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Retail

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WORKING TOWARDS A BETTER CUSTOMER EXPERIENCE



INTERFACE:

RAJESH SETH, COO,
FBB-FASHION AT BIG BAZAAR

DYNAMICS:

INDIA HOME FURNISHING MARKET -
PROSPECTS & OPPORTUNITIES

TREND:

FAST FASHION, THE NEW FAVOURITE
OF SHOPPERS, RETAILERS AND
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REPORT:

INDIAN ONLINE FASHION MARKET
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In this day of cookie cutter uniformity, where every retailer seems to be at the end of their tether when it comes to garnering consumer loyalty, “customer experience” seems to be the buzzword. Yet, putting the customer at the centre of business and creating delightful experiences that encompass every aspect of the buying journey, is not as simple as it sounds. To cut through the clutter, at IMAGES, we’ve always tried to demystify what customers REALLY need and how to offer them the experience that they expect.

Keeping ‘Consumerism’ at the centre of everything, this issue of IMAGES Retail is focused around the theme of ‘How to create enthralling customer experience’. This is the first of a series of articles on Customer Experience. We have set the context and in the subsequent issues, we will be deep diving into numerous aspects to understand how they can impact customer experience and your business.

At a time when physical retail is seemingly struggling to keep its head above the surface, every organisation and every CEO across the board is turning attention to Customer Experience. They are beginning to realise that no longer is it about goods and services, or even pricing. There is more than enough competition offering the same products at more or less the same prices. How one delivers is becoming more important than what one delivers. Keeping this sentiment in mind, at India Fashion Forum -- on April 12 and 13 in Mumbai -- we are launching ‘Customer Experience Forum’, which is dedicated to the theme of ‘Re-inventing the Future of Fashion in a customer-centric era’. We hope that this debut attempt will facilitate superior and more intuitive retailer engagement with customers and the insights gathered over these two days will be transmitted across all retail verticals.



Amitabh Taneja

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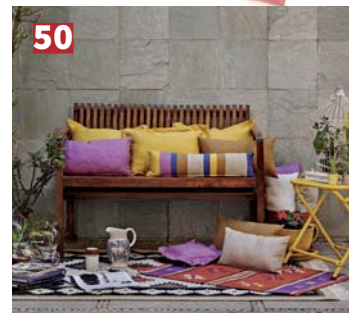
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WORKING TOWARDS A BETTER CUSTOMER EXPERIENCE

In this day of cookie cutter uniformity, when it comes to garnering consumer loyalty, "customer experience" seems to be the buzzword. Yet, putting the customer at the centre of business and creating delightful experiences across the buying journey is not as simple as it sounds.



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RETAILERS UPPING THEIR DIGITAL GAME

—By IMAGES Retail Bureau

E-tailing in India is witnessing a sharp surge in numbers, all thanks to the penetration of internet. While Indian fashion market is about to hit US \$ 14 bn milestone in next couple of years, homegrown fashion e-tailing major Jabong is aiming to clock 40 percent of business growth by this financial year. Even brick and mortar players are upping their digital game, while Starbucks brings mobile payment to India with the launch of Starbucks India Mobile App, FreeCharge partners with Arvind Lifestyle Brands to increase focus on offline stores.

INDIA'S LARGEST FBB STORE OPENS IN KOLKATA

fbf—launched its largest iconic store in Kolkata. Located in the city's Shakespeare Sarani locality, and spread out across three massive floors over a sprawling 25,000 sqft space, this giant fashion space houses a large assortment of fashion brands under a single roof.

studded, leading Tollywood actors like Abir Chatterjee, Soham Chakraborty and Mimi Chakraborty, among others, along with noted fashion designer Abhishek Dutta and Femina Miss India World 2016 Priyadarshini Chatterjee were present to grace the occasion. "The Kolkata spirit has not



"Fashion, over the years, has taken greater prominence among the youth today, who view fashion as another way of expressing themselves. fbb being among the forerunners of fashion retail in India is excited to make a larger presence in the emerging India," said Kishore Biyani, Group CEO – Future Group.

The retail launch of this magnitude was celebrity-

only been receptive to evolving fashion trends, it has also embraced the new even while it has retained its signature cultural identity. For a leading fashion hub like fbb, we are excited to have our largest fbb store in this city that is associated with a taste for arts, culture, music, and fashion," said Manish Agarwal, CEO – East Zone, Big Bazaar.

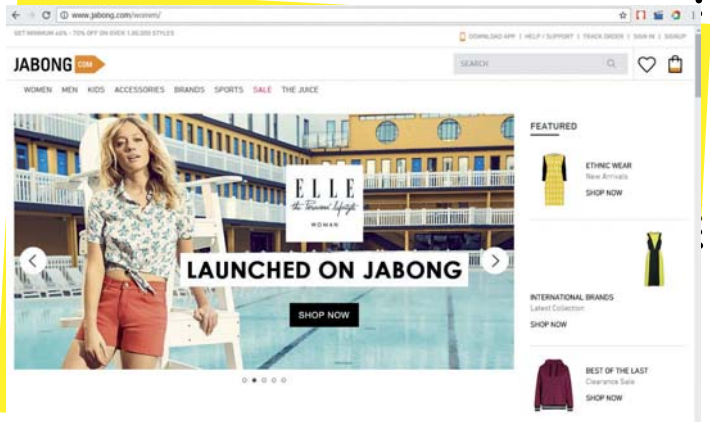
JABONG EXPECTS TO CLOCK 40% BUSINESS GROWTH IN 2017-18

Online fashion firm Jabong expects to clock 40 per cent business growth in 2017-18 on account of expansion in product range, marketing investments and additional features in its mobile application.

"We believe we are not at good levels, but we will invest now this year in creating much higher awareness for ourselves on three growth pillars. This year, in 2017-18, we are expecting 40 percent growth in business," Rahul Taneja, Chief Business Officer, Jabong, said.

He added, that Jabong will invest in expanding range of products to give consumers more options to buy, make mobile application more engaging and invest in marketing to create more awareness among consumers about the brand.

"Today, we launched YWC Fashion of cricketer Yuvraj Singh. We have recently launched 25 brands including Viraat Kohli's WROGN, Deepika Padukone's All About You and many more. Soon we will add 35 more brands including Hrithik Roshan's HRX," Taneja further said, "The apparel category contribute around 45 percent to the Jabong business, followed by footwear around 11-12 percent," he added.



MARKS & SPENCER OPENS FIRST LINGERIE AND BEAUTY STORE IN LUCKNOW

➔ Marks & Spencer (M&S), the iconic British retailer, is continuing to grow its presence in Lucknow with the launch

of a beauty offer and we see a lot of potential in the Lucknow market. Combining expert advice, outstanding customer service and a specialist product



of the first standalone Lingerie and Beauty store in the city at One Awadh Mall. The new 1,520 sq.ft. Lingerie and Beauty store is the sixth of its kind in India.

Mohit Bhayana, Head of Retail, Marks & Spencer Reliance India, said, “Customers across India have really embraced our high quality, excellent value lingerie and

offer, our new store at One Awadh Mall offers customers a truly unique shopping experience and we really look forward to welcoming customers to the store.”

Since 2008, when M&S signed its joint venture partnership with Reliance Retail, M&S has accelerated its expansion across India and now has a presence in 27 cities.

FREECHARGE PARTNERS WITH ARVIND LIFESTYLE BRANDS TO INCREASE FOCUS ON OFFLINE STORES

➔ FreeCharge, one of India’s leading digital payments platform will now enable e-wallet payments across leading outlets with Arvind Lifestyle Brands, one of India’s largest and leading lifestyle brands. The partnership will enable FreeCharge to increase focus on offline digital payment services across 700 outlets in 20 states.

Speaking on the partnership, Sudeep Tandon, Chief Business Officer – FreeCharge, said, “In these times of digital payments and cashless economy, we are happy to partner with Arvind Lifestyle Brands to provide our users with best shopping and payment experience. At FreeCharge, we constantly strive to provide our users with multiple options to choose from while ensuring the fastest check-out possible. An increasing focus by brands to offer digital payments at offline stores as well proves that we are in the right direction of achieving a digital and less cash society.”



SEAWOODS GRAND CENTRAL MALL ALL SET TO ENTHRALL MUMBAIKARS

➔ Global investment firm Blackstone Group Lp’s India subsidiary Nexus Malls has launched its first shopping mall in the country in Seawoods, Navi Mumbai, expanding its retail portfolio. The Seawoods Grand Central Mall will be Nexus’s first new mall development, and with this, Blackstone now has 2.8 million sq. ft of shopping mall space in the country.

Opened on March 23rd, the mall has opened 75 stores till

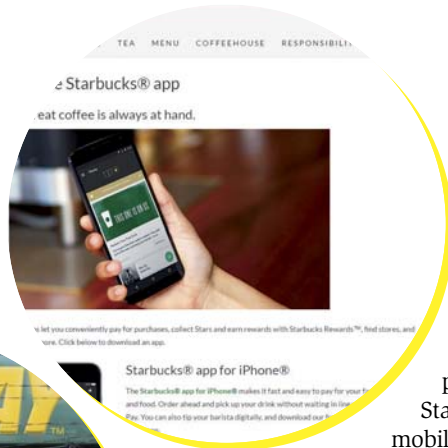
now and plans to open 160 store by the end of its first phase launch. When fully operational, the mall will have 225 brands. It already boasts of 2800 car parking spaces and a food court that can accommodate 1200 people. The Food court will have several fine dining restaurants and a meal to suit everyone’s palette.

The Seawoods Grand Central Mall, which boasts of 1.2-million sq. ft. of total built up area, recently organised a musical extravaganza for their

mall patrons. Music lovers can watch Papon, the Indian singer, composer and record producer from Assam, and Jonita, the Indo-Canadian artist, in a live gig at the unplugged event.

Seawoods Grand Central Mall is also hosting the Polar Bear and whales from the virtual arctic world to enthrall its audiences until May 7. This is the first time a mall in Navi Mumbai will host a virtual reality show and a LIVE concert.





STARBUCKS BRINGS MOBILE PAYMENT TO INDIA WITH THE LAUNCH OF STARBUCKS INDIA MOBILE APP



Tata Starbucks Private Limited has introduced the Starbucks India mobile app across the country, giving customers a fast and convenient way to pay for in-store purchases and earn stars through the loyalty program using their mobile device. The move makes Tata Starbucks the first major retailer in India to offer customers a mobile payment option linked to a loyalty program and further expands Starbucks robust global digital ecosystem.

