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10

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## women's wear special issue

- // KEY SEGMENTS // TOP DRIVERS
- // FUTURE PROSPECTS
- // FOCUS ON FUSION WEAR
- // WOMEN'S WEAR FASHION TRENDS
- // INTERNATIONAL BRAND LAUNCHES
- // NEW STORES

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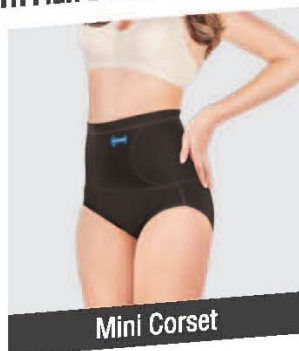
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

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For feedback/editorial queries, email to: [rajanvarma@imagesgroup.in](mailto:rajanvarma@imagesgroup.in)  
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**MUMBAI:** 1st Floor, Plot No. 111 / 3, Marol  
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Dear Friends,

First of all, I wish you a Happy Diwali and I sincerely hope that every aspect of your life be as luminous and wonderful as the festival itself.

Fashion and women go hand in hand! Truth be told, fashion has always largely been a female dominated sphere. Even industry wise, there's not a second fashion segment that's as varied, evolved or intricate as women's fashion. Yet, especially in India, women's wear still remains a fashion segment that needs deeper appreciation.

Indian women have come a long way. Today, with increasing literacy, employment and increasing financial independence, the behaviour and landscape of the Indian women as a consumer group has undergone high metamorphosis. To keep pace with this, it is imperative for brands, retailers and all stake holders of this sphere to put in willing efforts to recalibrate and create a strong culture of fashion professionalism in order to address this emerging consumer base.

This issue is part of our ongoing attempt at showcasing fresh new thoughts and visions on women's fashion in the country. The issue features a slew of detailed researches on the Indian women's wear market and its various subdivisions including ethnic wear, western wear, as well as the buzzing new category of

fusion wear. The BoF team has reached out and talked to industry leaders across these categories to consolidate and showcase the broad opinions and beliefs of the market as well as the prevailing trends and opportunities in each. .

The issue unfolds with three of the most notable store launches of the last few days -- Mango's in association with e-commerce giant Myntra, British designer label Simon Carter's debut store in Mumbai and Siddhartha Tytler's flagship store in Mehrauli. The issue also features candid interactions with Rahul Vira of Skechers, Vinutha Subramaniam of Parisera and Anupam Arya of Fabriclore, each discussing their business ideas and the market potential in their respective categories.

Also, ace fashion columnist Meher Castelino pens down the evolution and the latest trends in the world of athleisure. Plus, we also turn the spotlight on R|Elan™, a portfolio of speciality fabrics launched by RIL and Khadi Wool, a joint effort by Raymond and The Woolmark Company that promises to position Khadi as a fashionable fabric for the world.

This and a lot more! Happy reading!!



**Amitabh Taneja**

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## LETTERS TO THE EDITOR

Every time I pick up IMAGES BoF, I am simply impressed. I love the quality and the content of articles you feature in every edition. I congratulate the team, keep up the good work.

- **Ansh Bajaj, Businessman, Delhi**

It is great to see that IMAGES BoF has begun to feature fashion designers. Articles, Designer's Top Pick, Designer Fashion Zoom Ahead, New Age Bridal Wear and Trends in Occasion Wear were interesting pieces to read. Keep writing on fashion designers and also talk more about such emerging players.

- **Nikhil Jain, Fashion Designer, Kolkata**

I must say this magazine comes in very handy to keep oneself updated about the fashion business. From national and international news to the latest outlets, the variety of the sections is a treat for the reader.

- **Radhika Jain, Fashion Student, Lucknow**

The cover story has so many brands spoken about. The article, 'Opportunities in Occasion Wear' gives a comprehensive outlook and an updated information about the industry. I look forward to reading more such pages.

- **Roohi Jha, Brand Head, Mumbai**

The special issue on Occasion Wear was a great attempt to bring out the upcoming trends of this industry, which are not easily found in other media. Realising it as a huge business opportunity with huge potential that can be tapped by those involved in the industry is a commendable effort.

- **Rajkumar Chopra, Brand Manager, Indore**

Accessories are a fast growing category. Reading articles, The articles, Promising Market for Precious Wearables, Accessorising for that Perfect Occasion and Putting the Best Foot Forward for that Special Occasion were very impressive and talk about the preferences of the end consumer.

- **Aradhana Bisht, Retailer, Chandigarh**

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Stores



**Mango's Debut Store In Delhi With Myntra**

Mango with its business partner Myntra opened its first store in Delhi at Select Citywalk Mall. It has plans to open 25 stores over the next 5 years.

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STORES

**SIDDARTHA TYTLER FLAGSHIP STORE IN DELHI**

Siddartha Tytler launched his first flagship store and also presented his latest couture 2018 collection within his new store in Qutub Boulevard, Mehrauli.

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STORES

**Span**

Span's new stores in Mumbai has been conceptualised to offer myriad contemporary women's apparel including ethnic wear.

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BRAND LAUNCH

**Simon Carter Enters India**

Group KFPL (established in 1979 as Kohinoor Textile and a single brand Yashfab) has over the years registered phenomenal growth. A look.

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BRAND EXCELLENCE

**Skechers' Dream Run Continues**

Skechers has now reached the 100 stores mark in India in just 5 years along with a bustling e-commerce presence.

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CRAFTS ONLINE

**Draped In Luxury**

Vinutha Subramaniam, Director and CEO, Parisera, discusses their business idea, its market potential and their aspiration to be the "Chanel" or "Armani" of sarees.

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# MANGO OPENS FIRST STORE IN DELHI WITH MYNTRA **WILL OPEN 25 STORES IN THE NEXT 5 YEARS**

**I**n an attempt to strengthen its omni-channel presence, the apparel brand Mango with its business partner Myntra opened its first store in Delhi at Select Citywalk Mall. The brand plans to open 25 stores in India over the next 5 years. The second store will open in Mumbai at Phoenix Mall in November, and will be followed by three more openings before the end of 2017.

According to Mango Executive Vice President, Daniel López, “This is the beginning of an expansion plan in India that will cover the next five years. We have an excellent relationship with Myntra and their expertise has allowed us to reach virtually every corner of India and increase our customer base exponentially as a result. Following an omni-channel strategy and having a presence in the country with physical stores will allow us to generate value for consumers by improving their shopping experience.”

Speaking on the occasion, Ananth Narayanan, CEO of Myntra and Jabong, said, “Helping launch the first Mango store in Delhi is a huge step in the direction of building a robust omni-channel presence for the brand. Mango has been growing at a 100 percent YoY rate on the platform and continues to enjoy great fashion appeal amongst shoppers in India. The new technology-packed store is set to redefine the way consumers in India experience brands in the future.”

The new store is equipped with advanced technology to provide a seamless shopping experience for customers in India. All Mango stores in the country will feature integrated inventory and the concept of ‘endless aisle’, enabling customers to browse the brand’s collection on a tablet, check out product details and availability, and have goods from other stores delivered to their doorstep. These tablets are also used to provide personalised recommendations based on purchase history, and inform customers about new products and styles. Customers will also be able to skip queues at billing counters, using the assisted checkout feature on tablets.

In 2014, Mango chose Myntra as a partner to develop its online business in India, given that it is the largest and most reputable online fashion retailer in the country. In less than three years, Mango has become one of the five top-selling women’s western wear brands on Myntra marketplace.



Daniel López and Ananth Narayanan

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## SIDDARTHA TYTLER LAUNCHES HIS FLAGSHIP STORE IN DELHI

Synonymous to luxury and elegance and one of the leading names in the fashion fraternity, Siddhartha Tytler launched his first flagship store and also presented his latest couture 2018 collection within his new store in Qutub Boulevard, Mehrauli.

Bollywood Actor Sidharth Malhotra walked the ramp as a showstopper for Tytler. Sidharth looked every bit of dapper in Siddhartha Tytler's couture creation. Clad in a black-white floral jacket thrown over a black pathani suit, he made heads turn with his elegant-yet-trendy look for the show. Sidharth Malhotra said, "I am thrilled to have walked the ramp for my dear friend Siddhartha Tytler and it feels great to be back in my home town. Siddhartha's sense of design has always been so dynamic and this collection is no different."

The show boasted of around 65 to 80 garments, and was a mix of scintillating evening ensembles for men and women. The guests were amazed by the couture collection as well as by the set-up of the space, which represented a whimsical charm of an elegant garden. The collection has been inspired by the rich royal Indian culture and one can see hues of peach, ivory, peppermint, shades of black, dusted gold, silver and earthy tones. Known for his sharp structured silhouettes, Tytler has taken a different approach for his couture line and has created Indian, fusion and western silhouettes all weaved together exquisitely. The collection creates a beautiful visual drama for the eye with the use of crystals, hand embroidery, thread work, digital customised printing, sequins, beads and with great focus on applique work for which Siddhartha is well known for. Moving ahead with the motto to create anything but the ordinary, Siddhartha has imported coloured pearls from Europe which has been infused into the garments giving it a notch of ultra glam and style.

This season, the brand has collaborated with Purab Paschim, a jewellery and watch brand known for their stunning and intricate jewellery designs. The collection is an elegant play of chromatic subtleties on transparent and matte textures, peppered with golden shadow crystals and pearls embossed with intricate baguette cuts.

Tytler said, "Indian culture and traditions have always inspired me and for my couture 2018 collection, I have drawn inspiration from the rich heritage and diversity that India is known for and it reflects the true nature of luxury. I have used silhouettes, techniques and designs that together give the collection an Indian look and feel with a contemporary twist and create a perfect amalgamation of tradition and modernity."





*“Indian culture and traditions have always inspired me and for my couture 2018 collection, I have drawn inspiration from the rich heritage and diversity that India is known for and it reflects the true nature of luxury.”*

– Siddhartha Tytler

**BRAND:**  
Siddhartha Tytler

**PROMOTER:**  
Siddhartha Tytler

**LOCATION:**  
New Delhi

**SIZE OF THE STORE:**  
1,000 sq.ft.

#### **Collection:**

The newly opened flagship store houses Siddhartha Tytler’s enthralling Indian and Indo-western collection in men’s wear as well as women’s wear. The couture line offers a wide range of lehengas, sherwanis, dresses and gowns and has a mix of both women’s wear and men’s wear pieces. Satin Jacquard is the main fabric which has been widely used in the entire collection along with other fabrics like lace, double georgette, nets have all been incorporated giving the collection an Indian look and feel with a contemporary twist.

#### **Store theme:**

The store’s theme is a reflection of the brand’s own identity which is mainly minimalism with a twist. It is a perfect balance between sophistication and opulence though complementing details ranging from furnishing to the soothing grey and gold palette, which highlights the brand ethos. The store also offers the customers the element of ‘the arch’; from this the idea of the singular experience of ‘walking through an endless colonnade’ emerged. The store takes each inhabitant into a dream-like journey.

#### **Store interior:**

The retail space exudes a powerful combination of total luxury experience and highlighting the collection at the same time. One can witness the combination of the brass arch, mirror and concrete in different ways to create different experiences. The grid format of the layout allows for flexibility in the number of display racks. Provisional racks can be added as required on special occasions, reconfiguring the space, without ever losing its essence. The mirror also helps reflect the natural light, allowing a feeling of an open space throughout the store. The store does not feature any mannequins but the windows look at the tree outside which is the focal point of the Qutub Boulevard. All these elements have come together and have created a sophisticated space, which is the ideal reflection of Siddhartha’s design aesthetics.

#### **Store designer:**

Anica Kochhar has designed the magnificent store. Her practice, Phenotype Architectural Studio was started in Delhi in 2010 after she graduated from the Architectural Association with masters in Urbanism in the Design Research Laboratory. Prior to that, she worked at the design wing at Morphogenesis. She completed her bachelor’s degree from The Pratt Institute in New York, which formed the base of her approach.





# SPAN

## Collection

The stores at prominent malls showcases a complete range of women's wear for the age group 14-40 years.

## Store theme

The store has been conceptualised to offer a myriad of contemporary women apparel including ethnic wear. The store displays an ambience which is finely crafted and designed.

## Store interior

The store has been done in a combination of grey and light grey and the light grey shelves and wooden flooring add to the ambience of the store. The warm white down light and track light focuses on the exquisite collection and gives customers a seamless experience with their purchases.

## Store designer

The store has been designed by the in-house team of Span.



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## BRAND

Span

## PROMOTER

Span Apparels Pvt. Ltd.

## LOCATION

Mumbai (Phoenix Market City Mall, Kurla West and Seawood Grand Central Mall, Navi Mumbai)

## SIZE OF THE STORE

1,597 sq.ft. (Phoenix Market City Mall)  
1,000 sq.ft. (Seawood Grand Central Mall)



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# SIMON CARTER IN INDIA

LATEST ADDITION  
TO THE LUXURY  
BANDWAGON!

The Indian consumer's higher preference towards luxury fashion brands is seemingly attracting the who's who of fashion across the globe. With a slew of bigwigs embanking the Indian fashion market over the past few years, the country has now emerged as the numero uno choice for fashion honchos across the world. The latest addition to the stable is iconic London based men's wear retailer Simon Carter.

