-dye t-shirts, bermuda shorts and accessories.

### GHANA

A very relaxed wardrobe which imposes a graphic, colourful style which draws its inspiration from the denim world. With not just indigo blue, the trend extends much more widely to earth, terracotta, beige, brown and khaki denim colours.

The collection features particular detailing in the prints, embroidery and finishes. Among the strongest pieces are, a long-sleeved shirt with military pouches embroidered on the back, short-sleeved shirts with geometric, animal or leaf motifs and a wide range of washed cotton bermuda shorts.

### NEW ORLEANS

In this collection, Celio is highlighting New Orleans, with its rich history, its culture and its community of artists.

Just like the city itself with its artistic atmosphere and Jazz culture, this more formal wardrobe contains a combination of old and new trends. The 50s-cut suits are available with cross-over jackets in traditional colours. These “city” dress codes reveal a timeless look where the finish revisits tailors’ codes: saddle-stitch tailoring and contrasting details for linen and premium cotton suits. Small printed cotton scarves and hats accessorise the range.

### Manufacturing Infrastructure:

The company has tied up with the best vendors in India who are both socially accountable (SA8000 compliant) and Oeko compliant (no harmful substances used). The company also audits its vendors on an annual basis and ranks them through a rating system.

### Design Capabilities & Trend Forecast:

Celio India is completely aligned with the company’s international buying and merchandising operations. The brand launches its global collection simultaneously in India and other parts of the world to ensure that consumer receives a global experience.

### Marketing Strategy:

The entire marketing strategy is built on the interest areas and the media consumption habits of the primary customer base — young men within the age bracket of 25-35 years. In addition to the leveraging mediums such as stores, print, out of home media, point of sale branding, the digital medium has played a huge role in reaching out and engaging with the brand’s TG. Celio



also has its own loyalty program called the Celio Fantastic Program with a base of 4 lakh+ members. A lot of marketing activities are undertaken on a targeted basis based on the huge amount of data analysis that goes behind understanding each of these customer. Basis the data analytics, dynamic customer segments are created to



identify various cross-sell and up-sell opportunities.

The brand has launched one of the most innovative digital campaigns lately, which was the Celio Fantastic Football game where, the members had to play a game in order to win various promotional offers at the stores. The program crossed about 45 lakh+ impressions. In addition to these platforms, press relations (PR) forms an integral part of the marketing strategy. By constantly doing fashion events with the fashion media, bloggers and various celebrity stylists, Celio ensures a healthy top of mind recall among the influencer segment.

### Success in Online Selling:

The online model has been growing at a healthy pace and this has also impacted Celio positively. The brand is preparing itself to be digitally ready.

### Future plans:

The brand plans to continue to serve the customers with the best of international fashion in India. Their goal is to further understand local fashion needs and explore the possibility of aligning this to their global product philosophy.



# SUCCESS

menswear



सु  
क  
स  
स

soisideas

**Exclusive Outlets** Asansol Galaxy Mall | Bokaro Bokaro Mall | Bhubaneswar Forum / Janpath / Pal Heights | Cuttack Cantonment Road | Dhanbad City Centre / Centre Point (Bank More) | Durgapur Junction Mall | Guwahati G.S Road (Opp.Ulubari Petrol Pump) | Giridih Court Road (Near KaliBari Chowk) | Jamshedpur Bistupur Main Road (Opp. Kamani Centre) | Katihar Milan Katra, Mangal Bazar (Opp. Shyama Talkies) | Howrah & Kolkata Avani Riverside / City Centre Salt lake / Gariahat, Triangular Park / Hiland Park The Metropolis / Mani Square / Quest / Shyambazar / South City / Sodepur, Station Road | Raipur Chhattisgarh City Centre, Pandri | Siliguri Cosmos Mall

Also available at  CENTRAL



& Other Leading Menswear Stores

Easy EMI Options



www.cry.org



# COLORPLUS

ColorPlus was launched in 1993 and created a niche in the ready to wear market in India by introducing a new dress code to the Indian man - smart casuals. The philosophy of the brand is - colour, comfort and craftsmanship. ColorPlus is a complete lifestyle brand complementing every facet of a man's personality; be it at work or during leisure time.

## **Growth Till Date:**

The brand owned by Raymond Group, has increased its retail presence aggressively in last 3-4 years. Today, it is one of the fastest growing casual wear brand in large formats.

## **Target Consumers:**

ColorPlus targets the modern Indian discerning and successful man who believes in quality and does not mind paying premium for reliability and quality. The target group is between 30-45 years who is well educated and is either a businessman, self-employed or is a professional.

## BRAND UPDATE

Total Retail Presence.....290 PAN INDIA

Total no. of MBO's.....450+

Total no. of EBO's.....150

Total no. of SIS's.....140

Online presence.....IN ALL MAJOR ECOMMERCE PORTALS.

No of cities present in.....130

No of states present in.....27

### Product Categories & Top Selling Range:

ColorPlus products are all made of 100 percent natural fabrics like cotton, linen and wool. ColorPlus retails smart casuals and the range includes chinos, shirts, t-shirts, jackets, winter wear like sweaters, outerwear and accessories like belts, wallets, ties, handkerchiefs, socks and innerwear. Shirts and trousers are the brand's core categories.

### New Innovations:

Shade deepener chinos with a colour retention finish. In Spring-Summer'17, ColorPlus has introduced a new range of fabric innovations like sun protection shirts, polos and chinos with SPF 15 protection. Some more innovations are moisturizing shirts which moisturize your skin and protects from summer dryness. Also in the list are Bamboo cotton shirts that are light and airy to beat the summer heat.

### Theme & Core Elements of Latest Spring-Summer'17 Collection:

The theme of Spring-Summer'17 collection is taking the design philosophy of colour, comfort and craftsmanship to the next level with fabric innovations that are summer ready and in style.

### Manufacturing Infrastructure:

The brand outsources its garment manufacturing to the best units in India while fabrics come from the best mills of India, Europe, America and Australia.

### Design Capabilities & Trend Forecast:

ColorPlus has a robust and full-functioning design studio with a resource of talented fashion and textile designers with expertise in every product category. Forecasts are made through in-depth research on international trends, visits to international fabric and apparel fairs as well as forecasting sites like WGSN.

### Marketing Strategy:

The brand's Spring-Summer' 17 collection will unravel a new brand campaign which highlights the brand and design philosophy. It will be a 360 degree promotional activity with focus on print, digital, on-ground, SOH and radio.

### Success in Online Selling:

Raymond launched its website RaymondNext in Oct'16 with all brands of the Raymond portfolio under this website. Although it is at a nascent stage but the brand has already received positive responses.

### Growth CAGR in the last 3 years:

The brand has achieved double digit growth in the last few years and aspires to continue building on that growth.

### Future plans:

ColorPlus looks at fulfilling the needs of their consumers based on the insights generated from them and provide them with complete wardrobe solutions.



# DUKE

Established in 1966 as a Ludhiana based knitwear brand, Duke is today acknowledged as the undisputed leader in the segment. The brand offers a full range of clothing for men, women and kids. Its values are based on its authentic fashion understanding and heritage.



## Growth Till Date

Duke believes in a sustained and systematic approach to growth. Over the years Duke has grown organically to become what it is today, a truly Indian fashion brand with both pan India and global presence. Today, it is equipped with a complete vertically integrated garments manufacturing plant with knitting, dyeing, processing, finishing, mercerizing, compacting, embroidery and printing under one roof.

## Target Consumers

Duke is a single brand that offers wide assortment of products for men, women and kids. The brand targets the modern consumers in premium and mid-premium range.

## Product Categories & Top Selling Range

Duke provides an endless range of product including t-shirts, jackets, sweaters, sweat shirts, track suits, thermals, jogging suits, shirts, denims, trousers, lowers, bermudas, shorts, value-packs, lounge wear and accessories, etc., for men, women and kids. The brand has also launched a premium lifestyle footwear collection for men called Step Ahead.

## Theme & Core Elements of Latest Spring-Summer'17 Collection

Duke's Spring-Summer 2017 collection channels the excitement and progressive style of California. The collection features the melting pot culture of the USA's numero uno state with its superb fits, vibrant colours, a variety of fabrics and interesting patterns on t-shirts, tops, lowers, bermudas, etc. The collection embodies the thought that California is not just a place, it is a spirit that thrives on style. The sunshine, the miles of beautiful beaches, the crashing waves, the vibe of Los Angeles and San Francisco, the stunning expanses of the Mojave desert, make California an iconic and legendary place.

## Manufacturing Infrastructure

Duke has its own manufacturing facility in Ludhiana, Punjab. The in-house knitting, dyeing, mercerizing, finishing, compacting,



garment printing, embroidery and manufacturing facilities feature state-of-the-art machineries and equipment supplied by world class brands like Juki, Fuku Hara, Pegasus, Yamato, Brother, Barudan, Stefab, Ramsons and others.

### Design Capabilities & Trend Forecast

With comprehensive designer trainings, Duke has built a reputed for its designs for all ages. The innovative patterns and appealing look of its collections reflect the innovative ideation of its experienced designers. It utilises the latest technologies and develop connections that are in sync

with global trends. At the beginning of each season, the brand's design team carries out extensive research-based forecasting to ensure that the brand stays at the pinnacle of contemporary fashion. The designers uses the most refined weaves and most importantly; they keep the urban, young, stylish and classy Indian in mind when designing.

### Marketing Strategy

Duke uses ATL and BTL strategies to promote its products. Mass media campaigns like advertisements in magazines, newspapers, television, radio, cinema, etc.; participation in social media through Facebook, Twiter, Youtube and Instagram; and branding on transport such as buses and taxis, and with sports events like cricket matches are some of the marketing activities it participates in.

### Success in Online Selling

Duke is selling its products online on its own web store [www.dukeindia.com](http://www.dukeindia.com) and in all other major e-commerce sites. The experience is encouraging and the brand hopes for more success in the near future.

### Future Plans

The brand has oflate ventured into the footwear category. It is also focusing on brand extension in women's and kidswear segment and it will create a centralised, multi-product engine for wholesale and retail distribution. With this, Duke will continue to make products that are value for money and has created loyal customers who settle for nothing else. Similarly, in the e-commerce business it is expecting high growth in coming years.

### Current Turnover & Targeting for the Next 2-3 Years

The brand's current turnover is ₹270 crores (approx.). It is aiming at more than 35 percent turnover in the next coming years.



## BRAND UPDATE

Total Retail Presence.....4,410 (APPROX.)

Total no. of MBO's.....4,000

Total no. of EBO's.....360

Total no. of SIS's.....50 (APPROX.)

Online Presence.....THE BRAND HAS PRESENCE IN AMAZON, MYNTRA, FLIPKART, JABONG, ABOF, SNAPDEAL, TATA CLIQ AND ITS OWN WEB STORE WWW.DUKEINDIA.COM

No. of cities present in.....250+

No of states present in.....PAN INDIA



# INDIGO NATION

Indigo Nation has always been the cult brand for young and the restless. "Subject To Change" as its stance, the brand delivers fast fashion to the young Indian youth who forever aspires to be 'in'. Over the years, Indigo Nation has done beautiful campaigns to stay true to its core values. It launched the #StartupNation campaign where it associated itself with major startup centric events to reach out to a wider audience and be relevant.

## Target Consumers

The brand targets the urban Indian male aged between 21 to 30 years, who aspires to be 'in' with the current fashion trends and who loves change and dares to experiment.

## Product Categories & Top Selling Range

The brand's wide product assortment includes shirts, t-shirts, trousers, denims, shorts, waist coats, jackets, sweatshirts, sweaters, blazers, etc. Its top selling range are shirts, trousers and denims.

## New Innovations

Indigo Nation's top innovations in products comprises reversible shirts, music shirts, biker shirts, long-line shirts, wired shirts, 3D printed t-shirts, cold pigment dyed shirts and t-shirts, shirts with glow in the dark buttons, reversible shorts, etc.

## Theme & Core Elements of Latest Spring-Summer'17 Collection

Indigo Nation's latest theme takes its inspiration





## BRAND UPDATE

Total Retail Presence.....500

Total no. of MBOs.....200

Total no. of EBOs.....120

Total no. of SISs.....260

Total space occupied by EBOs & SISs.....  
44,500 SQ.FT. (EBOs) AND 62,000 SQ.FT. (SISS)

Online Presence.....AMAZON, MYNTRA, FLIPKART,  
SNAPDEAL AND JABONG

No. of cities present in.....135

No of states present in.....23

from the life of the 'Modern Hipster'. The Spring-Summer 2017 collection is a reflective of what the hipster does in his day-to-day life – be it the way he dresses at work or meets investors at a café.

The core design elements of the Spring-Summer 17 are reversible shirts, reversible shorts, long-line shirts, crop trousers, ultra slim fits, turn up denims, etc.

### Manufacturing Infrastructure

The brand does not have a manufacturing unit and hence outsources its production requirements.

### Design Capabilities & Trend Forecast

For years, Indigo Nation is known for its design of shirts but its trousers, denims and t-shirts have been widely accepted and other categories are also performing equally good. The brand gathers the latest trends' information from market study through WGSN, Style Sight, etc. The design team also visits international and local markets. Meanwhile, it launches international trend capsules and if these capsules do well, then it expands its range. The designers take global inspiration and give it a local flavour.

### Marketing Strategy

In recent times, Indigo Nation resonates with the startup ecosystem and the fearless attitude of the Indian startups who dare to achieve and don't have the fear of failure. Since launching the #StartupNation campaign, the brand has been actively engaging with startups on ground at various summits, colleges, etc., and actively re-connecting with its target group on the digital space.

### Success in Online Selling

The brand's online business contribution to the overall business is growing rapidly and it currently contributes close to 10 percent to the brand business.

### Future Plans

The brand focuses on fashion range across all categories. It has plans to increase its offerings from two core seasons (Spring-Summer and Autumn-Winter) to four seasons. The increased collection will offer a wider range and more options at the shop floor thus giving a better opportunity to explore newer trends and ensure that it reach the end customer on time before the trend becomes a fad.

### Current Turnover & Targeting for the Next 2-3 Years

The brand currently enjoys a turnover of ₹250 crores and has plans to reach more than ₹500 crores next year.

### Growth of CAGR in the Last 3 Years Within the Brand

Indigo Nation has been growing at 35 percent CAGR since the past three years.



# >MONTE CARLO<

Monte Carlo was formally launched in 1984 through MBOs. The main products were woollen pullovers and jackets but in 1999 the brand launched men's t-shirts. Today, the brand is numero uno in t-shirts and sweaters in the country. In 2003, Monte Carlo launched their first exclusive brand outlet and today the store count has clocked to 240. Today it is a complete apparel brand offering all encompassing collections for men, women and kids.



### Growth Till Date

The brand has, since its inception, enjoyed a steady, organic growth of 15 percent till date.

### Target Consumers

Monte Carlo targets the upper middle class consumers who want something unique and classy to flaunt his/her individual style statement.

### Product Categories & Top Selling Range

The core strength of the company lies in woolens. In fact, the brand's range of jackets, sweatshirts, tracksuits, shawls have become a hallmark of class and sophistication in its category. Apart from this, the brand also offers a visually appealing and comfortable range range of t-shirts, shirts, trousers, denims, ladies tops and kidswear.

### New Innovations

The brand's new innovations includes, knitted and new dobbys in its denim range. Another noteworthy range is the Air Denim, an innovative range of light weight knitted denims with comfortable stretch.

### Theme & Core Elements of Latest Spring-Summer'17 Collection

The Air Denim range forms the core of Monte Carlo's latest Spring-Summer'17 collection. Along with this, the brand's new collection also encompasses a theme called Arctic Blues, that features a light to dark blue collection.

### Manufacturing Infrastructure

The brand is armoured with a state-of-the-art manufacturing unit in Ludhiana that shells out about 2 lakh pieces per month.

### Design Capabilities & Trend Forecast

The brand procure globally trending styles and with the help of its R&D and designing team, tailors them as per Indian sensibilities and preferences. On an average, Monte Carlo comes up with 4 new concepts in denim with full range every season.

### Marketing Strategy

Apart from the famed Monte Carlo loyalty programme, the brand also indulges in in-cinema advertisement.

### Success in Online Selling

For Monte Carlo, online sales is contributing 3 percent and is growing by 50 percent over the year.

### Future Plans

The brand plans on expansion of its denim and trouser range under the good price range.

### Current Turnover & Targeting for the Next 2-3 Years

The brand's current turnover is ₹600 crores and it is expecting a steady growth of 15 percent year on year for the next 2-3 years.



## BRAND UPDATE

Total no of MBOs.....800

Total no of EBOs.....240

Total no of SISs.....10

Online Presence..... MONTECARLO, IN, JABONG, MYNTRA, SNAPDEAL, FLIPKART.