Available for download on iPhone and Android devices, the Starbucks India mobile app offers customers the convenience of paying for their favourite Starbucks beverages with their mobile device by scanning a barcode linked to their registered Starbucks Card. Customers can also register multiple Starbucks Cards onto their account within the mobile app.

In addition to mobile payment, the app allows customers to register for the My Starbucks Rewards program, earn stars, track and redeem their rewards, manage their accounts, and gain access to new product information and promotions, all within one convenient app.

“We are proud to introduce the Starbucks India mobile app to customers in India which will help us meet their needs while serving them seamlessly on our already highly-successful My Starbucks Rewards program that benefits our loyal customers,” said CEO, Tata Starbucks Private Limited, Sumitro Ghosh.



SUBWAY TO OPEN 100 OUTLETS IN NEXT ONE YEAR



Submarine sandwich restaurant chain Subway is planning to open around 100 outlets over the next 12 months in India targeting new states to expand its footprint. Subway, which operates 600 outlets in over 70 cities in the country, is looking at both metro and non-metro locations under its plans.

“We plan to open around 100 outlets over the next 12 months,” Country Head, Subway Systems India Pvt. Ltd., Ranjit Talwar told PTI. Stating that the aim is to accelerate expansion in both metro and non-metro locations, he was quoted as saying, “Himachal Pradesh and Uttarakhand are among the new markets being focused on for footprint expansion.”

FOREVER 21 DEBUTS IN WEST BENGAL WITH STORE LAUNCH IN SILIGURI

Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Ltd. debuted in West Bengal with their very first store launch in Siliguri. The brand is focusing on strengthening its foothold in the country by exploring newer markets like West Bengal.

Bollywood actress Malaika Arora Khan along with Abhinav Zutshi, India Business Head, Forever 21, Aditya Birla Fashion and Retail Ltd inaugurated the store, which houses the latest Spring Summer 17 collection. Having established a strong affinity with fashionable Indians in Mumbai, Delhi, Bangalore, Pune, Hyderabad, and Chennai, Forever 21 is all set to rev up the fashion quotient of Siliguri with global fashion trends straight off the runway.

Speaking on the launch, Abhinav Zutshi, India Business Head, Forever 21 said, “In our 4 year long journey in India, we have received phenomenal response from our young consumers and as the obvious next step our objective is to make the brand more accessible across India. West Bengal is known for its diverse ethnicity and fashion



forward youngsters who love to experiment with edgy styles, which we feel is our core offering. Furthermore, West Bengal is a fairly less explored market that has huge potential, which is why we are keen on expanding our base here.”

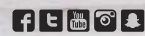
The store is spread over 6,000 Sq.ft of retail space and is located in the heart of the city at the Vega Circle Mall. The store houses the latest Spring Summer collection and stocks the widest range of chic fashion at pocket-friendly prices.



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LOOKING BEYOND HOME MARKETS

– By **IMAGES Retail Bureau**

While Apple opens new stores in China and Germany and e-commerce major Amazon takes over Souq.com, one of the biggest marketplaces in Middle East. On the other hand the retail biggies such as Guess and JC Penny are shuttering down the stores in their home country- maybe time for them to explore new retail markets.

APPLE OPENS NEW STORES IN CHINA, GERMANY



While Apple's retail team is currently remodelling all its stores, the company expanded its reach with three new stores in China, Germany and the US. More than 350 store employees at the new stores in Nanjing (China), Cologne (Germany) and Miami (US) welcomed thousands of customers at the grand openings.

"Each store complements the local architecture, from the restored facade in Schildergasse to the 90-by-30-foot glass entryway of Apple Nanjing," the company said in a statement on Saturday.

For the first time in each city, customers can explore The Forum — a place where the local community can gather and learn.

All the three stores also feature The Boardroom — a space for local entrepreneurs, developers and business customers to get hands-on advice and training.

On March 12, Apple reopened its store in St. Johns Town Center in Florida — the 35th store company updated to its latest design in the US. Apple opened its first store on May 15, 2001, at the Tysons Corner Center mall, Virginia.

DE BEERS BUYS OUT 50 % STAKE FROM RETAIL PARTNER LVMH

Anglo American's diamond specialist De Beers has bought the 50 per cent stake held by French luxury goods group LVMH in De Beers Diamond Jewellers for an undisclosed sum, taking full ownership of the retail operation.

"More fully integrating the De Beers Diamond Jewellers brand and store network will enable us to deliver an even more differentiated diamond offering, alongside our fast-growing diamond brand Forevermark," Chief Executive, De Beers Group, Bruce Cleaver said in a statement.

De Beers said in a statement that fully integrating De Beers Diamond Jewellers would enable the group to enhance value.

De Beers Diamond Jewellers' retail network comprises 32 stores in 17 countries. This includes a growing business in China, an established presence in London and Paris, and a new flagship location in New York.

In addition, De Beers' Forevermark high-end diamond brand has expanded into 2,000 outlets globally and it says it expects the growth to continue this year.

DE BEERS
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SOUQ TO BENEFIT IMMENSELY FROM ITS ACQUISITION BY AMAZON

Souq.com, one of the biggest online retail and marketplace site in Middle East, will benefit immensely from its acquisition by e-commerce major Amazon.com, said the company's CEO and Co-founder, Ronaldo Mouchawar.

Amazon.com and Souq.com in a joint statement today said that the former has agreed to acquire the Middle Eastern online retailer.

"Joining the Amazon family will enable us to drive further growth, benefit from their technological investment, offer an even wider product selection through worldwide sourcing, deliver an enhanced customer service experience, as well as continue Amazon's great track record of empowering sellers locally and globally," Mouchawar said in a statement. According to Mouchawar, the acquisition is a milestone for the online shopping space in the (Middle East) region.

"As we take this next step in the journey with Amazon, our customers will remain our key focus and we will continue to deliver a seamless online shopping experience. Over time, I'm excited for what this acquisition will mean for every customer across the region," he said further.

GUESS TO SHUTTER 60 STORES IN THE US, FOCUS ON PROFITABILITY

Guess's fourth-quarter results fell short of what the company had hoped to see, with revenue up with a 3 per cent gain to \$679.3 million, slightly less than the 4 per cent growth rate that investors had projected.

Similarly, adjusted net income was down 28 per cent to \$34.6 million, missing the consensus forecast for \$0.43 per share in earnings. The short of expectations results means that the company is reworking its strategy and may close down close to 60 stores in the Americas retail segment to focus on profitability improvements.

The US-based fashion retailer will however, continue to implement supply chain initiatives to improve profits in the country. The company hopes to build on the good momentum they are experiencing in both Europe and Asia, continuing with their retail expansion plans in these continents as it heads into fiscal year 2018.

G U E S S

DEPARTMENT STORE CHAIN JCPENNEY TO SHUT DOWN 138 STORES IN THE US

Struggling department store chain JCPenney is closing down 138 stores and two distribution centers in the US in a move to cut costs, boost sales at stronger locations and focus on e-commerce.

About 5,000 workers will be impacted by the national store closings, most of which are slated for June 2017. The company had about 105,000 full and part-time employees last year. "We believe closing stores will allow us to adjust our business to effectively compete against the growing threat of online retailers," said JCPenney chairman and CEO, Marvin R. Ellison, in an announcement in February 2017.

"I believe the future of the retail industry will include companies that can seamlessly combine their bricks-and-mortar presences with their online platforms," he added.

The biggest cuts are set to take place in Texas and Minnesota where the company plans to shutter nine and eight retail locations respectively. The cuts represent about 14 per cent of JCPenney's overall store portfolio that produces about 5 per cent of its total annual sales. Apart from this, JCPenney will also shutter a supply-chain facility in Lakeland, Florida and relocate another in Buena Park, California. The closings will leave JCPenney with a total of about 900 stores.



SHOPPERS STOP PARTNERS TONETAG FOR SOUND-BASED CONTACTLESS PAYMENTS

Shoppers Stop has partnered with ToneTag, a proximity communications firm, to integrate and deploy ToneTag sound-based contactless payments at its stores. This technology will use sound-waves from mobile phones to enable customers to make ‘cardless’, ‘cashless’ and ‘contactless’ payments at all 84 Shoppers Stop stores spread across the country.

“Our collaboration with ToneTag is yet another step in the direction of digitising all our Shoppers Stop stores. Our paramount focus is to offer our customers a convenient, fast and enhanced shopping experience. With ToneTag’s

sound-based technology, our customers will now have multiple payment options for a smooth, fast and convenient shopping experience,” said Customer Care Associate & Managing Director, Shoppers Stop Ltd, Govind Shrikhande.

With ToneTag’s sound pay technology, customers can make secure payments within a matter of seconds and experience a faster check out.

“Shoppers Stop’s contribution towards digitisation has been exemplary. I am a strong believer that Shoppers Stop and ToneTag will continue to strive for best consumer experience by bringing great retail technology with simple user



interface,” said CEO, ToneTag, Kumar Abhishek.

ToneTag’s technology uses audio signals or ‘tone tags’ for data exchange between devices. Payment instructions can be transmitted, using a sound signal, through a traditional

phone line, without any additional hardware or software requirements or dependencies. This makes highly interoperable and secure cashless payments possible from any mobile phone to another phone or computing device.

RELIANCE RETAIL TIES UP WITH NATIONAL PAYMENTS CORPORATION OF INDIA

Reliance Retail and the National Payments Corporation of India (NPCI) have announced the launch of a new in-store payment solution that will enable customer payments through Unified Payments Interface (UPI) platforms.

This integration will provide a convenient and seamless payment experience to Reliance Retail customers and will be an added avenue for digital transactions. Reliance Retail is the first organised retail chain in the country to offer its customers the option of mobile-based UPI app payments at its stores.

This new in-store UPI payment facility is currently live in more than 200 Reliance Retail stores in Mumbai across formats, including Reliance Fresh, Reliance Smart, Reliance Digital, Reliance Trends and Reliance Footprint, among others.

“With the fast growing



popularity of UPI-payment apps like NPCI’s BHIM app, which has seen close to



20 million downloads, this initiative will increase UPI payment acceptance points in retail stores. It is expected to play a vital role in driving a more cashless future,” said MD & CEO of NPCI, A P Hota.

“Progressively, the facility will be rolled out to other Reliance Retail stores across the country. This spirited initiative will further enhance the digital transaction ecosystem in the country,” said Director, Reliance Retail, V Subramaniam. The platform is architected by Bangalore-based Innoviti Payment Solutions, with process support from the Axis Bank.