Unfolding a new chapter in the Indian fashion milieu, British designer, Simon Carter marked his India entry with the launch of an exclusive Simon Carter store in Mumbai at Phoenix Market City, Kurla with an exclusive deal with Aditya Birla Fashion and Retail. Featuring a striking contemporary and modern layout dispersed with British architectural elements, the debut store sprawls across 1200 sq.ft., and personifies Simon



***I believe India suits Simon Carter and Simon Carter will most definitely suit India, with its high quality, witty and eclectic style of dressing for the modern Indian men. My inspiration comes from the world around me and my line for India is hugely inspired by India, its everyday things, places, boundless spirit and its heart-warming people."***

**– Simon Carter,**  
Founder & Designer, Simon Carter Ltd.

Carter's quirkiness and dynamism. As a quintessential British brand, Simon Carter's uniqueness is embossed in its quirky, yet sophisticated and stylish designs straddling full range of men's clothing and accessories. With a conspicuous presence of heritage and tradition in its collection and an uncompromised attention to detail and quality, the brand philosophy is rooted in a tradition of eclectic English style, taking classic forms and adding a twist of eccentricity. The Simon Carter men's wear collection is a playful mix of prints and colours, tailored fit for the modern man to give them a sense of exuberance and style and at the same time, offering men the opportunity to develop their own sense of style.

Sharing his excitement on the launch in India, Simon Carter, Founder and Designer, Simon Carter Ltd. said, "I'm proud to partner with Aditya Birla Fashion and Retail and so happy to bring authentic British style to India. I believe India suits Simon Carter and Simon Carter will most definitely suit India, with its high quality, witty and eclectic style of dressing for the modern Indian men. My inspiration comes from the world around me and my line for India is hugely inspired by India, its everyday things, places, boundless spirit and its heart-warming people."

Simon Carter holds the distinction of being the most successful international designer with seven stand alone designer brand stores in some of the most posh locales in the UK. His much sought-after collections are retailed in some of the most exclusive department stores and independent retail outlets in 35 countries around the world including Liberty, Bloomingdales (USA), Seibu (Japan), Brown Thomas (Ireland), and David Jones (Australia). Carter's products are known for their





British wit, which incorporate a light-hearted side to every facet of the brand's offerings, ranging from merchandise to store design and store staff; everything sports a personalized touch.

The brand has curated a first of its kind 'India inspired' Simon Carter collection, reflective of the Indian culture and themes. Designed for the individualistic and expressive Indian men, the range includes shirts and accessories inspired by the everyday Indian life musings - the musical wedding bands, car, the beautiful Indian pariah dog leisurely stretching around, the energy at the railway station, etc.

Simon Carter's complete range comprises of classic suits, jackets, shirts and blazers suited for any occasion. The Simon Carter shirts are made of premium and exclusive fabrics sourced from leading European mills that create a beautiful fusion between bold figurative prints with subtle florals, dots and geometric prints. The softly tailored suits and jackets range made from classic wools and linens is best suited for the fast-

paced lifestyle of a contemporary global man. The complete range, including the India collection is priced between INR3,000 - INR14,000.

Speaking on the occasion of the brand's launch, Vishak Kumar, CEO, Madura F&L, Aditya Birla Fashion and Retail Ltd., said, "Simon Carter is an iconic men's wear brand and we are excited to bring it to our Indian consumers, who have a personal sense of style and appreciate good design, with a perfect blend of British sophistication and quirky expression. The addition of Simon Carter is a part of our strategic intent to grow our international portfolio, significantly contributing in consolidating our position in the affordable luxury space, giving our discerning customers a true taste of high-end fashion."

Apart from the debut store, Simon Carter collections will be available on [www.simoncarter.in](http://www.simoncarter.in) and across all leading e-commerce sites. The brand has aggressive expansion plans and revealed that it aims to launch 10 Simon Carter exclusive stores across the country by FY 2017-18.





  
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## SKECHERS' DREAM RUN CONTINUES

### REACHES 100 STORE MARK IN INDIA

Globally renowned American performance and lifestyle footwear brand, Skechers aims to be youth-centric, while winning hearts with its extensive range of amazing products. It has eventually expanded into apparel and accessories as well. In India also, the brand has met with considerable success: it has now reached a 100 store mark along with a bustling presence through other retail channels, including e-commerce. All that in just a five-year presence in the country!

By Namita Bhagat

The American performance and lifestyle footwear brand, Skechers entered India in 2012. The brand has witnessed remarkable growth in a short span of time and has created a strong nationwide footprint via a mix of sales channels: stand alone stores, multi-brand outlets and also the e-commerce portals. Of late, Skechers has marked a major milestone, launching its own 100th exclusive store in India in Chandigarh. The newly opened store, which is also the brand's third location in the city, spans an area of 1800 square feet and houses a wide range of footwear amongst its two robust categories: performance and lifestyle. Moreover, the store will also offer performance apparel for men and women.

"We are thrilled to open our 100th store in the country. The journey so far has been exciting and the response from our customers has been overwhelming. Chandigarh is a market with lot of potential and with our 3rd store in the city, it's going to be a real treat for all sports



***“We are passionate about sports and we offer great choices in high-performance shoes ideal for various intensive and light fitness activities.”***

**– Rahul Vira,**  
Chief Executive Officer, Skechers  
South Asia Pvt. Ltd

enthusiasts in the city We, at Skechers, believe in elevating the fitness quotient amongst the youth and strive to make our brand accessible to more and more individuals across the country,” stated Rahul Vira, Chief Executive Officer, Skechers South Asia Pvt. Ltd.

### **Global presence, appeal**

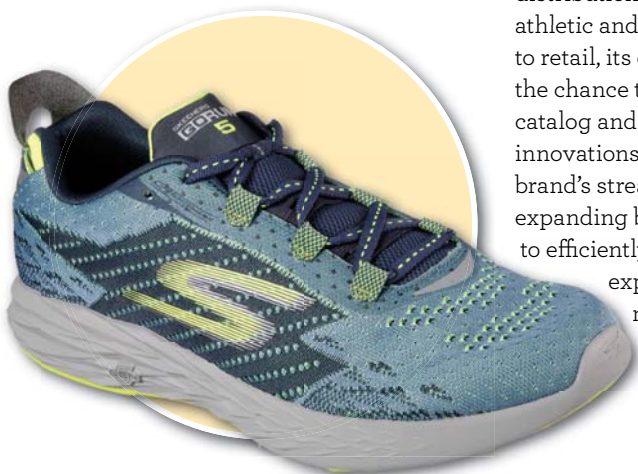
A global leader in the performance and lifestyle footwear industry, Skechers is one of the largest sports and lifestyle footwear brands in its home market, the United States of America (USA). Outside USA, Skechers products are retailed in more than 160 countries and territories around the world. The company has adopted a diverse distribution strategy. With department, athletic and specialty stores, wholesale to retail, its destinations give shoppers the chance to enter a living fashion catalog and learn about its latest innovations. It’s all driven by the brand’s streamlined operations and expanding business model - designed to efficiently bring the Skechers experience to a greater number of consumers year after year.

The brand expands its footprint around the globe through an aggressive and targeted multi-platform approach to marketing that spans all forms of media and is translated into multiple languages.

### **Success built on product excellence**

Founded in 1992, Skechers has built its business on a foundation of the amazing product. The brand’s extensive collections of lifestyle and performance footwear span more than 3,000 styles for men, women and children. Trend-forward, comfortable and innovative, its footwear options meet any need or occasion. And with the addition of apparel and accessories, the Skechers brand now stretches from head to toe and beyond.

Known for its performance based shoes, the brand offers a diverse range of high-quality product range that meets day to day needs of the millennials. Its wide range of products includes categories such as ‘Performance’ for running, training, Golf and walking and ‘Casual’ for leisure and regular wear, and also a



huge range of kid's shoes in attractive designs. Keeping in mind the importance of fashion in a person's daily life, these shoes are designed to offer the adequate mix of comfort and style.

Affirms Rahul Vira, "We are constantly striving to innovate, be it through product design or technology. We are passionate about sports and we offer great choices in high-performance shoes ideal for various intensive and light fitness activities."

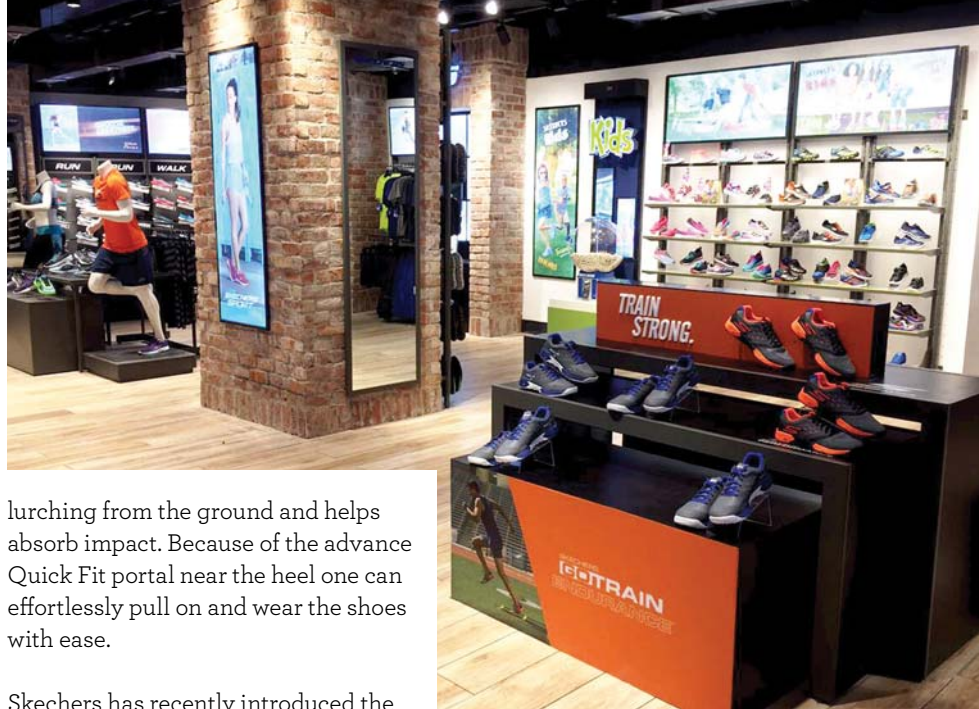
### Some key product innovations

Skechers footwear are designed and engineered to the highest standards. The brand has a team of world-class athletes who bring experience, knowledge and passion to the product creation process and fulfill their goal, that is, to provide the best and most innovative footwear in the market. Skechers raised their game by bringing in the Goga Max insole technology, the next evolution of the athletic walking shoes. This provides more cushioning thereby offering better durability, stability and protection. Designed with memory foam insole and a stretchable top fabric that conforms to the shape of a person's foot, Skechers leaves no space for tensed and edgy walking.

Also, designed with innovative 5th GEN cushioning, the next generation of Resalyte Midsole; the highly flexible training and Running shoes are extremely light weighted and provide memory retention that avoids



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lurching from the ground and helps absorb impact. Because of the advance Quick Fit portal near the heel one can effortlessly pull on and wear the shoes with ease.

Skechers has recently introduced the latest version of their popular Go Run range called the Go Run 5. The shoe is ideal for running on roads, treadmill and synthetic tracks. The brand's lightest and most comfortable shoes, Go Run 5 are designed for speed with innovative performance technologies. It is light weight and has stretchable parametric web outsole design providing maximum rubber coverage. It also allows multi-surface traction and grip on the ground and avoids slippage.

Go Run 5 has abrasion resistance property in key strike zones that protects outsole from early wear and tear. The soft smooth fabric shoe lining fosters barefoot running experience while offering cushioning and impact protection. The Skechers patented GOKNIT pattern gives the shoes a seamless upper design that offers much-needed breathability, greater flexibility and stability. It is engineered with M-Strike technology to promote a mid-foot strike and 5 gen midsole. The advanced Quick-fit portal on heel with separated heel pad offers an added no-rub comfort.

### Indian market presence

An aspirational brand, Skechers enjoys strong brand resonance and recall amongst Indian consumers who seek quality, style, comfort, performance and are brand-conscious. The brand has been growing fairly steadily and expanding ever since it came to India. Currently, Skechers is present across 100 exclusive brand stores (EBO) and more than 800 selling points. In addition, it is also present on all leading e-commerce portals of the country. The brand as of now is focusing on increasing its offline presence by introducing new stores in tier-II and tier-III markets. The offline growth subsequently will be supplemented by venturing into the online segment.

### Going forward

With its 100-store landmark attained, Skechers ushers in the next stage of development and expansion in the Indian market. Rahul Vira tells more, "We are looking to add around 400 new stores over next five years. With enhanced focus on tier-II and tier-III cities, we are also planning to adopt the omnichannel approach. We plan to offer products in apparel and accessories category as well. Very soon we will go live with Skechers.in which will have our stores integrated to it."





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# DRAPED IN LUXURY

Handcrafted saree has beauty, elegance and charm of its own, and while the age-old craft has somehow survived the era of mechanization, it needs the resurrection to prosper like before. Online retailer Parisera, founded in 2014, is doing its bit by elevating this unique craft to luxury, as it believes this can help create a sustainable and strong business demand for it. In a candid chat with Images BoF, Vinutha Subramaniam, Director and CEO, Parisera, discusses their business idea, its market potential and more. "We aspire to be a "Chanel" or "Armani" of sarees," says she.