Total space occupied by..... EBOS (2,25,000 SQFEET) AND SISs (5,000 SQ FEET)

No of cities present in..... PAN INDIA

No of states present in.....PAN INDIA



Available AT OVER 300 STORES ACROSS 100 CITIES  
For Business and Trade enquiries:  
Email: [info@taanzy.in](mailto:info@taanzy.in)  
Website: [www.taanzyfashions.com](http://www.taanzyfashions.com)



Follow us on:     



BE  
indi

Available AT OVER 300 STORES ACROSS 100 CITIES  
For Business and Trade enquiries:  
Email: [info@beindifashions.com](mailto:info@beindifashions.com)  
Website: [www.beindifashions.com](http://www.beindifashions.com)



Follow us on:     

# >MX MAESTRO<

Launched in 2006, the Kolkata-based brand, MX Maestro specialises in jeans and cotton trousers. It was started by Ramesh Kumar Chandak. In a short span of time, it has been successful in making its presence felt among the men's wear segment.

## Growth Till Date

Initially, the company started with supplying only in West Bengal and later expanded to entire East India with its production increasing to double of what it was.

## Target Consumers

The brand targets the youth and urban men.

## Product Categories & Top Selling Range

MX Maestro specialises in jeans and cotton trousers for men. Both the category range are also its top selling range.

## New Innovations

The brand's latest innovation is the inclusion lycra in fabrics. It has also introduced light weight fabrics for trousers along with linen based fabrics.

## Theme & Core Elements of Latest Spring-Summer'17 Collection

The latest collection has Lycra based fabric in structure.

## Manufacturing Infrastructure

Though the brand has its head office in Kolkata, it has its manufacturing unit in Bengaluru. MX Maestro produces 10,000-12,000 units per month.

## Design Capabilities & Trend Forecast

The brand follows and creates designs according to the trend with the help of its in-house design professionals. The design team is appointed from premier institutes like NIFT.

## Marketing Strategy

The brand adopts various strategies to promote its brand in the market such as participating in garment fairs, outdoor publicity like hoarding and glow signages, etc.

## Success in Online Selling

The brand has plans to enter the e-commerce route and launch its web portal this financial year.

## Future Plans

The brand manufactures different varieties of jeans and trousers. It has plans to launch a new range priced between ₹599 to ₹1,199.

## Current Turnover & Targeting for the Next 2-3 Years

The brand targets to increase its turnover by 25 to 30 percent every year.



## BRAND UPDATE

Company.....MAITREE CREATION

Total Retail Presence..... 300

Total no. of MBOs.....300

No. of cities present in.....200+

No. of states present in..... ENTIRE EAST AND NORTH-EAST STATES

# >SHERIFF<

Sheriff is a men's wear brand that has covered a long journey since 1985. The brand started its business with manufacturing shirts and today, it has evolved into a brand offering complete wardrobe solutions for men. Using the best of the fabrics, cuts and styling the brand has taken a strong hold in the North East terrain. Priced reasonably, this brand is within the reach of many aspiring for contemporary fashion.



## Growth Till Date

Since its inception, Sheriff has been growing at a constant pace, penetrating deeper deeper into the market and reaching out to its target audience. The year, 2009 was a milestone as the brand opened its first exclusive brand outlet.

## Target Consumers

The brand targets young aspiring male consumers between 22 to 45 years with a taste for fashionable clothing.

## Product Categories & Top Selling Range

The brand's wide product assortment comprises shirts, t-shirts, denims, trousers, suits, blazers, shorts, etc. While, its top selling lines are shirts, t-shirts and denims.

## New Innovations

Sheriff has been doing a lot of innovative activities with fabrics and designs. The latest of its innovation is the knitted colour denims.

## Manufacturing Infrastructure

The brand has its manufacturing unit in Howrah (West Bengal), which is spread across 10,000 sq.ft.

## Design Capabilities & Trend Forecast

Sheriff's in-house designing team follow and adopts international upcoming trends.

## Marketing Strategy

The brand uses mass media such as advertisements in print media, television, etc., and outdoor media to promote its products.

## Future Plans

The brand has plans to introduce shorts to its current product portfolio.

## BRAND UPDATE

Company: C K INTERNATIONAL

Total Retail Presence.....514+

Total no. of MBO's.....500+

Total no. of EBO's.....14

Total space occupied by EBO's.....7,600 SQ.FT.

Online Presence.....AMAZON, SNAPDEAL, FLIPKART AND VOONIK

No. of cities present in.....40

No. of states present in.....6





INFINITY  
SAPPHIRE  
SQUARE



artist impression

First Green Mall of Eastern India at Ranchi, Ratu Road



Retail Space



Fashion Brands



Food Court



Multiplex



Home & Lifestyle



Health & Beauty



Jewellery Zone



Office Space



## BOOK YOUR SPACE AMONGST THE BEST RETAIL BRANDS

For space availability and enquiry contact:

**RANCHI OFFICE ADDRESS:**  
Crosswindz, 5th Floor, 41, Court Road,  
Ranchi 834001, Jharkhand  
(india)

**OFFICE PHONE:**  
(0651) -2212955, (0651) -2212956  
**FAX CONNECTION:**  
(0651) -2212990

**MOBILE NO:**  
(+91) 07 75 9811111

# >SUCCESS<

Success is a men's wear brand with its head quarter in Kolkata (West Bengal). The brand was started in 1996 by Rajnish Sethia, as a trouser manufacturing company. Today it is known for offering men's complete trousseau. It offers its clients with global fashion trends keeping the proverbial Indian climate in mind. As a brand that promptly adapts to fashion, it stand firmly on ground and has been evolving with each passing milestone.

## BRAND UPDATE

Total Retail Presence.....443+

Total no. of MBO's.....375+

Total no. of EBO's.....25+

Total no. of SIS's.....43 (AT BRAND FACTORY AND CENTRAL)

Online Presence.....THE BRAND HAS PRESENCE IN FLIPKART

No. of cities present in.....40+



### Growth Till Date

A home-grown brand, Success has adapted to the changing world of men's wear and have recorded steady growth. Understanding the taste and preferences of the consumers, and implementing them in the product range and collections, has been their mantra over the years.

### Target Consumers

The predominant notions that "male wardrobe preference changes with age", has somewhat melted with changing times. Success simply offer trendy merchandise for men from 20 years and above.

### Product Categories & Top Selling Range

Success boasts of being a men's lifestyle brand rather than just selling men's apparel. The brand offers a complete wardrobe solution, which include suits, blazers, waistcoats and trousers among its core range. The casual wear range comprises jackets, waistcoats, denim, shirts, t-shirts and accessories.

### New Innovations

This season, the brand is innovating its top-of-the-line range. It will offer digital prints in shirts and t-shirts. Similarly, it will also launch casual blazers and trousers with new finishes in fabrics and trim as par the global standards.

### Theme & Core Elements of Latest Spring-Summer'17 Collection

This summer, the brand reminiscents to its journey — how its 'ideal customers' have 'stepped up' to the best of trends. Its latest collection 'Step Up' is about excelling to another level every day with poise, learning, adapting and moving up to success. The collection showcases lightweight cottons and linens carefully tailored to comfortable blazers and spry jackets that are smart for daywear yet equally casual for an evening outing. Trendy trousers in smart stretch fabric that has just enough Lycra for movement and maintaining shape to shirts and t-shirts in comfy fabrics and unique digital prints are among the brand's new collection.

### Design Capabilities & Trend Forecast

The brand is quick to adapting to the changing trends in men's fashion and putting forth finished product, instantaneously. This keeps Success at par with global trends.

### Success in Online Selling

Success has partnered with Flipkart to sell its product online. The brand has a remarkable presence and received a fairly good response from the e-commerce portal. It is still learning, expanding and exploring the e-commerce route. Also, they are looking forward to tie-ups with other online players soon.

### Future Plans

The brand has plans to expand its product to 'clubwear' range by introducing a new line of shirts. The collection will be at par with global trends and the price range will be kept affordable at all levels.





# STYLE TRIPS '17



*Ride with your  
chinos on the  
adventure of a lifetime.*



# TURTLE



#turtletrending

chinos

Natural Fibre, Eco-friendly Fabric, Light and Breathable

To find an exclusive store near you visit [www.turtleonline.in](http://www.turtleonline.in)

Shop at CENTRAL | pantaloons | Sensory trends | SHOPPERS STOP | MAYA | JABONG | flipkart | amazon.in | TATA Cliq | snapdeal & other leading menswear stores

Partnering TSA for Turtle Conservation

contact@turtlelimited.com | Follow us on

# >WILLIAM HAZLITT<

Launched in 1998, William Hazlitt is a men's premium formal and casual lifestyle brand. The brand caters to the needs of the young and aspirational consumers who seek the best in value in fashion. In order to ensure superior quality throughout its offerings, the manufacturing process is supported by the best of machinery, technology and tracking systems, which are largely automated.



## Growth Till Date

The brand has been registering a very steady growth right from its inception. Infact the company is acclaimed to be the first organized branded player to set-up a state-of-the-art manufacturing unit in Ahemdabad and provide branded apparels from this region.

## Target Consumers

William Hazlitt reflects the pulse of the new generation, which looks at clothing as a reflection of their attitude and vibrancy. The core customers to this brand are between the age group of 30 plus categorized in sec A and B of society, living in metros, tier I and -II cities.

## Product Categories & Top Selling Range

The company is manufacturing formals, casuals and party wear segments for men. The product basket includes cotton structured trousers, silky denim jeans, formal pants and designer party wear pants and t-shirts.

## New Innovations

William Hazlitt reflect unabashed attitude and style, a natural outcome of the brands believe in constant innovation. Its design team at Hindustan garments always works in close coordination with the research

## BRAND UPDATE

Total no of MBO's.....1,186 PLUS

Total no of EBO's.....14

Online Presence.....AMAZON, SNAPDEAL, PAYTM, ETC

Total space occupied by MBOs and SISs in sq feet.....NA

No of cities present in.....40 PLUS

No of states present in.....25

team to create new fit, cuts, washes and style in a verity of the new fabrics using the latest technology and process. Every trouser is the result of flawless construction, superb fashion engineering and the best of both natural and manmade fabrics.

## Theme & Core Elements of Latest Spring-Summer'17 Collection

For Spring-Summer'17, the brand has developed a special line of checked trousera which are in big trend for this season. It has also worked on structured pants, a new variety of formal pants. William Hazlitt has also done an extensive line of new and innovative washes in its denim wear range which reflects international trends.

## Manufacturing Infrastructure

Along with fully automated, cutting edge facility, the brand has a team of highly trained workers and

extraordinary designing capability under one roof. The company has one of the biggest mafucaturing units in Ahemdabad with a extensive output capacity.

## Design Capabilities & Trend Forecast

The brand has a centralized design and development team, which studies international trends and gives the best of fashion to the Indian customers.

## Marketing Strategy

The company has more or less a complete spread across India and deals through agents and distributors. Apart from this the brand is present in all leading garment fairs across the country and in the key markets of the Middle East.

## Success in Online Selling

William Hazlitt is doing a successful business online and would like to be focused with key websites.

## Current Turnover & Targeting for the Next 2-3 Years

The brand has a current turnover of 18 Crore plus and is growing steadily.

## Growth of CAGR in the Last 3 Years Within the Brand

The brand is looking for a organic growth of 15-20 percent annually and grow its customer base in the existing markets.

# INDIA THE NEW FASHION STADIUM

Over the last few decades, every year witnesses the fashion retail sector of India charging ahead with giant leaps. The year 2016 was no exception, and proved to be an eventful year for the fast-evolving fashion industry. On one hand we had numerous global fashion big wigs venturing onto Indian soil, and on the other, quite a few Indian brands have stepped up to lock horns with these global moguls. While many established home-grown players have expanded their product offerings and ventured into newer categories, the sector saw the birth of several new brands as well - all vying to capitalize on the rising purchasing power that has aided a liberal surge in the Indian consumer mentality. Luxury and brand consciousness are two paramount catch phrases of the Indian fashion scenario now. The gullible consumer has, in-turn, propelled the market to manifest clear signs of opportunity, easily susceptible to better offerings, inviting a legion of contenders into the fashion fraternity.

However, doing business in India is not an easy task especially for the new entrants. It's an attractive market, but there is a high level of competition.

The same stands true for brands that expanded into newer categories, if not more so. Category expansion is not an easy proposition; there's always a possibility that the extensions might dilute the existing brand identity, or may not clearly portray common values. The first thing that comes to my mind is the recent news of Salman Khan's Being Human venturing into the smartphone segment with BeingSmart. In all honesty, I could only but wish him all the luck!

There might have been brands that fell victim to this but the Indian fashion scene is also abundant with examples sailing through the windstorms, as well. "A lot of it depends on the strength of the brand and consumer acceptability," says Kavindra Mishra, MD & CEO of Pepe Jeans, who recently ventured into a new category by adding footwear into its product anthology. "Not all the brands can move as easily across various categories. For us, the new category is an extension of our DNA. We do very well globally across these categories and the same is true for India. We have got this unique strength of design and consumer acceptability, and that's the main reason," he adds.

Whether the success stories of the erstwhile exemplars be repeated is a vigorous debate that only time can win, but as for now, the mere increase in the number of brands every year is a good news for the Indian fashion retail industry.

In the following pages, we look at a host of Indian brands that have been launched in 2016-17, along with notable expansions by established domestic players. This feature will have a successive part on global players that entered India in this fiscal, which will be published in the upcoming issue of Images Business of Fashion and the India Business of Fashion Report (Images Year Book) 2017.

# >CANDYSKIN<

Candyskin is an e-commerce apparel brand from the house of RRV, specializing in lingerie. A completely self-funded brand launched in January 2017, Candyskin seeks to provide classy, comfortable and high quality lingerie to women all over the world. What sets the brand aside is the fact that it is a premium lingerie brand made for women, by women.

## Objective of the Launch

The brand hopes to change the way lingerie is perceived and consumed in the country. The main objective is to make women comfortable and feel sexy. Candyskin is working towards making innerwear a socially accepted topic just like outerwear.

## Target Consumers

As a high street brand, Candyskin is mainly targeting women from tier-I cities, between 16–35 years of age. The brand hopes that, the section of women consuming upscale imported brands will switch over to Candyskin soon.

## Theme of New Collection and USP

The theme of the collection is popping colors and combinations. It aims to attract consumers through its unique, fun and flirty products. The pantone shades, unique color combinations and top of the line material that gives Candyskin's lingerie a 10/10 feel factor, makes the collection worth the cost.

## Brand Positioning

The brand, with its great fitting, and sexy styles, has positioned itself in

the premium category and aims for consumers who otherwise bank on imported brands for their innerwear needs..

## Marketing Initiatives

Being an e-commerce brand, Candyskin is focused on building brand awareness through various digital media platforms (FB, IG, Twitter, etc). The brand is also venturing into offline experiential marketing to generate trials and drive sales.

## Core Competence

The brand has a team of international lingerie designers working on its collection, which helps achieve fashion-forward and trendy lingerie products. It also strives to provide a very user-friendly shopping platform along with a very interactive fitting quiz for its customers. In addition, Candyskin also provides fitting sessions on appointment basis, to aid consumers perfect their lingerie wardrobe.

---

Sales Channels:  
**E-COMMERCE ONLY**

MBO's:  
**5 (UNDER PROCESS)**

No of cities/states present in:  
**DELIVERS PAN INDIA**

---



IMAGES Business of Fashion



 **WILLIAM HAZLITT**<sup>®</sup>  
The International Quality Maker

An ISO 9001:2008  
Certified Company



<https://www.facebook.com/William-Hazlitt-The-International-Quality-Maker>

**DENIM | CASUAL | FORMALS | TSHIRTS | TROUSERS**

A Product of **Hindustan Garments**

"William Hazlitt" House, Plot No.15, Shreeji Ind Estate, Raipur Mills Compound, Saraspur, Ahmedabad-380018.

Email : [williamhazlitt.hg@hotmail.com](mailto:williamhazlitt.hg@hotmail.com), Log on [www.williamhazlitt.in](http://www.williamhazlitt.in) Cell : 9824098235, 9428520986 tel : +91 79 22730948

Available at : All Leading Retail Outlets

# >COURTYARD PREMIUM<

Launched by Artex Creation, Courtyard Premium is an extension of their existing brand Courtyard, which has already proved its mettle with its range of innovative and chic denims that are made available at rock bottom prices. Courtyard Premium, as the name suggests, is a luxury brand targeted at the youth of the nation. The brand promises unique fits, premium quality fabrics, contemporary washes and unmatched comfort to its consumers.

## Objective of Launch

The brand was launched in order to serve the increasing brand conscious, high class Indian consumers who want better fabric, better wash, and chic accessories at reasonable rates.

## Target Consumers

Courtyard targets the mid upper segment young males in the age group of 16- 35 years, who are keen on flaunting national and multinational brands.

## Theme of New Collection and USP

The theme has been kept very simple. This premium segment is developed with less embroidery and more of artwork to align with the Indian consumers who prefer contemporary and sober designs. The brand believes that its perfect proposition of fabric, aesthetic appeal, finish and price will be its main attraction.

