

IMAGES

4

Issue No.

BUSINESS OF FASHION

April 2017

Volume XVIII // No. 4 // ₹ 100
www.imagesfashion.com



IFF SPECIAL ISSUE

MEET THE MASTERS

VISION AND VIEWS OF
FASHION THOUGHT LEADERS

GLOBAL FASHION BRANDS : NEW LAUNCHES IN INDIA
SPORTSWEAR INTERNATIONAL SECTION INSIDE
IFF'17 CONFERENCE AGENDA

Dear Readers,

It's been a high adrenaline month for all of us at the IMAGES Group. And, even as I write this, our team is busy putting all efforts together towards a bigger and better 17th annual congregation of the India Fashion Forum (IFF). And while the central focus is on the activities that will happen on the ground at IFF'17, the Images BoF editorial team has also attempted something very important and timely.

As, you are aware, the magazine always focusses on a single fashion category in every issue however this time we went chasing the greatest fashion leaders of our time. The Fashion CEOs and Directors, as the fountainheads of the fashion industry thought, are the ones that will shape the fashion vision of the nation. And as the industry is poised for quantum growth, it was critical to hear them out.

The principal feature of this issue, "Meet the Masters", comprehensively picks their minds on some of the most critical decisions that lie upon us. It is a small and distinguished group of visionary stalwarts that will drive the fashion revolution in India. These leaders are all also extremely hands-on and the ones that not only had the audacity to dream big, but also the perseverance to see it through to reality. I am sure, this synergic juxtapositioning of their thoughts will prove to be knowledge laden for you all, with plentiful insights to aid you re-evaluate and reshape your fashion retail aspirations and pave the next way forward.

The Indian fashion retail market is moving progressively, driven by increased presence of organised retail, which in turn rides the rising disposable incomes, changing demographics, increasing brand consciousness, and the e-commerce boom.

And, it is now a place of high interest for global brands as well. In this issue, we scan the news-waves and present a report on the major international brands that were launched in India in 2016-17.

Do go through the articles on character licensing in kidswear and women's jewellery in India and our features on retail and brand excellence. The Sportswear International section is a great curation and presentation on the buzziest buzz in 2016 from across the globe.

I look forward to seeing you all at the India Fashion Forum 2017, Renaissance, Mumbai on the 12th and 13th of April 2017. Also, a final word of gratitude to all the fashion leaders who spared their valuable time to share their inputs is in order. Thank you so much, dear Masters of Fashion.

Cheers !



Amitabh Taneja

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

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi-110020 Editor : Amitabh Taneja

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

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

Stores



Da Milano Opens First Global Store in Dubai

High-end leather accessories brand Da Milano has launched its exclusive store in Dubai's Ibn Battuta Mall.

Pg No. 44



Deal Jeans
Pg No. 46



INITIATIVE

Jharcraft Proposes Initiatives To Promote Livelihoods of Craftspersons

Jharcraft sets an example by creating definitive and profitable new opportunities for weavers, while making the best use of available resources.

Pg No. 48

CATEGORY WATCH

WOMEN'S JEWELLERY IN INDIA

Veteran luxury retail-lifestyle consultant Anil Prabhakar sketches the history of jewellery in India and shares his outlook.

Pg No. 50



LICENSING

Character Licensing in Kidswear

The kidswear marketplace is brimming with merchandise related to cartoon characters. IMAGES BoF takes a look at the potential in the market for character licensing for kidswear.

Pg No. 60



RETAIL EXCELLENCE

Tailorman: Cutting Out a Niche

Tailorman, a bespoke men's wear chain, is a sophisticated, progressive fashion and accessories brand. Co-Founders, Vidya Nataraj and Gautam Golcha, talk about their quest for an entirely new market in men's fashion.

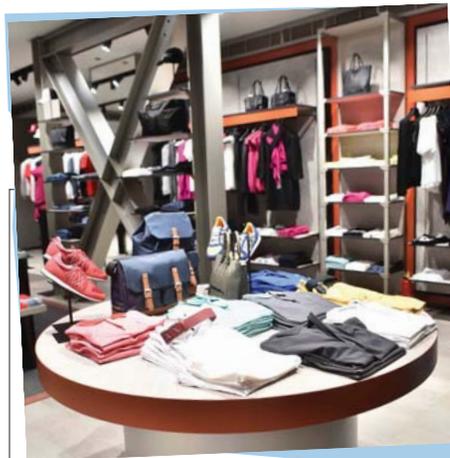
Pg No. 70

BRAND WATCH

GUESS WATCHES
TIME TO CONSOLIDATE

Ivana Perovic Shah, CEO, AP Group, the Distributors & Retailers for Guess Accessories for India, discusses Guess watch's decade-long presence in India and the way forward.