By Namita Bhagat

**How and when did the idea of Parisera come into being?**

**Vinutha Subramaniam (VS):** Parisera is an online retail store for luxury handwoven saris. Parisera means 'environment' in Sanskrit, and hence our commitment to handloom craft, provenance and identity. We are concerned not merely with the 'what' of beautiful things, but also the 'how', the 'where' and the 'why'. Weaving is the second largest employer and we believe that anything can be done for the weaving community only by ensuring a business demand which is sustaining and strong. This can be done by elevating their craft to



– Vinutha Subramaniam,  
CEO Director, Parisera,

luxury and this is how Parisera was set up. Craft, Provenance and Identity, therefore, are our guiding principles, and, we believe, the litmus test of true luxury. Every one of the handcrafted products we source from artisans across India bears a happy intersection of these ideals.

**Describe your business model and the USP of the concept. What is its market potential?**

By 2018, the ethnic wear market in India is expected to grow to ₹2,10,000 crores. The sari market is ₹50,000 crores and the e-commerce luxury sari market is expected to be ₹1,000 crores. Our business model seeks to position the handcrafted sari to an international Indian audience. This is an audience who has the awareness, or to whom Parisera has built enough awareness, to respect the craft that they are wearing on their shoulders, be discerning about its provenance. Parisera would bring in its curation ideologies and make the handcrafted sari relevant for the modern woman.

**How have you designed your brand portfolio? What all product categories do you offer?**

Our focus area for the upcoming years would be saris. Our brand portfolio is decided based on

it being a staple brand – like the staple segments of banarasis and kanjivarams; populist brands – designers who work with handloom/handcrafted saris and have considerable market stickiness and pull; and growth brands – brands and designers who have great potential, in terms of curation, unique crafts and visibility in the fashion space. The Parisera private label shall be launched by March 2018.

**What is your market positioning and who is your target audience?**

We are possibly the only handcrafted sari portal with a dogged focus on saris. We are looking at building a “Chanel” or “Armani” of saris and that is our market positioning as well. The Parisera woman is a discerning lady, who respects and takes pride in the Indian craft and is of esteem in the society on account of her work, family, lineage and heritage, who understands craft and styling. At Parisera, luxury is not about the price – luxury is in the craft, curation, communication and presentation of the product.

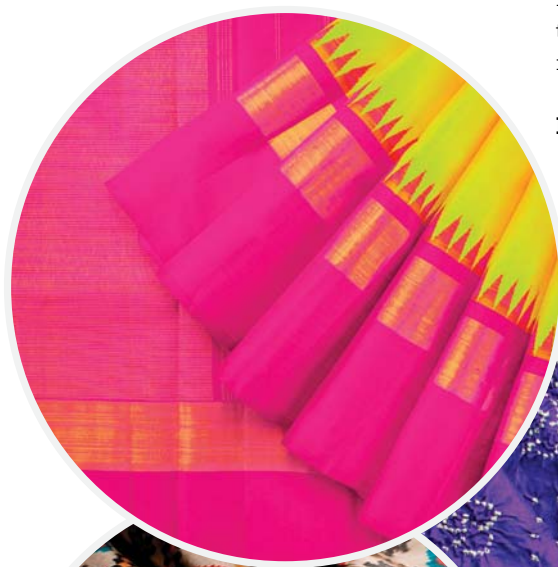
Our saris are one of a kind, and our curation ideologies will not cover saris which are run of the mill, common or repetitive, even if it is handwoven. The pricing starts at ₹6,000 going up all the way to ₹4.5 lakhs.

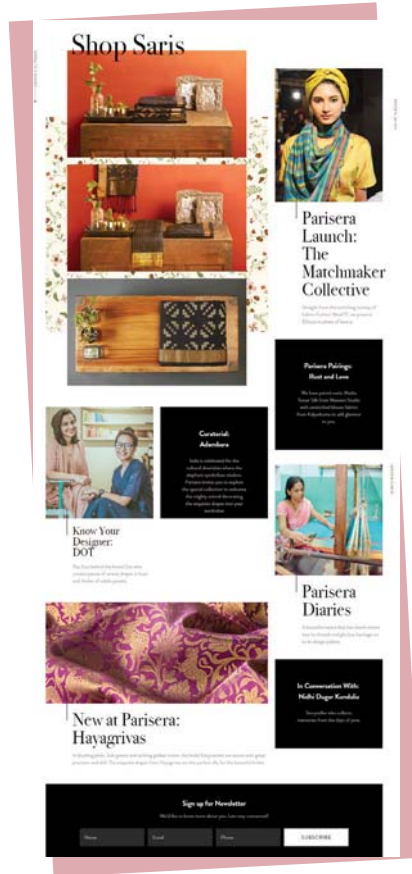
**Share your market presence. How many pin codes do you cover as of now?**

50 percent of our business comes from the NRI market, predominantly US, UK, MEA and SEA. The 12 major cities in India cover a large portion of Indian markets. We ride on our logistics partner capabilities and cover almost the whole world.

**Brief us on your supply chain and logistics system. What steps are taken to optimize the process?**

Being e-commerce, our production house is the photography studio. We





have a hyper efficient photography unit, with a folding and presentation model, that we have devised which is unique to Parisera. Our saris are presented in a way, where the entire sari, as in when draped is represented, and this we achieve without model-photography - thus making the photography process time and cost efficient. We achieve supply chain efficiencies by maximizing partner network and riding on the logistics partner efficiency.

**Technology is the core of an e-commerce business and innovation is critical to operational success.**

**How are you leveraging the technology in your business?**

Since we are in the luxury space and our home page set up, look and feel and ease of accessibility and the blog articles are of utmost criticality, we decided to go with an in-house developed e-commerce platform

rather than a readymade product. Our back-end application of e-commerce is integrated to analytics solution to continuously track performance, customer behavior and preferences and profiling.

**Share your strategy to enhance customer base, engagement, and loyalty.**

In the coming year, we are planning trunk shows, exhibitions, coffee morning and discussion panels for existing customers in good markets (international and local) and to also find partnerships to bring in newer customers in these markets. Our digital marketing strategy is in place to enhance customer base. Content is a critical piece for organic growth which is being well thought through and executed.

**Could you also tell us your marketing and promotions approach?**

We have a clearly defined promotions calendar. We aggressively promote our new launches and alliances and being e-commerce, our promotions will also be in the digital space. With a social following of more than two lakhs and growing at a rate of 250 percent year-on-year, we are clear that the digital space is where our marketing strategy and muscle shall go behind.

**How are you looking to further develop your business? Do you have any plans to go offline in the future?**

Our growth plan is around building the e-commerce space stronger, signing up new designers and brands. There would be offline presence in the following years as exhibitions, pop up stores and trunk shows. A complete physical store might be in the offing and we are still working it out. Parisera shall end this year at ₹12 crores and we are expecting a 100 percent growth next year.





# FASHION *RETAIL*

## WOMEN'S WEAR MANUFACTURING IN INDIA

### FOCUS ON:

>> WOMEN'S ETHNIC WEAR

>> WOMEN'S WESTERN WEAR

>> FUSION WEAR

>> WOMEN'S WEAR ONLINE

>> WOMEN'S DENIMS,  
LEGGINGS & INNERWEAR



FASHION RETAIL



LEADER TALK

**WOMEN'S ETHNIC WEAR IN INDIA**

A thorough look at the trends in vogue in the ethnic wear segment in India,

**Pg No. 68-72**

LEADER TALK

**WOMEN'S WESTERN-TOP MARKET TRENDS**

India has witnessed consistent evolution of western wear and the market is growing by the day. Images BoF takes a look at the market trends.

**Pg No. 74-78**

IN FOCUS

**GOING THE FUSION WAY**

The emergence of fusion wear has revolutionised the Indian Fashion industry. An overview on the dynamics of this category.

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ONLINE

**WOMEN'S WEAR ONLINE**

Presenting an overview on the growth factors, consumption behaviour, key markets and innovations.

**Pg No. 114-118**

CATEGORY WATCH

**DENIMS ARE FOREVER**

The women's denim market in India has expanded tremendously over the years and is registering a spike in both volumes as well as sales.

**Pg No. 120-123**

CATEGORY WATCH

**INNERWEAR GETS EMOTIONAL**

Five of the most popular lingerie brands, Triumph, Clovia, Candyskin, PrettySecrets and Swee talk to IMAGES BoF about the evolving market trends.

**Pg No. 124-127**



RESEARCH

**INDIAN WOMEN'S**

**WEAR MARKET**

*Technopak sizes the market, pinpoints the key segments and outlines the teeming opportunities.*

**Pg No.60-66**

CATEGORY WATCH

**CREATING A MARKET FOR LEGGINGS**

As the leggings industry is gradually getting organised and demanding more dedicated shelf-space, a pool of opportunities emerge in this segment.

**Pg No.128-129**



NEW COLLECTIONS

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## **RESEARCH:**

# **WOMEN'S WEAR MARKET IN INDIA**

*Contributing 38 percent to the total apparel market of the country, the women's wear segment is fast moving with proliferation in the number of working women, which has led to increased purchasing power of the Indian women. Although the women's wear space is still largely dominated by unorganised players, in the recent times, many modern players of national and international repute have started entering the market. Technopak sizes up the market and outlines the opportunities teeming in this segment.*

*- By Amit Gugnani, Senior Vice President,  
Fashion - Textiles & Apparel, Technopak.*

### **GLOBAL WOMEN'S WEAR MARKET**

The global women's wear market has shown rapid growth as fashion trends, which are the most important aspects of women's wear, are changing rapidly. Europe is the largest market of women's wear followed by North America and Asia Pacific respectively. Asia Pacific is expected to be the fastest growing market for women's wear as it comprises some of the emerging economies with a very high proportion of middle class with significant disposable income.

India is one of the fastest growing economies with a projected CAGR of 10 percent making it a lucrative market. In comparison to India, the developed markets of the US, Europe and Japan are expected to grow at a meagre rate of 2-3 percent.



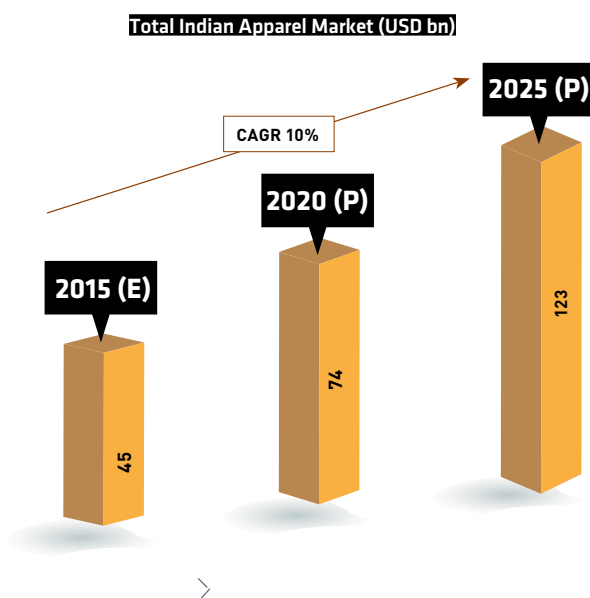
### INDIAN APPAREL MARKET

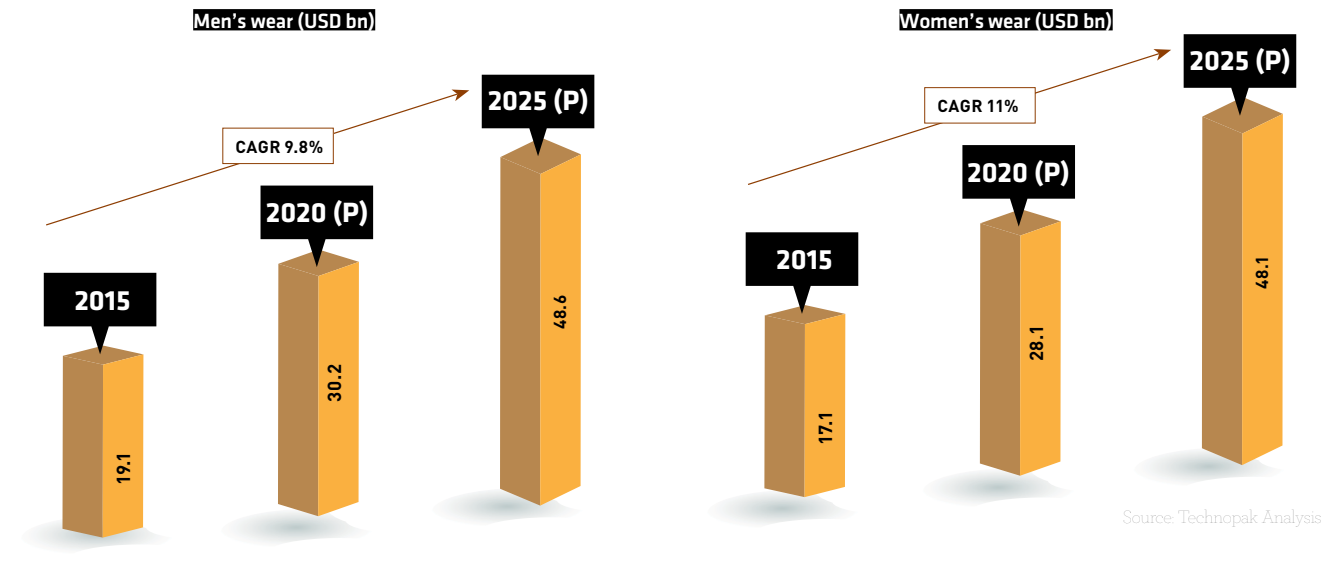
The Indian apparel market can be broadly classified into three broad categories; men's wear, women's wear and kid's wear. Although, men's wear segment contributes the most in apparel market; i.e 42 percent followed by women's wear at 38 percent and kids at 20 percent, the women's wear segment is expected to grow at higher rate than men's wear.