## Brand Positioning

The brand has been positioned as an urban fashion brand for the premium consumers of the country.

## Marketing Initiatives

The brand has launched its collection only to shops selling premium brands. Also, the brand has utilized outdoor advertising media like hoardings to reach out to its target audience.

## Core Competence

The brand has armoured itself with experienced teams of technical stitchers and masters and have developed new a pattern for cutting, in which the fabric consumption is being increased by 30 percent approx.



Company Name.....  
**ARTEX CREATION**

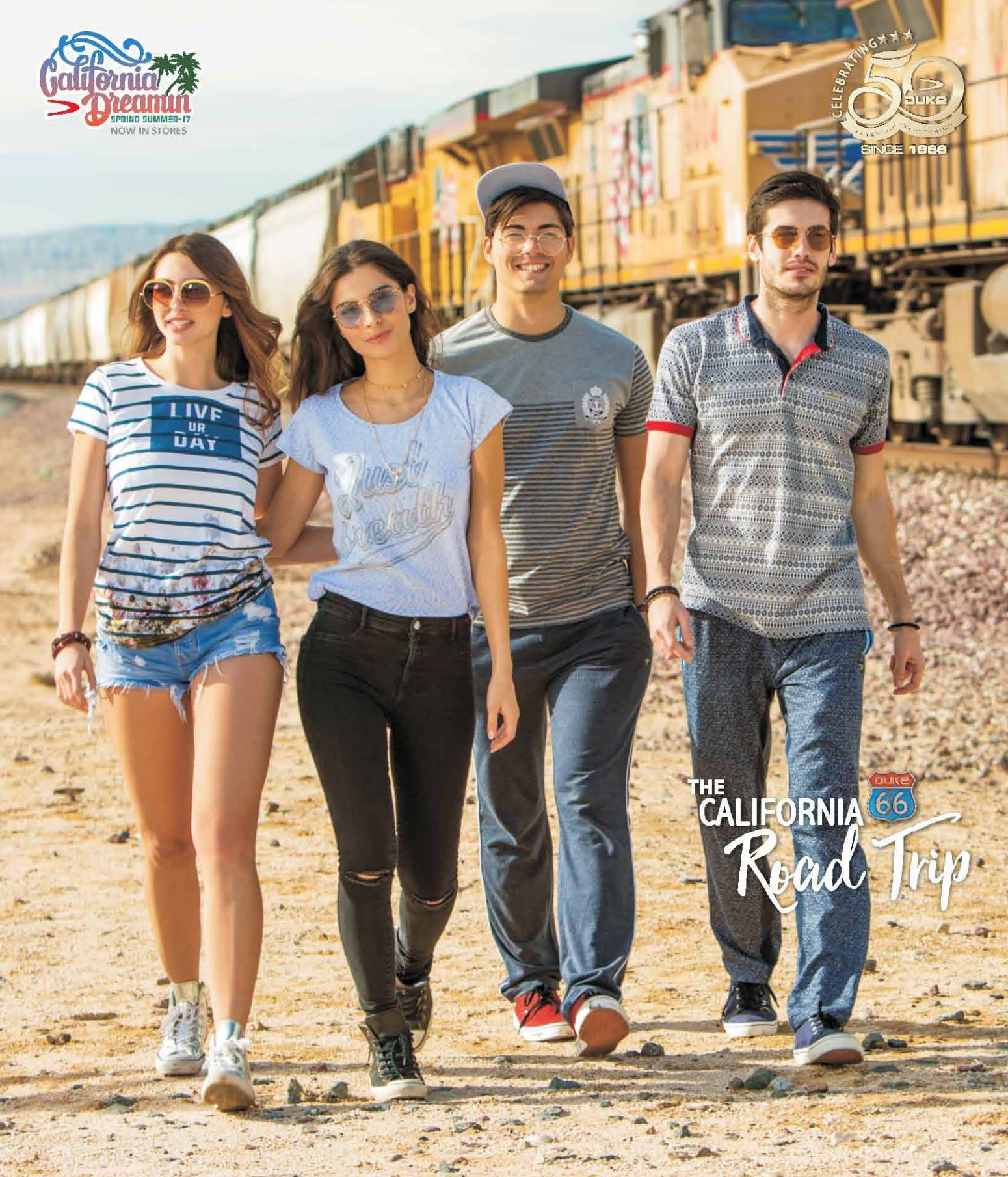
Total no of MBOs.....  
**300+**

No of cities present in.....**10**

No of states present in.....**4**

**California Dreamin'**  
 SPRING SUMMER-17  
 NOW IN STORES







CELEBRATING 50  
 DUKE  
 SINCE 1966



THE CALIFORNIA   
 Road Trip

T-SHIRTS > SHIRTS > TROUSERS > DENIMS > BERMUDAS > LOWERS > VALUE PACK > FOOTWEAR

@all duke exclusive & leading stores across india, e-mail: sales@dukeindia.com

SHOP ONLINE  Tel.: 0161-6604024-25 /     

 **DUKE**  
 the essence of great fashion

Shop at:         

# > EQUATION <



Incepted in early 2016, Equation is the newest offering in the economy men's wear segment from Dfrrt Clothing, a three decade old group famed for the brand Zorro and National Fashions Overseas, a growing star export house. A result of dedicated market research and relentless product innovation, equation was born to go beyond just the 'looks' aspect of shirts and emphasize on novelty and detailing.

---

Total no of MBOs.....**100+**

Total no of EBOs.....**NONE**

Total no of SISs.....**5**

No of cities present in.....**30+**

No of states present in.....**4**

---

### Objective of the Launch

To offer an enriched product equated with affordability, brand aesthetics and aspiration value.

### Target Consumers

The brand targets the urban male in the age category of 20–45 years.

### Theme of New Collection and USP

Equation's new collection is aimed at offering lighter cotton fabrics at affordable prices. With the play of lighter and brighter colors in breathable fabrics, the smartly styled shirts in this new range is bound to enchant the urban male.

### Brand USP

With fresh and trendy styles, contemporary cuts, top-notch quality and high brand aesthetics, all available at affordable prices, Equation is a far too exciting proposition for the contemporary urban market.

### Marketing Initiatives

The brand's approach has been retailer-centric, with acute importance on attractive packaging, point of sales support, and differentiated advertisement campaigns to support retailers.

### Core Competence

The brand's top priority is research and design development, to create unique offering in this segment. An extremely focused approach in brand building has been devised and the production set-up too has been revamped.





# Wendler

INTERLINING

**Best  
Solution  
for  
Trousers  
Waist  
Band**



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



Wendler  
INTERLINING

Delhi-Ncr

Mumbai

Bangalore

Chennai

Ahmedabad

+91-8527577999

info@welcoagencies.com

www.welcoagencies.com

# > PLATINIA <

Cambridge Apparels started off as a single store in Colaba, Mumbai and over the last 56 years, the company has successfully set up 25 stores in Mumbai and over 500 stores across India. With a heritage that spawns across half a century, the company launched its luxury formals brand Platinia in 2016.

### Objective of Launch

The primary objective behind the launch of Platinia is to offer the existing customer a new portfolio of premium quality formals at affordable prices. At the same time, the brand aims to fill the void in the market which has a very few affordable brands offering premium quality formal products.

### Target Consumers

The brand is targeting young men in the age bracket of 25 years and above, who are looking for premium quality, 100 percent cotton shirts, formal and cotton trousers at affordable prices.

### USP of the New Collection

The USP of Platinia lies in its quality and price equation. The brand offers premium quality products with keen sensitivity towards cost. With very less or no brands in this segment, the brand aims to establish its stronghold in the market within a very short span.

### Brand Positioning vis-à-vis Competition

The brand has positioned itself in the entry level premium segment, albeit with affordable prices.



Company Name.....  
**CAMBRIDGE APPARELS**

Retail presence.....  
**500 STORES PAN INDIA**



### Marketing Initiatives

At present, the company is utilising the existing Cambridge EBOs to market the new brand. Moving forward, by September 2017, it plans to create shop-in-shops (SIS) in the existing large size EBOs of Cambridge. Secondly, the brand is vying to partner with like minded MBOs in areas where Cambridge EBOs are not present. It also plans to start stand alone stores for Platinia by 2019.

### Competence

Platinia's motto is continuous innovation. The brand strives to ameliorate the quality of the entire product basket on a regular basis. It educates at the organizational level with feedback from customers and also has partnered with vendors who understand the need for quality while keeping pricing under control.





**SH-RIFF**

*S i n c e 1 9 8 5*

**Exclusive Outlet At : TRIPURA : AGARTALA** H.G.B. Road. | Near Hawker's Corner. | R.M.S. Chowmuhani. | L. N. Bari Road. **UDAIPUR** : Jahar Road **DHARAMNAGAR** : Kalibari Road **KHOWAI** : Subhash Park. **MELAGHAR** : Melaghar Bazar. **ASSAM : SILCHAR** : Central Road. **JORHAT** Gar-ali. **DIBRUGARH** : Junction Mall. **TINSUKIA** : Khaitan Plaza, G.N.B. Road. **WEST BENGAL** : Howrah Maidan. **And Also available at Selected Stores. Franchisee Enquiry Solicited, Contact us at : +91 9339601267, +91 33 26768867**  
Corp. Office : **C.K. International**, Near 1 Kings Rd. Howrah -711 101. West Bengal. E-mail : info@sheriff.co.in

# >RIVER BLUE<



River Blue is a smart, casual fashion shirt brand launched by the makers of RUFF. Its parent company, DS Corporation, has been in the apparel industry for a very long time and had plans to venture into men's fashion. With years of expertise in apparel designing, the brand launched its range of shirts that was readily accepted in the market.

### Objective of Launch

The brand was launched to offer quality products to the fashion conscious Indian men who wants to dress as per international trends.

### Target Consumers

River Blue targets boys and men in the age group of 2- 35 years. It intends to target young futuristic individuals who are fashion conscious and wants to represent themselves in smart fashion, both at work and day-to-day life.

### Retail Presence

Currently, River Blue is retailed through a few EBOs and 250 plus multi brand outlets across the country. It has presence in almost all the states in India and also has a presence in the Gulf countries.

### Core Competence

The brand is backed by a very talented team of designers as well as a proficient marketing and production team. It also depends on the experience of its directors who chip in their valuable inputs from time to time.



Company Name.....

**D.S CORPORATION**

Total no. Of MBOs.....**250+**

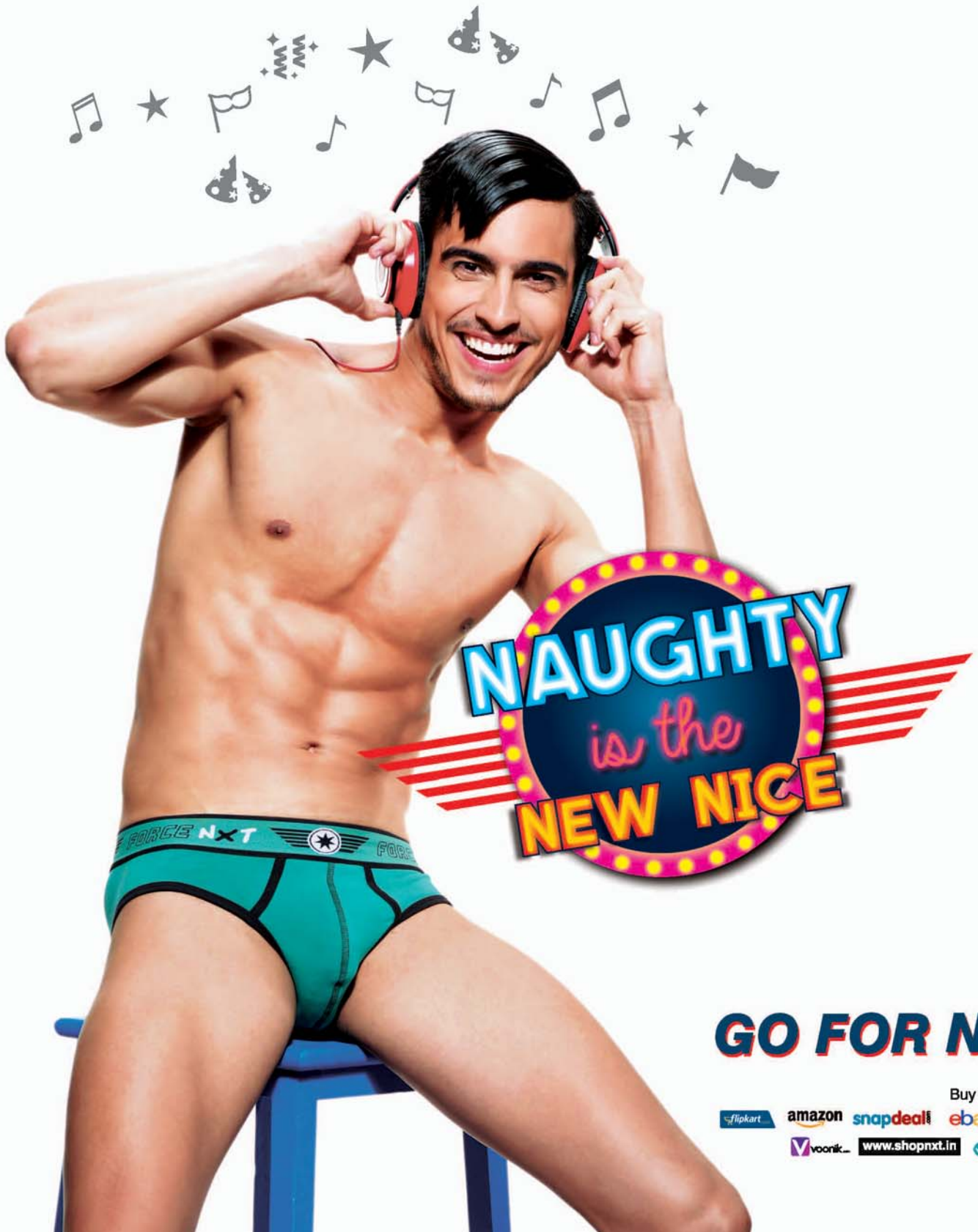
No of cities present in.....

**PAN INDIA**



www.forcenxt.com

**FORCE**  
**NXT**



**GO FOR NXT**

Buy Online from

      
 [www.shopnxt.in](http://www.shopnxt.in) 



# >SARAMAI<

Saramai is a lifestyle manufacturing company and exporter of readymade garments. The company emphasizes on creating designer garments which are unique and comfortable, with assured quality along with providing topnotch services and timely delivery. The brand offers a wide range of indo western fusion wear, kurtis, tunics, tops and much more for the modern Indian women at extremely consumer friendly prices.

Company Name.....**SARAMAI**

No of cities present in.....  
**PAN INDIA**

No of states present in.....  
**PAN INDIA**

Website.....  
**WWW.SARAMAI.IN**

## Objective of the Launch

The aim of the company is to provide high quality and classic apparel solutions to the Indian women at rock bottom prices. The company takes pride in creating high end quality garments and pioneering its activities in the field of human resource development, industrial relations and quality management. Saramai's goal is to offer products of the highest quality to all its customers and at the same time striving to develop a business that is sustainable.

## Target Consumers

A "Made in India" clothing brand, Saramai targets women of all age groups. It is a brand for women who are on the go and in the know, yet at the same time who are sensual, elegant and refined.

## Theme of the new Collection

The new collection, called Amour, offers a range underpinned by clean, elegant and classic designs. What stands out in the collection is its detailed designing and finishing, unique style and cuts, which convey a sensation of power while remaining affordable. Every piece is perfectly crafted and strikes the delicate balance between contemporary style and classic charm. With its stunning, sophisticated indo-western fusion wear, Saramai turns everyday living into your everyday runway.

## Brand Positioning

The brand's approach is to build rich and premium experiences for customers. It has its own unique style which makes an unforgettable impression with its sharp silhouettes, soft hues and confident statement. It is this approach that has enabled the company to attract younger generations and encourage them to wear a unique wardrobe.

## Marketing Initiatives

As a young brand, Saramai banks heavily on social media for promotion. Apart from this, the brand often participates in exhibitions to reach out to their target audience.



Lounger  
Printed Palazzo  
Plain Palazzo  
Track Pants  
Jeggings

Churidaar Leggings  
Ankle-Length Leggings  
Capri  
Printed Leggings  
Western Churidaar  
Winter Leggings

Kids Ankle Plain Leggings  
Kids Printed Leggings

MyLife  
My  
Lyra<sup>®</sup>

100% Rayon


Mid rise

Soft elasticised waistband  
with flat drawstring

Side pockets add  
functionality

Wide hems add flare to the  
style

Introducing  
Palazzo

 [www.MyLyra.com](http://www.MyLyra.com) • [info@mylyra.com](mailto:info@mylyra.com)

# >BLOOD<

Incepted in 1997 in Kolkata, Blood is a men's wear brand that is famed for its range of bottom wear. Its range of jeans, chinos, and formal pants enjoy a special demand in the market owing to its unique designs, elegant styles, comfort, and sensitive prices. In sync with the emerging trends in men's bottom wear, the brand's in-house design team works closely with leading design consultants to come out with an array of breathtaking designs and finishes. Recently, in order to make it a complete men's wear brand, the company launched its range of shirts.