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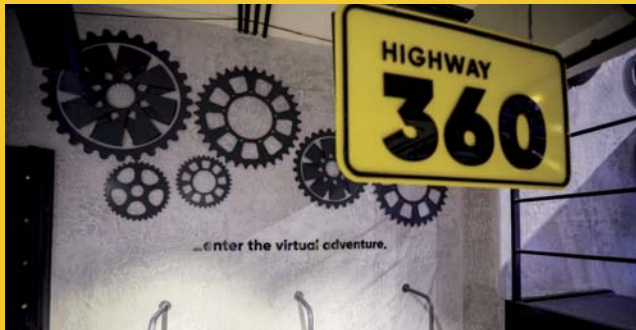


1ST FLOOR LULU MALL, KOCHI

MYNTRA GOES OFFLINE, OPENS FIRST ROADSTER STORE



Myntra, in association with one of its retail franchise partners launched the first retail store for 'Roadster' in Bengaluru. Roadster is Myntra's top selling outdoor lifestyle brand.



Located on 100 feet road in Indiranagar with a built up area of 4000 square feet, the new store is all set to enthrall visitors with a host of unique features and an integrated omnichannel experience.

With the launch of this store, Myntra has set the stage for an established online brand like Roadster that contributes over 8 percent to the overall revenue of the platform, to have an omnichannel presence.

Ananth Narayanan, CEO of Myntra & Jabong, said, "The launch of the first physical store for Roadster is a milestone for Myntra. Roadster has witnessed phenomenal growth at over 80 percent YoY and is well on its way to achieving a run rate of 1000 crore by FY 19. Its entry into the offline segment will further boost its prospects. With this move, customers will receive an exceptional brand experience transformed by technology and a new avenue for shopping. This is our first step in curating an omnichannel presence and will be a major area of focus for us in the months to come."

The innovative use of technology in the store to enhance the brand experience depicts the future of retail. The store features several new elements to engage customers. This includes a video wall, controlled by shoppers through a futuristic, multitaction touch-interface to showcase the intricate details of Roadster products, provide an update on key international trends and communicate the brand story. Tokens can be selected from a display and placed on the touch-surface to reveal hidden, real-life destinations, their secrets, and even suggested looks for the journey ahead. Another multitaction feature, 'Roadster Crafted' provides an insight into the making of the brands' merchandise.

Manohar Kamath, Head, Myntra Fashion Brands, said, "Curation of the offline segment is an important step for our private label business which is an integral part of our portfolio of offerings. Roadster is among the top casual wear brands in the country and its offline presence will help us augment its position in the market. The concept of this store is a game changer in the industry and our franchisee partner has specifically designed it, keeping in mind the philosophy of the brand and the future of fashion retail."

Virtual Reality has been used for a special feature called 'Highway 360' which takes people through an immersive and interactive virtual road trip through dramatic locations and unique experiences before bringing them back to the store. A road ramp on the other hand creates personalized memorabilia from the journeys yet to be taken, using green-screen technology that transports visitors to rare locations and experiences.

The store is also equipped with multiple touch screen displays which provide data on key looks and the Roadster catalog. The unique 'Scan & Go' purchase mechanism allows shoppers to add their favorites to their shopping cart on the Myntra App, doing away with shopping bags, checkout counters or billing queues. **IR**

NIREN CHAUDHARY JOINS KRISPY KREME AS PRESIDENT & COO

Niren Chaudhary has quit as global president for KFC at Yum Brands after a stint of over 23 years at the company to join doughnut retailer Krispy Kreme.

Chaudhary, who was the India head of Yum Brands until 2015 and then promoted as president of KFC's global operations, is now president and chief operating officer at Krispy Kreme, based out of its London office.

An MBA graduate from Faculty of Management Studies, Chaudhary joined Yum Brands in 1994 and was made president of Yum Brands India unit in 2011. He was instrumental in bringing Mexican fast food chain Taco Bell to India. Prior to joining Yum Brands, he worked with

Taj Hotels for six years as executive assistant manager. He also holds a Bachelor of Arts degree in Economics from St. Stephens College, University of Delhi.

"After 23 fantastic years it's time to say good bye to Yum today! What an incredible journey at one of the best companies in the world with great brands and even greater people... I would not be who I am today had it not been for Yum," Chaudhary said in an Instagram post.

Krispy Kreme, founded in 1937 and is headquartered in Winston-Salem in the US, operates more than 1,300 retail outlets in 31 countries.

The largest international presence for Krispy Kreme is in Asia, where it has franchisee shops or commitments



for shops in Bangladesh, Cambodia, India, Indonesia, Japan, Malaysia, the Philippines, Singapore, South Korea, Taiwan and Thailand. Citymax India, the hospitality

division of Dubai-based retail giant Landmark Group, has signed a franchise agreement with Krispy Kreme Doughnut Corporation to open its outlets in south and west India.

ALOK VARMAN, EX PEPPERFRY HEAD OPERATIONS, JOINS WYDR

Alok Varman, the former head of operation at online furniture marketplace Pepperfry.com has joined mobile app based B2B E-commerce player WYDR as their new vice president, Operations.

In the given role Alok's principle responsibilities include ensuring further improvement of operational systems, processes and policies in support of organizations mission. In addition to that, he will also offer his support for better management

reporting, information flow and management, business process and organizational planning, WYDR informed in an official statement.

At Pepperfry, Varman played a key role in managing operating cost, improving contribution margins, planning,

set up distribution network, customized solutions and dispatch management.

Prior to this he was associated with ecommerce player eBay India, and thereafter, with Guthy Renker LLC and Carnation Auto India.

WELSPUN INDIA RE-APPOINTS RAJESH MANDAWEWALA AS MANAGING DIRECTOR

Welspun India has re-appointed Rajesh Mandawewala as the managing director for five years. The board has approved re-appointment of Rajesh Mandawewala as the MD for

five years with effect from April 1, subject to approval of the members of the company, Welspun India said in a BSE filing.

Mandawewala, whose term is going to end on March 31, is co-promoter of the firm and

has been associated with the company since its inception. As a key business leader at the Welspun Group, he has enabled the organization's expansion and global reach in over 50 countries and has led Welspun India's

emergence as one of the most pioneering global textile giants. A Chartered Accountant by profession, Mandawewala has a rich experience of over 30 years in industries varying from textiles to SAW pipes.

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INDIAN ONLINE FASHION MARKET TO HIT US \$12 – US \$14 BN BY 2020

– By **IMAGES Retail Bureau**

Lead by spurt in smartphone penetration, improved logistics infrastructure, convenient payment gateways, and the evolved online shoppers, the domestic online fashion market is estimated to reach US \$12 – US \$14 billion level by 2020, according to a new report by the global Boston Consulting Group (BCG) and social media giant Facebook.

While online fashion shoppers will more than double to touch the 130 million mark, fashion e-commerce will constitute 11-12 per cent of the total domestic fashion market. Currently, 55-60 million consumers are buying fashion products online.

While fashion market in India is currently estimated at US \$70 billion — where online contributes five per cent at around US \$4 billion — US \$30 billion of this market will be digitally influenced by 2020.

“Fashion is at the forefront on Facebook in India. It dominates the top 10 interest categories on Facebook and same is true for Instagram,” said, Umang Bedi Managing Director, India & South Asia Facebook. Bedi added, that one out of every two Instagram users in India was interested in fashion.

Asked if Facebook was planning to enter the e-commerce industry with opening up related ads on its platform, Bedi said Facebook drove value to top brands and advertisers in the market by connecting them with the people. “We are partners to those companies. Thus, we do not intend to compete with our partners,” Bedi said, adding that Facebook was all about connecting and helping people share content.

“The spurt of new fashion shoppers will bring with it a fundamental shift in the profile of online fashion shoppers. The 2020 shopper will no longer be the typical young, metro-residing male of today. By 2020, nearly half the shopper base will be women, more than 50 per cent will come from lower Tiers (Tier 2 or even lower) and 37 per cent will be older than 35 years of age,” said, Rohit Ramesh, Partner and Managing Director, BCG, .

This shift in the online shopper profile will require e-tailers to rethink their offers across several dimensions, including assortment, pricing and discounts, delivery options and return policies.

“By 2020, 33 per cent of all urban fashion consumers will buy online, which means for a mobile-first country like India, we will witness a high number of purchases taking place on the mobile. Mobile has become central not just to the way brands market and sell, but also how they design products, plan merchandising and engage with customers end-to-end,” added Bedi.

A key finding of the report is around the interplay of online and offline channels in consumer paths to purchase. The online shoppers are using a number of channels to discover, research and purchase apparel. As of today, only 10-15 per cent of ad spends are on digital media despite the magnitude of digital influence on fashion spends.

A key finding of the report is around the interplay of online and offline channels in consumer paths to purchase. The online shoppers are using a number of channels to discover, research and purchase apparel.

“Variety, availability and having the right fit and having the ability to return — those are the things which are becoming increasingly important to consumers in the fashion segment,” said, Senior

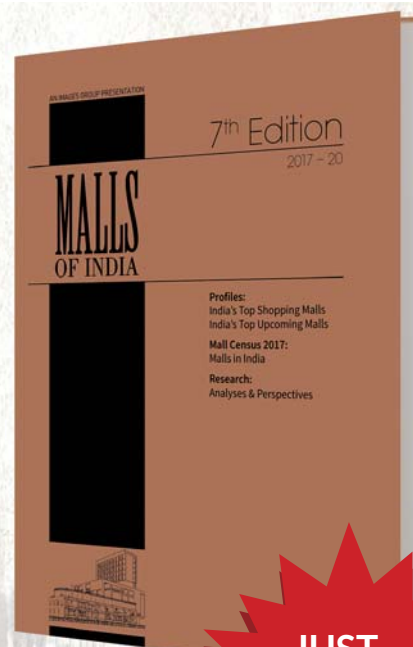



Partner and Director (Mumbai office) at BCG, Abheek Singhi. Singhi added that profile of online shoppers was changing as its focus on youth was widening.

The report called for a need for shift in media spending towards digital where further scope exists for brands and retailers. 


IMAGES Research presents the **7th edition of Malls of India**, the comprehensive report on the retail real estate industry in India. Along with documenting the current status of the shopping centre industry, the voluminous report also presents detailed analyses and perspectives on the growth of and trends in retail, leisure and entertainment spaces in India.

A veritable collectors' edition study, Malls of India contains pan-India, zone-wise profiling of operational as well as upcoming malls, offering Indian and global retailers an in-depth view of the quantum and quality of modern shopping centre spaces across the country. Already available with leading book sellers across the country, the report can also now be ordered directly from IMAGES Group.



