

Shopping Centre News

APRIL - MAY 2017

DEVELOPING RETAIL SPACES IN INDIA

VOL. 10 NO. 3 ₹100

BUILDING CONSENSUS FOR THE SUSTAINABLE GROWTH OF RETAIL REAL ESTATE SECTOR

[In Conversation]

Abhishek Bansal,
Executive Director,
Pacific India

[Interface]

Nishank Joshi,
Chief Marketing Officer,
Nexus Malls

[Innovation]

Inorbit Malls tie-up
with Pretr to enhance
consumer experience

[Event]

India Fashion Forum 2017
Images Fashion Awards 2017



To whomsoever concerned
- or not.



In business, 25 years is an age, they say. I know what they mean. Especially when I look back to the summer of 1992, when a journey that was to take several rapid twists and turns over the next two decades and more, began in New Delhi.

Back in the early '90s, I used to be coordinator for several fashion stores' advertising campaigns and creatives. During those assignments, I would typically end up having long conversations with the retailers themselves. And each encounter left me impressed, but also wanting more. Each of these retail and fashion brands and their promoters - from **Ravi Nanda** of the posh Heritage store in South Extension to the mega family outlet Big Jo's **Deepak Bhargava** to Shapes' **Ashwini Anand**, from Chunmun's **Sharad Suri** to Numero Uno's **Narinder Singh** - was an innovator. Each entrepreneur - from **Hemant Jain** of Killer Jeans to **Prasad Pabrekar** of Spykar, **Sanjay Dhanuka** of Sumangal, the late **Haribhai** of Moustache, **Jitubhai** of Jade Blue, **Rahul Mehta** of UFO Jeans - had such a rich hands-on understanding of consumer behaviour, of store design, of navigation, sourcing, cost management, you name it. But these insights were scattered, unrecorded. And just like it is today, no retailer had all the pieces. They were all operating in silos - with small, but crucial, gaps in their exposure. If only they had a way to access each other's intelligence!

I was sure a business magazine that assembled all this intelligence together - along with inputs from specialists in fashion creation, marketing and retailing - would have tremendous relevance in a market where fashion consumption was about to explode! And so, in May of 1992, IMAGES was born.

It wasn't easy, I can tell you that. We printed 3,000 copies of the first edition of IMAGES, funded by the sale of my motorcycle (a Hero Honda Sleek, a gift from my mother on my previous birthday). I was sorry to see the bike go, but I was more excited about the potential start of retail intelligence in India.

I think we set the tone in the very first issue itself, with visual spreads on fashion forecasting and trend analysis by **Rajiv Goyal**, and an industry article on Fashion Sourcing by **Anchal Jain**, who wrote: "The only way a multibrand, multi-product retailer can provide the 'right choice' to the customer is by being fashion-literate himself." The insights were sharp and remain relevant to this day. Sample this from Heritage founder, the great **Ravi Nanda**: "Rather than being a follower of consumer demands, it is better to mold tastes by setting trends."

There were over 24 advertisements in that debut issue itself. How did I get them? I think none of the brands I pitched to refused simply because the idea itself was too radical! They were clearly very curious as to what was being created here and were carried away with my passion and conviction of the idea!



The lovely 'Santoor girl' **Priya Kakkar** graced the cover of IMAGES' first ever product, and the then-Minister of State for Textiles **Shri Ashok Gehlot**, kindly sent a congratulatory note, which was published in the magazine.

From a time when product durability was king to now, when 'fashion' has taken over 'product', India's fashion consumption story is a epic tale. As I look back, I feel overwhelmed, and filled with a sense of wonder, that IMAGES has been not just a cataloguer, but also a catalyst in many ways, in promoting the knowledge and the intelligence that drives retail today.