### Objective of the Launch

The main aim of the launch was to build brand loyalty and to make the brand a one stop shopping destination for men.

### Target Consumers

The brand targets men from the age of 18 years and above from the mid and upper middle segments of society. Targeted cities include metros and tier -I and -II cities.

### About the New Collection

The brand's newly launched range of shirts are made of 100 percent mercerized cotton, which ensures best feel and comfort. Blood also has an in house R&D team, that works rounds the clock to ensure that the brand rolls out products that are in line with international standards.



### FORM IV (See Rule 8)

1. Place of Publication	New Delhi
2. Periodicity of Publication	Monthly
3. Printer's Name	S.P. Taneja
Whether citizen of India?	Yes
If foreigner, state the country of origin	Does not apply
Address	S-21, Okhla Industrial Area, Phase - II, New Delhi -110020
4. Publisher's Name	S.P. Taneja
Whether citizen of India?	Yes
If foreigner, state the country of origin	Does not apply
Address	S-21, Okhla Industrial Area, Phase - II, New Delhi -110020
5. Editor's Name	Amitabh Taneja
Whether citizen of India?	Yes
If foreigner, state the country of origin	Does not apply
Address	S-21, Okhla Industrial Area, Phase - II, New Delhi -110020
6. Names and addresses of individuals who own the newspaper and partners or shareholders holding more than one percent of total capital.	Owner: Images Multimedia Pvt. Ltd. S-21, Okhla Industrial Area, Phase-II, New Delhi -110020 Shareholders : 1. Mr. Amitabh Taneja; S-21, Okhla Industrial Area, Phase-II, New Delhi -110020 2. Mr. Hemant Sood; N-67, 1st Floor, Greater Kailash, Part-I, New Delhi -110048. 3. Images Employee Stock Trust; S-21, Okhla Industrial Area, Phase-II, New Delhi - 110020

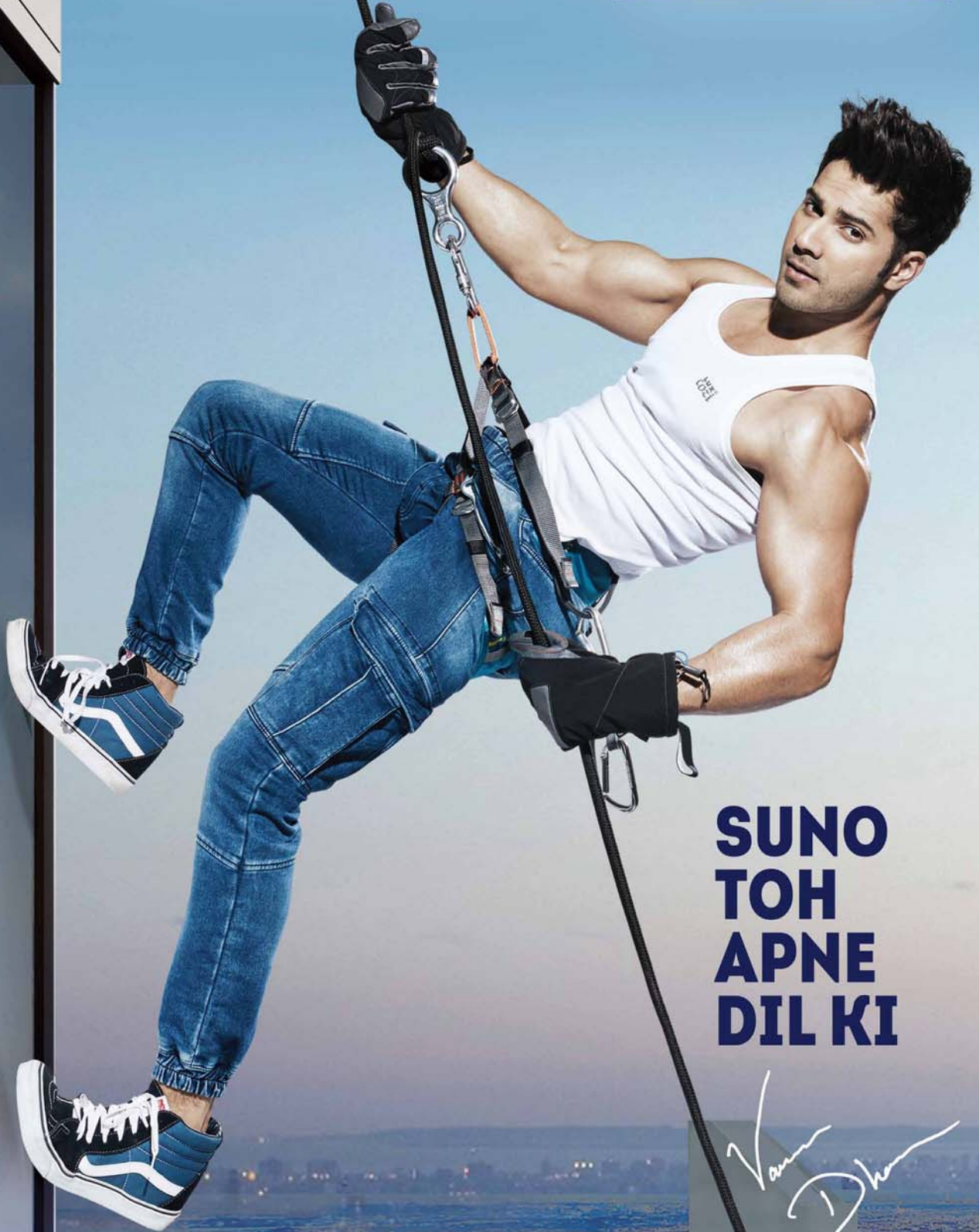
I, S.P. Taneja, hereby declare that the particulars given above are true to the best of my knowledge and belief.  
Dated: 1<sup>st</sup> March, 2017

Sd/-  
S.P.Taneja



# LUX<sup>®</sup> COZI<sup>™</sup>

INNERWEAR



**SUNO  
TOH  
APNE  
DIL KI**

*Vaani  
Dhanu*

# >LYRA<

Lyra is a complete women's wear brand launched by Ebell Fashions Pvt. Ltd, an arm of the Lux Group Company. Launched in the year 2012 and christened then as Lux Lyra, the brand is the first leggings brand in the country. In a very short span of time, the brand has successfully evolved as Lyra – the most sought after women wear brand in the country and has successfully established its stronghold in the mid to premium segment. In 2016, Lyra expanded into manufacturing loungers, palazzos and track pants for women.

Company Name.....  
**EBELL FASHIONS PVT. LTD.**

Retail Presence.....  
**PAN INDIA**

## Objective of Expansion

The main aim of the expansion was to bring variety in the product portfolio of the brand and to match steps with the ever expanding fashion culture of the country.

## Target Consumers

The target consumers of Lyra's new products are the self independent, emancipated women and fashionable girls who prefer to own a good product at a decent and affordable price.

## Theme of New Collection and USP

Lyra's products are designed to give a trendy look to the boring formal dresses of women. Available in both solid and printed colours, the new collection is trendy enough to satisfy desires of the young fashionistas of the country. The uncompromised quality and world-class style is the main USP of the new collection. The availability of Lyra products in a very economic price is another important factor which attracts consumers to choose Lyra over other brands.

## Marketing Initiatives

Marketing initiatives taken by Lyra include innovations in media buying and execution. Scientific mapping of the target customers and 360° strategies devised based on these were used for the launch of the new collection.



# >ONN<

ONN is a premium men's innerwear and casual wear apparel brand from the house of LUX. Crafted with the latest technology, the ONN range effectively touches the style nerve of the fashionable Indian male and keep them cool and comfortable all day long. After acquiring a significant market share in the premium innerwear segment of the country, ONN has recently launched its range of casual wear and innerwear named ONN Active and ONN Stretch respectively.

Company Name.....  
**LUX INDUSTRIES LIMITED**

Total no of MBO's.....**20000**

Total no of EBO's.....**10**

No of cities present in.....  
**PAN INDIA**

### Objective of Launch

ONN Active & ONN Stretch were launched to strengthen ONN's market hold and to continue their promise of presenting utmost comfort to its consumers.

### Target Consumers

The brand targets the 18–30 years consumer segment. Both ONN Active and ONN Stretch ranges are specifically designed according to the expectations of the young generation. With a vast range of designs, top notch quality and perfect styling, the new ranges from ONN are sure to meet the standards and aspirations of today's youth.

### About the Collection

ONN Stretch offers a complete new range of innerwear comprising of bikini briefs, modern trunks and long boxers which are crafted with blends of cotton and spandex to ensure all day comfort. ONN Active, on the other hand, brings forth stylish outer wear products comprising of modern fit track pants and joggers which could be worn both as sportswear and lounge wear.

### USP

The international styling of ONN along with the perfect the fits and comfort, that it offers is the main USP of the brand.

### Brand Positioning vis-à-vis Competition

Irrespective of the competition in the market, ONN with its uncompromised quality and style has established a respectable position and has garnered encouraging market share in the category. Along with this, the attractive pricing policy also plays an important role in dodging the competition aside.

### Marketing Initiatives

The brand has employed both print as well as electronic media to promote the newly launched collections.



# >PEPE JEANS LONDON<

Pepe Jeans entered India in 1989 and quickly captured the denim market across the country with its range of stylish and trendy jeans, which was a contrast to the customary, ordinary looking denim available in those days. Although jeans is the main product, Pepe Jeans India evolved over the years and ventured into a broad range of categories including casual wear, winterwear and accessories for men, women and kids. In 2016, Pepe Jeans launched its range of footwear.

## Objective of the Launch

The main objective of launching footwear was to establish Pepe Jeans as a one stop fashion brand in the country.

## Target Customers

Pepe Jeans is for the young at heart. The brand caters to the fashion forward.

## Theme of New Collection and USP

The underlying theme for the footwear collection consists of British influences coupled with superior craftsmanship. The entire range is absolutely versatile and competitively priced — exactly the way the modern consumers prefer.




---

Total no of MBOs.....**1,012**

Total no of EBOs.....**219**

Total no of SISs.....**229**

No of cities present in.....**21**

No of states present in.....**13**

---

## Brand Positioning vis-à-vis Competition

Pepe believes that competition is a healthy thing as it urges one to work harder. As a brand, Pepe stands for certain values and strives to make the consumer understand that the price product proposition is the value aspect that Pepe Jeans is offering and it is better than anybody else. The brand's consumer base is quality conscious and has a keen sensitivity towards cost effectiveness. The brand has, since its inception, designed products that align to the two paramount requirements of its consumers — quality and price sensitivity.



# FASHION

## CREATION

» TROUSERING FABRICS

» TROUSER TRENDS

» DESIGNER TALK

Laabha

— CELEBRATING INDIAN ETHNIC —



OH, IT'S  
OPEN

Crown Plaza  
Faridabad

Indirapuram Habitat Centre  
Ghaziabad

Products: • Kurtis Leggings Palazzo Dresses Skirts Tunic Tops Dupattas

For Trade / Franchise Inquiries, please contact: Email: [info@laabha.com](mailto:info@laabha.com)  
Call: 9811780047, 9811780046, 0129-4127611, 012994117611

<http://www.laabha.com> | Follow us on :   

Available online           

## Contents



160-193

FASHION CREATION

### Designer Talk

#### INDIAN TROUSERS GOING BESPOKE

IMAGES BoF talks to a slew of designers who discuss the current trends in designer trousers as well as about the potential for exploring new shapes and styles in the segment as a whole.

Pg No. 160



#### Trouser Fabric Majors

- 177 BIRLA CENTURY
- 178 DONEAR
- 180 LINEN FIESTA
- 181 PANAM
- 182 MAYUR SUITINGS
- 186 SANGAM
- 192 SIYARAM

### Ramp Watch

#### TROUSER TALK: PREVALENT DESIGNER TRENDS

Senior columnist Meher Castelino talks about the many designs, cuts, styles and trends in trousers in India.

Pg No. 164



## Fashion Creation

### New Fabrics

#### TECHSMART FABRICS LAUNCHED

Launched by Raymond Textiles under its Champion Collection, Technosmart is the smartest fabric in the world with a unique combination of UV protection, moisture management, smooth touch and easy care.

Pg No. 171



### Textiles Overview

#### FABRIC FUNDAS: THE TROUSERING FABRIC MARKET IN INDIA

With readymades gaining momentum, the USP for each brand rests with the fabric that is being put to use and at the price at which the finished product is sold. We talk to the top fabric players about the trouser fabric industry.

Pg No. 172





Designed By Archana Kochhar



Designed By Archana Kochhar



Designed By Raghavendra Rathore



Designed By Archana Kochhar



Designed By Archana Kochhar



Designed By Archana Kochhar



# INDIAN TROUSERS

## GOING BESPOKE

IMAGES BoF talks to a slew of designers who discuss the current trends in designer trousers as well as about the potential for exploring new shapes and styles in the segment as a whole.

By Manisha Bapna with inputs from Tanya Krishna



***"A designer always design and focus on a holistic look and not just on any specific category. Trousers as a category is a very important part of the Indian men's wardrobe. It is presently sold as a part of the suit and only sold in junior markets and pret brands.***

**-Raghavendra Rathore,**  
Designer



***"I work a lot with shapes keeping in mind the Indian body type and thus have silhouettes like pleated palazzos, ankle length straight pants and drapes."***

**-Nachiket Barve,**  
Designer

Trousers, as a category, is a very important part of the Indian men's wardrobe. However, the evolution of it being a centre part of the wardrobe is still 2 to 3 years away. It is presently sold as a part of the suit and only sold in junior markets and pret brands. According to fashion designer, Archana Kochhar, "The focus on trousers, as a category in the Indian market is very minimal as compared to the west. But recently, the trouser trend has had its light in the Indian fusion sector."

But the market for bespoke trousers is blossoming in India. Big brands like The Raymond Shop (TRS), Raymond's Made To Measure (MTM), Arvind Limited's Studio Arvind & Creyate, Van Heusen's new venture MyFit, Siyaram's Fashion Avenue, Reid & Taylor, Louis Philippe are offering custom made or bespoke tailoring services to strengthen their brand's value in India, along with many international players.

Raghavendra Rathore, Fashion Designer, admits that the substantial and growing trousers contribution is anyways between 2:1 (1 being a jacket). "We hope this ratio will increase marginally each year and other categories of lowers such as denims, chino's, breeches, etc., will add to the overall growth," he explains.

**Innovations in Trouser Category**  
Jodhpuri pants, an ethnic innovation of

the traditional Indian riding breeches and churidar pants combined, are one of the most contemporary forms of bottom wear for both men and women. "I have tried and tested several innovations in this category from palazzos and corset trousers for women and Jodhpuri pants and a line of chino trousers with a brand which I had a tie up with, for men," says Kochhar. She further says, "The main factors that I focus on while designing trousers are its comfort and right fit."

"We have always focused on adding unique detailing to both bespoke trousers and Jodhpur breeches, whether it has been an adjuster buckle, trouser hem turn up, hand stitching, waist closure, hidden pocket detailing or any such customised additions that add value and functionality to design. In the classic space, the cuts of these pants are the primary focus," shares Rathore.

Nachiket Barve, Fashion Designer, feels people are experimenting more and more with trousers and thus we see dhoti pants, palazzos, fisherman pants and salwar variation pants. He explains, "I work a lot with shapes keeping in mind the Indian body type and thus have silhouettes like pleated palazzos, ankle length straight pants and drapes."

### Fabric & Blends

A designer always design and focus on a holistic look and not just on any





***“There are a large variety of fabrics that I use. For palazzos and corset trousers I opt for fabrics that are soft and flowy with a little stretch to it for comfort. For men’s trousers I use fabrics that are more thick and structured.”***

**-Archana Kochhar,**  
Designer

specific category. Cotton and linen trousers are the fastest moving trousers fabrics in India. “Wool blends and lighter wool works the best throughout the year. Nothing is more comforting than tropical blend fabrics span from very fine wool to linen mix and cotton,” states Rathore. The designer believes that the finest tropical wool blends that are itch free are the most popular among the Asian sub-continent. These fabrics are even finer than cotton and do not have any negative fallout such as wrinkles or creases and therefore work the best.



Designed By Nachiket Barve

“There are a large variety of fabrics that I use depending on the section. For palazzos and corset trousers, I opt for fabrics that are soft and flowy with a little stretch to it for comfort. For men’s trousers I use fabrics that are more thick and structured,” shares Kochhar. While Barve prefers to use a lot of georgette, chiffon, silk, mul, wool and blends of natural fabrics in his creations.