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SPYKAR TO ENTER FOOTWEAR SEGMENT, EXPECTS TO CLOSE FY17 WITH A ₹300 CRORE TURNOVER

– By Surabhi Khosla

Known for its youth appeal and vigour, Spykar is one of the most admired casualwear brands in India today. The first chapter of its success story was written over 20 years ago, when its founder and managing director Prasad Pabrekar, a qualified engineer with laundry business background, found his calling in the denim industry. The vast repertoire of technical knowledge in denim finishing gained via laundry business came in handy for him while setting up his own denim manufacturing venture.



Incepted as a denim manufacturer in 1992, Spykar today has earned for itself strong brand equity as India's leading young fashion retailer. Even as denim remains its core product, the company has continued to add a range of products and categories to its portfolio to keep up with the changing market dynamics.

In an exclusive interview with IMAGES Retail, **Sanjay Vakharia**, Director & COO, Spkyar, talks about the evolution of the brand, its market positioning and strategy, and future plans.

Can you provide a brief background on Spykar? What is your market positioning?

Established in 1992, Spykar has evolved from a leading fashion jeans wear brand, and a dominant player in the Indian denim industry, to a lifestyle brand. The brand resonates with the youth and their aspirations. Keeping pace with the fashion dynamism, the brand at every point epitomizes global fashion and is a beacon of effortless style.

It's been 25 years since the launch of the Spykar brand. How would you look at the journey so far? Tell us about the brand's design and style inspirations.

Spykar's journey started way back in 1992, when Prasad Pabrekar founded the brand. He wanted to create a brand that embodied passion, creativity and youthfulness. The brand was created with the intent of serving the youth – our primary audience - with very current and relevant fashion, the best denim wear from the country. There are very few brands which are home grown, straddling each emerging channel of sale, and serving a very demanding young set of people who are most difficult to please and cater to.

Our brand's aspirations are very clear and high - we wish to create the best jeanswear-led lifestyle brand in the country. India is nascent in terms of aspirations for seeking brands, and there are not many brands yet in the country, and fewer Indian brands. Spykar stands tall amongst all of them by the sheer fact that it has been around for more than two decades consistently creating hundreds of styles year on year. There aren't many in the country doing that.



What is the brand's current spread (number and format of stores) across sales channels?

Spykar retails from over 200 standalone stores, from key large format chains and from over 1,200 retailers across 330 cities in India. In a bid to bring ourselves as close to our customers as possible, we have launched our own portal, www.spykar.com. Apart from this, we are also present across key fashion portals and marketplaces.

Tell us about your product range? Who is your core target audience?

Right from denims, shirts, t-shirts, non-denim bottoms,

and tops to accessories like belt, socks, perfumes, deodorants and bags, Spykar continues to set trends while it promises 100 per cent comfort and styling.

From day zero, the brand created was aimed at and confined to a very young audience. The clothing that we planned on retailing was denim. Prasad had prior experience in processing the fabric and garment by virtue of his having had business interests in a process house.

He went on the build a superb team - all of them still are with the brand serving it to the best of their abilities and in the process a greater brand.

Spykar retails from over 200 standalone stores, from over 1,200 retailers across 330 cities in India. In a bid to bring the brand as close to the customers as possible, they have launched their own portal, www.spykar.com.

The denim segment has many organized and unorganized brands. How has Spykar managed to establish a strong presence in such a competitive segment?

Our reach across various sale formats, and the product we offer both in terms of quality and the look have no comparison to what is offered in the unorganized sector. Also, the kind of audience a brand like Spykar caters too is no competition to the audience addressed by the unorganised sector.

Fashion is changing fast with new styles being introduced fresh off the runway every week. Do you think denim may be replaced by new types of clothing?

I doubt it. Denim has been a wardrobe staple for a long time now and will remain that. Various styles have evolved centred around denim, but those are not perceived as replacements. These are just variants.

Any plans on expanding internationally? What are your domestic expansion plans?

Currently, we are catering only to the domestic market. For now, there are no plans on going international. However, you can look forward to some interesting digital content in the near future.

We are also planning on getting into the footwear segment sometime soon, with an investment of ₹20 crore.

What is the company's turnover and profitability?

The company's current strength is 250 people and we hope to close 2017 with a turnover of ₹300 crore. **IR**



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WORKING TOWARDS A BETTER CUSTOMER EXPERIENCE



– By **Sheetal Choksi**, Co-Founder, Word Hatter

In this day of cookie cutter uniformity, when it comes to garnering consumer loyalty, “customer experience” seems to be the buzzword. Yet, putting the customer at the centre of business and creating delightful experiences across the buying journey is not as simple as it sounds.

This is the first of a series of articles on Customer Experience. I have set the context and in the subsequent issues, I will be deep diving into different aspects to understand how they can impact the consumer experience and your business.

On a busy street of South Mumbai stands a popular saree store called Kala Niketan. Going there with my family used to be one of my most thrilling moments, even though I was only seven years old. It was like visiting a relative’s house. The Manager would welcome you warmly at the door and usher you in to its cool air-conditioning comforts and the capable hands of an enthusiastic salesman. The salesman smilingly pulled out saree after saree with equal fervour, stopping only once you were satisfied. The best part, however, was they served chilled soft drinks, a rare treat in my time. I would sit there treasuring every sip, praying fervently that my relatives take their own sweet time.



Rapidly changing technologies and evolving customer expectations are gradually diluting established concepts and definitions. Omni channel is a buzzword and has been gaining momentum since 2016.

Bigger aisles and bigger product choice let me browse at my own pace with attentive help at hand if I felt the need. The lure of the range tempted me to fill my basket to bursting point. The opportunity for impulse shopping, the heady combination of eat, shop, experience, repeat provided utility and entertainment. The fun of shopping at malls was as exciting as high street shopping with each delivering their own recompenses.



Fast forward 40 years and even when I visit them today, I still feel the same sense of thrill. The pampering has climbed new levels of indulgence. The choice of soft drinks has increased to include juices and other healthy options which vary by the season. The salesmen still pull out their wares relentlessly now with a bigger choice. The exchange receipt has no end date and can be passed down generations. Other sari-related services are offered in-house to make it convenient. The list is endless.

The dawn of customer experience

In a time when retail is struggling to keep its head above the surface, every organisation and every CEO across board is turning their attention to Customer Experience. They are beginning to realise that no longer is it about goods and services, or even pricing. There is more than enough competition offering the same products at more or less the same prices.

How it delivers is becoming as important as what it delivers.

Customer expectations are also changing. They are becoming well-travelled and more informed and are dictating new standards of excellence. Best in class is not enough anymore. They want an experience that is unique, engaging and satisfying or else there is nothing to stop them from walking out or abandoning the cart.

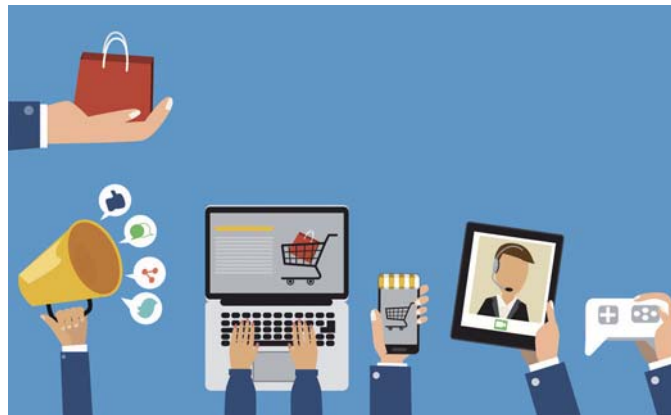
Customer loyalty is directly proportionate to customer experience; always has been and always will be. Kala Niketan was my first experience with customer experience. There were many others too. The local kiranawalla who had memorised the monthly shopping list even better than my mother had. The milkman who was prepared to defer his bill by a few days in the event of any cash crunch. The vegetable vendor who offered home service. Staunch in service delivery and monthly credit, these were the pillars

of the locality's home and kitchen. There were no SOPs or service manuals or training programs. They operated from a simple belief that the customer should be happy and this belief came from the heart.

The evolution of retail

Then came the wave of liberalization, privatization and every other 'ization' one could think of. This ushered in sprawling new retail formats, modern techniques and more importantly, the power of choice. It created a new 'I style' of shopping. Needs were nudged out by desires. Novelty and excitement became the motivation even if shopping didn't.

The new retail excitement was infectious and attracted swarms. The spaces that once lured me now saw me growling for my space. My romance with online shopping had begun with Amazon back in the early 2000s, when I used to get my favourite books shipped internationally. Today, with the cities becoming overcrowded, my relationship with stores is waning and I have rekindled my affair with online shopping. Who can beat the comfort and convenience of armchair shopping! Not only did it give me better deals, it gave me better choice and most importantly, returned my sense of calm. Yes, my kiranawalla did provide the same delivery



service, but he didn't provide the pleasure of browsing and looking and discovering small unusual things that really excited me.

Pick and choose

I still love the neighbourhood kirana and the wet markets and high street shopping and roadside vendors and the million square feet malls and everything in-between – each for a different reason. Over the years, I have realized that I have my favourites – some for their product choices; some for their service which rises above stipulated SOPs and brand service guidelines; some for the layout of the stores which effortlessly guide me in an organised direction. But never in India have I found a retailer who has given me that one consistent overall “Wow” experience. Everything seems to work well but it is just that, and that is the problem. Customer Experience. Two simple words that are the most complex for retailers to live up to. While every retailer strives to better their customer experience, they seem to be faced with a barrage of road blocks. Technology is changing gears at breakneck speed, which means by the time approvals are in place and systems have been refreshed, they are on their way to becoming obsolete. Customers are evolving equally fast and

thrusting new expectations on retailers. They are unconcerned with the overall picture and seek to see how the parts can fulfil their demands. Add to these the trying Indian retail scenario and a win-win situation seems almost non-existent. To begin with, let us try to understand the true meaning of customer experience. What does it encompass – is it the sum of the parts or is it just parts? Is it a tangible service or a consumer emotion or an instinctive reaction? I understand that it would differ across different formats but at the end, what does it mean to a consumer? As a business, retailers understand that the definition is not a one-size-fits all across formats. An understanding of what

comprises the components of “great experience” in this hyper-connected world would give them the edge they are looking for.

Change with change

Rapidly changing technologies and evolving customer expectations are gradually diluting established concepts and definitions. Omni channel is a buzzword in India and has been gaining momentum since early 2016. Before a retailer rushes to invest in this, it would be worthy to read what Alan Bunce, Senior Director of Product Marketing, Demandware has to say. In his article published online, (<http://www.mytotalretail.com/article/2016-the-year-of-the-retail-customer-experience/>),

Customer expectations are also changing. They are becoming well-travelled and more informed and are dictating new standards of excellence. Best in class is not enough anymore.

he predicts, “Omnichannel” will become an antiquated term”. He further states that “Omnichannel will be replaced by a more apt term like Unified Commerce, which refers to a single commerce platform that gives retailers a unified view of customers, inventory, etc., across all channels”.