Because, in the years that followed, IMAGES' world expanded fast -- from fashion retail as a subject to Retail as a universe. My own understanding was shaped, enriched by some incredible visionaries and pioneers, including **B S Nagesh** (who launched the first Shoppers Stop store in Andheri the same year as our story began); **Kishore Biyani**, the game-changer of mass retail; **Madura Garments' Vikram Rao**; **Siyaram Silk Mills' Ramesh Poddar**; **Tata Group's Simone Tata**; **Landmark Group's Renuka Jagtiani** and **Raza Beig**; **Anuj Puri** (then at Chesterton Meghraj and until recently, JLL India head); **Krish Iyer** (then at Piramyd Retail and now the head of Walmart in India) and many other amazing leaders who have each played a role in modern Indian retail's creation.

For me, along the way, there have also been many losses and misses in this 25-year-old pursuit of passion. (In a related note, have you seen The Pursuit of Happyness? Watch it!) But then, the word passion is derived from a Latin word meaning 'to suffer'. If you have a genuine passion for something, you will also suffer for it. If you're lucky enough to find a passion that consumes your every living breath, you must also be prepared to let go of some things that you don't want to lose.

Has the journey been worth it? Well...

Amitabh Taneja
Founder

IMAGES
GROUP.IN

Editor-in-chief: Amitabh Taneja
Editorial Director: R S Roy
Publisher: S P Taneja
Chief Operating Officer: Bhavesh H Pitroda

Editorial

Issue Editor in Charge: Shubhra Saini (Asst. Editor)
Contributing Editor: Zainab S Kazi

Creatives

Art Director: Pawan Kumar Verma
Dy Art Director: Deepak Verma

Production

Sr. General Manager: Manish Kadam
Sr. Executive: Ramesh Gupta

Support

Sr. General Manager – Administration: Rajeev Mehndru

Subscription

Asst. Manager – Subscriptions: Kiran Rawat

ADVERTISING

BUSINESS HEAD

Anjali Sondhi | Director
anjalisondhi@imagesgroup.in | +91 9810204297

Waseem Ahmad | Vice President
waseemahmad@imagesgroup.in | +91 9833628852

DELHI: • Vineet Chadha, Vice President
• Vandana Verma, Sr. Manager

MUMBAI: • Bindu Pillai, Assoc. V.P. (Retail Support Group)

AHMEDABAD: • Sunil Vadadoriya, Dy. Manager

KOLKATA: • Piyali Oberoi, V.P. & Branch Head
• Rohan Narayan, Dy. Manager

BENGALURU: • Suvir Jaggi, V.P. & Branch Head
• Devidutta Roypitam, Sr. Manager

For Advertising Queries, please write to:
salesretail@imagesgroup.in

Images Multimedia Pvt. Ltd.
(CIN: - U22122DL2003PTC120097)

REGISTERED OFFICE: S 21, Okhla Industrial Area,
Phase II, New Delhi 110020
T: +91 11 40525000 | F: +91 11 40525001
E: info@imagesgroup.in URL: www.imagesgroup.in

MUMBAI: 1st Floor, Plot No. 111 / 3, Marol Co-
Operative Industrial Estate, Marol, Andheri (East).
Mumbai 400059
T: +91 22 28508070 / 71 | F: +91 22 28508072

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

KOLKATA: 30-B, Anil Roy Road, Ground Floor,
Kolkata 700 029
T: +91 33 40080480 | F: +913340080440

For subscription related queries, email to:
subscription@imagesgroup.in

For feedback/editorial queries, email to:
letter2editor@imagesgroup.in

CONTENTS



20



24



26



38



62



24

10 NATIONAL NEWSMAKERS

Retail Realty is poised for growth

14 INTERNATIONAL NEWSMAKERS

Developed markets feels the jitter of retail consolidation

16 STORE ARRIVALS

New store opening in malls

20 EVENT

Lulu Fashion Week brings together top brands for 5 days of fashion and fun

22 FUNDAMENTALLY

How superlative support services ensure a mall's success

Support services have become a major part in a mall's image, and play a vital role in attracting footfalls. In India, facilities such as parking, security and housekeeping have evolved over the years to provide world-class services to mall customers.