Pg No. 74



GLOBAL BRANDS IN INDIA
Launchpad Report 2016-17_Global Fashion Brands Entering India

A legion of international fashion brands has entered the Indian soil in this fiscal. Images BoF takes a look.

Pg No.77

LAUNCH

Duke Launches Its All New "Canvas Shoes" Collection

Duke Fashions (India) Ltd. launch Duke canvas shoes. A range for weekend getaways.

Pg No. 85



IFF Curtain Raiser
THE AGENDA OF THE MEGA FASHION CONFERENCE OF THE YEAR: IFF'17

Pg No. 86



WOMEN'S JEWELLERY IN INDIA

From its auspicious slant to becoming a fashion statement, the significance of jewellery has evolved with time. Veteran luxury retail and lifestyle professional and independent consultant Anil Prabhakar sketches out the history of jewellery in India and shares his outlook of the industry in India.

- By Anil Prabhakar

Since time immemorial, jewellery in India has been an integral part of women's lifestyle. Women from different economic strata have different lifestyles. Their jewellery choices therefore differ. In a diverse country like India, jewellery also has a cultural connect. Occasions such as festivals and weddings have religious significance that differs from region to region. Jewellery usage is thus rooted in geographical traditions.

Despite the fast spreading westernisation trend in the country, 85 percent still adhere to the wedding customs strictly. In Hindu marriages, wearing a mangalsutra is mandatory. Yet, the design and materials differ from region to region. While Gujaratis and Marwaris often go for diamond pendants and Maharashtrians wear a pendant of one or two vatis, Bengalis often have corals added to the design. In South India, the variation in the mangalsutra and the way it is arranged varies from region to region.



CHARACTER LICENSING IN KIDSWEAR

Although the market for character licensing is not as developed in India as in the western countries, there is little wonder why the marketplace is brimming with merchandise related to cartoon characters. IMAGES BoF takes a look at the potential in the market for character licensing for kidswear.

By Manisha Bapna with inputs from Rosy Sharma

Character and entertainment licensing is one of the largest segments of the licensing business, and is probably the part most recognized by the general public. This category of licensing encompasses properties springing primarily from feature films, television shows, videogames and online entertainment. For brands, it aids in enhancing the image of a product line and generate interest in it due to its association with a said character. It has also proven to be a powerful instrument for growth, as it helps tapping into new geographic markets and new market categories thereby increasing revenue and profit. “Whether it’s Mowgli for a child or Charlie Brown for a grown-up, it is a character one identifies with, and through licensing, we have successfully combined the individualities of these characters to give our valued customers products that not only spell functionality and quality but

MEET THE MASTERS

VISION AND VIEWS OF FASHION THOUGHT LEADERS

Contents ■ 89-165



MEET THE MASTERS: VISION & VIEWS OF FASHION THOUGHT LEADERS

IMAGES BoF speaks to some of India's finest fashion leaders on the issues that matter. 11 Questions - the ones that matter for Team Fashion India.

- 96 ANANT DAGA,** Managing Director, TCNS Clothing Company Pvt. Ltd.
- 98 ANITA DONGRE,** Chief Creative Officer, Design House of Anita Dongre Ltd.
- 100 APEKSHA PATEL,** Chief Executive Officer, Deal Global fashions Pvt. Ltd.
- 104 AVNISH KUMAR,** Director, Neeru's
- 106 DEEPAK AGGARWAL,** Managing Director, Kazo Fashion Pvt. Ltd.
- 108 JANNE EINOLA,** Country Manager, H&M - Hennes & Mauritz Retail Pvt. Ltd.