A possibility that is not inconceivable even in the Indian scenario. With the Modi government pushing aggressively for digitization, in-store payment methods will have to evolve dramatically. We cannot continue working with 20 year old tech and yet expect to make the experience inviting and exciting for a tech-savvy generation who was not even born when those systems were developed. One of the key challenges in delivering a consistent, high quality and profitable customer experience model is the ever-evolving technology and its role in shaping customer experiences and expectations - the pace of change can dilute or dampen efficacy of existing processes and tools.

Customer Experience means consistently meeting or exceeding customer expectations and staying consumed with creation of delightful experiences throughout the customer

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lifecycle. This is possible only when we put 'customer' at the centre of our businesses and create an enabling organisational eco-system of products, services and experiential interfaces with the sole objective of delighting our customers through a profitable business model. Its purview is not limited to just addressing the visible needs and expectations, but also meeting any latent or passive needs, and proactively anticipating any new behaviour shaping possibilities.

Retailer initiatives

How are retailers today looking at the entire customer experience management?

Traditionally, at Images Retail, we have been speaking with retailers to uncover what

and focus on small individual independent initiatives which fail to deliver on overall value. So are the parts unimportant?



The parts come together to make the bigger picture. We believe that only when you analyse and understand the

changes, the other influences that are emerging? What changes do they believe must retailers implement in order to deliver the best in class to their customers? What do they believe is happening outside which will change the game faster than what we believe?

Our belief is that in order to deliver what the customer seeks, you must first understand what they want. In order to improve a consumer journey, companies need to know what the customer journeys are.

We will start with the consumer first. Each subsequent issue will then cover different aspects of the business which can contribute to delivering excellence. [R](#)



their challenges have been, how they find solutions, the consumer trends that they have been tracking and the initiatives they have actioned in order to stay dynamic and relevant to the faster than ever changing consumer.

A lot of companies, despite their best efforts, seem to fail in delivering a compelling customer experience. When we spoke to some retailers, their belief was that companies often ignore the bigger picture

The parts come together to make the bigger picture. We believe that only when you analyse and understand the parts individually in light of contributing to the big picture, will your experience become more robust and more compelling.

parts individually in light of contributing to the big picture, will your experience become more robust, more compelling and lend itself to a different kind of 'experience storytelling'.

A new perspective

This year, we as authors have decided to shift gears. For the next 6 months, in a series of cover stories, we intend to cover different aspects of retail – operations, technology, people and more - which when well woven together help deliver a differentiated and persuasive customer experience.

We will be evaluating all the aspects from a service provider's perspective. We will start with the consumer and then move on to evaluate each piece from supply chain to IOT to data analytics to employee engagement and other aspects. We will provide an industry overview and understand the trials and tribulations of the business from the service provider's lens. What do they believe are the trends, the



Talk to us

Our aim for the next set of articles is to enrich your understanding of the benefits of an improved customer experience, to spur new creative thinking on ways to overcome challenges in the process. We invite you to share your thoughts and feedback.

To all retailers and the associated service providers, we request you to write to us with your views on what aspects of customer experience you believe we should cover in the next few issues. Please feel free to send us case studies of your companies which will give us an insight into changes that are already happening.

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THE FUTURE OF FASHION IS HERE!

– By **Shubhra Saini**

As the fashion business matures in the country the Future Group's very own value fashion brand fbb is set to reap the benefit of economies of scale. In the backdrop of their recent store opening in Kolkata at Shakespear Sarani, **Rajesh Seth**, COO, FBB talks about the roadmap of Future Group's fashion business growth path.



A value retail offering in the fashion space offering exclusive merchandise under own private labels, fbb started humbly with sections present across all Big Bazaar stores and a few standalone outlets across metros, mini metros and some tier II cities. Today, the brand is more than 300 stores strong – 53 standalone outlets and 282 outlets within Big Bazaar hypermarkets – with plans to open 30-40 new stores every year. The company is also reportedly mulling the setting up of neighbourhood outlets for more modular consumption of the brand. The group has already done some pilots in cities and expects to soon roll out such stores.

You recently opened an iconic fbb store in Kolkata at Sheikh Sarai Sarani. How important is East India as a market for you?

East contributes around 27 percent of our total fashion revenue, so it's a large market for us and we do see lot of potential in East India as far as fbb goes. Apart from West Bengal, Orissa, Jharkhand, Bihar, and Chhattisgarh are significant markets for us. Even North East India is very important and we do have stores in Tripura, Meghalaya, Manipur, Assam, Sikkim.

How many more FBB outlets are you planning on opening this year pan-India?

We are planning to add 30 – 40 stores this year. There is huge potential in existing cities where we are available apart from untapped markets. So,

this year we will be exploring all the major markets and retail hubs be it in metros or Tier II and III cities. Fbb is one format that cuts across markets. We don't have constraints in terms of space or TG because fbb operates in the space of value fashion retail and there is a typical demand for it in metros as well as in Tier II and III markets.

What will be the size of new fbb stores?

The typical size earlier was around 8,000 – 10,000 sq. ft. but going forward, it will be around 12,000 – 15,000 sq. ft. with 15,000 sq. ft. being the ideal store. In some cities, we will have iconic fbb stores, which will be around 25,000 sq. ft. in size.

What will be the percentage split between FBB stores on high streets and in malls?

It will be a combination of both. Talking about malls, each mall has a dedicated space for value fashion retail and we are part of most of the good malls and we will continue to do so. We will also look for the opportunities to opening stores in all the good high street markets also. It will be a 50: 50 percent ratio if we be specific. We will be expanding rapidly. In the last few years we have done a lot of work in fashion planning, now we are ready are foundation is laid and we have capacity to expand rapidly – so expanding in good retail real estate spaces is our strategic agenda.

Is fashion again becoming important aspect of Future Group?

Yes, absolutely! Fashion at Big Bazaar started as one of the

categories in Big Bazaar. We saw a humongous traction for fashion category in Big Bazaar and we saw a great potential in opening a standalone fashion store and that is how fbb was inceptioned and it has been a huge success from the word go. If you see the new avatars of Big Bazaar, the ones we opened in the last one year, fashion has emerged as one of the leading categories in these stores, with some of the people just entering Big Bazaar for the fashion category.

What is the role that technology is playing in keeping you ahead of the game?

The technological intervention between customers and stores are limited to three major things –

POS: customers should have a seamless billing experience;

DIGITAL/ LED SCREENS: which showcase the latest collections and also loyalty programs

FRONTEND AND BACKEND INTEGRATION: to make customer experience as smooth and flawless as it can.

In few months' time, we are planning on launching fbbonline.com, an extension of our physical format, an Omnichannel integration to make the shopping experience better for our customers.

Are you taking help of technology to understand customer buying pattern in a better way?

As a group, we adopted a data analytics tool a couple of years ago called Manthan. It is a very strong tool and our most strategic decisions are based on data analytics in terms of designing new assortment, quantity planning, store level designing etc.



How do you keep up with evolving consumer behaviour?

When we talk about customer evolution the first and foremost thing that has led to this evolution is their buying behavior – from shopping for need based things to impulse buying, people have disposable incomes nowadays and it shows. Today, shopping is part of their day-to-day lifestyle.

When we talk of fashion, the awareness of fashion has gone up significantly – the whole idea of fashion from a consumer standpoint is that they want to dress right for every occasion. Fashion now is an amalgamation of style + convenience and we at fbb are matching this evolution step for step.

Many well-established foreign fashion players have entered India of late and have taken the consumer base by storm. What is your approach to the competition?

In the context of India, these international brands and even some of the leading Indian brands also haven't reached the belly of India, which we have

“We bring to Indians, global fashion at very competitive prices. We talk to customers who can't afford global fashion but aspire for it and those are the people we cater to. We help our TG step into the world of fashion using fbb as a platform.”

through fbb. These brands just target 5-7 percent of the Indian population, whereas our TG is much bigger than that.

We bring to Indians, global fashion at very competitive prices. We talk to customers who can't afford global fashion but aspire for it and those are the people we cater to. We help our TG step into the world of fashion using fbb as a platform. They might later migrate to other labels but they get introduced to the world of fashion through us.

In terms of presence, we are operating in 120 cities in India, whereas international fast fashion brands are present in 5 cities – the metros – so basically, we have no competition with them. But, yes, Westside, Reliance Trends, Max – we all do exist in the same space.

Is pricing strategy your key USP?

One of the pillars for us is our price point. We can proudly say that we offer the most competitive pricing in the country. We are even aiming at bringing down our price points by 3-5 percent every year.

While we will keep improving our quality, the price points will either remain the same or go down – something we have started doing in some categories. We aim to achieve all this by attaining economies of scale, better distribution efficiencies and by working with large manufacturers to bring forth the best quality. Our business doesn't depend on large margins, but depends on volume and repeat purchase by customers and that is what we are attempting to achieve. 



HOW DO CONSUMERS SHOP?

– A Report by **PwC**

It's no secret that in 2017 retailers are facing an increasingly challenging marketplace. How consumers want to shop – in addition to how much they want to spend – are strategic questions with no simple answers. While retailers grapple with providing a consistent shopping experience among channels, new kinds of competitors seem to pop up out of nowhere, further altering customer expectations and disrupting any hoped-for status quo. PwC's 2017 Total Retail Survey explores global shoppers' buying behavior and paths to purchase. The global survey tracks shopper feedback from more than 24,000 consumers in 29 territories and 11 different product categories.

BOOKS

In the purchase journey for this product category, global shoppers looking at books, music, movies and video games are the most likely of all categories to research and purchase via an online channel, 68 percent and 60 percent respectively.

For books, music, movies and video games, more than two-thirds (68 percent) of global shoppers do their research online, while only 16 percent prefer to research in store. Of shoppers who prefer researching online, the majority (44 percent) like researching by PC, 14 percent by mobile/smartphone and 9 percent by tablet. When it comes to purchasing books, music, movies and video games purchases, 60 percent of global shoppers prefer to purchase online, while 28 percent prefer to purchase in store. Of those who like to purchase online, 41 percent prefer doing it with a PC, 11 percent like using a mobile/smartphone and 8 percent like using a tablet. Shoppers in the books, music, movies and games category are the second most likely group of shoppers to have made purchases online to some extent in the last 12 months (73 percent), after clothing and footwear shoppers (77 percent). Over a third of shoppers said they purchased most or all of their purchases online in the last 12 months.