24 INTERFACE

Nexus Mall launches it's first new mall development in Navi Mumbai

Global investment firm Blackstone Group Lp's India subsidiary Nexus Malls has recently launched the first phase of it's debut development 'Seawoods Grand Central Mall, Navi Mumbai', expanding its retail portfolio.

26 MARKET SCAN

India's Retail Real Estate Market – Gaining momentum

Approximately 3.4 mn sq.ft. of new retail supply entered the market in 2016, with a majority of the supply (more than 40 percent) concentrated in Delhi NCR, followed by Bengaluru and Pune.

38 INNOVATION

Inorbit Malls tie-up with Pretr to enhance consumer experience

In an exclusive interview with Rajneesh Mahajan, Executive Director, Inorbit Malls talks about the future of Inorbit Malls, the importance of location strategy, FECs and a lot more.

28 COVER STORY

Coming on a Common Platform

The tug of war between online and offline retail is approaching a draw, and it's time malls and shopping centres pulled up their socks and became anchors to both. In the times that we live in, where online players are busy setting brick-and-mortar targets for themselves and offline players are strengthening their Internet presence, it is time to reach a consensus with the only target being growth.

42 EXPERT SPEAK

Is enough parking spaces – Really Enough !!!

In today's day and age everybody understands the important of convenient parking. Be it business verticals of shopping malls, amusement parks and hotels or government driven projects.

48 ON-THE-BLOCK

From Family Entertainment Centers to Family Entertainment Destination"

Gaurang Agrawal, CEO, West Pioneer Properties (India) Pvt. Ltd, talks about their new venture - Zingeria (FEC).

54 AWARDS

IMAGES Fashion Awards 2017

IMAGES Fashion Awards evening, which was held on April 13, was also the grand finale of the 17th edition of India Fashion Forum (IFF) that took place on 12 and 13th April at Renaissance Hotel, Mumbai.

56 EVENT

India Fashion Forum 2017

The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts through a world-class mix of keynote addresses, panel discussions, knowledge series sessions and workshops.

62 SNAPSHOT

Malls Cash on 'Exuberance' to Scale Growth

Shopping Centre News talks to various mall developers to know about their specific activities and how these activities help them in creating differentiation.



54

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 Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi 110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi. 110020 Editor : Amitabh Taneja

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

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

We are all ears! Your bouquets and brickbats are welcome. Visit us at www.imagesretail.com

Retail Realty is poised for growth

India's retail real estate market continues to gain positive momentum, the sector witnessing all-encompassing growth. As the metro cities lead the retail real estate activity in India, the tier I markets gear up for the next phase of retail growth.

By Shopping Centre News Bureau



FAST FASHION THE NEW FAVOURITE OF SHOPPERS, RETAILERS AND MALLS

● 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 less 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.

According to Pankaj Renjhen, Managing Director - Retail

Services, JLL India, "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."

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 ●



Lulu Fashion Week brings together top brands for **5 days of fashion and fun**



From L to R: **NB Swaraj**, Media Coordinator, **Shafi**, Film Director, **Amala Paul**, Film Actress, **Dulquer Salmaan**, Film Actor, **Tovino Thomas**, Film Actor, **M.A Nishad**, Director, Lulu India, **Sibi Malayil**, Film Director

The Lulu Fashion Week, which kickstarted on April 12, 2017, at Marriott Kochi, brought more than 30 popular fashion brands on a common platform to showcase Spring Summer 2017 trends and collections for India.

By Shopping Centre News Bureau

Now in its second year, the event has almost doubled in scope, mainly due to the overwhelming success that the first year was. The event is one of the rare fashion weeks that is open to the public, not restricted at a private venue. This year, just like in 2016, the event witnessed a number of celebrities, star performers as well as some of the most respected names in the fashion industry. Apart from this, there were public visits and interactions, all culminating in five days of glamour, excitement and fun.

The Glamour Quotient

The fashion week began with a logo launch and also saw a number of international supermodels walking the ramp.

The event, which put the spotlight on the looks to watch out for 2017, also showcased some of the most wanted accessories, footwear, watches and more. The main event was then inaugurated by celebrities Bala and state award winner Anjali Nair. The official theme music specially composed by music director Rahul Subramium was also unveiled to the public during the inauguration.