### WOMEN'S WEAR IN INDIA

Women's wear segment of the market is mostly dominated by unorganised players. But, recently many organised players have started showing interest in this segment. These organised players have realised the market potential and have aggressively grown over a short span of time with the help of e-commerce and other disruptive distribution channels. Increase in number of working women has resulted in increase in disposable income which in turn has fuelled this market segment. Globalisation coupled with fast fashion has resulted in awareness on fashion trends and styling. It has been estimated that the ₹1,02,358 crores (USD 17 billion in 2015) women's wear market will grow at a CAGR of 11 percent to reach ₹2,89,518 crores (USD 48 billion) in 2025. This growth will not only be limited to market size, but will also see a paradigm shift from non-branded to branded and ethnic wear to western wear as well.

It can be predicted that women's wear may have a bigger market than men's wear in India between 2025-30.





### KEY CATEGORIES IN WOMEN'S WEAR IN INDIA

Women's wear in India can be broadly classified into four categories:

- > Ethnic Wear
- > Western Wear
- > Indo Western Wear
- > Innerwear

#### ETHNIC WEAR

The women's ethnic wear can be further sub divided into three major categories: sarees, salwar kameez and blouse-petticoats. The saree is perhaps the quintessential Indian dress for women's and has a market of ₹36,035 crores. It is the most widely accepted women's wear in India. It is expected to grow at a CAGR of 6 percent to reach ₹61,553 crores in 2025. Though a market shift is expected from saree to salwar kameez or western wear in urban and semi-urban markets, saree will still remain as the predominant category among elderly and middle aged women across urban and rural India.

Surat, Varanasi, Ahmedabad and Mumbai are some of the major manufacturing hubs of saree.

Some of the popular brands of saree in India are Nalli Silk Sarees, Meena Bazaar, Bombay Selections, Satya Paul

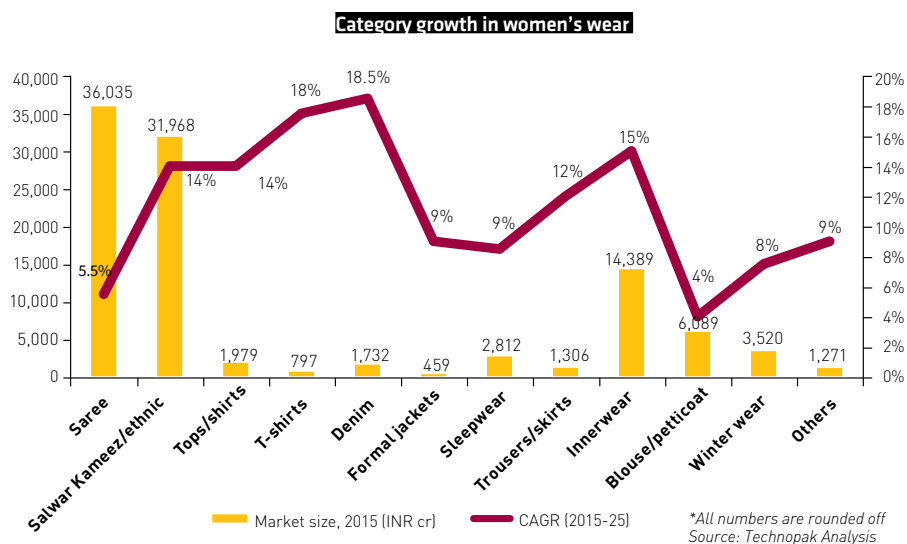
and Fabindia. It is due to these brands that sarees are famous worldwide.

Salwar kameez is another dominating category in ethnic wear. The comfort level provided by salwar kameez has made it popular among the working women. But, it has started facing stiff competition from western wear. The increasing number of working women in the country and their shift from ethnic to western formal or western casual has led to an increase in the competition for ethnic wear in urban areas. In rural India, salwar kameez is still the most preferred choice of young women.

#### INDO WESTERN WEAR

The increased competition from western wear has resulted in a new category, Indo-western. It is a blend of both ethnic and western. This category has gained popularity in the urban areas of the country. Brands have realised that a mix of both western and ethnic is accepted by today's women and hence most modern players have come with unique designs which are a perfect mix of ethnic and western. The growing publicity of Indian fashion in the western nations, the integration of women's clothing designs has become





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inevitable. Comfort comes first while selecting attires. Sarees being formal wear are time consuming to drape. Indo-western attires are so comfortable that women love to wear them. Basically, these attires come as full stitched or semi-stitched.

A quintessential clothing item of Indo-western ensemble is the trouser suit, which is a short kurta with straight pants with or without a dupatta. Newer designs often feature sleeveless tops, short dupattas and pants with slits.

Additional examples of the fusion that Indo-western clothing represents include wearing jeans with a kurta, adding a dupatta to a western-style outfit and wearing a lehenga (long skirt) with a tank top or halter top.

Global Desi, Lakshita, W and Fabindia are some of the most popular brands among women for Indo- western apparels.

#### **INNERWEAR**

The women's innerwear category is another promising category in the women's wear market. The innerwear market is growing at a CAGR of 15 percent and is expected to reach ₹58,211 crores in 2025 from the current market size of ₹14,389 crores. Brassieres, panties and camisoles, etc., are the key sub categories of women's inner wear category.

Branded innerwear contributes to 35 to 40 percent of the total women's inner wear market and is expected that branded share will account for 40 to 45 percent in 2020.

>



The women tops and shirts market is now pegged at ₹1,979 crores and is expected to grow at a CAGR of 14 percent to ₹7,337 crores by 2025. The women's t-shirts market of ₹797 crores is witnessing growth in tandem with the growth of all other casual wear categories and is expected to grow at a CAGR of 17.5 percent to reach ₹3,999 crores by 2025.

### WOMEN'S WESTERN WEAR

Women's western wear can be further classified into casual western wear and formal western wear.

Denims are the most popular casual wear product among women. They have demonstrated a promising growth at a CAGR of 18.5 percent. Initially, the denim brands used to focus primarily on the men consumers, but with the change in the demand and preferences of women, they started catering to women consumers as well. Of late, stretch denims have seen a huge demand among women.

Women's t-shirts and tops categories are also growing fast owing to increasing participation of women in workforce and a generic inclination for

western wear categories. The women tops and shirts market is now pegged at ₹1,979 crores and is expected to grow at a CAGR of 14 percent to ₹7,337 crores by 2025. The women's t-shirts market of ₹797 crores is witnessing growth in tandem with the growth of all other casual wear categories and is expected to grow at a CAGR of 17.5 percent to reach ₹3,999 crores by 2025.

Another promising segment in western wear is formal wear. The increasing number of working women has led to the demand of formal attire. The companies have started realising the need of the hour and have shifted their focus on tapping this segment. Today's working woman is very much concerned with her image. She is





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## CONCLUSION

The women's wear market in India is emerging as a high growth potential market. International players are showing interest and it is becoming more organised. It is also estimated that it will grow at a higher rate than men's wear in the country.

The increasing penetration of internet, the increasing purchasing power of the women, high brand consciousness and fashion sense has made e-commerce an important medium of shopping. The online market is one of the major reasons in the growth of branded and premium inner wear in semi-urban and rural market.

Women have become ready to experiment with fashion. They are exploring options based not only on the value but also on the brand. E-tailing is also gaining popularity amongst women, which is seeing great future prospects. Many online platforms are also coming with ideas of providing customisation to Indian women, when it comes to western formal wear.

Therefore, it will not be incorrect to say that Indian women's wear market will see some major changes in the near future.



ready to experiment and does not want to lag behind in this fashion era. Ranging from business formals to smart casuals to friday dressing, women are concerned how they look at their workplace. This has provided sufficient market space to companies to explore several options in this segment. Western formal attire is one of the fastest growing segments.

The emergence of e-commerce has given a boost to the fashion retail market. This market platform has provided an easy and less time consuming option in the hustle bustle of today's world. The increasing number of working women, with less time to shop has found an easy mode of purchasing.

*“The aspiring working women will contribute the most to growth of formal wear.”*

## Future Trend

Women's wear is expected to grow at a higher rate than men's wear.

Ethnic wear in India is expected to grow at a CAGR of 9 percent over next 5 years.

Western women formal wear is expected to see a high growth.

E-tailing is gaining popularity amongst women.

*This report is a reprint of research published in the book “The evolution of Women's Fashion Lifestyle in India” published by Images Group.*








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# WOMEN'S ETHNIC WEAR IN INDIA: AN OVERVIEW

A decade ago, ethnic wear in India meant having outfits being customised by a local tailor, and, for those into designer wear having it designed by a designer. Not that women today do not have their salwar suits, kurtis, kurtas, patialas, etc., being tailored but with the advent of ethnic wear brands, tailoring has taken a backseat. Now, it is far more easy and reasonable to shop for a ready-made outfit. Images BoF looks at the market trends for ethnic wear.

By Zainab S Kazi with inputs from Rosy N Sharma

Beyond doubt there has been a paradigm shift in a women's wardrobe. Pairing a purple top with a yellow bottom is no longer out of question nor is the trend of opting to wear a salwar kameez without a dupatta. Readymade blouses are preferred for sarees, and scarves and stoles are more to add glamour to an outfit than to hide the cleavage or a protection against low necklines.

Nishit Gupta, Director, Kalki Fashion shared, "Women are more experimental today, they are breaking the stereotypes. Earlier for a bride, there was only one or two options like a red lehenga or a saree. But today, there is something for everybody with different liking. With respect to colours as well, one can find a wide range starting from pastels to pinks to reds till deep tones like teal, burgundy, maroon, etc."

Bijit Nair, Head - Retail, Global Desi attributed that there has been a shift to the access, both to information around fashion trends, and to products. He said, "There were not many brands catering to the ethnic wear needs of Indian women, when our brand started two decades back. Today, however, the consumer is spoilt for choices." He added that how the LBD (little black dress) comes in 20 variants served by 50+ brands, and still a consumer might end up asking for a 21st variant, which she might have seen on an international blogger's post.

Elaborating on the evolution of the women's wear market in India over the

last two decades and highlighting on the most prominent change, Vandy Mehta, Director, Study By Janak, shared, "Two decades is a long time, today the changes are more short term, one can see things change in a year or 2, but the tremendous change has come in the last decade where the women's wear market has seen a surge in terms of demands, women are looking at variety not only in colours but in detailing, silhouettes and are ready to experiment. Also the supply in the market has grown at least 10 folds, from mom and pop stores in every second household to large stores across the country. Added to that, the e-commerce that has made a staggering impact on the pricing model as well as offerings for a client. Major changes that I can point out is the expansion of the point-of-sales across channels that has stiffened the competition." Citing the prominent transitions as seen in India, Sandeep Kapoor, Chief MD, SHR Lifestyle (Shree) shared, "In the past two decades, people have moved on from fabric purchase to readymade garment. Earlier people used to buy raw fabric, go to the tailor and get it stitched and there was no newness in the outfit as the patterns were more or less the same. Gradually, there was a transition to kurtis with leggings and without dupatta and now they are opting for fusion wear which has lots of varieties and styles to opt for."



Study By Janak

Sharing numbers of the market size for ethnic wear, Mehra said, "As of today women's wear accounts for 38 percent of the entire fashion retail segment, with an estimated worth of USD 17.5 billion, with an expected CAGR of 9.9 percent which will reach to USD 44 billion in 2026. Ethnic wear is the largest contributor in this segment with 66 percent share and is expected to grow at 5 percent."

#### The changing retail landscape

The women's wear as a category has only picked up now with more and more women joining the workforce and also with the heavy influence of social media. Gupta shared, "The Indian market in terms of women's wear has changed drastically over the years. Everyday there is an emerging designer for women. Earlier there were very few options in clothing, since there is a great need of new designs now, newer designers are coming into the picture." Mehra added, "Earlier,



**"Women's wear accounts for 38% of the entire fashion retail segment, with an estimated worth of USD 17.5 billion, which will reach to USD 44 billion in 2026. Ethnic wear is the largest contributor in this segment with 66 percent share and is expected to grow at 5 percent."**

**-Vandy Mehra,**  
Director, Study By Janak





***“Indian women are opting for fusion wear, as it defines elegance, style, royalty and class – all in one! It is modern and yet keeps our traditions alive.”***

**-Sandeep Kapoor,**  
Chief MD, Shree



***“Regulations, limited market potential, unwillingness to experiment with western silhouettes and brands together may have kept a lot of brands out of the Indian market. And the situation has of course changed.”***

**-Bijit Nair,**  
Head - Retail, Global Desi

there were few people who did large scale women ethnic wear in the branded segment, while keeping the large scale wholesalers out of this. But today, the line between a large scale retailer with brick-and-mortar store and online portal is thinning. Online retail too shows a growth in ethnic wear retailers. You see various bodies of fashion coming together to open stores. We are also witnessing a rise in the multi-designer retail outlets.”

Citing the reasons for the lack of brands in the yesteryears, Nair shared, “The situation earlier cannot be blamed on one factor alone. Regulations, limited market potential, unwillingness to experiment with western silhouettes and brands together may have kept a lot of brands out of the Indian market. And the situation has of course changed.”