- 110 JAYDEEP SHETTY,** Founder & Chief Executive Officer, Mineral fashions Pvt. Ltd.
- 112 KAMAL KHUSHLANI,** Founder & Managing Director, Credo Brands Marketing Pvt. Ltd.
- 114 KAVINDRA MISHRA,** Managing Director, Pepe Jeans India Ltd.
- 119 KEVALCHAND P JAIN,** Chairman & Managing Director, Kewal Kiran Clothing Ltd.
- 120 MANISH MANDHANA,** Chief Executive Officer, The Mandhana Retail Ventures Ltd.
- 122 MANOHAR D CHATLANI,** Managing Director, MD Retail India Pvt. Ltd.
- 132 RACHNA AGGARWAL,** CEO, Future Lifestyle Fashion
- 135 RAGHUL SIKKA,** Director, Dicky Textiles Pvt. Ltd.
- 136 RAHUL MEHTA,** Managing Director, Creative Lifestyles Pvt. Ltd.
- 138 RAJESH JAIN,** Managing Director & Chief Executive Officer, Sports And Leisure Apparel Ltd.
- 142 SAHIL MALIK,** Managing Director, Da Milano leathers Pvt. Ltd.
- 144 SUNDEEP K CHUGH,** Managing Director & Chief Executive Officer, Benetton India Pvt. Ltd.



Meet the Masters



- 150 SANDEEP GOENKA,** Chief Operating Officer, Bagzone Lifestyles Pvt. Ltd.
- 152 SANDEEP JAIN ,** Executive Director, Monte Carlo Fashions Ltd.
- 154 SANJAY VAKAHARIA,** Director & Chief Operating Officer, Spykar Lifestyle Pvt. Ltd.
- 156 SHARAD VENKTA,** Managing Director, Toonz Retail India Pvt. Ltd.
- 158 SHITANSHU JHUNJHUNWALLA,** Director, Turtle Ltd.
- 160 SUNIL J PATHARE,** Chairman & Managing Director, VIP Clothing Ltd.
- 162 VINEET GAUTAM,** Country Head & Chief Executive Officer, Bestseller Retail India Pvt. Ltd.
- 164 VINOD KUMAR GUPTA,** Managing Director, Dollar Industries Ltd.



MEET THE MASTERS

VISION AND VIEWS OF FASHION THOUGHT LEADERS

India is poised for a great growth. Indeed, we sit at the cusp of a fashion revolution in India. As per a research in the India Business of Fashion Report 2017, the domestic apparel market will expand from approximately ₹3 lakh crores in 2016 to approximately ₹7.5 lakh crores by the year 2026. With all booming indicators projecting great days for the fashion market, it is also our conviction that it is our finest fashion leaders who will take the lead in driving the market to its full potential. In this special feature, we speak to some of India's finest fashion leaders and present their vision and views on taking the market forward.

While we present the vision and views of fashion leaders in the pages that follow, as a prologue, Harminder Sahni, Founder & CEO, Wazir Advisors, who has vast experience of working with fashion leaders, shares his thoughts on what makes a great fashion leader.



-Harminder Sahni,
Founder & MD, Wazir Advisors

PROLOGUE

THE WAYS OF A MASTER

On the face of it, a fashion business CEO should be no different from a CEO of any other business, or at least, any consumer business. But nothing could be farther from truth. Fashion business is really a unique business with its own fundamentally different characteristics. And that's the reason that fashion business CEO needs to be a very different professional.

So when I was asked to write about the traits of a fashion CEO, I decided to not talk about the general traits of a CEO and chose to focus on the additional or unique characteristics that will define a "Fashion CEO".

I believe there are 3 key traits that are absolutely necessary for succeeding as a fashion CEO.

The first and foremost is having an *acute appreciation of fashion*. While a CEO of an FMCG company may not be deeply engaged with all its products, but can be quite successful focusing on other aspects like distribution and marketing. However, a fashion CEO must understand fashion and be sensitive to its subtle nuances. Consumers are attracted to fashion brands mostly on emotional grounds and aren't rational in their choices. If CEO doesn't understand that how fashion works, he may become too focused on the rational elements and miss out on the emotional aspect completely. We have seen this happen to many leading brands globally and those finally disappeared or were later restored by a real fashion CEO.

The second trait is *to be a destroyer rather than a creator*. It may sound counter intuitive because fashion is a business of creating something new all the time. But, I reckon that to create something new it is most important to destroy the old. Most consumer businesses CEOs look for winners that can last forever. Everyone is searching for next Corolla or a Surf Excel type of product. But in fashion, if a CEO tries to discover products that can be winners and be sold longer, she would be writing an epitaph for the brand.