For Younger Audiences

One of the unique features of the event and one that perhaps fashion students across Kerala look forward to the most is the Lulu Fashion Forum, a platform for design students to interact with top management and sought-after industry professionals.

This year too, the forum came through as the perfect platform for students to learn from the top management of brands and other experienced professionals from the fashion and retail industry – a first of its kind opportunity that no other fashion event in Kerala offers. The topic of discussion was Fashion Retail 2020 – New concept and retailing trends.

The forum had an attendance of about 170 students from across 12 leading fashion colleges in

Kerala. The panel members for the Fashion Forum included COO, Images Group, Bhavesh Pitroda; Director Marketing and Communication, Retailers Association of India, Hitesh Bhatt; Brand Head, Van Heusen, Rajanish Nair; and General Manager Marketing, Victorinox, Divya Dutta Gupta.

Apart from the forum, Lulu also acknowledged and prepared special events for kids, a huge part of the consumer demographic. An audition for child models was organized along with showcasing of the latest trends in the kidswear segment.

Product Launch

As part of the Lulu Fashion Week, Lulu Fashion Store launched a premium line up of designer kurtis under the brand name 'Amara'. Inspired from the Greek name Amara meaning 'eternally beautiful'. Amara has been designed keeping in mind women who want good quality designer wear at affordable prices.

The line up highlights a natural organic theme focusing on the Spring Summer season. It's a fusion of ethnic colours in contemporary fashion. The logo of Amara was unveiled to the

WINNERS AND RECIPIENTS

Most Preferred Menswear Brand:

Levi's

received by **Gopakumar of Levi Strauss India Ltd.**

Best Emerging Menswear Brand:

Sin

received by **Hareesh Naik, brand business head**

Most Preferred Womenswear Brand

Identiti

received by **Mohammad Rehan, CEO of Global Clothing Pvt. Limited**

Best Emerging Womenswear Brand

Biba

received by **Renish of Biba**

Most Preferred Kidswear Brand

Indian Terrain Boy

received by **Santhosh Kumar & Mr. Mohit Saboo of Indian Terrain Boy**

Best Emerging Kidswear Brand

Allen Solly Junior

received by **Ginto of Allen Solly junior**

Most Preferred Men's essentials

Crocodile

received by **Sankar, brand business head**

Most Preferred Women's Essentials

Caprese

received by **Altaf of Caprese**

Fast Growing Apparel Brand

classic Polo

received by **Sivaram, Executive Director of Royal Classic Group**

Most Innovative Fashion Brand

883 Police

received by **Deepu & Kannan, brand country head**

Best Teenage Brand

Teen19

received by **Rakesh Karia of Teen19**

Fashion Magazine of Year – South

JFW

received by **Bina Sujit, Editor of JFW**

Fashion Icon of the Year – Male

Tovino Thomas

Most Influential Style Icon of the Year – Female

Amala Paul

Pride of Kerala

Dulquer Salmaan

public by the Honourable Mayor of Cochin Corporation, Soumini Jain.

Lulu Fashion Awards 2017

Lulu Fashion Week concluded its second edition on April 23, 2017 at the Lulu Mall atrium. The Lulu Fashion Awards gave recognition to popular and upcoming brands in various categories based on public voting. ...

India's Retail Real Estate Market – Gaining momentum

Approximately 3.4 mn sq.ft. of new retail supply entered the market in 2016, with a majority of the supply (more than 40 percent) concentrated in Delhi NCR, followed by Bengaluru and Pune.



By Vivek Kaul, Head – Retail Services India, CBRE South Asia Pvt. Ltd.

During 2016, the Indian retail real estate market witnessed the foray of international brands, the launch of few quality retail developments and robust demand for space across key retail markets. More than 19 new brands entered the country during the year, primarily through the NCR market. In total 180 prominent global brands entered/expanded their footprint in India during the year. Add to that, the sector received more than USD 0.7 billion of investment by PE Firms/wealth funds. As per reports, private equity investments into the segment are expected to increase by as much as 20 percent in 2017, signalling that overall market dynamics for the segment continue to be positive.