Ameet Panchal, Director, Shree Balaji Ethnicity Retail (Ethnicity) shared an interesting observation of how women’s wear is now drawing attention from the men’s wear brands as well. He shared, “Urbanisation, increasing amount of disposable income, increasing brand consciousness and many other factors has propelled the growth of women’s wear market. Many major men’s brands have now started to enter into the women’s wear segment, exploiting the highly lucrative segment.” He feels that women’s wear is more complicated as compared to menswear as it is trends capricious and keeps changing swiftly. Whereas, men’s fashion tends to transform slowly with predictable changes. Panchal highlighted the importance of quality when it comes to women’s ethnic wear and also felt that when it comes to preferences, majority of the working



Shree



Global Desi

women are more comfortable still with western wear. He shared, “Women prefer quality clothing and are willing to pay higher prices for apparel that meet their expectations. Presence of natural fibres acts as a key identifier of quality apparel. Though much demand would be for traditional clothing, there will be a small portion of the female population, the working class who would go for formal attires. They prefer western outfits, and will contribute a major share in the consumption of the same. Today’s women try to create their own ensemble. They test mixing and matching their attires, and create new looks. They also prefer a favourable environment to shop in privacy.”

According to Kapoor, “Indian women are opting for fusion wear, as it defines elegance, style, royalty and class — all in one! It is modern and yet keeps our traditions alive.” Reiterating the same, Gupta said, “On an overall, Indian women are more inclined towards fusion wear as compared to going totally western or totally ethnic. Blouses with cape detailing, dramatic sleeves, crop tops, tassels are some of the western elements that are infused with ethnic clothing.”

Panchal made an interesting point on the concept of fusion wear and said, “When fashion goes fusion, kurta becomes a tunic, dupatta becomes a stole, and salwar becomes a pair of trousers. Indian outfit can be given a western touch with creativity in waistlines, cuts in fabric, necklines, and other decorations. Indian prints can also be used in western outfits. Fusion wear comes with a variety and for people of all ages. Long skirts have become the fashion remake of traditional lehengas. Brides looking for the haute couture look are now going in for the Indo-western fusion look. Fusion bridal wear is mostly preferred by the NRI brides or by Indian brides who are getting married outside India.”

#### The differentiators

Apart from unique designs, different silhouettes, vibrant prints and fabric, the other major differentiator for a brand to stand out from the competition would be having a face to a brand and also the brand positioning.

Elaborating on the brand positioning and essence, Panchal informed, “Biba,





Kalki

**“Women are more experimental today, they are breaking the stereotypes. Earlier, there was only one or two options like a red lehenga or a saree. Now, one can find a wide range starting from pastels to pinks to reds till deep tones like teal, burgundy, maroon, etc.”**

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Director, Kalki

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**-Ameet Panchal,**  
Director, Ethnicity

a Punjabi endearment for a young and pretty girl, is a homegrown ethnic wear brand. The brand started spreading its wings in and around the city as the product’s styling and beautiful hand block prints started getting fantastic response from the local communities, including many film stars.” Symbolising the strength and the spirit of today’s woman, Indian Ink-today, boasts of a complete garment set-up with knitting, dyeing, printing, finishing and garment departments. This also allows them to control all the processes in the value chain, thus increasing its ability to provide standardised good quality products. Brand, W, appropriates the mental mindscape of the contemporary urban Indian woman – a sensible confluence of Indian and western sensibilities. The brand is also a pioneer in introducing the concept of ‘mix-and-match’ in retail. The brand provided its customers a full wardrobe solution with different product ranges in the market.

**The road ahead**

Whereas for western wear, readymade is the best option, Mehra felt that for ethnic wear, there is a probability of women still sticking on to their tailored outfits. She shared, “When it comes

to their ethnic requirement or a drape dress or a gown, tailored outfit is their preference. It is because of the poorly fit products that are available at cheaper prices that may tempt women to a readymade outfit but when you see it up close, the ones that understand the difference between quality and fit, they end up picking a tailored outfit.”

Panchal concluded and shared the growing acceptance and demand for ready-to-wear and also how youngsters who earlier were seen shying away from sporting ethnic wear now experiment with their wardrobes with a collection of best from both the worlds. “The number of women taking up ready-to-wear was smaller, which is now picking up. Also, younger women prefer to go out wearing something that addresses both traditional aesthetic and the work environment. Brands and companies can now easily support changing trends with investment in product innovation and reach. Indian wear, initially largely restricted to the older age segment, now finds acceptance among younger consumers,” he said.



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# WOMEN'S WESTERN

## TOP MARKET TRENDS

Women's western wear in India has moved beyond a pair of bottoms and a top. Where earlier secretaries and receptionists were the only ones usually seen sporting a skirt and blouse, today chic skirts with sexy tops, blouses, gowns, long dresses, etc., are worn to work by many. The country most certainly has seen an evolution of western wear and the market is growing by the day. Images BoF takes a look at the market trends for western wear in India.

By Zainab S Kazi with inputs from Rosy N Sharma

Setting the context of the story, Mohammed Rehan Ali, CEO, Global Clothing (Identiti) shared, "From predominantly sarees to salwar kameez to conservative western wear to fast fashion, Indian fashion has undergone significant transformations through the decades. The market for women's wear in India has probably become extremely lucrative in terms of variety and scope. This has been the key reason for international brands to focus on the immense potential for growth in this segment. The millennial women are very adaptable to changes and they love experimenting with anything that is new and attractive. They are smart buyers and fashion conscious."

Mohit Bhayana, Head of Retail, M&S Reliance India shared the dynamics of the market with a sneak peek into the growth of this category seen within their brand, "The Indian market has rapidly evolved over the last decade - and continues to do so. There is a much wider range of choice in the market now, and online has radically changed the way the customers shop.





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*“The women’s wear market in India has become extremely lucrative in terms of variety and scope. This has been the key reason for international brands to focus on the immense potential for growth in this segment.”*

**-Mohammed Rehan Ali,**  
CEO, Identiti



*“The reason for growth of women’s western wear can be attributed to the growing population of working women, which empowers them to choose their clothing. The younger, empowered Indian women are likely to be the key growth drivers for the category.”*

**-Bijit Nair,**  
Head - Retail, AND

Women’s wear is one of our fastest growing categories, recording 40 percent growth over the last 2 years. We have also seen customers explore a wider range of categories. For example, five years ago, the sale of women’s shorts as a category was very small, but last year we have seen sales of shorts grow by 36 percent.”

**The growth drivers**

Bijit Nair, Head - Retail, AND pointed that the reason for growth in this category can be attributed to the growing population of working women which empowers them to choose their clothing. He explained, “The younger, empowered Indian woman is likely to be the key growth driver for the category.” Ali added, “The advent of international brands, the growing popularity of social media and e-commerce sites, rise in brand awareness, nuclear families, working

women with high disposable incomes are the key growth drivers in the western wear segments for brands in the coming years.” According to Bhayana, sustainable economic development, a growing middle class and a good understanding of international brands has made India a strong market for the expansion of women’s wear in India.

Ali made an interesting point stating that the early western wear brands that entered India were largely denim wear and did not have much to offer to the Indian women. He added that the contribution of women’s wear of these brands is still below 25 percent. Elaborating on this further, he shared, “The economic liberalisation during the early 90’s led to the setting up of IT, BPO, BFSI, work places which in turn





***“Sustainable economic development, a growing middle class and a good understanding of international brands has made India a strong market for the expansion of women’s wear in India.”***

**-Mohit Bhayana,**  
Head of Retail, M&S Reliance India

led to women entering the work force in huge numbers. The simultaneous advent of cable TV exposed the young Indian women to western fashion. Thereafter the launch of many domestic and international women’s wear brands, exposure to global trends through social handles like Facebook, Instagram, Pinterest has further increased the demand for western wear. In recent times the e-commerce boom has also played a major role in this by bringing fashion to their doorstep and making shopping less time consuming.”

However, to sustain in this competitive market scenario one has to be very

aggressive. Malini Singhal, Director, Zink London, shared, “Fashion is changing very fast and brands have to be ahead of that change. One has to get the things happen yesterday. For this brands have to have shorter supply chain and bring out new collections frequently.” She further said, “Brands have to establish the stability, sustainability and scalability of their business to further it up.”

#### **New kid on the block: Fusion wear**

When a category reaches a saturation point, it is upon the custodians of the category to bring in some innovation. The innovation in the women’s wear category is that of fusion wear. Bijaya Mukherji, head of women’s wear design at Being Human Clothing explained, “Traditionally women’s ethnic wear is more popular in India.

The overall women’s wear market is heavily dominated by ethnic wear like sarees. Casual wear brands are taking note of the rising interest in western clothing in India. So they are coming up with a mix of ethnic and western wear that is the fusion wear to fulfill the dual demand. For example, a denim along with a straight Kurti with a high waist slit to complete the fusion look. Once considered a niche market, the Indo-western fusion wear segment is witnessing double digit growth.”

Ali pointed out that the size of women’s wardrobe has expanded 2x in terms of volume in the last 5 years with more occasions like valentine’s day, mother’s day, friendship day, anniversaries, etc., adding to an increased volume of clothes being purchased. Talking about fusion wear, he shared, “However,

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fusion wear with mix and match concepts are gaining currencies, gradually making traditional ethnic wear relevant for special occasions only. Also with the rise in urbanisation and more number of women exploring the world, there is a visible rise in western wear. Hence the market is bound to embrace the changes and evolve with the needs of the consumer which can bring some threat to ethnic wear segment in the coming years, especially in the metros and larger cities.”

**Road ahead**

International western wear brands have managed to set a strong foot in the country. Though, we cannot deny the presence of Indian brands like And, Mineral and private label brands from Shoppers Stop, Lifestyle, etc. in this category which have managed to make strong inroads in a women’s wardrobe. Ali, while concluding shared

an interesting point, “Global fast fashion brands like Zara, Forever 21 and H&M offer a wide range of fashion at affordable prices. These brands are highly aspirational for the young Indian consumers and the competition has intensified. However there are quite a few examples of Indian western wear brands that have been successful. Indian players have to work on their strengths such as local sourcing resulting in shorter lead times, ensuring that the best sellers are never out of stock, managing inventory levels better leading to better GMROI’S.

Further tweaking the product to appeal to the sensibilities of the young Indian women will go a long way in differentiating and not merely being a me too brand. The QSR industry has been quite successful at this.”



*“Fashion is changing very fast and brands have to be ahead of that change. For this brands have to have shorter supply chain and bring out new collections frequently. They have to establish the stability, sustainability and scalability of their business to further it up.”*

**-Malini Singhal,**  
Director, Zink London



*“The overall women’s wear market is heavily dominated by ethnic wear. Casual wear brands are taking note of the rising interest in western clothing in India and they are coming up with a mix of ethnic and western wear to fulfill the dual demand.”*

**-Bijaya Mukherji,**  
Head - Women’s Wear Design, Being Human Clothing

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A photograph of two women standing against a wood-paneled wall. The woman on the left is wearing a sleeveless, floor-length gown with intricate white lace and floral patterns over a light-colored undergarment. The woman on the right is wearing a traditional Indian sari in a light peach or beige color, heavily embellished with gold and silver jewelry, including a necklace, earrings, and a bracelet. The text 'GOING THE FUSION WAY!' is overlaid in large, bold, maroon letters on a white background across the middle of the image.

# **GOING THE FUSION WAY!**

## **FUSION WEAR AND ITS GROWING POPULARITY IN INDIA**

The emergence of fusion wear has revolutionised the Indian Fashion industry. Women, today want contemporary styles and vintage charm to blend and thus the Indo-western wear is fast catching up. An overview on the dynamics of this category.

By Zainab S Kazi with inputs from Rosy N Sharma

Study By Janak



Sometimes it is lovely simply sitting on the fence. You not only save the trouble of offending someone but you also get to observe and enjoy the best of both sides. You may be wondering why we are discussing this in a fashion magazine but the topic calls for it. Fusion wear – a mix of Indian and western wear celebrates the beauty of both the worlds. The emergence of fusion wear has revolutionised the Indian fashion industry to such an extent that top notch brands today have an element of the same in their collection, though we still have a long way to go if we consider the market potential for fusion wear in India. We take a quick look at the dynamics of this category in India.

So, let's begin by looking at what is fusion wear? Anything that amalgamates Indian and western wear – so it could be something as simple as wearing a spaghetti top with a Kashmiri stole and Rajasthani print skirt! Fusion wear leaves ample room for getting as creative as one can be with their choice of clothes. It allows the person to break away from the shackles of set clothing norms and mix and match the top and bottom and if getting it customised even mix and match the cut and style of an outfit to have a heavy western as well as Indian influence in one outfit.

Reiterating the growing popularity of fusion wear, Ameet Panchal, Director, Shree Balaji Ethnicity Retail for brand Ethnicity shared, "The shift from traditional ethnic wear to Indo-western is increasingly becoming the order

of the day." Elaborating on what truly constitutes fusion wear, he explained, "The traditional salwar kameez has long or short sleeves. An Indo-western design might forego sleeves altogether, or replaces the sleeves with spaghetti straps, resembling the style of a tank top or halter. There are also poncho-styled tops and one-sleeve designs that follow contemporary western trends. Indo-western kurtas and salwars tend to be much shorter than those traditionally worn, so that they resemble western-style blouses. Some Indo-western tops are available with plunging necklines, in contrast to the traditional styling of salwars and kurtas. Fusion that Indo-western clothing represents includes wearing jeans with a choli, salwar or kurta, adding a dupatta to a western-style outfit, and wearing a lehenga (long skirt) with a tank top or halter-top. For men Indian traditional kurta with sports shoes and scarves."