CONSUMER ELECTRONICS AND COMPUTERS

For consumer electronics and computers, 62 percent of global shoppers prefer researching these purchases online, while 28 percent prefer to do their research in store. Of those researching, 45 percent like researching by PC, 10 percent by mobile/smartphone and 7 percent by tablet.

When it comes to purchasing, a high proportion of shoppers indicate they like to shop across both channels for this product category, as 51 percent prefer to buy in store with 43 percent preferring to purchase online. Of those who purchase online, 31 percent prefer using a PC, 6 percent a mobile/smartphone and 4 percent a tablet.

Over a quarter of global shoppers said they made most or all of their consumer electronic or computer purchases in the last 12 months. Of the 11 product categories surveyed, consumer electronics and computer products are the second most likely product category where shoppers prefer researching online (62 percent) – after books, music, movies and video games (68 percent). The largest percentage of shoppers who prefer to research purchases online are in Brazil (79 percent) and UK (74 percent).



DO-IT-YOURSELF AND HOME IMPROVEMENT

For do-it-yourself/home improvement, 43 percent of global shoppers prefer to research purchases their online, while 33 percent prefer to so in store. Of those who prefer to research online, 27 percent like researching by PC, and 8 percent by mobile/smartphone.

When it comes to do-it-yourself/home improvement purchases, just 30 percent of global shoppers like to purchase online with over half (52 percent) preferring to buy in store. Of those who prefer to purchase online, 18 percent like to do it by PC, 6 percent by mobile/smartphone and 5 percent by tablet.

Across all product categories, shoppers were least likely to have purchased do-it-yourself/home improvement items in the last 12 months, this was tied with purchases of jewellery/watch items. A quarter of global shoppers indicate they have made 'some' do-it-yourself/home improvement purchases online in the last 12 months. Only 16 percent of shoppers say they complete most or all of their do-it-yourself/home improvement purchases online.



CLOTHING AND FOOTWEAR

For clothing and footwear, 52 percent of global shoppers prefer to research purchases online, while 34 percent prefer to research in store. Of those who research online, 31 percent prefer to research using a PC and 12 percent prefer to use a mobile/smartphone.

40 percent of global shoppers prefer to purchase clothing and footwear online, while 51 percent prefer in store. Of those who like to purchase online, 24 percent prefer to buy via PC, and 9 percent by smartphone.

Of all the product categories, clothing and footwear is the category most likely to have been purchased in the last 12 months (77 percent), with 28 percent of global shoppers purchasing most or all of their clothing and footwear online in the last 12 months.



FURNITURE AND HOMEWARE

For furniture and homeware, 45 percent of global shoppers prefer researching purchases online, while 39 percent prefer to do their research in store. Of those that research online, 29 percent prefer doing it by PC, 8 percent by mobile/smartphone and 7 percent by tablet.

When purchasing furniture and homeware, 59 percent of global shoppers prefer to purchase in store, while 30 percent prefer to purchase online. Of those who prefer purchasing online, 18 percent prefer to use a PC, while 5 percent choose tablet and 5 percent mobile/smartphone.

Global shoppers are most likely to say they have made 'some' furniture and homeware purchases online during the last 12 months (25 percent).

GROCERY

Grocery is the product category with the highest percentage of shoppers both preferring to research (53 percent) and purchase (70 percent) in store.

53 percent of shoppers globally prefer to do their research for grocery purchases in store, while 30 percent of shoppers prefer to research online. Of those who choose to research online, 16 percent prefer to do so via PC, 8 percent by mobile/smartphone and 5 percent by tablet. 70 percent of shoppers globally still prefer to purchase grocery in a store, the highest of all product categories, with a further 23 percent purchasing online. Of those who like to purchase online, 12 percent prefer to do it using a PC, 6 percent using a mobile/smartphone and 4 percent using a tablet.

33 percent of global shoppers said they made 'some' grocery purchases online in the last 12 months.



HEALTH AND BEAUTY

46 percent of global shoppers prefer to research for health and beauty products online; 33 percent prefer to research in store. Of those who prefer to research online, 27 percent like to research using a PC, 11 percent using a mobile/smartphone and 7 percent using a tablet.

When it comes to making health and beauty purchases, 47 percent of global shoppers prefer to purchase in store and 37 percent prefer to purchase online. Of those who prefer to purchase online, 22 percent like to shop using a PC, 9 percent using a mobile/smartphone and 6 percent using a tablet.

30 percent of global shoppers are most likely to say they made 'some' health and beauty purchases online in the last 12 months.



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HOUSEHOLD APPLIANCES

53 percent of global shoppers favor researching online for their household appliance purchases, while 32 percent prefer doing their research in store. Of those who prefer to research online, 38 percent like to research via PC, and 7 percent each by tablet and mobile/smartphone.

When it comes to buying household appliances, 56 percent of global shoppers prefer to purchase in store, while 33 percent prefer online. Of those who purchase online, 23 percent prefer using a PC, while 5 percent prefer using a mobile/smart phone and 4 percent tablet.

Just under half of global shoppers have purchased household appliances to some extent in the last 12 months.

JEWELLERY AND WATCHES

43 percent of global shoppers prefer to research for Jewellery/Watches online, while 33 percent prefer to do research in store. Of those who research online, 25 percent like to research via PC, 6 percent by tablet and 9 percent by mobile/smartphone.

When it comes to making Jewellery/Watch purchases, the majority of global shoppers prefer to make purchases in store (49 percent) while 32 percent prefer to purchase online. Of those who purchase online, 19 percent prefer to do purchase via PC and 7 percent via mobile/smartphone.

Just under a fifth of shoppers globally made most or all of their purchases online in the last 12 months (19 percent).



SPORTS EQUIPMENT AND OUTDOOR

47 percent of global shoppers prefer researching sports equipment/outdoor purchases online and 28 percent prefer researching in store. Of those who research online, 29 percent research via PC, 10 percent via mobile/smartphone and 7 percent via tablet.

When it comes to purchasing sports equipment/outdoor, both online and in store channels are popular with shoppers; 36 percent of global shoppers prefer to buy online and 44 percent prefer in store. Of those who prefer to purchase online, 22 percent like to purchase via PC, and 8 percent by mobile/smartphone. Just 5 percent say they prefer to purchase by tablet.

Around half of shoppers had made at least some purchases in this category online in the last 12 months, with 19 percent saying they made most or all of their sports equipment/outdoor purchases online. While researching in store was the favored method for Switzerland shoppers (43 percent), only 16 percent of UK shoppers say they prefer to research sports equipment/outdoor purchases in store, the highest and lowest respectively among the countries.



TOYS

45 percent of global shoppers prefer to research their toy purchases online, while 26 percent prefer to research in store. Of those who prefer to research online, 28 percent prefer to use a PC, 10 percent a mobile/smartphone and 6 percent like to use a tablet.

When it comes to purchasing toys, both online and in store channels are almost equal in popularity for this category; 39 percent of global shoppers like to make their toy purchases online, while 37 percent prefer to purchase in store. Of those who like to purchase online, 24 percent prefer to use a PC, 8 percent a mobile/smartphone and 6 percent a tablet.

20 percent of global shoppers have made most or all toy purchases online in the last 12 months.





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Distribution Redefined

FAST FASHION THE NEW FAVOURITE OF SHOPPERS, RETAILERS AND MALLS

– By **Pankaj Renjhen**

Fast fashion, a phrase used for designs that move quickly from the catwalk to showrooms, is catching the fancy of Indian consumers.

Fast fashion is emerging as an important and growing category in the Indian retail sector. Consumers, on an average, are buying apparel eight to ten times a year now compared to a few years ago, when it was lesser than half a dozen times. This is making fast fashion more relevant as these retailers change their stock several times a year, and are thus, able to provide latest fashion merchandise all year around.

The capability of fast fashion brands to bring in latest trends to their stores is making them popular among the consumers. With shoppers – especially in the metros – becoming more sophisticated and savvy in their shopping choices and inclinations, they prefer brands that not only offer value for money but are also in line with the latest global fashion trends.



Malls are also embracing fast fashion retailers and have started to allocate prime spaces to them in their premises. Mall developers prefer fast fashion brands due to their higher productivity and also the footfalls they generate for the malls. Therefore, fast fashion brands are starting to become the anchor stores in shopping malls today. Recent examples include H&M in High Street Phoenix, Mumbai, and both Zara and H&M in Selectcity Walk, Delhi-NCR. Adjustments have been done in micro-location of the stores within the malls in order to accommodate the newer global brands.



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Fast fashion retailers are quickly expanding their footprint in India in order to capitalise on this rising demand from consumers. As many Indians are travelling abroad, they are becoming familiar with foreign brands. This coupled with rising disposable incomes means that demand for foreign labels is also growing stronger.

What's Happening?

As global fast fashion brands expand their footprint in the country, domestic brands are also expected to adapt their business models and stores in strategic locations to compete better with the former.

There are challenges for both domestic and international retailers, in getting quality retail space. There is competition among retailers to acquire prime space, especially in the successful malls.

International brands such as H&M, Forever21, Zara, have already entered India with much fanfare.

Domestic retail giant, Future Group, launched Cover Story – its fast fashion format – a few months ago. The player

has crunched its turnaround time from design to store by 50 per cent and priced products competitively. Other domestic players may launch stores along similar lines too or enter this popular category. Some others will make fast fashion dominate their merchandise mix.

Going forward

It is expected that the prominence of these retailers is going to increase further in India. Also, many more international retailers are expected to enter the

market to tap in the growing opportunities and exploit the potential of India's consumption story.

There are challenges for both domestic and international retailers, however, in getting quality retail space. As existing or upcoming quality retail development is limited in India, there is a growing competition among retailers to acquire prime space, especially in the successful malls. 

About the author:

Pankaj Renjhen, Managing Director - Retail Services, JLL India

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INDIA HOME FURNISHING MARKET PROSPECTS & OPPORTUNITIES

– By Shubhra Saini

The boom in the residential real estate industry over the last few decades has given an impetus to the home décor market. Also driving the growth of this section is an increased consciousness among home owners for stylish interiors and beautiful indoors.

The home and interiors category has varied constituents as different as chalk and cheese. The home textiles, household hardware, décor items, furniture for home and office, kitchenware, and such related items, constitute this vibrant category. No single item seems to be out of demand going by the housing sector's growth and urbanisation of many cities in the country. The consumption is not limited to new houses but has even crept into the psyche of those consumers who are looking forward to redo their home or office space as well. These days such redoing is no more a once in a lifetime, one-off occasion but keeps repeating the cycle more often.