Approximately 3.4 mn sq.ft. of new retail supply entered the market in 2016, with a majority of the supply (more than 40 percent) concentrated in Delhi NCR, followed by Bengaluru and Pune. The key developments completed during the year that contributed to this supply addition included Logix City Centre in Noida, Worldmark Phase I, II & III in Delhi, Pioneer Park in Gurgaon, Brigade Orion East and Mfar mall in Bengaluru and Westend mall in Pune. During the year, global retailers expanded their portfolio with multiple store-openings



COMING ON A COMMON PLATFORM

The tug of war between online and offline retail is approaching a draw, and it's time malls and shopping centres pulled up their socks and became anchors to both. In the times that we live in, where online players are busy setting brick-and-mortar targets for themselves and offline players are strengthening their Internet presence, it is time to reach a consensus with the only target being growth.

By Zainab S Kazi

Industry Insights

Aptly setting the context of the story, Sunil Shroff, CEO, Viviana Mall shares, "Initially, malls were conceptualized as an amalgamation of stores meant only to be a shopping centre with the organized retail trend starting in 1999 in India. Malls only acted as aggregators of different retailers at a single location. Gradually, things have started changing. Malls started creating avenues for dining and entertainment to create better engagement platforms. Now, malls have evolved into a single destination offering a gamut of products, services and entertainment acting as a one-stop solution to customers. Today, malls put a lot of emphasis on mall positioning, zoning, promotions/marketing, tenant mix, mall layout, customer walk flow management and facility management."

The dynamics of the industry have changed and changed considerably well. There have been mistakes and with mistakes there have been learnings. Yogeshwar Sharma, Executive Director at Select CITYWALK makes a valid point when he says, "The last 10 years have been a turnaround for the retail industry. We all know that mall culture in India is not more than a decade

Inorbit Malls tie-up with Pretr to enhance consumer experience



In an exclusive interview with Charu Lamba, **Rajneesh Mahajan**, Executive Director, Inorbit Malls talks about the future of Inorbit Malls, the importance of location strategy, FECs and a lot more.

Inorbit Malls is tying up with Pretr to convert the mall into an Omnichannel Mall. Tell us about this partnership.

Pretr is the technology and back-end service provider and with the help of Pretr, we will be linking the brands present in the mall to offer their products online. Presently, we have around 35 brands which have collaborated. The consumers can buy their products online. And when they place an order, the Pretr team will pick up their orders from the store and deliver it to their homes. Depending upon the availability of the product, it may take 24 to 48 hours to deliver the product to the customer's doorstep.

What other technologies have you embraced and leveraged in Inorbit malls?

In terms of consumer services, we have e-commerce availability now available at Malad mall and we will soon be integrating it at Vashi mall and then it will be rolled out to other cities.

In terms of consumer's feedback and connect we are looking at the entire new social media and digital connect to be done. Our new website and new mobile app will be launched very soon which is currently in the testing mode. It will provide an interactive platform for social interaction online which will help us in reaching out to consumers digitally to spread out our messages fast. It will update the consumers about the discounts and offers offered by the brands inside the mall. The customers can also make booking in spas and restaurants and a lot many features are getting incorporated which will aid ease of shopping and experience. The app will be up and running for the consumers by the end of April.

Which are the new brands which you are planning to bring to Inorbit malls?

Introducing new brands is a continuous process. Every year 7-10 per cent of the brands go through a change and the change is done through a proper understanding of what kind of categories and price-points are growing and the brands which are not growing and whose tenures are coming to an end are replaced with the brands and categories that are moving faster.

In Malad, we brought in a lot of women western wear as a category. So we have brands like KAZO, CoverStory, Forever New, Twelve, AND, Vero Moda and Only. In cosmetics, we got Bobbi Brown and Mina – which is the first store in the country of a cosmetic brand. In fashion and accessories, we have Steve Madden and in lingerie we have Hunkemoller coming in.

