

# IMAGES BUSINESS OF FASHION

5

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>> INDIA FASHION FORUM 2017  
A REPORT ON THE BIGGEST FASHION CONFERENCE OF THE YEAR

>> IMAGES FASHION AWARDS 2017  
MEET THE WINNERS



Dear Friends,

Fashion is ever changing. With changing trends, changes in consumer perspectives, and a very technology led and digitally influenced retail market, it is imperative for the entire value chain of the fashion industry to quickly adapt to these changes to keep the big wheel turning. And to swiftly attune oneself, assimilation of the pervading changes is indispensable.

The 17th edition of the India Fashion Forum was unique in as much that it moved a long way forward in crystalizing upon the core tenets driving of this dynamic business. Going by the great content and insights that were laid before us, I am sure the future for fashion in India is indeed bright.

IFF 2017 was a great success and I want to thank all our key partners—Inorbit, Infinity, Select Citywalk, Arvind Group, Raymond, GATI, The Woolmark Company, Deal Jeans, Philips, Accenture, Pretr, Raysil, and TRRAIN; as well as our knowledge partners Technopak, Facebook, WGSN, PwC, Kantar IMRB, AT Kearney, BCG, Wazir; all IFF Exhibitors, India Brand Show participants; the speakers, panelists and all IFF delegates for their support. BS Nagesh and Bijou Kurien were once again our great mentors and in particular, I wish to thank one person—J. Suresh—the chairman of IFF '17. Last year, when I was with my good friend, and past chairman of IFF, Kabir Lumba, the MD of Lifestyle, we had a chat on who should lead the next India Fashion Forum and instantly we both knew it had to be J. Suresh. What he has done with Arvind and how he built and managed the whole new lifestyle and retail

business is inspiring. Thank you, dear J. Suresh for helping us build the agenda for IFF 2017 and being such a wonderful leader.

India is indeed a unique shining market in the world today. While fashion businesses in the west project grim scenarios on immediate growth and the Chinese slowdown is further cause for concern, it will be a very rare global fashion player who does not have an eye on the Indian market.

And within us, in India, the optimism, dynamism and creativity was best at display at the Solo Xpress session where some of the foremost Indian fashion leaders shared their journeys. That session was my own very personal takeaway from IFF'17, and I promise you that I came out truly inspired by that evening session. I assure you an even bigger and better IFF'18.

For those who missed the event, this issue of Images BoF brings you a detailed report on all the key sessions and deliberations at the India Fashion Forum 2017. I strongly recommend that you, dear reader, go through the issue with a pen in hand, quickly marking of insights that are of actionable value and ideas that are eminently replicable or inspiring.

Thank you once again and God bless!



**Amitabh Taneja**

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LAUNCH

**Birla Cellulose Launches LIVA Crème**

*Kumar Mangalam Birla, Chairman, Aditya Birla Group, launched LIVA Crème, the new age fabric from the group, in a LIVA Accredited Partner Forum (LAPF) partner event.*

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CAMPAIGN

**EURO FASHIONS' NEW BRAND**

**AMBASSADOR: SIDHARTH MALHOTRA**

*Euro Fashions Inner announced the Bollywood actor as its new brand ambassador with the launch of its latest commercial 'Start Something Sexy'.*

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COLLABORATION

**Status Quo Joins Hands With Baahubali Franchise**

*Status Quo announced its association as the official fashion partner for the Baahubali franchise and launched an official range of 'Baahubali' apparels for men.*

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FASHION WEEK

**Lulu Fashion Week 2017**

*The Lulu Fashion Week at Kochi witnesses ramp walks, brand lunches, fashion shows, inspiring conferences and an award ceremony.*

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SHOW

**Milano Unica XXIV Edition - A Report on**

*The XXIV edition of the Iconic Italian Textile and Accessory Trade Show - Milano Unica held at Fiera Milano Rho presented latest collections, and new strategic and technological changes in the textile-accessory industry.*

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L to R: **Rajeev Gopal**, CMO, Birla Cellulose; **Kumar Mangalam Birla**, Chairman, Aditya Birla Group; **Dilip Gaur**, Business Director- Pulp & Fibre

## BIRLA CELLULOSE LAUNCHES ITS NEW PRODUCT LIVA CRÈME

**L**IVA Crème, the new age fabric from the Aditya Birla Group, was launched recently by Kumar Mangalam Birla, Chairman, Aditya Birla Group in a LIVA Accredited Partner Forum (LAPF) partner event held in Mumbai.