Market Size & Growth

Total retail market is worth ₹102,750 Cr (US\$ 17.13 bn) growing at 12-13 percent and is expected to be worth ₹144,323 Cr (US\$ 24.05 bn) by 2017. Modern retail is estimated at 19 percent of this total market and is expected to grow at 24-27 percent. Retail expansion grew at 16-21 percent in terms of number of retail outlets and retail space with same store revenue growth being around 15 percent.



Market Segmentation

The category's three broad segments – furnishings, furniture and décor, have been growing positively. There is a small shift of market share from furniture to décor during last couple of years. This is due to the reason of controlled consumption which resulted in spending less on high value items like furniture. Consumers continued to spend on furnishings as it has been and invested more in upgrading interiors and décor items to get refreshing look at home and office. The furniture market saw marginal drop of 1 per cent and décor gained with same since previous retail report.

The furniture segment contributes highest in the overall market with small furniture like chair, table, stools, cabinets, desks etc. Collection of such items generates volume business for the category. The large furniture items such as beds, sofa set, dining furniture set, large wardrobes, cup-boards are high ticket items which require higher investments. The market share of small furniture is 75 percent and that of large is 25 percent.

Total retail market is worth ₹102,750 Cr (US\$ 17.13 bn) growing at 12-13 percent and is expected to be worth ₹144,323 Cr (US\$ 24.05 bn) by 2017. Modern retail is estimated at 19 per cent of this total market and is expected to grow at 24-27 percent.



Home furnishings segment, on the other hand, contributes the lowest share of 26 percent. The segment is further broken into sub-segments of bed linen, towels and robes, kitchen linen, curtains, upholstery, blankets, rugs and carpets. Among these sub-segments bed linen has the largest share close to half of total market. But the faster growing sub-segments are curtains, upholstery, blankets, rugs and carpets.

Consumption

It is true that frequency of buying products in the category has increased over last decade but the category still remains one among low consumption categories. It is not just because of low consumption appetite but also due to scarcity of players in the segment on one hand and low penetration of existing modern players in

smaller cities on the other hand.

The retail presence of home decor and furnishing brands are more in south and west. Interestingly north is having lowest share of store count inspite of being densely populated region.

Challenges faced by the sector:

The furniture and home décor industry in India is largely unorganised which is a major hindrance for its growth.

“The perception and outlook of the industry also needs to change. It is still not open to innovation and experiment. Second major issue is the skyrocketing real estate price which makes it very difficult for new ventures to be profitable. Indian market is also susceptible to global economic volatility which makes an

impact on the home furnishing players. However in spite of all this I feel Indian artists, designers brands have lot of potential to market themselves globally but a lot of effort needs to be there for marketing and promotion,” says, Navin Kanodia, MD & Interior stylist, SPACIO.

Putting a different perspective, Mamta Gupta, Founder and Owner, Buzzaria Dukaan, says, “Currently people like to shop online rather than to shop offline because of the many advantages and benefits available. There are many schemes, discounts and pocket friendly offers are offered by many retailers that attracts the customers and yet it is the another way to save money. Also, Government should start financial benefit programs for small scale workers who make very alluring handmade products and still not getting the enough wages to fulfill their needs to feed their family.”

According to Rajat Singhi, Founder and Creative Director, Address Home, Improper distribution channels and retail infrastructure are the major factors affecting growth of this industry. Quality also has been an issue that needs to be taken a note off.

How to mitigate these challenges:

The rising government focus and favorable policies do support the industry. Increased penetration of organised retail, favourable demographics, and rising income levels to drive the industry demand. Abundant availability of raw materials such as cotton, wool, silk and jute. India enjoys a comparative advantage in terms of skilled manpower and in cost of production relative to major textile producers.

TECHNOLOGY AS AN AID IN IMPROVING PERFORMANCE-

Retailers in the segment are giving due importance to technology. They have got customised software to have insights in buying behavior of their loyal customer groups and real time inventory status at each stage in the entire value chain.

NEW CONCEPT MARKET -

This comes to fore when a new house / office is planned. This will require everything including design, architecture, interiors, furnishings, furniture and décor new to create a "concept" to live or work in. Though this market has low frequency of consumption but drives huge ticket sales. This market will always survive on innovation and aspiration.

REFURBISHMENT MARKET -

This is more regular market which thrives on up-gradation, renovation and improvement within living or working space. The consumption frequency is relatively higher but with lower ticket sale items.

Thus industry needs to develop a healthy mix of these two markets which can complement each other. The optimum balance between both will strengthen its position and drive the category sales.

What's influencing the growth of home décor and furnishing market

The home décor and furnishing market in India has witnessed phenomenal growth particularly in the last ten years. Still it is in the nascent stage in India if you compare it with any advanced countries. Organised home furnishing retail has the opportunity of a dream run if the brands understands the customer requirements and offer them what they want.

This sector's growth has been driven by the socio economic changes and rapid urbanisation in India. We are a country with a large base of young population who have a high disposable income and are also willing to spend for better lifestyle. Over the last few years, the real estate boom has allowed the young population to own a house of their own with easy loan schemes given by the banks and governments. The new homes for the small families have been a major driving factor as they are spending a considerable amount of setting it up. This has opened up a major market for home décor and furnishing brands.

"The home furnishing market in India has witnessed a prolific boom in the country.

TREND FORECAST

● As for the trends in home décor, old is back. It has been a major trend globally and India is no exception. The old has come back in a renewed way, acquiring a new form and style of expression which complements the contemporary interiors. In terms of theme for interiors the Western European styling remains predominant however Indian art is also making a mark. The global contemporary styling is flowing alongside the growing interest to revive the regional or local craft. Nordic, for example remains a major influence. Quite a lot of innovation is happening in terms of materials and techniques. Navin Kanodia, MD & Interior stylist, SPACIO



There are trends which we have seen from past few years over and over again and some of them have been trending for a while now for example classic blue and white stripes, beige, blush pink walls. These are the trends which never go out of fashion. When we talk about this year, it's all about mixing and matching the unconventional patterns and designs. Retesh Sharma, Director, Zynna

● Exposure to global trends and design has inspired people to decorate their homes with more appeal. High Martindale canvas, cotton, poly blends, chenille and velvets have started being used alongside leather for upholstery purpose. Seasonal changes call for change in décor. Curtains, cushions, smaller pieces of home décor can be changed to bring in festivity along with each season.. These factors are all leading to a growth and boom in the home furnishing sector and creating a very strong future for the same." Ramachandra Shastry, Director, Rumors Fine Furnishings.



There were a number of factors which have led to a growth in home furnishing demand in the Indian households in the last few years. The growing phase of infrastructure and real estate market has augmented the demand for home furnishings products in the country. With a higher disposable income, home furnishings, once considered a luxury are becoming an everyday necessity. Exposure to global trends & design has inspired people to decorate

This sector's growth has been driven by socio economic changes and rapid urbanisation in India. The large base of young population with high disposable incomes also willing to spend for better lifestyle experiences.



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their homes with more appeal. High Martindale canvas, cotton, poly blends, chenille & velvets have started being used alongside leather for upholstery purpose. Seasonal changes call for change in décor. Curtains, cushions, smaller pieces of home décor can be changed to bring in festivity along with each season.. These factors are all leading to a

growth and boom in the home furnishing sector and creating a very strong future for the same,” says, Ramachandra Shastry, Director, Rumors Fine Furnishings.

“Expansion and developments in real estate industry, have supplemented the growth of world home decor market. Globalisation facilitates easier and wider

availability of home decor products and designs for consumers,” says, Retesh Sharma, Director, Zynna.

Surjit Singh of Arora Drape, opines, “India is one of the economy which means the demands of products related to home is growing at a faster pace. Market is highly flooded with lot of players. The growing demand of carpets, bedsheets, curtains and many other home furnishing is consciously growing. The increased demand of home fashion or continuously upgrading the look or filling with the basic necessity of home furnishing product has been witnessed in the industry. The home furnishing is anticipated to witness demand from retail industry. By 2018, home furnishing market is

Expansion and developments in real estate industry, have supplemented the growth of world home decor market. Globalisation facilitates easier and wider availability of home decor products and designs for consumers.



WHICH CATEGORY RULES THE ROOST

- The major chunk would be furniture and soft furnishing followed by floor coverings. Navin Kanodia, MD & Interior stylist, SPACIO
- These days we have a lot of variety when it comes to home décor products and consumers opt for functionality and comfort. Furniture however has always been the major chunk of this market. Retesh Sharma, Director, Zynna
- While all aspects are important to the décor of a house, textiles, due to their soft hand feel & warm nature draw people towards them instantly. The only way to convert cold walls to a warm home is to add textiles. Add them in the form of rugs, upholstery, cushions, curtains to spice up your Décor. Textiles add personality & warmth to any home. Ramachandra Shastry, Director, Rumors Fine Furnishings.
- Bed Textiles constitute the major chunk of the overall market followed by Floor Coverings and Textiles. Rajat Singhi, Founder and Creative Director, Address Home
- The market for home textiles is dominated by bed and bath linen, which have more than two-third of the market share in value terms. Bed linen alone has a market of about Rs 76 billion according to the estimates. In the bed linen segment, cotton sheets and pillow covers are the two key products in which India is among the world leaders. The mattress industry continues to grow due to new technology and new entrants coming to market. We're seeing new entrants to the sector marketing features and technology that are geared to specific demographics, such as athletes and people living a healthy, active lifestyle. Surjit Singh of Arora Drape

SWOT ANALYSIS OF THE SECTOR:

STRENGTHS

- High average ticket category with high margins
- Category growth with improving lifestyle in growing economy

WEAKNESSES

- Supply chain, inventory management and demand forecasting is difficult
- Insufficient backup unlike in groceries or apparel results in sale loss
- Large furniture is still preferred to be made to order

OPPORTUNITIES

- Growth in urbanisation and housing and commercial sector
- Opportunity to expand with growing e-commerce segment
- Improving lifestyle, growing aspiration and household incomes

THREATS

- Limitation in expanding through online
- Small share of organised player in the segment
- Large unbranded market share



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expected to grow at CAGR of 8 percent. During the same period, curtains, upholstery and rugs and carpets will grow at CAGR of 8 percent and 9.4 percent.”

In the demography pyramid according to family incomes, there is a high growth in middle class families than the lower and upper class. Middle class to be around Rs 48,000 crores as compared to upper, which is at ₹7,000 cr and the lower ₹10,000 cr. Also, the average age of a buyer has changed from 45 years to 37 years over the span of last five years.