#### **Tracing the growing emergence of fusion wear**

Tracing back the origin of fusion wear to the time when we were under the British rule, Sandeep Kapoor, Chief MD, SHR Lifestyles (Shree) explained, "As per history with western colonial invasion in India, the change in social arena affected Indian women's lifestyle and that influenced their fashion sense as well. Today, Indian women have adapted to changes in society and we have a huge population of working women as against times when women were usually home bound. These changes together have led to an evolution of fashion to suit their changing needs. Influence of western elements in Indian ethnic wear is vivid in a woman's wardrobe today."



***"The women of today, apart from looking good, comfort is another key factor. They want today's style and vintage charm to blend and thus the Indo-western wear is fast catching up. A classic example is gown saree, which has traditional value wrapped in modernity."***

**-Vandy Mehra,**  
Director, Study By Janak



***"The influence of western elements in Indian ethnic wear is vivid in a women's wardrobe today. The most popular fusion wear ensembles that are selling today are maxi dress, kurta with trousers, palazzos, capes, dhoti with kurtis, etc."***

**-Sandeep Kapoor,**  
Chief MD, Shree



Kalki

***“Some of the fusion styles that are making the rounds in the fashion industry are draping saree with an off-shoulder blouse, pairing a flared palazzo or dhoti pants with an embellished crop top, lehenga in a jacket style and wearing a kurti as a dress.”***

**-Nishit Gupta,**  
Director, Kalki

To take Kapoor’s point a bit further, it isn’t uncommon to see ethnic prints like kalamkari, bagru, ikkat, etc., being used beautifully to create western outfits like long gowns, smart tops, etc. In fact, women today are seen to opt for traditional prints and have the fabric stitched to suit their western outfit needs.

Nishit Gupta, Director, Kalki makes an interesting statement saying that fusion wear is an apt choice to make one stand out in the crowd. “To be in vogue is to go Indo-western! Everyone wants to stand out from the crowd and fusion style suits the purpose perfectly,” he said. While Panchal added, “The major segments

in women’s wear include sarees, salwar kameez, innerwear, winter wear, sleepwear, tops, shirts, trousers, skirts, denim, t-shirts, etc. However, apart from the distinctive segments, another major category is ‘fusion wear’ or the Indo-western wear. The segment primarily stands as an amalgamation of ethnic and western style to offer an innovative solution to the changing fashion taste of Indian women. This genre basically refers to silhouettes that are inspired by western fashion trends and patterns and yet rely heavily on Indian fashion sensibilities in terms of prints, fabrics and overall styling. Catering mostly to young, fashion conscious, free spirited women between 22 to 32 years, fusion wear is a critical market where brands need to balance the fusion of ethnicity and western influences and yet provide exclusivity to customers in terms of design. While the domestic front looks highly promising, the fusion wear segment is also gaining popularity overseas.”

Vandy Mehra, Director, Pret Study by Janak Fashions (Study by Janak) attributed the growing popularity of fusion wear to the need to looking good without compromising on the comfort factor. She shared, “For the women of today, apart from looking good comfort is also another key factor. They want today’s style and vintage charm to blend and thus the Indo-western wear is fast catching up. A classic example is gown saree, which is a hot selling cake only for its traditional value wrapped in modernity.”

#### **Leading the race**

Let us take a look at the leading lines of fusion wear being offered by the

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***“Fusion wear is a critical market where brands need to balance the fusion of ethnicity and western influences and yet provide exclusivity to customers in terms of design, which matches the sensibilities of Indian women. With only a handful of branded players in this space, stakeholders see a huge potential ahead. While the domestic front looks highly promising, the fusion wear segment is also gaining popularity overseas.”***

**-Ameet Panchal,**  
Director, Ethnicity



Ethnicity

brands. According to Kapoor, the most popular fusion wear ensembles that are best selling today are maxi dress, kurta with trousers, palazzos, capes, dhoti with kurtis, etc. According to Gupta, “Some of the fusion styles that are making the rounds in the fashion industry are draping saree with an off-shoulder blouse, pairing a flared palazzo or dhoti pants with an embellished crop top, lehenga in a jacket style and wearing a kurta as a dress.” He further said, “Tassels and capes are turning lot of heads this season. Along with that, crop top lehengas are another newer version that we see having a good demand at Kalki.” Crop top lehengas are basically a modern version of the traditional lehenga choli.

At Ethnicity, the fusion wear that is doing well includes long maxi with collar (thread embroidery) and hanky hem, cold shoulder maxi, skirt, crop top, heavy duty cape, etc. Panchal shared his observation on other brands and said, “From the portfolio of Global Desi, tunics, maxis, halter tops with embroidery, sleeveless long spaghetti kurta are doing well. While at Biba long kurtas with front open, flared long maxi with paisley motif, cape, etc., are in great demand.”

#### **The way ahead**

Where we do have brands offering a mix and match concept, it still remains to be seen which brand will take a lead in offering a complete range of fusion wear. So far, we see brands offering a mix of both. So we would have an ethnic wear brand like Biba offering smart tops and Fabindia offering western wear with a touch of Indian ethnic fabrics. But we are yet to see a brand with a complete portfolio of fusion wear. Going by the dynamics of fashion as seen today, fusion wear has made deep inroads in our wardrobes. And yes, this applies to men as well. It



Shree

is not uncommon to see men sporting rugged pair of jeans with an ethnic kurta and mojris as their preferred footwear option!

Panchal concluded, “The fusion wear segment is showing fast forward growth. With only a handful of branded players in this space, stakeholders see a huge potential ahead. Fusion wear is seen as fashionable, bold yet not too western, which matches the sensibilities of India women.”



# ●● AND ●●

**A**nd from the House of Anita Dongre offers a chic collection of western wear that comfortably combines formal and evening wear. The brand has been evolving to keep pace with their clients' changing lifestyles. And, takes them to higher levels of comfort and confidence by making them look, feel, work and play better. The brand constantly refreshes its designs and experiments with international trends to help customers create their own personal styles.

### Target Consumer

The target consumer for the brand falls in the age group of 22 to 35 years. The And women is independent, confident and professional. She effortlessly switches between her work and personal life.

### Product Basket

The brand offers a range of stylish work wear to contemporary outfits and accessories. Its latest collection includes cut-out shoulder & high neckline tops, long structured jackets, tailored trousers, dresses and tunics in colours ranging from black, white, emerald green, burgundy, burnt orange, aqua and more. The brand also offers a range of accessories, bags and footwear.

### Latest Collection

And AW 2017 collection are for the multi-tasking extraordinary women as it offers a range of stylish office wear to contemporary outfits and accessories to complete the 9-to-5 look. Versatile, sophisticated and minimalistic, the collection exudes feminine grace with its geometric prints and solid colour palettes. The neutral shades and myriad hues of the collection lend a touch of versatility thus balancing the looks for both – work and party.

### Collection Expansion Plans

The And collection will introduce a special denim collection along with

capsule collection of dresses and tops. The AW 2017 collection includes a limited collection of gowns and dresses for the party season.

### Retail Mapping

And is present in over 100 cities across India with 122+ exclusive stores and 400+ multi-brand outlets and retail formats like Shoppers Stop, Lifestyle, Central, Pantaloon, etc. The brand has established a strong foothold in top metros, especially in Mumbai and Delhi NCR. Even in tier-II markets, the brand has carved a niche of its own in markets like Vadodara, Cochin, Chandigarh, etc. It also entered a number of tier-III cities like Vapi, Gandhidham, Haldwani, Moradabad, Gangtok, Belgaum, etc., and the performance has been encouraging. In online, in addition to their own e-commerce platform, they have been among the top performers on Mynta, Jabong, Flipkart, Amazon and the likes.

### New at Stores

The primary focus for expansion will continue to be in domestic markets,



### KEY INFOGRAPHICS

- > Total number of doors, the brand is present in: **540**
- > Total number of EBOs: **126**
- > Total number of SISs: **362**
- > Total number of MBOs: **53**
- > Number of cities present in: **107**

which will see the brand entering a number of new markets as well as strengthening its foothold in the existing markets. However, expansion in international markets, though will not be a prime focus, but it will be on the charts too. In line with consumer's penchant for better in-store experience, the brand unveiled their new store identity in 2016, which was replicated across most of their new and renovated stores in the country. The brand also introduced flagship stores in top metros like Delhi, Mumbai and Bengaluru, which offer the consumers an ultra-modern experience of the And world.

### Omni-Channel

The brand will launch an omni-channel medium in metro cities, which will start from Mumbai. The omni-channel is for the consumers to make their shopping experience seamless. In case they do not find a particular style or size from the brand's store, through this channel the consumers will be able to order products online via tab, which then will be delivered to them at their door step free of cost.

### Brand Associations & Engagements

And with Kareena Kapoor Khan as its brand ambassador has launched #IamAND campaign featuring her, and some successful women, in lead roles. On social media front too, the brand has emerged as a lead player in the category with over four lakh followers on Facebook and 75K+ followers on Instagram.





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A C C E S S O R I E S

# ●● BEING HUMAN ●●

**B**eing Human, a clothing line with a heart was launched by actor Salman Khan in 2012. The brand is being globally licenced by Mandhana Retail Ventures Limited. Royalties from merchandise sale give impetus to the initiatives of Being Human, the Salman Khan Foundation in India, dedicated to the twin causes of education and healthcare for the underprivileged. This unique business model finds an instant international connect, acceptance and appreciation. The ability to 'look good' and 'do good' at the same time empowers consumers globally and wins their hearts.

## Target Consumer

Being Human is an aspirational global brand. Their customer base has people who believe in international fashion and follow latest trends, however they believe in doing good too by helping charity initiatives of healthcare and education. Hence they "Look Good and Do Good".

## Product Basket

The brand's portfolio currently comprises shirts, t-shirts, polos, tops, skirts, dresses, denims, shorts, pants, chinos, hoodies, sweaters, jackets, pants, etc.

## Latest Collection

The latest Autumn-Winter Collection'17 is a fresh line of winter wear designed to bring out the best combination for warmth and style. The key AW17 women's wear apparel includes leather jackets, cardigan, blouses, tops, trousers, skirts, jeans, dresses and tunics. The brand has worked on three distinct stories for the women's wear AW17 collection - 'through the looking glass' is a chalky palette with subtle greyness and focuses on delicate tones; 'land of a dreamer' is a mixed patterns, geometrics to go against floral; and 'dawn to dusk' collection has a sense of luxury and

optimism with rich upbeat mid tones. The collection is also characterized by balance.

## Retail Mapping

Being Human has pan India presence with 62 exclusive brand outlets (including franchise stores), 270 shop-in-shops presence in large format stores and multi-brand outlets. It has eight distributors serving 104 retailers across the country. The brand is doing good business in North, West and East region. Moreover, metro cities are coming up with more demand, and tier -II and -III cities are also growing rapidly. It has online partners like Myntra, Jabong, etc. It is also present in Mauritius, Nepal, France and Middle East.

## Domestic & International Retail

### Expansion Plans

The brand is planning an aggressive growth in tier -II and -III cities in the coming years.

## New at Stores

Being Human clothing has always adopted a consumer-centric approach and the store interiors are always in sync with the store location and demographic profile of consumers of that particular region. Starting from the use of grass and wood in different ways to give a distressed vintage visual appeal to the bright warm lights, open spaces and props that speak brand's language to the music, the fragrance, and the complete interior is alluring enough giving the store an identity of its own. Being Human believes in engaging customers in lucrative loyalty programs. Meanwhile, customers can earn goodness points along with noteworthy returns for shopping at a Being Human store. The brand has 4.81 lakhs of customer loyalty data base till date.



## KEY INFOGRAPHICS

- > Total number of EBOs: **62**
- > Total number of SISs: **270**
- > Number of states present in: **Pan India**
- > Number of cities present in: **Pan India**

## Brand Associations & Engagements

Being Human clothing is a unique brand in itself that belongs to a charity organisation of the same name involved in doing noble work in the areas of health and education for the underprivileged. The brand engages through digital participation and hence focuses on giving consumers exclusive merchandise, autographed merchandise and a chance to meet Salman Khan amongst others, who is also the brand ambassador.







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# ●● B:KIND ●●

**B**:Kind is a fairly young and fun clothing brand started to cater to the working women and all their fashion needs. The brand's unique selling proposition lies in its clothes -- tunics and tops. It make tunics for all seasons, which are not only fashionable but also comfortable for everyday casual and work wear.

## Target Consumer

The brand's target audience is young and independent women who have 9-to-5 job but don't like to dress like an ordinary and have a sense of fashion.

## Product Basket

B:Kind sells everything from tops to tunics to t-shirts along with a variety of jackets and outer wear. Its most popular collection is its Indigo Collection in tops and tunics category.

## Latest Collection

B:Kind's upcoming collection is inspired from the Mughal art and the handloom industry. The brand offers an amalgamation of the current trends, for example in terms of cuts and style retro look in sleeves is in vogue. It also offers bright pops to soft pastels in varied range of silhouettes. While catering to women across the country, the brand has to keep in mind various colours and trends season after season.

## Collection Expansion Plans

Additions and innovations is a continuous process at B:Kind with newer techniques, fabrics and processes, washes being introduced and incorporated in its collections regularly.