If you look at Hyderabad, more fashion have been added at different times like Aeropostale, Jack & Jones, Vero Moda, Only, Wills Lifestyle, US Polo. In the women ethnic wear category, we gave a bigger store to BIBA and Trends Women first in the country opened in Hyderabad.



“Pacific Mall to implement new Omnichannel strategy soon”

– Abhishek Bansal

In an exclusive interview with Surabhi Khosla, **Abhishek Bansal**, Executive Director, Pacific India, talks about Pacific Mall’s omnichannel strategy, how each mall maintains its uniqueness and the importance of FECs, food courts and location as factors of success.

The Indian mall is evolving. From being a simple shopping destination, it has become a family entertainment zone – a place where families eat, shop and indulge in leisure activities, a place where families spend quality time together.

The fear that the Indian shopping mall will lose its sheen with the meteoric rise of e-commerce in the subcontinent, has been so far, unfounded. Despite the fact that online shopping has not deterred the Indian mall rat, mall owners are striving hard to provide consumers with an unparalleled experience, a heady mixture of shopping, fun, food and activities.

“The future of retail,” says, Bansal, “is Omnichannel. This trend towards an Omnichannel strategy will enable retailers to re-think their business strategy in order to tap the best of both worlds and maximise on footfalls.”

Design Innovations:

Inventive vision is all that a world needs

By Shopping Centre News Bureau

It's a general perception that design is all about prettification, but young designers are turning the frivolities on its head, and proving that 'design' is much more than that; it's a superpower, and with it you can change the world.

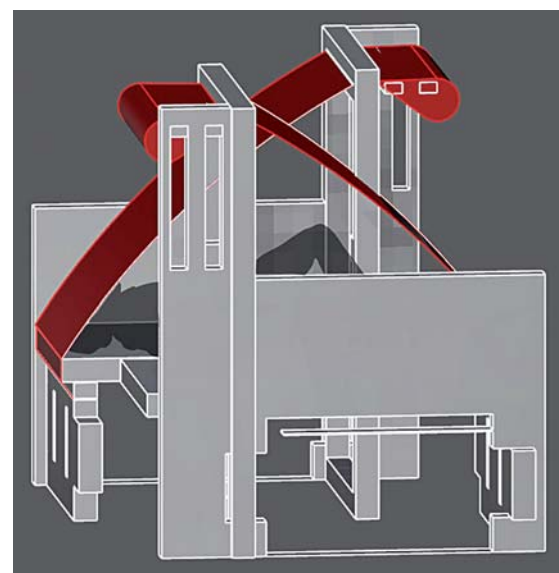


The young designers are rethinking of "business as usual", and putting these design ideas in perspective can be usefully disruptive for shopping centres as well.

In this feature we put an innovative project under the spotlight, this project is meant to provide a sense of permanency in a temporary environment of refugee settlements by simultaneously addressing requirements for privacy and fostering community engagement. Designed, conceptualised and ideated by young and dynamic, Sanjana Paramhans, who has done her BFA in Interior Designing from Pratt Institute, USA.

Talking about her take on designing and her thesis project, which is noble and pragmatic at the same time, Sanjana Paramhans says, "For my thesis, I tried to pick up on the ongoing issue of refugee resettlement. I decided to make a sanctuary for those who are temporarily displaced. An emergency shelter, to settle in before the legalities take place. Although intended to last a few days, sometimes these process's take upto months, leaving the refugees in extremely temporary dwellings."

REFUGEE SETTLEMENT DESIGN MODEL CAN BE EASILY BUILT WITH THE HELP OF JUST TWO PEOPLE UNDER AN HOUR WITHOUT USING ANY ELECTRICAL HARDWARE. TWO PANELS AND A SLOTTING SYSTEM HAS BEEN USED TO ACHIEVE THIS MECHANISM. THE SYSTEM HAS A BED AND A STORAGE SPACE, THE BED CAN ALSO BE CONVERTED INTO A CHAIR. TO ENFORCE PERMANENCY, THE ATTENTION HAS BEEN PAID NOT ONLY FOR THE INHABITANTS, BUT ALSO FOR THE SECURITY OF THEIR BELONGINGS & GOODS.