**Trends**

According to Kochhar, the top five trousers trends emerging since the last five years are palazzos, bell bottoms, cigarette pants, paper bag pants and slim fit trousers. While, based on brand Raghavendra Rathore supposition, the most popular are the pleatless tapered trousers as they go best with the bandhgala which is the heirloom of the brand. Also, plant pockets with thin belt loops with one back pocket is the most popular style.

Furthermore, Rathore feels, “The warming of the weather system will see higher pants sale in different designs and styles for this coming season. Slimming down of the trousers, softening of the wool to breathable fabrics, pleats became archaic, and of



Designed By Archana Kochhar

course the pant being custom made to one’s body type rather than buying off the rack will be the choice in future.” Similarly, Barve shares, “More indigenous fabrics, colour blocking, innovations in shape and denim will be trending.”

**Way Forward**

“We are growing at a wonderful pace and see diversification through festive wear, costume design as exciting new ventures. There is definitely more potential for exploring new shapes and styles in trousers segment,” shares Barve. Brand Raghavendra Rathore aspires to bring in the Jodhpuri bandhgala suit in wardrobes of international discerning customers across the globe.



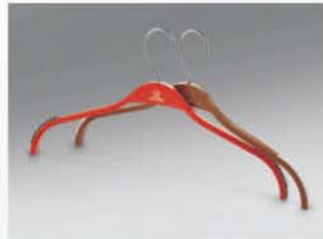


Anti Skid Hangers



## 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>



Beggy Pants Payal Singhal



Loose Pants Oshadi



Track Pants Narendra Kumar



Slim And Narrow Karn Malhotra

# TROUSER TALK

## PREVALENT DESIGNER TRENDS

BY MEHER CASTELINO



Track Pants Narendra Kumar



Turnup Pants Narendra Kumar



Front-Burtoned Pants Khanijo



Cargo Pants Narendra Kumar



Baggy Pants Vrisa



Cowled Pants Sya



Cropped Pants 11.11 Eleven Eleven



Loose Pants Ekam

Gone are the days when the trouser or pant was a simple straight parallel garment for men and women. No frills, no fancy additions, just basic cotton, poplin, crepe or suiting materials, which were turned into normal bottom wear. But the 21st century has brought a change in the way the trouser or pant is designed. Besides the various fabrics, the colours play an important part along with prints and patterns that have brought a colourful and stylish look to the humble trouser or pant. The numerous permutations and combinations were evident at the Lakmé Fashion Week Summer/Resort 2017 season for both sexes that created a mindboggling line-up.



Drawstring Jumpsuit Khanijo



Skinny Pants Kumal Rawal



Bermudas Narendra Kumar



Pyjamas Abraham &amp; Thakore



Palazzoes Vidhi Wadhvani



Baggy Shorts Sufiyan With Madame



Bell Bottoms Shweta Kapur



Cowled Pant Payal Singhal



Baggy Pants Swati Vijavargie



Cropped High Waist Pants Sayantan Sarkar



Cropped Layered Pants Vineet-Rahul



Cropped Pants Eka



Cropped Pants 11.11 Eleven Eleven

## WOMEN'S TRENDS

While trousers or pants have historically been in the men's wear category, it has been women's wear in this group that has outnumbered the many stylish innovations. For women the fabric choice is wide — right from linen, cotton, crepe to even chiffon, georgette, satin, net and lace. Prints and colours are an important factor as the former is numerous in designs and so is the latter, with the brightest hues being popular. What is a glittering addition is embroidery, which plays a major role in making the trousers or pants a very dazzling part of the women's wear wardrobe.

From skinny to medium width to flowing creations, trousers or pants for the fashionable women by designers are feminine, flirty and fancy. The palazzo are great favourites when it comes to casual or formal dressing and with the right kind of fabrics they look amazing. From flowing floor length versions by Vidhi Wadhvani to asymmetric ones from Amou by Jade it's an interesting formal look. Baggy pants or loose pants are a 'must' in every woman's wardrobe and the fabrics make all the difference. From solids to stripes, brands like Payal Singhal, Vrisa, Swati Vijavargie and Sufiyan by Madame Hall give the baggy look a designer touch.

When it's time for the retro look, then the 70's bell bottoms make a stylish appearance from Shweta Kapur and EKAM with or without drawstrings. Cowls do appear for blouses, skirts, gowns and dresses and now even for pants. The feminine cowls created by Payal Singhal and SVA for trousers add a glamorous look.

Cropped pants or capris are now firmly entrenched on the fashion scene. So there are high waist versions, layered options or just plain calf length styles from Sayantan Sarkar, Vineet-Rahul, EKA and 11.11/eleven.eleven, which offer them for casual, formal or even sporty wear.

If cowl pants are in, then can draped pants be far behind? EKAM and Nupur Kanoi have them in a variety of styles to suit each occasion. The orient also adds to the style of bottom wear in the form of harem pants, which have an elasticated ankle style. The latest craze is the low crotch pants that also has an oriental touch and designer Payal Singhal loves them but so does Sayantan Sarkar. A close relative of the palazzo are the patio pants, which have more volume with embellishments like the ones displayed by Sonal Varma's RaRa Avis label.

Of course the perennial classics are still the slim and narrow pants, which are feminine and look really sexy when crafted in solids or printed fabrics. Cargoes maybe a masculine style but women love them for the many pockets. The label Ritu Kumar has them this season. Another sporty look that has crept into casual fashion is the track or jogging pants since athleisure is a new category and it is great for relaxed dressing. Trousers have also added some interesting details to the silhouette like the blouson pants that bubble up at the ankles or the wrap-around-pants that bring a hint of the skirt to the parallels. Slit sleeves are the hot fashion trend for blouses so to balance them there are slit pants and they look really stylish with a flash of leg showing as the lady walks.

Tights or leggings are another version of pants or trousers but they are almost like a second skin. The salwar is the Indian answer to the pants and the blend of the two styles creates a third called the salwar pants. The length for the trousers or pants makes all the difference so if they are short then they get the conventional name shorts and if they are still shorter than they are termed as micro shorts which are popular in denims as well as assorted prints.

A jumpsuit is brought into the trouser category since it's a silhouette that the stylish women love. It's a great mix of a blouse and pants but as an onesie that is popular for workwear, casual, sporty or even elegant formal wear!



Draped Pants Payal Singhal



Gathered Pants Nupur Kanoi



Drawstring Bellbottoms Ekam



Harem Pants Payal Singhal



Low Crotch Pants Sayantan Sarkar



Patio Pants Rara Avis By Sonal Varma



Cargoes Ritu Kumar



Jumpsuit Soham Dave



Salwar Pants Payal Singhal



Bermudas Pero



Draped Pants Antar Agni



Jodhpuri Pants Tarun Tahiliani



Pyjamas Abraham & Thakore



Cuffed Baggy Pants Khanijo



Low Crotch Pants Antar Agni



Skinny Pants Narendra Kumar



Track Pants Narendra Kumar

## MEN'S WEAR OPTIONS

There is a variety of men's bottom wear that makes fashion news each season. From short to long and from fitted to fluid, the men's trouser and pant scene is quite vibrant and trendy. Colours too have moved away from the conventional black, grey, brown, navy and white to more bright tones of red, pink, green along with prints that could range from stripes, checks, florals and abstract choices.

When it comes to bermudas, there are many options in fabrics and detailing that designers like Narendra Kumar, Pero, 11.11/eleven.eleven offer. The cargoes belong to men even though women look great in them. The perfect cargoes are in khaki or camouflage fabrics for that rugged outdoor look. Baggy cuffed pants with tie-ups make a rare style statement from designer Gaurav Khanijo. What has taken the male trouser or pant scene by storm is the draped pant popularised by Antar Agni. The jumpsuit or boiler suit also appears for men with or without drawstrings from the Khanijo label.

Flowing palazzos look great on women but even the male dresser looks quite trendy when Rajesh Pratap Singh designs them in blue denim.

The front buttoned pant was popular decades ago till it was replaced by the zipper version but now it returns as a stylish detailing promoted by Gaurav Khanijo. Nothing beats a pair of Jodhpuri pants for formal wear when teamed with a classic bandhgala jacket. Tarun Tahiliani favours them for wedding trousseaux and even at times for casual wear.

The low crotch pants also appear in the male wardrobe and have been favoured consistently by Antar Agni for most of the men's bottom wear styles.

Pyjamas have been a traditional fashion for Indian men with kurtas through the ages but Abraham and Thakore label has revived them for the khadi look. Fitted skinny pants are part of the fashion scene along with structured jackets and kurtas says, designer Kunal Rawal and Narendra Kumar who adds them to their western and ethnic styles. For relaxed fashion, the track or jogging pants with elasticated ankles are a 'must have' for men's wear.





# soch<sup>®</sup>

www.soch.in



f /soch

Kurtis ♦ Sarees ♦ Salwar Suits ♦ Unstitched ♦ Kurti Suits

BANGALORE | NEW DELHI | MUMBAI | PUNE | CHENNAI | HYDERABAD | VIJAYAWADA | MANGALORE | MYSORE  
MANIPAL | HUBLI | BELGAUM | DHARWAD | GULBARGA | TUMKUR | COIMBATORE | SALEM | COCHIN | KANNUR  
CALICUT | VIZAG | GUNTUR | NELLORE | GOA | KOLHAPUR | LUCKNOW | KANPUR | BAREILLY | BHOPAL  
INDORE | PATNA | CUTTACK | BHUBANESHWAR | JAMSHEDPUR | RAIPUR



De Moza



Leggings, Fashion Bottoms, Tops and Inner Wear for Ladies and Kids

Bangalore | Chennai | Hyderabad | Vizag | Mumbai | Pondy | Pune | Tirupathi | Jaipur  
sales@demozastores.com | PH: +91 8880288188





# ► TECHNOSMART ◀

Launched by the mighty Raymond Textiles under its Champion Collection, Technosmart is the smartest fabric in the world with a unique combination of 4 innovative and smart features – UV protection, moisture management, smooth touch and easy care. It is an intelligent fabric which offers an outstanding fusion of fashion, technology and innovation and seamlessly caters to the need of smart professionals.

## BRAND UPDATE

Company Name.....  
**RAYMOND TEXTILES**  
 Total no of MBOs.....**975**  
 Total no of EBOs.....**575**  
 No of cities present in.....**150**  
 No of States present in.....**25**

### Objective of the Launch

Technosmart was launched with the sole idea of developing a fabric which can meet the needs of today's professionals. The idea of Technosmart revolved around the requirements of technologically advanced consumers who believe in being smart. Through rigorous research, Raymond Textiles identified all the functional and aesthetic requirements which were incorporated in one fabric providing a complete solution for the wearer. The technology was further mixed with comfort and fashion to innovate world class products that offer a mix of comfort, technology and style in one fabric.

### Target Consumer

Technosmart is for techno savvy consumers who believe in technology. The target group will include smart professionals, technology lovers and intelligent travelers.

### USP of the New fabric

Technosmart is very unique and innovative and is leagues ahead of any existing products. The USP of Technosmart is the unique fusion of distinct and opposite features like UV protection, moisture management, smooth touch and easy care in one fabric. It rightly addresses the requirement of modern consumers and enhances the comfort, style and performance of the end product.

### Marketing Initiatives

This collection had a grand launch in the market with strong marketing ads and campaigns. The ad was launched during the T20 World cup which received great appreciation and also helped in building a strong customer base. Also visual merchandising initiatives were taken to promote the brand in stores.

### Core Competency

Technosmart has changed the Raymond focus from product blends to product features. This product brought a new range of fabric which is smart and high in features. It offered a new mixture of innovative finish, re-engineering and new way of thinking. This entire new setup of smart technological fabrics created space for technology in textiles.





# FABRIC FUNDAS

## THE TROUSERING FABRIC MARKET IN INDIA

Style and color no doubt are the important attractions for any apparel line but it is ultimately the fabric that occupies the centre stage. And this applies to trousers as well. With trend for ready-mades gaining momentum, the USP for each brand rests with the fabric that is being put to use and at the price at which the finished product is sold.

-By Zainab S. Kazi with inputs from Gurbir Singh Gulati



***“We belong to the branded segment of fabric manufacturers. The total size of the market is around ₹3,000 crores out of which our share is around 7-8 percent.”***

**-G.M.Thapar,**  
Chief Operating Officer (Marketing),  
Donear Industries Ltd.



***“The shift from ready to stitch to ready to wear has impacted the OTC sale, which is declining every year by 6- 7 percent. In case of Mayur, OTC sales is 80 percent for consumers and 20 percent sales to readymade garment converters.***

**-Prabir Bandyopadhyay,**  
Business Head (LNJ Denim and Fabric  
Business), Mayur Suiting.



***“The tailor population has definitely decreased; government and industry should look at this very seriously as tailors form a huge entrepreneur base that ultimately contributes to the national GDP.”***

**-Ramesh Poddar,**  
Chairman and Managing Director, Siyaram Silk  
Mills Limited.

**D**rawing a comparison between the market for branded and unbranded fabrics in India, G.M.Thapar, Chief Operating Officer (Marketing), Donear Industries Ltd, shares, “In our calculation, there are 2 categories of fabric manufacturer – branded and unbranded. We belong to the branded segment, the total size of the market is around ₹3000 crores out of which our share is around 7-8 percent.”

Ramesh Poddar, Chairman and Managing Director, Siyaram Silk Mills Limited, adds on the market for branded and unbranded segment saying, “Fabric market in India is majorly dominated by the unorganized segment. Almost 75 to 80 percent of the production comes from the unorganized sector. There are only a few branded players in the segment. However, with increasing purchasing power and awareness of brands, the Indian consumer is shifting his choice towards branded. This has created tremendous scope for brands to grow.”

### OTC vs. Ready-made

On the discussion of the trend moving towards ready-mades, majority of the fabric manufacturers agree on the declining sales of fabrics being sold over the counter (OTC) in tier-I cities and towns. Tier -II and -III cities and town still see a momentum with regards to sale of fabrics. Poddar shares, “Today, fabric sales in the OTC segment are heavily dependent on the tailor population in a particular area. We have regularly seen MBOs/EBOs who offer tailoring services as an option are growing faster than their peers who do not offer such services. On the whole, the tailor population has definitely decreased; government and industry should look at this very seriously as tailors form a huge entrepreneur base that ultimately contributes to the national GDP. The one way to bring back this sector is to revive the demand for tailors. In Siyaram, we make it mandatory for our EBOs to have their own tailors. We are also looking at other ways and means to revive this sector.” Prabir Bandyopadhyay (Banerjee), Business Head (LNJ Denim and Fabric Business), RSWM Limited Brand, Mayur Suiting, shares, “The





***“Our OTC segment is 15 percent with regards to overall trouser fabric sales. In the India market, OTC trouser sales percentage is substantial as mainly mid segment synthetic base fabrics are sold in tier -II and tier -III cities in OTC.”***

**-R.C.Panwar,**  
Joint President-Marketing,  
Century Textiles



***“The North prefers design fabrics whereas the South prefers plain. At present, mainly plain sorts are in trend and now we feel that it will be converted into solid checks and doobby designs. Plain fabric is still moving fast in the economy segment.”***

**-Pranal Modani,**  
Chief - Business Development,  
Sangam (India) Limited.

shift from ready to stitch to ready to wear has impacted the OTC sale, which is declining every year by 6 - 7 percent.”

Thapar does not sound too pleased with the trend of ready-mades overtaking the art of tailoring. He strongly suggests that the art of tailoring needs to be preserved and the textile industry as a whole should pressurize the government in opening state-of-the-art colleges where proper training is provided to aspiring students on the model of ITI, etc.

Sharing the ratio of OTC sales to customers versus sales to ready-made garments manufacturer/convertors, Bandyopadhyay (Banerjee) shares, “In case of Mayur, OTC sales is 80 percent for consumers and 20 percent sales to readymade garment convertors.”  
R.C.Panwar, Joint President-Marketing,

Century Textiles, talks about the trend observed with their brand, “Our OTC segment is 15 percent with regards to overall trouser fabric sales. In the Indian market, OTC trouser sales percentage is substantial as mainly mid segment synthetic base fabrics are sold in tier -II and tier -III cities in OTC.”

#### **The Break-up**

Citing the consumption of fabric for formal vs. semi casual and semi formals, Bandyopadhyay (Banerjee) reveals, “At Mayur Suiting, casual comprises 60 percent, formal is 20 percent and semi casual/semi formal is also 20 percent.” Talking about Donear, Thapar shares, “For us, the approximate percentage are as follows – casual (other than denim) is 20 percent, formal is 40 percent and semi



***“India too has caught on the trend of linen trousers which is growing and increasing in demand every year. The trend showcase that there will be more experimentation with colors and sharpness of linen fabric in men’s trousers.”***

**-Atul Agarwal,**  
Vrijesh Natural Fibre and  
Fabrics (I) P Ltd



***Knit trousers in wool blends are one of the emerging trends of the future. Consumers soon will focus more on technical features and buy more performance fabric as compared to a regular one.***

**-Ram Bhatnagar,**  
President and Head - Sales and Distribution,  
Textile Business, Raymond Limited.

causal is 20 percent.” According to R.C. Panwar, at Century Textiles, the formal trouser market is 65 percent while the casual wear trousers market stands at 35 percent.