## KEY INFOGRAPHICS

- > Total number of MBOs: **570**
- > Number of states present in: **16 (Punjab, Uttar Pradesh, Uttarakhand, Rajasthan, Gujarat, Maharashtra, Assam, Odisha, Tamil Nadu, Kerala, Karnataka, Telangana, Andhra Pradesh, Jammu and Kashmir, Delhi and Goa)**
- > Number of cities present in: **All major cities in the above states**

# ●● CHIC BY CHAITALI BIPLAB ●●

The label Chaitali Biplab believes that nothing is backdated if the application is proper and interesting. It has today become synonymous with timeless wear where luxury blends with comfort. Inspired by natural fibre and the kaleidoscopic heritage of Indian arts, crafts and cultures, the brand loves to create balancing outfits -- balancing in colour, texture and overall aesthetics, along with a lot of surface innovative and ornamentation through embroidery, prints, etc.

## Target Consumer

The brand enjoys outstanding popularity among women between the age bracket of 20 to 40 years. The core target audience comprises working women who are highly fashionable yet can't carry overdone designs and heavy clothes. It is the perfect choice for women who prefer a hint of the Indian smell and heritage in their collection albeit with keen sensitivity towards cost effectiveness.

## Product Basket

Chic by Chaitali Biplab's core product basket encompasses a variety of salwar sets, lehengas, sarees, kurtas, tops, shirts, jackets, dresses, skirts, pants, palazzos, scarves, batua, etc. Every product bearing the brand's stamp features a balance between natural and man-made fibres with intricate craftsmanship and high quality of finishes.

## Latest Collection

The Fall-Winter 2017-18 collection uses khadi fabric, velvet, wool, silk, tassar, various types of net and blended fabrics. The brand's latest collection is available

in vibrant colours like black, blue, wine, pomegranate red, violet, purple, etc.

## Collection Expansion Plans

The brand is planning to add party and occasion wear sarees in lower price range. It also wants to add authentic thread craft and enhance its capability in print range.

## Retail Mapping

The brand's maximum sales comes from metro cities through multi-brand outlets and its distributors.

## Domestic & International Retail Plans

The brand aims to increase its sales by 10 percent in domestic market and a minimum by 5 percent from the international market. It plans to increase its presence in multi-brand outlets and large format stores. It also plans to take a franchise route to augment its business.

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## KEY INFOGRAPHICS

- > Total number of MBOs: **600**
- > Brand Turnover (FY 16-17): **₹20 crores**



# ●● ETHNICITY ●●

Started as a concept store in 2008 with an eclectic collection of ethnic Indian apparel, artifacts and home decor, Ethnicity offers a wide array of products in women's wear, men's wear, kidswear and accessories. The brand's USP lies in cultivating an image of Indianness through its quality products. In a short span of time, the brand has expanded in 20 major cities with 31 exclusive stores and 62 shop-in-shops.

## Target Consumer

Ethnicity targets customers in the age group of 21 to 35 years. The brand caters to people who are very traditional and have a tendency to wear ethnic apparel. It primarily targets customers in tier -I and -II cities.

## Product Basket

The brand offers ethnic wear range for women's wear, men's wear and kidswear.

## Latest Collection

The brand has introduced its latest collection for the festive season that offers a unique product line and designs with themes like sage garden vintage royal, ikkat artisan, matti, the loom and tribal folk. The collection has skirts, crop tops, long maxis, hanky hem, flared designs, etc. Colour palettes like brick, fuchsia, red, purple, emerald green, etc., have been extensively used in the collection.

## Collection Expansion Plans

The brand aims to add more categories in its fusion wear range, trousseau range and kidswear. It also wants to increase the organic product line. It has introduced an innovative product line such as capes, crop tops, maxi dresses with collar, front open kurtas with palazzo, etc.

## Retail Mapping

Due to lifestyle and cultural orientation, tier-II cities project better buying pattern as compared to metros and tier-I cities, since these places adopt western culture more and Indo-western range has a lesser role.

## Domestic & International Retail

### Expansion Plans

As per retail performance mapping the high measurement is happening from tier-II cities, hence the brand has plans to expand in cities like Nagpur, Hyderabad and such developing locations and open more stores over there.

## New at Stores

Consumer experience, a refreshed look, add on merchandise in fusion wear, new visual merchandise elements, etc., within the store has given a better shopping experience to the consumers.

## Omni-Channel

Ethnicity initiated with Amazon and in continuation with Flipkart to cater online consumers with various lucrative offers. The brand has been positioned well but is still a new entrant in omni-channel.

## Brand Associations & Engagements

The brand has taken a lot of initiative and has been aggressively marketing, for example, it associated with the movie, Tevar. Meanwhile, assertive marketing on social media pages through Facebook, Instagram, Twitter, etc., are also pursued along with print media participations.

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## KEY INFOGRAPHICS

- > Total number of EBOs: **31**
- > Total number of SISs: **63**
- > Number of states present in: **8**
- > Number of cities present in: **20**
- > Total retail space: **3,000 sq.ft.**
- > Average sales per sq. ft. per month: **₹12,000**
- > Average bill/ticket size: **₹2,100**
- > Same store sales growth percentage: **22%**

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# ●● GLOBAL DESI ●●

Global Desi was launched by the House of Anita Dongre in 2003. It is an India-inspired young, colourful, boho-chic brand with global appeal. Any woman wherever in the world she may be – who loves, lives and breathes the vibrancy of Indian prints and influences will find a little bit of herself in this label. The Global Desi collection is predominantly India-inspired and delves deep into its rich heritage of colours, textures and prints to combine them to create an international appeal.

## Target Consumer

The target consumer for the brand are women in the age group of 18 to 34 years. The 'global' girl is experimental, open-minded, fun, energetic, creative and free spirited.

## Product Basket

The collection consists of tops, crop tops, pants, denims, leggings, tunics, kurtas, jackets, maxi dresses and shift dresses. It also includes a range of accessories, knick knacks and footwear. The core top selling lines for the brand are maxi dresses, kurtas and tunics.

## Latest Collection

Global Desi Fall 2017 collection is inspired from the folk tales of Panchantra, 'the story of the twin birds', the brand extends the theme with a new logo featuring a beak as an expression to #Voiceyourstyle. The brand gives a modern twist to its silhouettes as it captures the innocence of the birds on fluid and soft fabrics with a mix of styles, cuts, and prints. The colour palette varies from poppy yellows, deep pinks, bright reds, marine blues and monochromes. The collection also gives more than one reason to plan your travel wardrobe with its brand new take on jetleisure styles.



## KEY INFOGRAPHICS

- > Total number of doors, the brand is present in: **547**
- > Total number of EBOs: **143**
- > Total number of SISs: **359**
- > Total number of MBOs: **46**
- > Number of cities present in: **102**
- > Brand Turnover (FY 16-17): **₹263 crores**

## Collection Expansion Plans

The brand has plans to launch many more capsule collections in 2018 while introducing new styles and cuts suitable for the Indian body type.

## Retail Mapping

The brand is currently available at exclusive brand outlets and multi brand stores across the country. Its strongest markets are Mumbai and Delhi NCR. In tier-II markets, the brand is strong in Lucknow, Vadodara, etc. Also, it is one of the leading players on Myntra, Jabong,

Flipkart and Amazon, among others, in its category.

## Domestic & International Retail Expansion Plans

The primary focus of the brand is to expand domestically. Similarly, it aims at having larger and experiential stores. It will continue to grow through e-commerce business from international markets and take up the right opportunity to expand offline presence overseas.

## New at Stores

Global Desi introduced a refreshed retail identity in 2016, which exuded brand's vibrant persona. The new stores have a renewed visual merchandising plan in place too, which is designed to enhance user's browsing and trial experience.

## Omni-Channel

Global Desi will soon launch an omni-channel medium in metro cities across the country and it will start with Mumbai city. The omni-channel medium is for the consumers to make their shopping experience seamless. In case they do not find a particular style in the brand's store, through this channel they will be able to order products online via tab, which then will be delivered to them at their door step free of cost.

## Brand Associations & Engagements

Global Desi works directly with a number of top fashion bloggers in the industry to showcase its new launches and flagship stores. The brand actively engages with its 5 lakh+ consumer base which is a part of its loyalty program and also reaches out to its 4 lakh+ followers on Facebook and 80K+ followers on Instagram with updates, new launches and other offers.



# ●● IDENTITI ●●

**E**stablished in 1998, Identiti is a fashion youth wear brand for men, women and boys. The brand was launched by Indian Designs Exports Pvt. Ltd., the company is a renowned garment exporter, since 1993 for international brands like Gap, Old Navy, H&M, Columbia Sportswear, Mothercare, White Stuff, Quick Silver, Fat Face, to name a few. It's keen interest in bringing western fashion in India, exposure to the global market through international clients and expertise in sourcing and manufacturing high quality fashion led to establishing the brand, Identiti.

## Target Consumer

Its target demographic profile is young adults between early 20's to early 30's who are fashion aware, smart with their money and look for outstanding value.

## Product Basket

The brand offers woven tops, viscose tops, tunics, tees, bottom wear, outerwear, etc. The vibrant, embellished, trendy viscose tops and tunics and casual check shirts are its core top selling lines.

## Latest Collection

The theme of the brand's latest collection is 'Offbeat Romanticism and Floral Grunge'. The collection's core elements include statement sleeves, playful shoulder lines, tie-up details, floral embellishments, pin stripes, volume, and ruffles. The range is inspired by the nostalgia of 70's romanticism. The collection has a combination of checks, plaids, pinstripes, floral motifs, shirt dresses, high slit tunics, maxis, ruffles and voluminous tops, indigos, distressed denim, cropped jackets, long line biker jackets, etc.

## Collection Expansion Plans

The focus of the brand definitely remains on fast-fashion. A lot more shirt dresses in plaids, pinstripes and laces, layered look with bodysuits, inner slips with camisole maxis, getting more playful with sleeves and back cuts. There is a lot of playing around with embellishment techniques which are trending globally.

## Retail Mapping

Being based out of Bengaluru, the brand has built a strong customer base over a period of time. Most of their business comes from Kerala, which is an excellent market for Identiti. Presently, Identiti has 10 EBOs and 2 factory outlets across South India. It has a national presence through Central store with 18 SIS and 3 SIS in Kochi at Lulu Fashion Store. Additionally, as on date, the brand is being retailed through 69 MBOs across South India.

## Domestic & International Retail Expansion Plans

The brand has recently added another EBO in Kerala and is planning to consolidate its presence across the southern states with at least 6-8 stores in each state. It is also evaluating franchisee options in other parts of the country. Regarding international expansion, the brand is in talks with a major retailer in the Middle East.

## Brand Associations & Engagements

Identiti, along with the parent company run a flagship program called ID Care, which aims at funding quality education for underprivileged children of its employees. It also organises various plantation events and environmental/health awareness programs. It also shares a long time association with Parikrma Humanity Foundation. It is a fashion partner for a yet to be released Kannada movie, Humble Politician Nograj.



## KEY INFOGRAPHICS

- > Total number of EBOs: **10**
- > Total number of SISs: **21**
- > Total number of MBOs: **69**
- > Others: **2** (Factory Outlet)
- > Number of states present in: **10** (Karnataka, Kerala, Andhra Pradesh, Goa, Tamil Nadu, Telangana, Maharashtra, Gujarat, Uttar Pradesh, Rajasthan and Punjab)
- > Number of cities present in: **Bengaluru, Mysore, Mangalore, Kochi, Nagpur, Lucknow, Kottakal, Pune, Karimnagar, Surat, Mohali, Mumbai, Jaipur, Baroda, Ahmedabad, Hyderabad, etc.**
- > Total retail space: **12,500 sq.ft.**
- > Average sales per sq. ft. per month: **₹1,500**
- > Average bill/ticket size: **₹2,200**
- > Same store sales growth percentage: **21%**
- > Brand Turnover (FY 16-17): **₹20 crores**
- > Turnover Growth CAGR: **19%**

# ●● KALKI ●●

**K**nown for its ethnicity with a contemporary twist, Kalki is one of the most sought after shopping destination for women. The brand houses an exclusive range of bridal, couture and prêt collection as well as accessories, footwear and jewellery. Crafted with an incredible range of fabrics and appliqué work, its classic collections offer timeless designs and ensembles for every woman that are versatile and aesthetically appealing.

### Target Consumer

Kalki targets female consumers between the age group of 16 to 50 years. The brand aims at providing the finest couture range to the woman of today, all over the world who loves Indian contemporary attire with a touch of traditional elegance.

### Product Basket

Kalki brings exclusive designs that are latest and trendy. Variety is the brand's USP, it offers a wide collection of heavy

bridal lehengas that have intricate embroidery, Indo-western gowns for those who love to keep it minimal, pret styles for everyday affair and ethnic sarees for ladies who love to go completely traditional.

### Latest Collection

Kalki recently launched its runway couture collection, 'Mirabell' at Times Fashion Week. Inspired by the archives of royal palace gardens, the florals, leaflets and foliate along with the birds motifs evoke a sense of elegance and panache in the collection. The term 'Mirabell' signifies a woman who understands the value of heritage. The focal point of the collection is to bring out understated aesthetics with a keen eye on design, detail and perfection. Getting further into the details of the collection, the outfits are handcrafted by a team of creative artisans that have played with hues like pastels, muted greys, rose gold, ivory, burgundy and teal that bloom in vibrant gold. The colour palette has been carefully fused and derived from the nature in order to compliment and uplift one's beauty and confidence for their special occasions.

### Collection Expansion Plans

Kalki strives at creating outfits that will last for generations through its unique designing. Incorporating western trends into Indian outfits yet being true to the intricate zardozi and appliqué work is the aim of the brand. Infusing crop tops, dhoti pants, capes, dramatic sleeves, tassels, etc., have been the brand's signature style.