IFF INDIA
FASHION
FORUM
2017



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

INDIA FASHION FORUM 2017: LOOKING INTO THE FUTURE OF FASHION

Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event. The event, which is in its 17th year took place on 12-13th April in Renaissance Hotel, Mumbai. The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs roundtables, presentations, knowledge series sessions and workshops.



“The success mantra for a fashion company in future will rest on a ‘pivot towards technology and sustainability. In this digital age we need to remember the ABCD of success; it is-Analytics (the industry getting to know their customers more), Buy Now (the industry cutting down on cycle time), Compliance (in terms of environmental and social norms) and of course, Digital.”

– Suresh J,
Chairman, IFF 2017 and
MD & CEO,
Arvind Lifestyle Brands

PIVOTING TOWARDS TECHNOLOGY, KEY TO UNLOCKING INDIA'S \$96 BILLION FASHION MARKET

The future of fashion in India is going to be focused around a smaller shopping window, about the size of the screen of a smartphone to be precise. But the line between the online window and the offline window is constantly blurring, presenting new opportunities as well as challenges for fashion retailers.

That was the theme that took center stage at the India Fashion Forum (IFF) 2017, as a star-studded panel at the inaugural session talked about the shifts in the Indian fashion retailing industry and how they will shape its future. The dynamics of customers skewing towards a younger demographic and technology and lifestyle driven changes are expected to push the fashion market's size greatly, as per a study from Technopak. In his inaugural address, Suresh J, the Chairman of IFF 2017 and MD & CEO of Arvind Lifestyle Brands, emphasized that the success mantra for a fashion company in this future will rest on a “pivot towards technology and sustainability”. He spelled out the ‘ABCD’ of success which were Analytics (the industry getting to know their customers more), Buy Now (the industry cutting down on cycle time), Compliance (in terms of environmental and social norms) and of course, Digital.

Digital is a dominant theme in any business narrative today and the fashion industry is no different since it is an arena driven by social trends. Neelesh Hundekari, Partner - Consumer & Retail Practice, AT Kearney, identified the new shoppers as ‘digital natives’ whose access to information through their smartphones and the internet has changed the leverage retailers usually had. “Information asymmetry on price is a lever that's no longer available to a retailer”, he said, adding that in this new era “shopping is a social experience and mastery of technology and social behavior are an important success factor.” India has a higher proportion of mobile digital shoppers (projected to be 42 percent of all digital shoppers by 2018) than the global average (34 percent) which has meant that an omnichannel strategy (both online and offline channels) is likely to become the model of the future for fashion retailer, pointed out Pulkit Trivedi, the Director of Industry Verticals (India), Facebook, citing the numbers from an internal study conducted by Facebook and the Boston Consulting Group (BCG).

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH*

ORION
EAST



Brigade Group successfully launched its second mall-Orion East Mall.

Orion East Mall is located in a vibrant catchment area on Banaswadi Main Road. Orion East Mall has a smart portfolio of International and Indian brands across fashion, lifestyle, food and entertainment.

Catchment Areas:

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

For Leasing, contact: Mr. Ashish Gupta at
+91 76187 72734
Email: ashishgupta@brigadegroup.com

Main Anchors:



Opening Shortly



Other Brands:

JACK & JONES	VERO MODA	SKECHERS	iCentre
adidas	MARKS & SPENCER LONDON	U.S. POLO ASSN. SINCE 1890	celio*
ARROW USA 1851	soch	PUMA	fabindia CELEBRATE INDIA
AND	global desi	THE BODY SHOP	LOOKS UNISEX SALON
W	METRO SHOES	Pepe Jeans LONDON	Levi's
McDonald's	EMPIRE TASTE OF KERALA	SUBWAY	WOW! mom

and many more...

www.orionmalls.com