The event was launched amidst a lot of fanfare and glitterati with Bollywood actress and LIVA Crème brand ambassador Kangana Ranaut walking the ramp. The event also hosted a fashion show that showcased exclusive Spring/Summer'17 collections of Allen Solly, Van Heusen Shoppers Stop, Biba and Pantaloons made in LIVA Crème fabric. The collections were designed by renowned designers Nikhil Thampi, Shivan-Naresh and Ka-Sha for Allen Solly, Van Heusen and Shoppers Stop respectively.

Speaking on the occasion Kumar Mangalam Birla stated, "I recount that when we set out on this journey, our vision was to create value for the entire value chain of viscose based fabrics. I am so pleased to say that the ecosystem of our LAPF partners has resulted in also placing India on the global map. We are now a preferred sourcing destination of viscose based products. This is truly in the spirit of the 'Make in India' initiative of our honourable Prime Minister."

He further added, "One of the finest examples of customer centricity within the Group has been our VSF business. From being just product focused, the business has moved superbly to "providing solutions" to customers by working seamlessly with the value chain. LIVA's end-to-end ecosystem of a high quality product, continuous innovation, the LAPF



Cristina Tajani, Councilor for Fashion, Municipality of Milan



Ercole Botto Poala, President, Milano Unica

# MILANO UNICA XXIV EDITION

**A REPORT ON THE ICONIC GLOBAL TEXTILES AND ACCESSORIES TRADE SHOW**

-BY RAJAN VARMA

*“The 25th edition of Milano Unica will be an additional confirmation that the route focusing on innovation and quality is the winning one not only from an image perspective, but also in terms of the commercial and marketing results obtained. This route, meant to make Milano Unica the perfect vehicle to showcase the excellence of Made-in-Italy and Made-in-Europe production, needs additional action, but we are confident and positive. Milano Unica will increasingly become an exhibition to show excellence, innovation and creativity to the world, confirming that fabrics and accessories – above all those Made-in-Italy and also a selection of the best Made-in-Europe products – represent the starting point for inspiration of international fashion”.*

- Ercole Botto Poala, President, Milano Unica.

The XXIV edition of the Italian Textile and Accessory Trade Show – Milano Unica held at Fiera Milano Rho presented the new strategic and technological changes in the textile-accessory industry. The show was more technologically advanced, more modern, featured a new layout, and was restyled based on the experience accrued in the new Fieramilano Rho location. The new exhibition path was completely redone with an eye on functional optimization. Transfers were facilitated by the newly developed interactive APP, which enabled visitors to locate exhibitors and their position in an easy and systematic way. Moreover, badges were scanned at each stand, to better measure traffic flows and optimize product category breakdown. Milano Unica was supported by the Italian Ministry for the Economic Development to increase exhibitors’ international visibility and was sponsored by ICE Agency, the Italian Trade Promotion Agency, and Sistema Moda Italia.

## THE GRAND INAUGURAL SESSION

The inauguration ceremony, introduced by Ercole Botto Poala, President of Milano Unica, was attended by Cristina Tajani, Councilor for Fashion at the Municipality of Milan, Claudio Marenzi, President of Sistema Moda Italia, and Ivan Scalfarotto, Deputy Secretary for Economic Development. Looking ahead to the Future, Ercole Botto Poala, President of Milano Unica, shared that it was a tough year for textile businesses and he was happy that the latest edition had showed an increase in the exhibitors and also for the next edition date being brought forward to July from September. “It should be the endeavour of the Milano Unica to work with top quality clients and especially

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**IMAGES FASHION AWARDS 2017**

A report on Images Fashion Awards 2017 - the premier recognition for excellence in fashion business in India.