The third but equally important trait is *understanding of materials* i.e. textiles and accessories. Fashion consumers care about materials in their clothing much more than they care about ingredients in their food. Having a deep understanding of variety of fabrics and its interplay with other materials is the basis of appreciating fashion beyond colors and styling. Fashion CEOs must accept that the fashion business is like a restaurant business where one can learn the recipe to reproduce something that looks same as the picture in the book. But the real magic differentiator is in the choice of ingredients and sleight of hand. CEO must learn about materials and be involved in the process of creation to keep its brand relevant, desirable and unique.

To sum it up, a fashion CEO must be fashionable (not necessarily overtly), should never look for core products or long tail and must understand the materials that make fashion.

MEET THE MASTERS

VISION AND VIEWS OF
FASHION THOUGHT LEADERS



KAVINDRA MISHRA

**MANAGING DIRECTOR
PEPE JEANS INDIA LTD.**

Kavindra Mishra, Managing Director of Pepe Jeans India Ltd., is responsible for the growth of the existing business portfolio and designing effective strategies for Pepe Jeans India that are aligned with the broader global strategy. Mishra started his retail career in 1999 as Area Sales Manager at Madura Coats and continued his career at Madura Garments as Brand Manager for Allen Solly. In 2006, he joined Tommy Hilfiger as Vice President and was responsible for the brand's rapid growth and expansion by increasing the number of exclusive brand outlets and department stores in the country. In 2009, Mishra joined United Colors of Benetton (UCB) as their Commercial Director and in 2011, he became part of the founding team of India's first online apparel and lifestyle portal, Zovi.com. With his deep industry insight and an enormous amount of retail experience, Mishra has been able to develop a thoroughly unique approach for Pepe Jeans India.

...on why working in the fashion industry is exciting

Kavindra Mishra (KM): I like working in the fashion industry because I am passionate about it and I love my job. It's a dynamic industry and there is always constant change. I really like the planning, innovation and strategising; this really excites me. I also feel this profession gives you a lot of opportunities to grow as an industry specialist.

...on the paradigm shift from a seller to buyer led market

KM: Yes, Indian fashion market is changing from a seller-led market to a buyer-led market. Buyers now have a lot more choices and in this scenario there is huge emphasis on product quality, fashion, the right cost; also the e-commerce platform is now being considered as a fast and acceptable medium. So all these factors resonate very well in the new buyer led space. Even in tier -III and -IV cities and since customers have a lot of options and there is no longer a situation wherein there is only one store in the town and everybody has to go there and buy. The small towns now have international brands, departmental stores, e-commerce services, brand stores, MBO's, thereby giving a lot of choices to customers. Implication is very simple, brands now cannot just rely on their past strategies. They need to constantly innovate and also provide value in product offerings. So, value is the key function. It doesn't mean that you have to provide low priced merchandise to your consumers, you have to provide a valuable mix of your product quality and price and once you do, you will be able to strengthen product portfolio and also retain market share.

...on how technology is changing the business

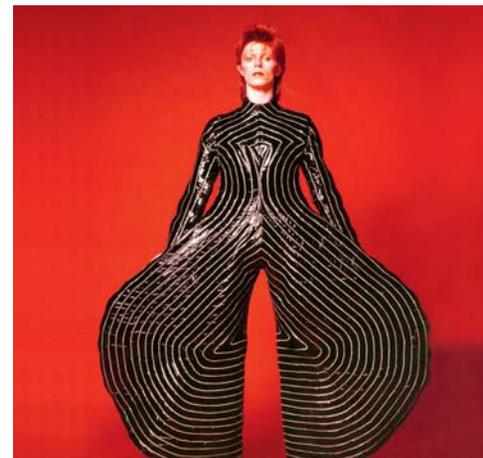
KM: I think technology is helping in a lot of ways, both in terms of front-end and back-end. While reviewing the front end, there is customisation, where consumers now are more open to adding a little bit of their own creativity to the garments. In October 2015, Pepe Jeans was the first brand in India to introduce a denim customisation service. Pepe Jeans Custom Studio allows customers to step into the design seat and customise their denim in a few easy steps. Pepe Jeans's customisation service empowers the customer with the opportunity for personalisation; and therein lays a powerful tool that will revolutionise denim