The factors which are propelling the growth of Home Decor & Furnishing sector:

► People have started taking their home as the reflection of themselves and so, a lot of people are now spending

more on both furniture and fixtures and also on home decor.

- Working women are spending a lot on home fashion.
- Disposable income, better education and also the growing trend of individuals opting for professional services to do their interiors have together led to a rise in this category.
- Indians are well travelled now and have an exposure to lifestyles in other countries, this inspires them to have a similar lifestyle for themselves too.

Innovating to reach out to the Millennials

A high percentage of India’s population constitute of Millennials and even the home decor and furnishing retailers are trying their best to leverage this demography.



IKEA’S MUCH AWAITED INDIA ENTRY

More than seven decades after its birth, IKEA has firmly established itself as the world’s best known home furnishing brand. With 375 stores worldwide, the group recorded retail sales of €33.8 billion (excluding sales tax) in 2015. The brand is all set to roll out its first store in India this year. The country is one of the world’s fastest growing economies and presents a huge scope for its further growth.

States Deputy Country Manager, IKEA India, Patrik Antoni, states, “IKEA would like to offer home furnishing inspirations to as many people in India as possible at the most affordable price to be able to create a better everyday life for many people. We will begin our marketing campaign in the mid of next year; to make sure that people know us by the time we launch our first store by end 2017.”



Though the retailer is yet to start its retail journey in India, the country is not new to IKEA. It has been sourcing from India for 30 years for its stores around the world. Antoni underscores that today IKEA sources products in India for approximately €315 million every year, with an aim of doubling it in the next few years to meet its global and Indian needs. It works with 50 suppliers in India, engaging 45,000+ direct co-workers and approximately 4,00,000 co-workers in its extended supply chain.

He says, “We see potential to make India a major manufacturing and sourcing hub for our global market. We are very strong in textiles today and aim to diversify in other existing categories such as metal, plastic, lighting and in new categories like wood and sustainable locally available materials such as bamboo, jute, acacia, etc.” In his words, the brand is building a strong foundation in India with four IKEA pillars that are unique to India: sourcing (purchasing), retail, IKEA Foundation and Next Generation. This is helping them in bringing alive its vision of creating a better everyday life for many people, in all dimensions.

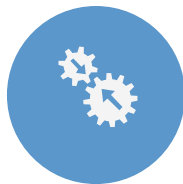
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The modern players in the segment are giving due importance to marketing and consumer promotions. The idea behind is to provide customers the experience of new product lines, categories and brands introduced in the stores.

Kanodia of Spacio talks about the innovations that they have done, he says, “The new generation or the millennial generation is extremely media savvy and digitally active. They are also aware about the global trends and practices. To cater to this particular customer base we have launched www.justforddecor.com which is an online luxury boutique for home décor and accessories. We have brought together more than 20 international design and décor brands from different parts of the world to provide the latest, contemporary design and luxury products for the fashion savvy customers. Also we have created easy online navigation and payment gateway to ensure convenience



and ease of shopping. We also strive to bring new designs and brands every week. We also do digital marketing aggressively to reach out to every single customer in a personalized way.”

According to Sharma of Zynna, online holds the key to Millennial hearts, The youth is moving towards the smarter choice in which they get value for money. The number of smart buyers is increasing and it has become a significant factor for the retailers to match the requirements of the consumers. The online websites offer a wide variety of products and people are going more towards online shopping. So there lies a challenge for covering up the online market competition.

“As high percentage of India’s population are youth so

the retailers and manufactures are providing and delivering product according to the youth’s desire and want. Youth has become more sensitive to seasonal and fashionable home décor ideas therefore retailers are providing products according to the growing demands for style, quality and newness. The decorative accessories will drive the market ranges through their trend-led, cost-efficient options for updating the look of a home.” Says, Gupta of Buzzaria Dukaan.

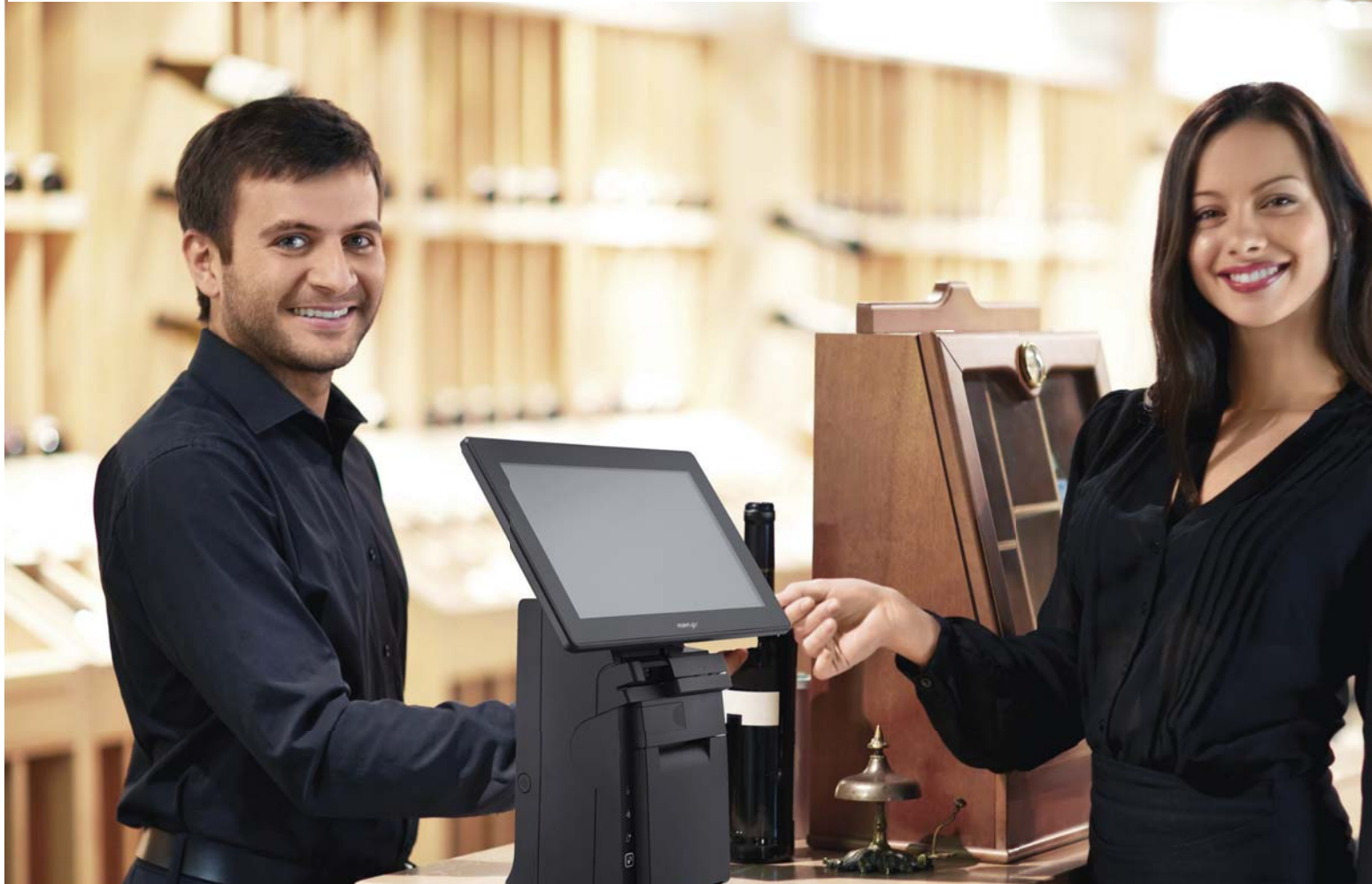
Way Forward

An industry report by Technopak reports that many online players have entered in the category and are doing fairly good business. Urbanladder, Pepperfry, Fabfurnish are few of such

players. The main driver of this segment is increased use of internet, enhanced reach due to shopping websites and an urge of getting exposed to various regional taste and preferences through virtual medium.

The modern players in the segment are giving due importance to marketing and consumer promotions. The idea behind such promotions is to provide opportunities for customers to experience new product lines, categories and brands introduced in the stores. These are planned either with season’s mood like Diwali, new year, valentine’s day or are category-centric to draw attention towards some specific category. During such promotion the category is filled with complete and exhaustive range of products with various discounts and offers. Realising the importance of employees, retailers are investing in training them on products, soft skills, customer services and other technical knowhow of the merchandise. There are programs to develop skill and talent at every key level in the organization. The furnishing retailers, buoyed by huge growth opportunities, are investing in technologies like augmented reality and hand-holding customers to design theme-based homes. **R**

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JEALOUS 21

LAUNCHES SUCCESSFUL ONLINE-TO-OFFLINE CAMPAIGN

Jealous 21, an exclusive denim brand for the young contemporary girls, from the house of Future Lifestyle Fashions, held India's first-ever #FreeJeansDay on March 25 and 26, 2017, at its select stores in Mumbai, Bengaluru, Delhi and Chennai. An experiential event, designed for the new-age trial generation saw massive turnouts at all the stores. Over 5,000 girls participated, queuing up outside the stores from early in the morning to grab a pair of their favourite jeans.



The Free Jeans Day campaign by Jealous 21, turned out to be a perfect case study of an omnichannel marketing strategy where customers were holistically engaged on both online and brick-and-mortar retail. While for registration, the participants reached out to Jealous 21's website and social media page, the actual brand experience happened at the brand's retail stores. And the engagement cycle continued once the girls went back, posted their selfie and started talking about the brand on the social media.

Commenting on this unique Omnichannel strategy, Chief Marketing of FLF Brands, Shibani Mishra said, "This initiative is a testimony of a massively successful Online-to-Offline (O2O) campaign in the fashion industry. We are extremely happy that we could create huge awareness for the brand, drive footfalls to the stores, made girls try our products & engage with them on social media all at once through this one campaign. We thank our customers for believing in the brand. We will now create a loyal customer base for the brand by integrating the social media platform with our CRM program in the process."

On the huge success of the event, VP, Jealous 21, Rahul Gupta said, "We are thrilled to get such a huge response. The experiment was not only a first for Jealous21, but also a first for the country. We are extremely happy that girls turned up for the event in such a huge number and got a firsthand experience of our latest Spring Summer Collection along with grabbing their favorite Jealous Jeans. We are confident that the products will speak for themselves, and the girls will now come back to the brand again & again."

This was the first time in India, that a brand had carried out such a unique campaign to give the customers a first hand experience of the product. Jealous 21 touts itself to be the pioneers in the country to launch a unique concept of '3 Hip sizes- Hottie for slim hips, Hourglass for regular hips and Bootilicious for curvier hips, for every waist size'. **IR**



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