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**iff** INDIA  
FASHION  
FORUM  
2017



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

# INDIA FASHION FORUM 2017: THE FASHION CONFERENCE OF THE YEAR

BY RAJAN VARMA

For 17 years now, the India Fashion Forum has been at the vanguard of fashion retail intelligence in India, acting as a focal point for fashion leaders and stake holders to converge every year with a single-minded agenda of learning, sharing, evolving and together catalysing the growth of the fashion value chain – from the fibers and yarns right up to retail post purchase.

Attended by powerhouse brands, retailers, c-level professionals, consulting and forecasting firms, academicians and other experts from across the global fashion fraternity, the IFF creates unparalleled opportunities for networking and learning through a world-class mix of keynote addresses, panel discussions, c-suite round-tables, workshops, and knowledge series sessions. All of which are juxtaposed to an environment of meaningful exhibits by key retail enablers and innovators, and an ambiance inspired by the edgy India Brand Show and the inspiring Images Fashion Awards.

IFF is widely considered the chief instigator of a fashion forward India. The event benchmarks a new high every year, and the 2017 edition hosted at the Hotel Renaissance on the banks of the Powai lake in Mumbai on the 12th and 13th of April, revolved on four power nodes – Analytical Fashion, Buy Now, Sell Now, Compliant Trade, and Digital Retail.

Fashion businesses are ever changing, and as Prashant Gupta, President & CEO, abof.com put it, “there is no silver bullet ... it is a treadmill business where you have to keep running (even) to stay at the same place”. With fashion retail now evolving at a hitherto unprecedented pace, the two-day extravaganza featured a coalesce of knowledge

# IFF CHAIRMAN'S WELCOME ADDRESS AND INTRODUCTION TO 17<sup>TH</sup> EDITION OF INDIA FASHION FORUM (IFF)

BY GURBIR SINGH GULATI WITH RASHIKA GUPTA, PEARL ACADEMY



—J. Suresh

Chairman IFF 2017,  
MD & CEO - Arvind Lifestyle Brands Ltd. &  
Arvind Retail Ltd.

**J**Suresh, the Chairman of IFF 2017, in his welcome address highlighted the momentum that the fashion retail market has gathered in the recent years and advised all stakeholders to stay focussed on the progress and changes. “India is the world’s fastest growing major fashion market and is populated by the demanding, aspirational, globally-connected and the emerging living-for-now consumers. The success formula, is to stay focussed to take advantage of this growing market,” he said.

The success of the fashion industry, especially in contemporary times, is pivoted mainly on two things – technology and sustainability. International retail bigwigs are already working on these two areas and the Indian retailers should also start imbibing this in their business models.

J. Suresh further elaborated upon his thoughts on the ABCD for success in the fashion industry – Analytics, Buy Now, Compliance, and Digital.

**Analytics:** It is extremely important for a brand to know about the consumer, understand their needs, what is selling in the market and align their modus operandi in compliance of these findings. The data should be more research oriented rather than based on emotions or gut feeling.

**Buy Now:** Brands should focus more on cutting down the total turnaround cycle and tweaking their supply chain in a manner that the consumers can see and are able to buy at the same time. Longer cycles of 6-9 months are out and are definitely not going to work in the current competitive scenario.

**Compliance:** Compliance towards sustainability, both environmental and social has now become imperative for any brand or its business. Sustainability is no longer just a buzzword; it is now an expected standard, so recognising the rise of eco-efficiency is crucial.

**Digital:** Technology is now the biggest ally in meeting the expectations of today’s digitally-powered fashion consumer. Be it physical retail or online, businesses which are lagging behind in embracing this new change will have a tough time surviving the proliferating demands of the market.