#### **Fabric Movement**

Talking about the dynamics of fabric, Bandyopadhyay (Banerjee) points out the momentum of Terry Rayon (TR)

fabric and Poly Viscose (PV) fabric. Thapar is of the opinion that the fast moving trouser fabrics in India, other than denim are PV blended fabrics. Poddar shares an elaborative response stating, “India has a varied taste across its length and breadth. Each area has different requirements at different times of the year. As a thumb rule we are seeing better and unique finishes like Chintz, Feather Touch, Moisture management, etc., getting more demand. Also, unique blends like 100 percent Giza, Lycra enhanced fabric, etc., are seeing an upward trend. In terms of designs we in India need to constantly stay on our toes to get the best fashion to the market at the earliest. Here, retailers and customers are more open to trying out new fashion and design concepts.” Talking about trends that would emerge, he further adds, “Self doobby/structured weave and check designs has already peeped in the trend.”

Linen, considered to be the king of fabrics, too has a huge fan following. Talking about this, Atul Agarwal, Director, Vrijesh Natural Fibre and Fabrics (I) P Ltd, shares, “Linen is in vogue and experimentation. India too has caught on the trend of

linen trousers which is growing and increasing in demand every year. Trends showcase that there will be more experimentation with colors and sharpness of linen fabric in men’s trousers.” According to Pranal Modani, Chief - Business Development, Sangam (India) Limited, cotton and denims remain an evergreen choice. Thapar shares his take saying, “In our view very sophisticated designs in checks as well as entirely different and bright shades will be in vogue in the coming period, like turquoise blue, orange, mustard, khakis, etc.”

Ram Bhatnagar, President and Head — Sales and Distribution, Textile Business, Raymond Limited, shares, “Knit trousers in wool blends are one of the emerging trends of the future. It is likely that consumers will focus more on technical features and buy more performance fabric as compared to a regular one. With changing lifestyle and demographics, the fabric choice is also becoming diversified. Sporty look poly wool trousering fabrics and casual cotton trousering are expected to be in trend in nearby future.”



According to Panwar, the emerging trend would have a lot of high stretch fabrics, blended fabrics, various dobby weaves, high pick/high density stretch fabrics, fabrics with technical/specialized finishes and organic fabrics.

### Taste Trails

India, being a country with a complex mix of population, regional choices play an important part in the taste and acceptance of different products from different categories. Brands more often than not go through a tough time catering to a varied mix of target audience. Bandopadhyay (Banerjee) shares, “In formal wear, trends do change with colors and blends only, different region have different taste of colors. States like Punjab and Gujarat have a bright and fancy taste of colors in comparison with other states.”

Modani adds, “The North prefers design fabrics whereas the South prefers plain. At present, mainly plain sorts are in trend and now we feel that it will be converted into solid checks and dobby designs. The plain fabric is still moving fast in economy segment.” According to Thapar, trouser trends keep on changing and in trousering fabrics, TR type of fabrics is preferred in North/East, whereas heavier twills and matty fabrics are more popular in South. He elaborates, “In Tamil Nadu, plain fabrics are more in demand whereas in very fashion conscious market of Gujarat, Delhi, Punjab, checks are very much in demand.” Bhatnagar talks about the latest trends and their acceptance region wise, “The latest trend in trousering fabrics are denim fabrics, functional fabrics with features like technosmart, technofresh, wool blended fabrics in checks and micro patterns and cotton trousering fabrics. These trends do vary from region to region in the Indian market. For example, all wool and wool rich fabrics with check designs are in high



***“In last 3 years, demand of stretch fabrics has grown by more than 80 percent. New colours are also in vogue. Also, in certain regions, the demand for superior quality and technical finishes is also increasing.”***

**-R.K.Dalmia,**  
Senior President, Century Textiles and Industries.

demand in north India whereas poly-wool trousering fabrics with micro designs are preferred more in South India.” Poddar reveals the taste seen in West Bengal as against the other regions, “West Bengal today still likes stripes while the rest of India is moving towards checks.”

The demand for stretch fabric for trousers is growing and this is because of the growing need to wear fitted yet comfortable clothing. R.K.Dalmia, Senior President, Century Textiles and Industries, highlights the growth in demand for stretchable fabrics, “In last 3 years, demand of stretch fabrics has grown by more than 80 percent. Irrespective of any region, this trend is very promising as it is underpinned by unmatched comfort and fit. New colors are also in vogue. Also, in certain regions, the demand for superior quality and technical finishes is also increasing.”

### Price Penetration

According to Bandopadhyay (Banerjee), the popular segment comprises of fabrics for in the range of ₹250 to ₹500 per meter. This is followed by the premium segment that is between ₹500 to ₹2000 per meter. Thapar elaborates, “In the trousering fabric market, there are the following

ranges — the fabrics from un-organised sector like Bhilwara that are anywhere between ₹60 to ₹150 per meter, cotton fabrics from centres like Ahmedabad that would be between ₹150 to ₹250 per meter, blended suiting fabrics from the composite branded segment that would be between ₹150 to ₹800 per meter to branded cotton trousering fabrics that range from ₹200 to ₹800 per meter.” The mid economical range is what occupies the highest market share according to Dalmia with a whopping 65 percent, followed by the high end that is 20 percent and the low range that has the remaining market share of 15 percent.

### Road Ahead

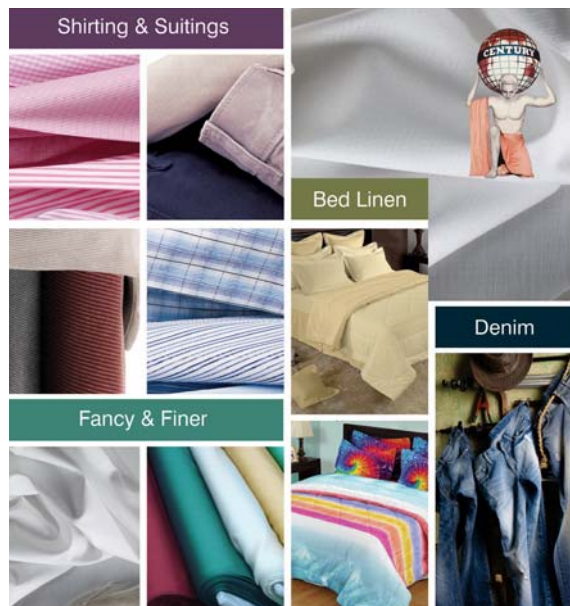
On a concluding note, Poddar minces no words when he says that the need of the hour is to bring in some restraint in the fluctuation of raw material pricing. This, according to him would be a roadblock in the growth of the market in India. “Fluctuations in raw material prices severely affect the competitiveness of textiles in export and the local markets. There are cheaper options available in the global market especially from countries like Ethiopia, Vietnam and Bangladesh. We tend to lose market to them. The domestic market is also price sensitive hence ingredient price fluctuations affect players in the value chain. As long as the prices are moving in a particular direction it is beneficial for the entire chain, excessive fluctuations cause unnecessary hardships in an already hyper competitive market,” he adds. But then, he sounds optimistic about the future when he says, “The Indian textile industry is one of the largest industries in the world. In view of the on-going favorable situation of the Indian textile industry, along with various policy supports both from Union and State Governments, the country is expected to see new investment with better technology in the whole value chain in the next five years, which is also ecologically sustainable.”





# >BIRLA CENTURY<

## The latest fashion fabrics



### About the Company

Birla Century is a part of Century Textiles And Industries Limited, Mumbai, a B.K Birla Group of Companies, was incorporated in the year 1897 and until 1951, had only one industrial unit - that of Cotton Textile Mills. Since then, the company had made rapid progress in widely diversified fields including high quality cotton textiles, yarn and denims, viscose filament, rayon yarns, tyre records, caustic soda, sulphuric acid, salt, cement, pulp and paper and real estate.

### Product Portfolio

Mainly into cotton/lycra focused on specialized products with fine count varieties.

### Manufacturing Setup and Production Capacity

Birla Century is a Greenfield project with a state-of-the-art, ultramodern textile production facility at Bharuch in the state of Gujarat, with an investment of US\$ 190 million. It produces 40 million meters annually, divided into various categories like apparel shirting fabrics, bed linen wider width fabrics and bottom weight fabrics.

### Expansion Plans

At the moment, the company has no expansion plans on the cards. The company would focus on tuning their existing infrastructure for quality and productivity.

**Latest Innovations:** Currently working on various blends like linen, viscose, modal, etc., and on herbal dyes, organic products and with specialized finishes like anti microbial, easy to iron, moisture management, etc.

**Marketing & Distribution setup:** The company has a separate market channel for product categories like wider width segment and narrow width segment. They are marketing its products through brands, retailers and distributors from their head offices located in Mumbai.

**Company's clientele:** In India, the company supplies fabrics to leading brands such as Madura Garments (Louise Philippe, Van Husain, Allen Solly etc.), Arvind brands (Arrow), Blackberry etc.



### BRAND UPDATE

Countries exporting to..... THROUGH DISTRIBUTORS CHANNEL MORE THAN 100

Multi Brand Outlets (MBO's)..... OUR PRODUCTION IS LIMITED AND REALIZATION IS BETTER IN DOMESTIC MARKET. AS SUCH WE ARE MAINLY FOCUSING IN DOMESTIC MARKET. ALSO SELLING TO READYMADE GARMENT EXPORTERS FOR EXPORTS OF GARMENT TO USA, EUROPE ETC.

Exclusive Brand Outlets (EBO's)..... 2

No of cities present in..... ACROSS INDIA THROUGH DISTRIBUTORS, WHOLESALERS AND SEMI-WHOLESALERS

No of states present in..... PAN INDIA



# > DONEAR <

## Widest collection of fabrics

### **About the Company**

Donear Industries was incorporated in the year 1979 by its Chairman, Vishwanath Agarwal. He was joined by his sons in the year 1984 onwards and the company came out with its first advertising campaign in the year 1993-94. The company had a turnover of around ₹20 crores in the year 1994. Today, it has a mix of multibrand/ multi outlet/pan India integrated and composite plants having a turnover above ₹600 crores. The company has got its manufacturing facilities at Silvassa and Surat.

The company promoters include Vishwanath Agarwal, Chairman, Rajendra Agarwal, Managing Director and Ajay Agarwal, the Executive Director.

### **Product Portfolio**

The company is now the manufacturer of virtually all kinds of fabrics specially in the men's category including polyester viscose, 100 percent polyester, 100 percent cotton in shirting and bottom weight, linen, cotton-linen, cotton- lycra, PV lycra, TR, jacquard, PC shirting and 100 percent yarn dyed bottom weight fabrics.

The company is also known in the market for its offerings in 100 percent cotton shirtings, Donear & Donear Royal Classico brands of PV suiting, TR suiting in Donear & Donear Royal Classico brands, etc.



## BRAND UPDATE

Total no of stores.....APPROX. 50,000

Countries exporting to.....  
LATIN AMERICA, MIDDLE EAST, FAR  
EAST, EUROPE, BANGLADESH, NEPAL,  
ETC.

Multi Brand Outlets (MBOs).....  
APPROX.30,000/-

Exclusive Brand Outlets (EBOs).....  
APPROX. 200

Shop-in Shops (SIS's).....  
APPROX. 5,000-

Total space occupied by MBOs and SISs  
20 SQ.FT TO 300 SQ.FT

No of cities present in.....ALL TIER -I, -II,  
-III, AND -IV CITIES

No of states present in.....PAN INDIA

### Manufacturing Setup and Production Capacities

The company has a manufacturing capacity of approx. 45 lakh meters per month and is equipped with the latest Sulzer projectiles, Toyoda airjetd, and Nissan waterjet machines as well as the latest finishing equipment like KD, Formula 1 and liquid amonia machines. Donear is also equipped with state-of-art integrated yarn dyeing machines, capable of handling all blends. The company may choose to increase its weaving capacity in waterjet, airjet, weaving machines as well as in dyeing and furnishing by 4-5 lac meters per month.

### Trouser Fabric Brands and Positioning

The company's trouser fabric brands are Donear, Donear Royal Classico, Ferroni Mizzoni, Vestito, Eurico, Cottonova, Cyro, etc. The company claims Donear and Donear Royal Classico brands are amongst the top selling 5 or 6 brands in the market; and in they cotton amongst the top 3 or 4 fabric brands.

### Latest Innovations

Donear is known in the market for introducing best quality TR fabrics, innovative brands of fabrics for readymade garments and 100 percent cotton fabrics in Giza Cotton in both shirting and in bottom weight.

### Marketing & Distribution

The company is primarily operating by appointing agents in all major markets and has distributors who supply to various retail counters in their areas.

### Company's Clientele

The company is supplying its fabrics to all the major retail counters like Babubhai Jagjivandas, Jai Hind Stores, Pune, etc. Major men's wear brand clients include, Wills Lifestyle, Madura Garments, Turtle, etc.



# >LINEN FIESTA<

## Specialist in weaving linen

### About the Company

Vrijesh Natural Fibre & Fabrics is a group company which is 40 years old. It started from silk fabric and over the years has developed a niche with linen with a domestic brand name Linen Fiesta. The company has a strong background of weaving linen over 20 years mainly for exports.

Linen Fiesta is acclaimed by European Flax, which is a quality mark given by CLC, a European body which controls all the linen fiber production in the EU. This certifies that the best West European Flax fiber is used in Linen Fiesta fabrics. The company is amongst the second one to hold the European Flax mark.

Linen Fiesta sells mainly to over the counter retail stores who sell fabric by the meter. The brand is planning its next step to add shirts. The company has already started to develop ready to wear shirts with their linen fabric. Today there are outsourcing its stitching but they are going to set up their own shirt making factory in the near future. The company came across this idea when they saw many of its premium customers who like linen fabric but do not want to get into the hassle of stitching. It's a convenience factor for these elite customers who have a trust on Linen Fiesta fabric and would be delighted to wear its readymade shirts. The domestic turnover of the company is 45 crores. They are looking at increasing its present turnover by 15 percent by the next financial year.

### Product Portfolio

The product basket consists of mainly 100 percent linen under the Linen Fiesta brand. The company lists the bright coloured plaids in linen as the best selling fabrics. The brand makes super fine linen fabrics from 150 lee and across

all count ranges. They also make blends of linen-modal, linen-cotton.

### Manufacturing Setup and Production Capacity

The company has its manufacturing units in Vapi where it has complete state of the art Somet Looms. The unit has a capacity of producing 2.5million meters of fabric per annum.

### Trouser Fabric Brands and Positioning:

Trouser fabrics are also 100 percent Linen and emphasis is on finer counts and brighter colors.

### Latest Innovations

The company's latest innovation includes Melange Linens.

### Marketing & Distribution

The company has a robust dealer network across 12 states selling to fabric retailers under the Linen Fiesta brand and directly to major apparel brands in the country.

Geographically, Vrijesh Natural Fibre & Fabrics is very well covered in the domestic market. Since they are launching themselves in ready to wear shirts, they would soon be experimenting with all the markets which have not explored.

### Company's Clientele

Linen Fiesta follows international quality standards as they are in exports and supply to lot of customers like Zara, Tommy Hilfinger, Polo Ralph Lauren, J Crew, etc. The company has a larger share in exports than its domestic supplies.



## BRAND UPDATE

Total no of stores.....  
OVER 300 IN INDIA.

Countries exporting to.....  
US AND EEC

Multi Brand Outlets (MBOs).....  
50 PLUS

Exclusive Brand Outlets  
(EBOs)..... 1

No of cities present in..... 50

No of states present in..... 12

# >PANAM<

## Leading with innovation

### About the Company

Panam was established in the year 1981 with the name of Mahavir Trading Company which registered a brand name under Panam. Starting from presence in local market with the turnover of merely ₹30,000, the company now has its presence all over India with a turnover of ₹60 crore approx. The company is ISO 2009 certified.

The promoters of the Company are Ramesh K. Sheth and Ankit R. Sheth. Ramesh K. Sheth is the founder of Mahavir Trading Company and the man behind all success and achievements of the company. He has experience of more than 40 years in this industry. He is also the President of Ahmedabad Fabrics Manufacturing Association (AFMA). He is also the Committee member of Maskati Cloth Market Association at Ahmedabad. His is also in the Managing Committee of Gujarat Chambers of Commerce & Industry. He is associated with many more charitable institutions and social activities.

Ankit R. Sheth is a young entrepreneur and with his young business abilities, he has successfully expanded the business in the other parts of the country. He has experience of more than 12 years in this industry. He has played a great role in the expansion of the business all over India. He has established network with many popular brands across India.