DEMI AND FASHION TRENDS CAPSULE FOR INDIA
SPORTSWEAR INTERNATIONAL



The A-Z of 2016

- 170 A Look Back in Anger
- 172 Anniversaries
 - Adidas Hype
 - Artificial Intelligence
 - Amazon's Fashion
 - Ambitions
- 178 Burkini
 - Busted Knees/ Brexit
- 182 Cartoon Heroes
 - Consumer 2.0
 - Creatives Moves
- 185 Goth Lettering
- 186 David Bowie
 - Deconstructed Denim
 - Fashion/ Disruption
- 190 Kick Flares
- 191 Handwoven Denim
- 192 Intelligent Fashion
 - Infrared Ray Fashion
- 194 No Gender
- 196 Skate/ Stretch
- 198 Turkey/ The Smiths
- 200 Virtual Reality/ Velvet
 - Wool is the New Cool
- 202 Washing Seminars
- 204 X-Large Jeans



Credits for India Capsule

SPORTSWEAR INTERNATIONAL

Editor-in-Chief: **Sabine Kühnl**
 Creative Director: **Gian Luca Fracassi**
 Senior Editors: **Maria Cristina Pavarini/**
Christopher Blomquist
 Fashion Editor: **Juliette Nguyen**
 Managing Editor: **Wolfgang Lutterbach**



HANDWOVEN DENIM

Handwoven denim is hot right now. Many initiatives are meeting success not only among insiders, but among demanding consumers who can appreciate the high value of hand labor. Italian denim manufacturer Berto recently launched its Le Mani-Manifattura 1887 selection of entirely handwoven denims. Berto and denim connoisseur Scott Morrison, owner of the US 3x1 premium denim brand, presented a denim weaving process live in Morrison's 3x1 own store on Mercer Street in New York. Customers could order their made-to-measure jeans made with that handwoven denim and all the fabric was sold out in seven hours. "By using this fabric we wanted to give a strong sign and offer our customers a very valuable century old-tradition product that goes beyond the usual purchase logics," explained Morrison. Weaver Elena Sanguankeo demonstrated how she could produce a unique authentic fabric with her 3,000 strokes per meter. Customers were even more surprised considering that a handloom can produce a maximum three meters of fabric per day. "Seeing the handloom in action, right there in the middle of the store, was breathtaking," added Morrison. "The handloom denim is gorgeous, and a sophisticated customer can easily see and feel the difference."

Other handwoven denims are now appearing in the market. The Dutch company Seven Senses Denim produces handwoven traditional Indian Khadi selvedge denim employing naturally dyed organic cotton, without exploiting workers. Also Arvind Denim, an Indian denim specialist, who participated in Munich's Bluezone in September 2016, launched its Khadi Denim, a denim woven with artisanal looms that employ handspun yarns only. [Text: Maria Cristina Pavarini/Photo: Berto]



100% NATURAL



RAYSIL. ADDS ELEGANCE TO FASHION.

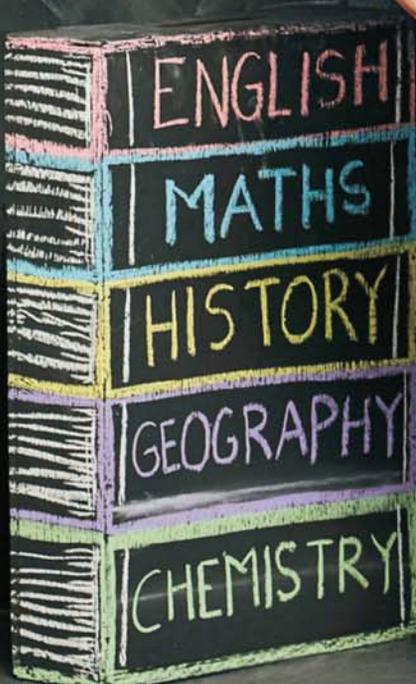
The superior quality VFY from Indian Rayon.

Presenting Raysil. The versatile yarn that helps create the best of georgettes, crepes and chiffons that flow and drape well. Go ahead, try Raysil and feel the difference it makes to fabrics.



Raysil[™]
The fashion yarn

For details, call: Mumbai: +91 22 66917930 / 31, Surat: +91 261 4003362 / 64 | Email: raysil@adityabirla.com



f QR CODE



YouTube QR CODE