To sum up, technology and sustainability are the two key formulas of success for any fashion brand in the industry. Indian fashion brands will have to constantly reinvent themselves to evolve with the increasingly competitive retail landscape.

*J. Suresh is an MBA from IIM Bangalore and an engineering graduate. He has over 30 years of experience in the FMCG, Lifestyle Brands & Retail industries.*

*As the CEO of Arvind Brands & Retail business, he has turned around the business into a profitable, high growth business. He has been with the company for the last 9 years.*





## A REPORT:

# IMAGES FASHION AWARDS 2017



For 16 years now the Images Fashion Awards are the premier recognition for excellence in fashion business in India. This edition of the awards that was held at the serene lake-side open lawns of the Renaissance Mumbai saw 25 awards being presented on the second day of the India Fashion Forum.

The big winners of the night were the Future Group. The conglomerates presence was felt across categories at IFA 2017, The Group was not only coronated with the *IMAGES Most Admired Fashion Company of the Year*, but it also bagged four more awards – the *IMAGES Most Admired Fashion Brand of the Year: New Launch* for its fast fashion brand Cover Story that was started in 2016, *IMAGES Most Admired Multibrand Fashion Retailer of the Year: Marketing and Promotions* for the “Free Shopping Weekend” promotion by Brand Factory; *IMAGES Most Admired Design Concept of the Year: Theme Store* for Central in “High Definition” and *IMAGES Most Admired Fashion Brand of the Year: Men’s Western Wear* for Indigo Nation.

Hot on their heels were the Landmark Group, Benetton and W, with two awards each. The Landmark Group bagged the *IMAGES Most Admired Fashion Retailer of the year: Large Format Store Chain* for Max Fashion and the *IMAGES Most Admired Fashion Retailer of the Year: Pan India Performance* for Lifestyle. “PantRobes” by W won the award for product design excellence – the *IMAGES Most Admired Fashion Design Concept of the Year*.

The event was emceed by anchor Neha Sareen and stand up comedian Ash Chandler and featured fashion collection showcases by Deal Jeans and Skechers. Also on the night was a dance performance by the very very cool Wild Ripperz crew who were winners of India’s Best Dance Group 2016, the first runner up of Dance Plus Season 2, and will be seen in the upcoming movie ABCD 3. The performance was powered by ALCIS brand. Ash enthralled the audience with his singing skills too. The grand finale was brought in by ace crooner Rachel Varghese .





# INDIA BRAND SHOW 2017



L-R: Dhruv Vaish, Shravan Reddy, Nachiket Barve, & Zubair Kirmani.



Artist Soundarya Jayachandran.

The India Brand Show 2017 was held on the 12th April 2016, on the evening of the first day of the IFF. The show unveiled the looks of the season and upcoming collections to the best of the retail world. As the participating designers and brands showcased their latest fashion offerings with style and panache, the India Brand Show 2017 provided a stylistic way of doing business along with reveling in style, glamour and zest by providing a look-book to the future of creative designs, fast fashion and creating a new wave of fashion culture. It was also about creating the next wave of fashion consumption by forging new relationships between brands and retailers. The show had top honchos of the fashion industry in audience, keeping a close tab on the latest trends.

The show started with an exclusive showcase by The Woolmark Company, featuring Noire (by designer Dhruv Vaish), the mega brand Louis Philippe, followed by a collection by Nachiket Barve, and Bounipun (designers Zubair and Renni Kirmani). Following this, The Woolmark Company's new wool ambassador for India, actor Shravan Reddy, who is known for his strong digital following walked on the ramp. The Woolmark Company is the global authority on wool. The Woolmark logo is one of the world's most recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm to fashion.

Other brands that participated in the show included, Mexico Jeans, Celio, Tommy Hilfiger, Raymond Fine Fabrics, Raymond Ready-To-Wear, and Raymond Made To Measure. The event concluded after a brief set by artist Soundarya Jayachandran.





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