### Product Portfolio

Panam is manufacturing cotton suiting fabrics, blends and counts. The company has their research team who, with their expertise, makes a perfect combination of blends and counts ensuring the quality of the fabric. The brand makes different



kind of fabrics which is also pocket friendly and according to the trend.

### Manufacturing Setup Production Capacities

The company has its proper dispatch set-up in Narol, Ahmedabad. With a continuous increase in turnover, the company plans a backward or forward expansion by starting new divisions and business for future growth. The company with its planning and expansion will reach the mark of 100 crores turnover in the span of 2 to 3 years.

### Trouser Fabric Brands Positioning

The company offers quality trouser fabrics in the brand name of Panam. One of the pioneer manufacturers of the Ahmedabad trouser market, the brand is positioned in the premium wear segment which offers classic trousers inviting styles to the global Indian.

Panam has been constantly reinventing itself by successfully addressing the changing needs of the consumer. The brand launches new style of fabrics in order to shed its old image and target the young entrepreneurs who were emerging in the booming IT era.

Panam has its presence not only in the state of Gujarat but also in Delhi, Karnataka, Madhyapradesh, Arunachal Pradesh, Uttar Pradesh, Maharashtra, Punjab, Tamil Nadu, etc.

### Latest Innovations

The company has always been synonymous with innovation. Print and innovative dyed cotton fabric is an upcoming trend and the company has already started its focus on the same for the summer 2018.

### Marketing & Distribution

Mahavir Trading has its dedicated agents all over India who advertise and market the brand and its fabrics to the customers of their region. They also provide any after sales service to the customers as needed. The company manufactures new designs and sends the samples of the same to the agents or customers.

### Company's Clientele

The company's clientel encompasses some of the most reknowned names from the Indian apparel sector including Twills, Killer, Otto, Blue Buddha, Tiber, Citrus, Cool Colours, Afox, Mufti, Cantabil, etc.



# >MAYUR SUITINGS<

**A name that speaks  
of its legacy**

## **About the Company**

Mayur Suitings offer classic fabrics in a wide range of fibre blends at an affordable price. These quality fabrics are available for export as well as for OTC and RMG customers.

RSWM Ltd, a ₹3,500 crores turnover company, is the flagship company of LNJ Bhilwara Group. The LNJ Bhilwara group has diverse business interests ranging from textiles, graphite to power projects. The company prides itself as a fashion innovator in this already crowded market place. The company produces over 12 lakh meters of fabric every month and is consolidating its position as an integrated fabric manufacturing company having end to end production capabilities.

## **Product Portfolio**

The brand's comprehensive product mix covers classic formal wear for both men and women, which includes poly viscose, poly wool, blends with Tencel and Lycra, all available in several yarn counts and weights. Some more exciting innovations are accentuated by an array of blends in new finishes, including poly/viscose/silk, poly/wool/silk, poly/wool/lycra, poly/viscose/linen and poly/viscose cationic dyed, soya protein/bamboo and functional fabric.

RSWM offers performance fabric like high wicking, cool comfort, anti-bacterial, anti-static, odour preventive, biodegradable and energy fabric, etc. The company also offers casual, formal, wool worsted fabrics for apparel, and high-performance industrial clothing with flame retardant and anti-bacterial finishes. The company owns Mayur and many more brands in the portfolio.





## BRAND UPDATE

Total no of stores.....  
5,000 RETAILERS ACROSS INDIA.

Countries exporting to.....OVER 30  
COUNTRIES INCLUDING THE USA, UK,  
ITALY, FRANCE, JAPAN, MIDDLE EAST,  
FAR EAST, SOUTH AMERICA AND SOUTH  
AFRICA.

Multi Brand Outlets (MBOs)..... 1,500

Exclusive Brand Outlets (EBOs)..... 6

Shop-in Shops (SISs).....3,500

Total space occupied by MBOs and SISs in  
sq feet..... 1 LAKH SQ.FT. (APPROX.)

No of cities present in:.....  
ACROSS INDIA.

No of states present in..... ALL STATES.

### Trouser Fabric Brands and Positioning

The brand targets the middle, upper middle and the lower middle class. In branded poly-viscose suiting, Mayur's position is 4th in India.

### Manufacturing Setup and Production Capacities:

The company has 154 looms with a fabric weaving capacity of over 15 million meters annually. The unit has a fabric processing capacity of over 24 million meters annually. The plant is situated at LNJ Nagar, Mordi, Banswara, Rajasthan.

### Latest Innovations

The company has launched a luxury suiting's and shirting's fabric brand Cannello. Cannello is focused towards the premium segment targeting the elite customers. It contains the flavor of fashion and style. It aims to meet the desires of dignified and fashionable consumers. The new brand aspires to acquire over 10 percent of the total market share in this premium fabrics segment in the next three years.

The company has its consistent focus on cutting edge research and technology which has resulted in pioneering new products that will set a new benchmark in the Indian fashion industry.

The company is also introducing a new product line in the name of "Verona" which includes cotton, poly cotton, TRW, poly linen, 100 percent wool and 100 percent linen to enhance its presence in the premium segment.

### Marketing & Distribution

At present, Mayur Suiting is sold in all the 29 states and 7 union territories through 36 agents and 140 wholesale dealers. Mayur is also having 5,000 retailers and stockists including 1,500 authorised retail counters. With the new products, designs and attractive marketing tools, Mayur has been delivering the best to meet the ever-growing demands of the clothing and fashion industry, in the domestic as well as the international markets.

### Company's Clientele

Mayur Fabrics collection is used by the Indian Navy, Delhi Police, Ordnance factory, ITC, Vedanta group and so many educational institutions. The brand has some a strong clientele of the world's leading fashion brands as well, including Kenneth Cole, Marks & Spencer, Perry Ellis, Ann Taylor, Mosaco, H&M, etc.



# IRF

INDIA RETAIL FORUM

POWERED BY  
**mapic**

**INDIA OMNICHANNEL FORUM 2017**  
Where Retail Meets the Technology of Possibilities



### *The Finest Intelligence Network for Retail in India*

IRF 2017 endorses India's status as possibly the planet's most exciting marketplace, and empowers retailers and retail support companies with rich insights, innovation and market-ahead ideas that can enable sustainable and profitable growth. Alongside will be tailored networking opportunities, products and concepts that are driving India's surge as the world's favoured destination for global retailers and consumer brands. IRF 2017 is India's most advanced retail intelligence network to innovate your business, expand your territorial reach and create some unconventional business models in the world's fastest growing major market.



### *Relevant Retailing for Indian Retail*

Seamless shopping and fulfilment experiences are the new mantras of Retail. Showcase projects that can help retailers create the best experience to meet consumers' needs and capture their hearts, minds and ultimately, their wallets. Enriching the overall quality of retail experience through customer engagement, Multichannel / Omnichannel and emerging technology is the vision of India Omnichannel Forum 2016.

THE GREAT INDIAN  
**RETAIL  
SAFARI**

#### FOR MORE INFORMATION

Anjali Sondhi : +91-9810204297  
anjalisondhi@imagesgroup.in

Bhavesh Pitroda : +91-9867355551  
bhaveshpitroda@imagesgroup.in

#### FOR EXHIBITOR ENQUIRIES

North: Vineet Chadha  
+91-9350897807  
vineetchadha@imagesgroup.in

East: Piyali Roy Oberoi  
+91-9831171388  
piyalioberoi@imagesgroup.in

South: Suvir Jaggi  
+91-9611127470  
suvirjaggi@imagesgroup.in

West: Bindu Pillai  
+91-9820324063  
bindupillai@imagesgroup.in

West: Waseem Ahmad  
+91-9833628852  
waseemahmad@imagesgroup.in

**FOR DELEGATE REGISTRATION**  
Sarika Gautam : +91-9717544226  
sarikagautam@imagesgroup.in



ATMOMOBILE



# BLOCK YOUR DATES!

## JOIN THE REVOLUTION

### TO CREATE THE WORLD'S LARGEST DEMOCRACY OF RETAIL

19-20 September, 2017  
Renaissance Hotel, Mumbai, INDIA

We are changing India's Retail Landscape right here.  
Are you onboard?

## BOOK YOUR SPOT NOW!

[www.indiaretailforum.in](http://www.indiaretailforum.in)

## EXHIBIT EXPLORE EXCHANGE

Join the wide array of product and service suppliers that support the expansion of physical and digital retail in India, including path-breaking technologies, store design, retail real estate and retail support tools. If you have an idea or innovation that can transform customer experiences and retail formats, IRF 2017 is where you need to be, to connect with your biggest potential customers.

2000+ DELEGATES  
750+ PARTICIPATING COMPANIES  
175+ INDUSTRY EXPERTS  
100+ INNOVATIVE EXHIBITORS



Supported By



Omnichannel Partner



THOUGHT  
LEADERSHIP



Charity of Choice



Official Media Partners



Online  
Media Partner



International  
Media Partner



# >SANGAM<

## Driven by excellence and customer satisfaction

### About the Company

Born of humble beginnings in the year 1984, the group today is a business giant with over 10,000 employees.

The group has more than 2,00,000 spindles and 3,000 rotors for producing PV dyed yarn, cotton and OE yarn with an enviable reputation for quality, which is underlined by its ISO 9001:2008 certification. The group is the largest producer of PV dyed yarn in Asia at single location. The Group is a forerunner in manufacturing ready to stitch fabric with the annual capacity to produce 30 million meters of fabric and 40 million meters of denim.

Charting a steady growth path, Sangam Group has diversified into infrastructure, power, steel and recently the seamless garment industry. The group has introduced seamless garment manufacturing facility with 36 seamless knitting machine with capacity to produce 3.6 million pieces per annum.

### Product Portfolio

Sangam is making bottom wear fabrics specially polyeter viscose blends, ployester viscose linen, polyester cotton, 100 percent cotton and cotton stretch.

### Manufacturing Setup and Production Capacity

The company's weaving capacity approx 300 meters lakhs per annum and the processing capacity is approx. 550 lakh meters per annum.

### Latest Innovations

The Sangam groups latest innovations include HT fine count PV blends, cationic blended fabrics, cotton linen, power stretch and self stretch fabrics.

### Marketing & Distribution

The company is having a fabric selling distribution setup covered through various agents and whole sellers. It also supplies to some of the leading garment manufacturer in the country.

### Company's clientele

The company's client list includes Bhawar & Co, P.Nihal Chand &Co,Vikram Tex, Aaka Tex, R.K.Rnterprises, Trithon, Casimir Nabila, Samtex, Lanier, and M&S.



### BRAND UPDATE

Total no of stores.....  
APPROX 5,000 ACROSS INDIA

Countries exporting to.....  
28 COUNTRIES

Multi Brand Outlets (MBOs).....5,000

No of cities present in.....  
300 PLUS CITIES & TOWNS.

No of states present in.....20 PLUS





**iff** INDIA  
FASHION  
FORUM  
2017



**CUSTOMER  
EXPERIENCE  
FORUM**

// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

- CONFERENCE • EXHIBITION • AWARDS
- KNOWLEDGE SERIES • NETWORKING
- TEXTILE TRENDS • INDIA BRAND SHOW



**Suresh. J**  
Chairman, IFF 2017  
Managing Director & CEO  
Arvind Lifestyle Brands Limited

► We are on the supply side of the enormous opening that modern India today presents. It's time to make it count. ◀

# HOW MANY REASONS DO YOU NEED TO BE AT INDIA'S LARGEST FASHION RETAIL INTELLIGENCE EVENT OF 2017?

1500+

DELEGATES

700+

COMPANIES REPRESENTED

120+

SPEAKERS

100+

EXHIBITORS



## // WHY PARTNER?

IFF offers immense and tailorable opportunities to position your brand values to a very select, focussed audience. An association with the IFF, India's premier fashion business forum, carries direct leadership implications. It is the perfect business platform to reinforce your branding, cement positioning as a leader, and optimise visibility and strategic connections as per your organisation's goals and interests.



## // WHY EXHIBIT?

IFF has been the preferred port of arrival for most international players seeking to connect with the Indian fashion industry, as well as the launchpad of Indian players seeking immediate pan-India visibility.

As an Exhibitor, you can choose to showcase your idea, space, brand, product, or service to prospective clients, partners and investors. With fashion retailers, channel partners and investors as the main audience, IFF is a not-to-be-missed exhibiting opportunity for any business engaged in any of the functions in the fashion retail value chain.



## // WHY ATTEND?

Technology and consumer behaviour are speeding up changes in fashion on a daily basis today and no single company or brand can keep up with all the information needed to manage that change. IFF, where every component of the fashion retail value chain – from ideas, innovations, products, ingredients, technology to strategies and knowledge – is showcased, is India's most powerful meeting to discover where the fashion market is moving and how stakeholders are innovating.

**YOUR ACCESS**

**FUTURE**

**FASHION**

**TO THE**

**OF**

**A**

### // ANALYTICAL FASHION

Embedding the practice of analysing in not just operations, but also the world around you – including consumers, social influencers, the supply chain and trends – is critical for any fashion business. The fashion industry has to be driven completely by analysis, not by gut feel.

**B:**

### // BUY NOW, SELL NOW

The Indian fashion industry typically has had very long cycles. In order to cater to the 'see now, buy now' generation, fashion businesses need to be much more responsive and learn to turn around products much faster, compared to the usual cycle times.

**C:**

### // COMPLIANT TRADE

Demonetisation has led to a higher degree of compliance in the fashion supply chain in India. In the future, transparency in trade practices will need to be combined with social compliance and environmental compliance, all of which are critical for the growth of sustainable fashion businesses.

**D:**

### // DIGITAL RETAIL

Be it from a physical store or on an analytics driven online platform, fashion brands need to present themselves seamlessly to consumers on all sales channels. Technology is the biggest ally in the battle to meet the expectations of the digitally-powered fashion consumer.



[www.indiafashionforum.in](http://www.indiafashionforum.in)

# IFF INDIA FASHION FORUM 2017



// 12-13 APRIL, 2017 RENAISSANCE HOTEL, MUMBAI, INDIA

// Supported By



// Fashion Partner

// Fashioning the Future of Retail

// Womenswear Partner



// Supply Chain Partner

// Omnichannel Partner

// Roundtable Partner

THOUGHT LEADERSHIP  
Case Studies • Discussions • Networking



// Charity of Choice

// Media Partners



## FOR PARTNERSHIP & ASSOCIATION

### INDIA FASHION FORUM

Santosh Menezes, +91 9820371767  
santoshmenezes@imagesgroup.in

#### NORTH INDIA:

Shivani Lorai, +91 9811511038  
shivaniilorai@imagesgroup.in

#### WEST INDIA:

Radhika George, +91 9833446767  
radhikageorge@imagesgroup.in

### FOR DELEGATE ENQUIRIES

Sarika Gautam, +91 9717544226 | sarikagautam@imagesgroup.in

### CUSTOMER EXPERIENCE FORUM

Bhavesh Pitroda, +91 9867355551  
bhaveshpitroda@imagesgroup.in

#### SOUTH INDIA:

Suvir Jaggi, +91 9611127470  
suvirjaggi@imagesgroup.in

#### EAST INDIA:

Piyali Oberoi, +91 9831171388  
piyalioberoi@imagesgroup.in

**IMAGES**  
GROUP.IN

**IMAGES MULTIMEDIA PVT. LTD.**  
CIN: U22122DL2003PTC120097

Registered Office:

S-21, Okhla Industrial Area  
Phase - II, New Delhi - 110020

Ph: +91-11-40525000

Fax: +91-11-40525001

Email: info@imagesgroup.in

Website: www.imagesgroup.in

**NEXT ISSUE: IFF SPECIAL ISSUE**

**IMAGES APRIL 2017**

**BUSINESS OF FASHION**



# MEET THE MASTERS

**VISION AND VIEWS OF FASHION THOUGHT LEADERS**

India is poised for great growth. This growth will uplift the standards of living of the people of the country, and it is a globally and historically proven phenomenon that **fashion** is the first sector that most visibly showcases the improvement in living standards of a nation. Indeed, we sit at the cusp of a fashion revolution in India.

As per the research leaders, the domestic apparel market is expected to nearly triple from approximately `2.73 lakh crores now to `7.36 lakh crores by the year 2025.

With such booming indicators projecting great days for the fashion market, it is also our conviction that it is our **greatest fashion leaders** who will take the lead in driving the market to its full potential. It will be a small, select group of visionary leaders.

**In a special feature in the April 2017 issue of Images BoF we will pick the minds of these Masters of The Game—the club of fashion stalwarts that we are betting our monies upon.**

We hope that this special issue which will be present at the India Fashion Forum would be priceless in **inspiring** and **shaping** the fashion sector of the country.

Also, the issue we will present a special feature on the **Global Brands that entered India** in FY '16-17. Also, our preview take on the agenda of the **IFF'17 Mega Fashion Conference**. Also, checkout the Sportswear International section that lists some gems from the 2017 list of the A to Z of fashion.

**TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:**

**BUSINESS HEAD:** Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

**FASHION RETAIL ADVERTISERS**

**NORTH:** Shivani Lorai, +91 9811511038, shivanilorai@imagesgroup.in

Jatin Nehra, +91 7042671306, jatinnehra@imagesgroup.in

**EAST:** Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

**WEST:** Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

**GUJARAT:** Sunil Vadadoria, +91-9730475021, sunil vadadoria@imagesgroup.in

**SOUTH:** Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

**LUDHIANA:** Dhiraj Prabhakar +91 9814604963, dhirajprabhakar@imagesgroup.in

# >SIYARAM<

## A powerhouse for fabrics

### About the Company

For over three decades, Siyaram Silk Mills Ltd. has been catering to the aspirations of young India by making contemporary fashion accessible to the masses. Siyaram's unparalleled network of over 1,50,000 retail outlets makes it one of the few brands that appeals to both urban and rural India. Its flagship brands include Siyaram's, J.Hampstead, Mistair, Royale Linen, Moretti, Miniature, Siyaram's MSD and Oxemberg and the recently launched Cadini which is a Global Venture of Siyaram's. Today, Siyaram's is one of the largest producers and marketers of innovative blended suiting and shirting. Producing over sixty million meters of fabrics annually, the company has always tapped into latest fashion trends and concepts, offering innovative weaves, designs and colours. Its garmenting facility manufactures over fifty lakh garments annually dressing men in regular formals, smart formals, casuals, hi-fashion casuals, fancy denims and other variants.

### Product Portfolio

Siyaram's fabric category includes suiting and shirting in poly-viscose, 100 percent linen and linen blends, 100 percent cotton and cotton blends, and suitings in 100 percent wool and poly-wool blends, terry rayon, modal and Tencel blends. Last year the company has launched speciality products like wool with silk, wool with linen, 100 percent giza cotton suiting and shirting, which are appreciated by the industry. Each of these product lines has their own bestsellers.

### Manufacturing Setup and Production Capacity

The company has top-of-the-line textile technology sourced from the best in the world. Siyaram's fabrics are produced in eco-friendly, high-tech plants located at Tarapur and Silvassa. The garment-manufacturing units are located in Daman.





## BRAND UPDATE

Total No of Stores.....1,50,000 PLUS

Countries exporting to.....UK, VIETNAM, BANGLADESH, CHINA, CAMBODIA, DUBAI, SAUDI, KUWAIT, PAKISTAN, AUSTRALIA, HONG KONG, SINGAPORE, MEXICO, COLUMBIA, CHILE AND A HOST OF OTHER COUNTRIES.

Multi Brand Outlets (MBO's).....MORE THAN 1,50,000 RETAIL OUTLETS.

Exclusive Brand Outlets (EBOs).....220

No of cities present in.....PAN INDIA

No of states present in.....PAN INDIA

Siyaram state-of-the-art manufacturing facility houses 800 looms of various types, i.e., Sulzer, Picanol, Airjet, etc. They have a huge sampling facility for continuous research & development. This infrastructure enables Siyaram's to sell 7.2 crore meters annually pan India. The company's process house has some of the latest machinery and is capable of processing 3.7 crore meters annually. They have a fully functional laboratory in all their plants that ensures that their products to adhere the strictest of quality standards.

Siyaram is continually investing in the production facilities to either increase capacities or for debottlenecking purposes.

### Trouser Fabric Brands and Positioning

Siyaram has a stable of various brands for the various price categories and product verticals. Their flagship brand is Siyaram along with Mistair caters to the mass middle and upper- middle segment. J. Hampstead and the recently launched Cadini cater to the upper segment. They also have product specific brands like Moretti for high value cotton shirting and Royale Linen for linen and linen blends in shirting and trousering. The brand Miniature caters to the gifting segment.



Little Champs focuses on uniforms and RMG-Life focuses on institutional sales.

### Latest Innovations

The company is on a constant move to innovate on its designs, weaves, finishes and colours along with the blends. Today Siyaram churns out nearly 500 designs per month.

The latest in trends are windowpane checks, structures, dobbys, etc., along with vibrant colours palettes for the trousers category.

Blends like Terry Rayon, Pima cotton, Giza-94 and Stretch fabrics also form a part of Siyaram's product basket. Finishes like Chintz finish, Quadra Gel 4-in-1, Feather Touch, Moisture Management and Silk Smooth finishes are the various finishes that they excel in.

Siyaram is always on a role to launch the latest fashion concepts related to fabric. One specific concept introduced by them was the Jacketting fabric in poly viscose under the Cadini brand. This was a

high-design concept at an excellent value proposition for their channel partners and was extremely well received by all.

### Marketing & Distribution

Siyaram has mainly distributor led marketing network with agents who also form a part of the channel. However, in certain markets and certain brands the company is catering directly to retailers thereby forming a direct connect with the market.

### Company's clientele

Over 1,50,000 lakh retailers stock Siyaram products over the length and breadth of India. They are present with all the major retailers and most of the major wholesalers in the men's textile channel.

In the international market, Siyaram is selling to major large format stores like M&S (UK), NEXT, Burtons, River Island, Moss bros, Perry Elles, Target, etc.



# 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
<b>Saving</b>	<b>15%</b>	<b>20%</b>	<b>25%</b>	<b>25%</b>	<b>30%</b>	<b>40%</b>	<b>30%</b>	<b>40%</b>	<b>50%</b>
Discount	₹180	₹480	₹900	₹300	₹720	₹1440	₹720	₹1920	₹3600
You pay	₹1020	₹1920	₹2700	₹900	₹1680	₹2160	₹1680	₹2880	₹3600
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 **SHOP.INDIARETAILING.COM**



★★★★★★  
**IFF PRIVILEGE  
 MEMBERSHIP OFFER**  
 ★★★★★★

## MEMBERSHIP FORM

The Indian fashion industry is today a very fast-moving, challenging category. Technology and consumer behaviour are forcing fashion retailers to constantly evolve and adapt to these changes.

And that is where India Fashion Forum (IFF) comes in. It is India's largest fashion market intelligence hub, and its members have unparalleled access to every connection, information and research that they need to ensure informed and profitable growth of their businesses.

**Membership of India Fashion Forum Privilege Club** – India's largest fashion retail network – offers:

- Pan-India networking and business development openings for top leaders and industry influencers.
- Multiple routes to optimise brand visibility and marketing reach.
- Instant access to IFF's multiple knowledge platforms and a broad network of top-level decision makers and business owners.
- Connecting them to the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) round the year.
- Privilege access to **India Fashion Forum** annual fashion retail intelligence event, including an exciting blend of Conference sessions, CEOs Roundtables, workshops and masterclasses, zoned exhibitions and industry awards.

### HOW TO ENROLL?

Choose your category/ies from below:

- Fashion Retailers
- Fashion Brands, Exporters & Manufacturers
- Suppliers 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 refer to the table IFF Annual Membership Fee & deliverables. Service tax will be levied as applicable which at present is 15%. 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:	

#### 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.

#### IFF CONTACTS FOR MEMBERSHIP:

- **Anil Nagar**, +91 9811333099  
E: anilnagar@imagesgroup.in
- **Priti Kapil**, +91 9868801869  
E: pritikapil@imagesgroup.in
- **Sarika Gautam**, +91 9717544226  
E: sarikagautam@imagesgroup.in

#### NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IFF PACKAGES

Name:	Designation:	Phone:	Mobile:	E-Mail:

#### 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

.....  
 Signed by CEO / Director / Owner  
 Name:  
 Designation:

.....  
 Company stamp/ seal



## IFF ANNUAL MEMBERSHIP & DELIVERABLES\*

**YOUR  
ACCESS  
TO THE  
FUTURE OF  
FASHION**

Membership Categories	For Fashion Retailers:					For Textile Buyers = Fashion Brands, Exporters & Manufacturers:		For Vendors = Suppliers to Fashion Brands, Retailers, Exporters & Manufacturers:	
Category Code:	<b>A1:</b> Fashion Retailers with less than 5000 sq ft. retail space	<b>A2:</b> Fashion MBOs/ Independent Retailers	<b>A3:</b> Regional Chains – 3 or more stores. <b>A4:</b> Brands with Owned Brand Outlets/ Shop-in-shops)	<b>A5:</b> National Department Stores/ Large Format Fashion Stores <b>A6:</b> Online Retailers	<b>A7:</b> Groups with Multiple Retail Formats + Franchise/ Distribution/ Licensing/ Own Brand operations	<b>B1:</b> Fashion & Lifestyle Brands (without own stores/ SIS)	<b>B2:</b> Exporters, Manufacturers & Buying Houses of Fashion & Lifestyle Products	<b>C1:</b> Fibres, Fabrics & Finishes	<b>C2:</b> Trims & Embellishments <b>C3:</b> Fashion Franchisees & Distributors
<b>All Inclusive Annual Fee (Service tax extra)</b>	<b>Rs. 5,000</b>	<b>Rs. 25,000</b>	<b>Rs. 50,000</b>	<b>Rs. 1,00,000</b>	<b>Rs. 1,50,000</b>	<b>Rs. 50,000</b>	<b>Rs. 15,000</b>	<b>Rs. 50,000</b>	<b>Rs. 30,000</b>

### DELIVERABLES

1	Feature/s, Editorial coverage subject to Editorial guidelines in relevant Images publications/Research Books/coffee table books print/ online (Data & information to be provided by members)	1 Page	1 Page	2 Pages	4 Pages	6 Pages	2 Pages	1 Page	2 Pages	1 Page
2	FOC promo banners in Indiaretailing.com portal/EDM (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/ Trendview 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	Lounge Access at India Fashion Forum for B2B Meetings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6	Research Reports & Publications (Print/ Online)	FOC up to Rs.2,000	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.3,000	FOC up to Rs.10,000	FOC up to Rs.5,000
7	Images Fashion Awards	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)
8	Presence on 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.
- ▶ Special packages for members for Print Ads in relevant magazines.
- ▶ Speaker/Panel discussion opportunities subject to availability of slots
- ▶ Priority in processing of your application for 'TRUSTED MARK' Certification.
- ▶ CEO's picture & profile in 'Who's Who' page on indiaretailing.com website
- ▶ Support & connect with potential partners.



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, 5053333, E: info@juelle.in

   [juelle.in](http://juelle.in)  
Toll Free No: 1800 137 7000

INTRODUCING THE  
**NEW DIMENSION**  
IN FASHION INDUSTRY.

DESIGNER  
**STOLES.**  
CREATIVE  
**SCARVES.**

Download  
Our Mobile App



Follow Us :



AVAILABLE AT OVER 500 LEADING STORES ACROSS INDIA.

Shop Online at :



For Trade Inquiries

E-25, Abhishek Complex-1, Civil Hospital Road,  
Haripura, Asarwa, Ahmedabad-380016

Mobile : +91-9327354800 / Email : g.grishti@gmail.com

#neckwraps



100% NATURAL



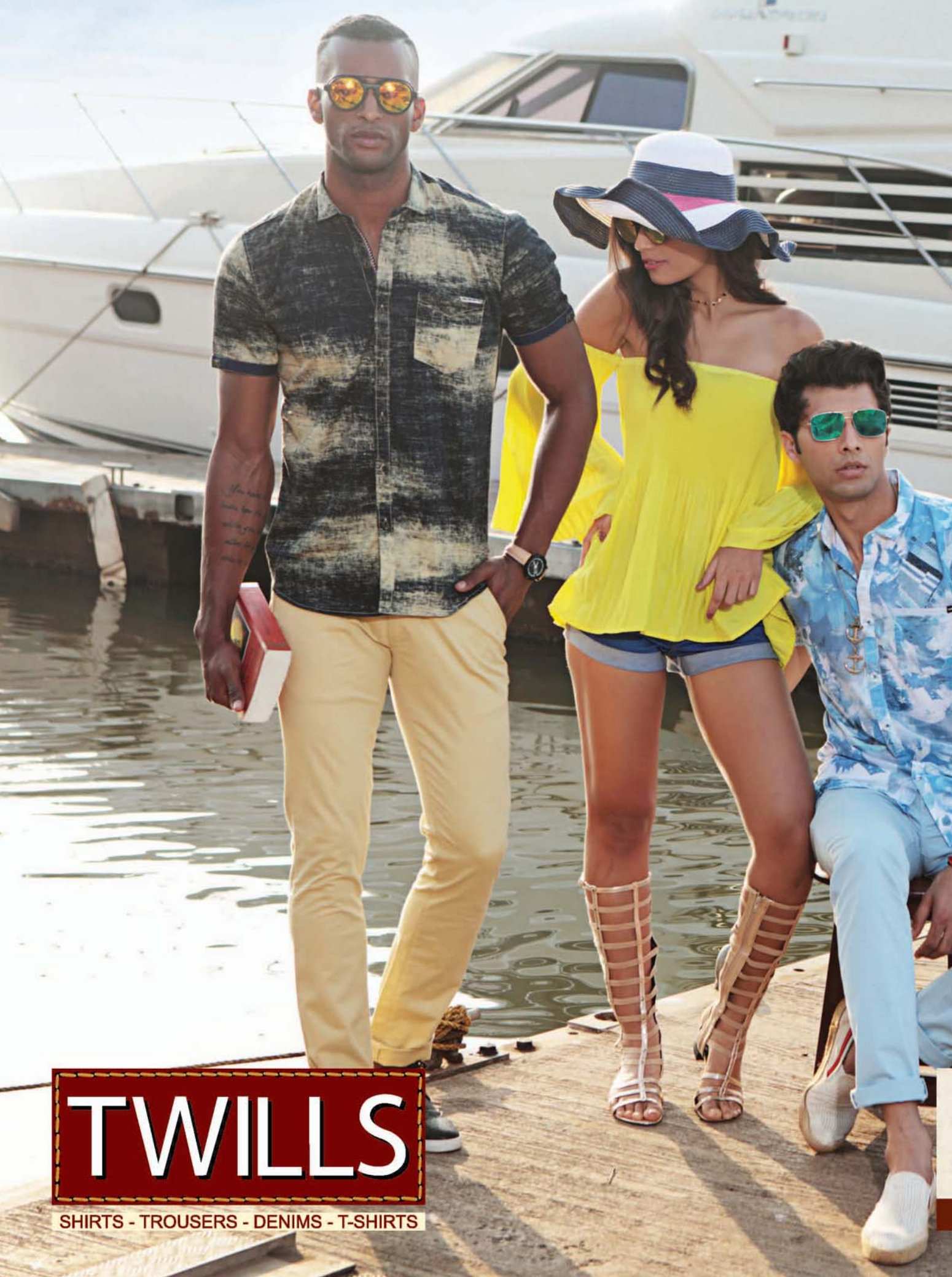
## RAYSIL. ADDS ELEGANCE TO FASHION. The superior quality VFY from Indian Rayon.

Presenting Raysil. The versatile yarn that helps create the best of georgettes, crepes and chiffons that flow and drape well. Go ahead, try Raysil and feel the difference it makes to fabrics.



**Raysil**<sup>™</sup>  
The fashion yarn

For details, call: Mumbai: +91 22 66917930 / 31, Surat: +91 261 4003362 / 64 | Email: [raysil@adityabirla.com](mailto:raysil@adityabirla.com)



# TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS





DHIRAJBATTUDESIGNS

### **TWILLS Clothing Pvt Ltd.**

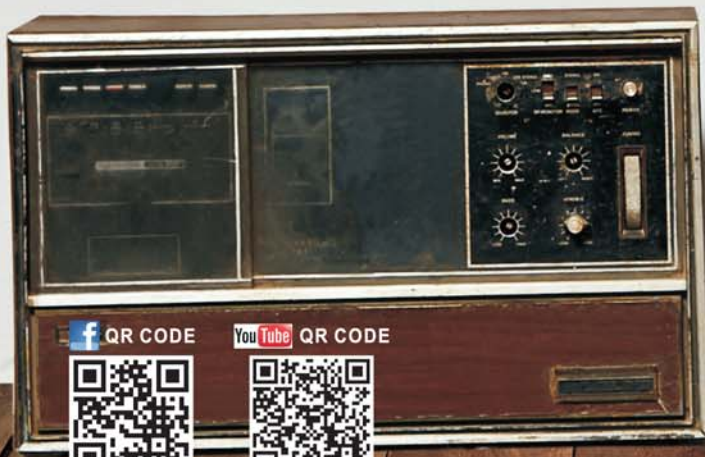
**VIJAYAWADA Off : No 172/A, Opp Lane Tankasala Kalyana Mandapam, Kanuru Donka Road, Enikepadu**

**Vijayawada - 521 108 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 90 Exclusive stores & all leading MBO across the country.**



f QR CODE

YouTube QR CODE



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

f <https://www.facebook.com/OKSboys>

YouTube [https://www.youtube.com/channel/UCE\\_td7W5wZTcCK-czIzIbgQ/videos](https://www.youtube.com/channel/UCE_td7W5wZTcCK-czIzIbgQ/videos)