### Retail Mapping

The brand has a huge online presence with an e-commerce website [www.kalkifashion.com](http://www.kalkifashion.com) serving people all over India as well as worldwide. A large online presence is also created by the Instagram and Facebook page.

### Brand Associations & Engagements

At Kalki, there's always a new activity running at the stores to create customer engagement. At present, they are having #LightUpWithKalki Campaign, where they invite customers to donate their old clothes and avail flat 10 percent discount. Later these clothes will be given to a shelter home as charity to lighten up somebody else's festival of lights.

It serves a huge celebrity clientele like Divyanka Tripathi, Zareen Khan, Humra Qureshi, Elli Avram, Kishwer Merchant and so on. They recently showcased their Runway Couture Collection, Mirabell at Times Fashion Week earlier this month, where the Bollywood actor, Kriti Sanon walked the runway as their show-stopper.

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# ●● MARKS & SPENCER ●●

**M**arks & Spencer is one of the UK's leading retailers selling high quality, great value own brand clothing across womenswear, menswear, kidswear, lingerie and beauty. Marks & Spencer opened its first store in India in 2001 and in April 2008 signed a joint venture with Reliance Retail to form Marks & Spencer Reliance India Pvt. Ltd.

## Target Consumer

Marks & Spencer typical customers in India are 30 to 40 years old, working professionals with an urban lifestyle, well-travelled with a busy social life and is brand conscious and responsive to international brands.

## Product Basket

Marks & Spencer offers great quality, great value womens wear, mens wear, lingerie, beauty and kidswear. In womens wear, the focus is on style and quality and there's been strong growth in dresses, swimwear and treggings in the last year. Lingerie is M&S' fastest growing department in India with three bras sold every minute in the country. In menswear, the 'Limited Collection' is the most popular sub brand.

## Latest Collection

The Autumn-Winter collection has a colour palette dominated by navy, ink blue and power red with accents of soft winter hues. Marks & Spencer is well known for its excellent coats and knitwear and this season has lightweight options for layering as well as heavier fabrics and knits for colder climates.

## Collection Expansion Plans

Marks & Spencer is well known for introducing new innovations to make customers' lives easier, from Insolia technology which makes high heels comfortable and wearable all day, to



## KEY INFOGRAPHICS

- > Total number of EBOs: **58**
- > Total number of MBOs: **1 (in Project Eve in Mumbai)**
- > Number of states present in: **11**
- > Number of cities present in: **27**
- > Total retail space: **6,30,000 sq.ft.**
- > Same store sales growth percentage: **9%**

lingerie that body sculpts and 'cool comfort technology' which keeps the wearer dry and cool.

## Retail Mapping

Marks & Spencer is present in 27 cities across India. The brand has a strong presence in tier-II cities with 22 stores in markets like Amritsar, Pune, Kochi, Hyderabad, Jaipur, Goa, Lucknow, Guwahati and Chandigarh. About 44 percent of Marks & Spencer' online sales come from tier-II markets, demonstrating the appetite for its quality and stylish products.

## Domestic & International Retail

### Expansion Plans

The brand opened eight stores in 2016-17 and have eight more planned by the end of FY 2017-18 including entering Raipur for the first time and expanding its stores in Pune and Jaipur.

### New at Stores

The brand is committed to making every moment special for its customers and India is the first international market to launch 'Marks & Spencer's Making Every Moment Special' training for colleagues, encouraging colleagues to go above and beyond to help customers, and it has a significant impact on customer satisfaction.

### Omni-Channel

Marks & Spencer has 58 stores across 27 cities in India which combined with leading market places - Amazon, Myntra and Ajio - offer customers the convenience to shop wherever and whenever they want, with delivery to over 20,000 pin codes.

### Brand Associations & Engagements

Marks & Spencer has announced the 'Change for Breast Cancer' initiative in association with the Ogaan Cancer Foundation and the Women's Cancer Initiative. The new partnership will invite customers to leave a balance amount from their shopping during Breast Cancer Awareness Month in October. These funds will be donated to the Ogaan Cancer Foundation and Women's Cancer Initiative towards raising awareness of the signs and symptoms of breast cancer, as well as supporting disadvantaged women with financial aid. To support the launch, Marks & Spencer bra fitters have also undertaken specialist bra training to ensure that fitters understand the needs of customers looking for lingerie.



# ●● MINERAL ●●

**M**ineral is an elevated casual clothing for the urban woman. The brand is promoted by renowned fashion designers, Priyadarshini Rao and Jaydeep Shetty. Mineral was the first brand from an established designer to be sold through department stores in India. It is probably the only brand that continues to work with natural fabrics predominantly in preference to the more widely available polyester products. The brand is not defined by season and the products have a life beyond a few washes. They have developed their own prints over the last two years and these have helped them to develop a visual signature for the brand.

## Target Consumer

The brand's core customer are 21 to 35 years old women who have their own sense of style and do not follow a fad lifestyle. They are urban educated and confident of themselves and have great body image. They value clothing that is sustainable and lasts the stress of the work place and the wash cycle.

## Product Basket

Mineral's portfolio includes tops, tunics, trousers, culottes and dresses, including maxi dresses. Its largest sell throughs are the maxi dresses and the natural fabric topwear.

## Latest Collection

The theme for Mineral Winter 17 focuses on three distinct women, namely the boho-chic globe trotter, the woman on top office-goer and a hip party line for that festive time of the year. Each collection is carefully curated with beautiful fabric blends that highlight lace embellishments, prints and embroideries based on three colour stories -- a monochrome, 'Evanescent'; the flamboyant, 'Fables of the East'; and the all-time top seller, 'An Indigo Affair'. The brand plans to focus more

on the free spirited urban traveller with stories inspired by 'Old World Travels', 'Japanese Sashiko' and a bright and youthful 'Sunshine Collection'.

## Collection Expansion Plans

The brand is planning to dive into more sophisticated and detailed fabrics sourced internationally, while adopting high quality natural blends and textured fabrics. It aims to move into garments that are heavily detailed, where each piece looks worked upon and unique rather than basic. The stories will be more aligned and specific to each theme, distinctly separated by colour, style, silhouette and consumer.

## Retail Mapping

The brand's lead markets are Mumbai, Bengaluru and Hyderabad and they account for 38 percent of their turnover. Its presence is largely in the metros and mini-metros. It sell online through Jabong, Amazon and Myntra. It is also available at large format stores such as Lifestyle, Central, Shoppers Stop and Brand Factory.

## Domestic & International Retail Expansion Plans

Mineral has plans to grow to over 300 doors in the next three years and at least cross the ₹130 crores mark in retail sales.

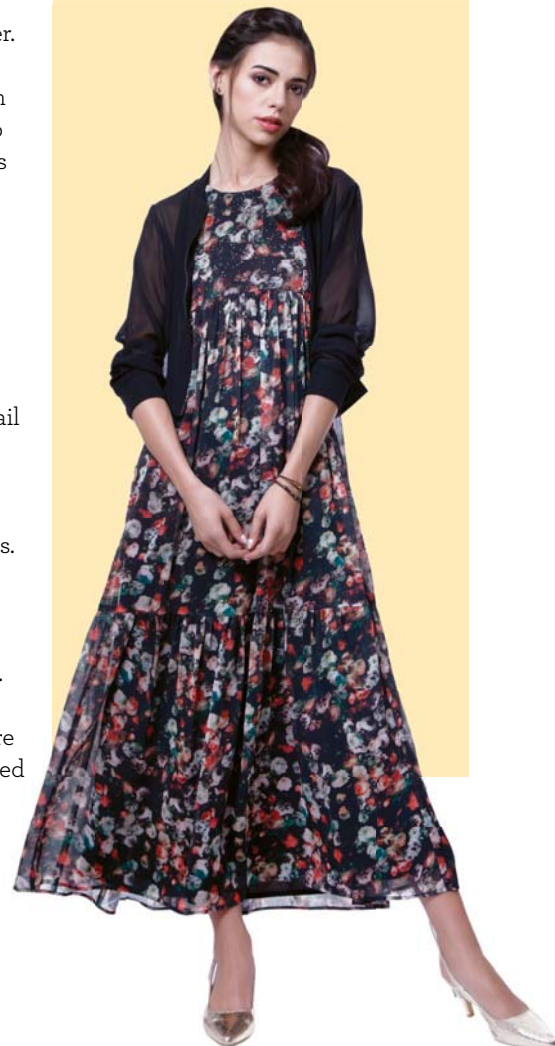
## Brand Associations & Engagements

Mineral avoids celebrity endorsements. Their products have been used by filmstars in lead films but none of these were paid endorsements. They participate at the India Fashion weeks. They like to present an international lifestyle image and their campaigns are shot in Milan each year with a renowned fashion photographer. They have recently taken on a programme with fashion bloggers. Their Instagram and Facebook accounts also actively engage with customers.



## KEY INFOGRAPHICS

- > Total number of EBOs: **3**
- > Total number of SISs: **140**
- > Total number of MBOs: **1**
- > Others: **1**
- > Number of states present in: **22**
- > Number of cities present in: **31**
- > Total retail space: **82,000**
- > Average sales per sq. ft. per month: **₹2,900**
- > Average bill/ticket size: **₹1,604**
- > Same store sales growth percentage: **14%**
- > Brand Turnover (FY 16-17): **₹34 crores**
- > Turnover Growth CAGR: **39%**



# ●● MOHEY ●●

**V**edant Fashions Pvt. Ltd., Mohey in 2015. The company also owns the renowned men's ethnic wear brand, Manyavar. Founded with the core Manyavar values, the women's wear brand has been backed by years of collective experience, values and passion. The brand is available at 50 exclusive Mohey stores across 40+ cities. It has plans to reach 5,00,000 sq.ft. of retail space across India and abroad by 2020.

## Target Consumer

Mohey's core customers are women. The brand focuses on celebration wear for women including teenage girls and middle-aged ladies.

## Product Basket

The brand offers a wide array of lehengas, sarees, suits and gowns. All the products are handpicked for their signature designs and boasts of best-in-class fabrics, hues, cuts, stitches, embellishments and the attention to detail which sets it apart.

## Latest Collection

Mohey's latest collection offers vibrant colours spelling the essence of festivity and happiness. The celebration wear for women is serving the purpose for all occasions from festivity to marriage functions. The present array of collections is made in such a manner to make every woman sorted for any occasion - big or small.

## Retail Mapping

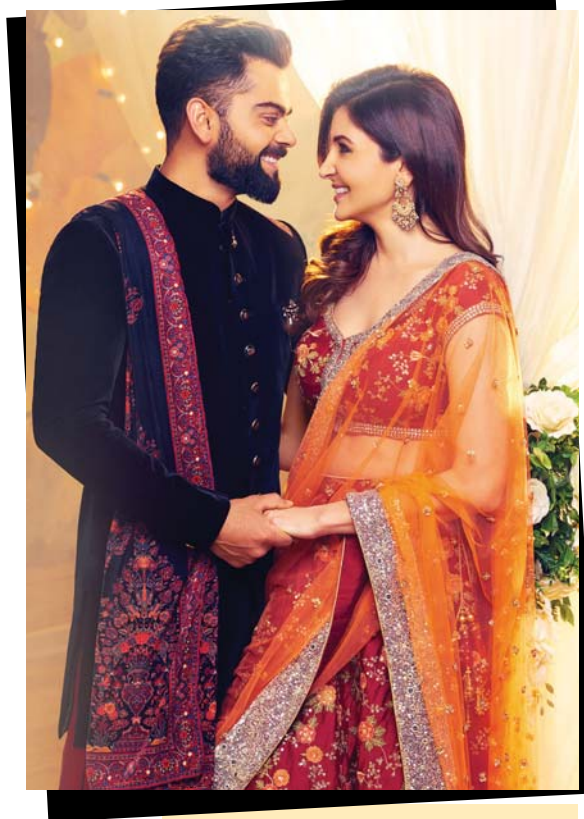
At present, Mohey is focusing on tier-I cities. The brand is available at 50 exclusive brand stores across 40+ cities across the country.

## Domestic & International Retail Expansion Plans

The brand aims to reach 5,00,000 sq.ft. of retail space across India and abroad by 2020.

## Brand Associations & Engagements

The brand has recently appointed actress Anushka Sharma as the celebrity endorser. The brand engages in 360-degree initiatives. It has done various campaigns in the past during festivals, and been involved in CSR activities such as Manas, etc. It releases digital campaigns to reach out to a larger audience. Similarly, the awareness campaigns include promotions (also through videos), communicating new store openings, awards and accolades. The brand also does product promotion campaigns by guiding its consumers to its e-commerce website.



### KEY INFOGRAPHICS

- > Total number of EBOs: **50**
- > Number of cities present in: **40+**

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# ●● NEERU'S ●●

From a humble beginning of supplying raw material to fashion retailers, Neeru's has come a long way. Today, Neeru's is being reckoned as a fashion brand that is synonymous with ethnic fashion. The journey Neeru's began in 1971, when Harish Kumar, the CMD along with his mother Basant Kaur, the founder of Neeru's initiated tailoring and embroidery line. The brand worked towards making handloom look fashionable and trendy thus giving it a facelift from its earlier avatar of being considered a choice for people who could not afford expensive fabric. The turning point came in 1991 when he realised that there was dearth for a good ethnic wear brand in the country, specially so when ethnic wear had a strong underlying demand. This is when Neeru's journey started as a brand.

## Target Consumer

Neeru's caters to everyone in the family.

## Product Basket

The product line includes women's wear, men's ethnic and kidswear. Women's wear includes lehengas, ghagras, silks, sarees, half sarees, blouses, tunics and mix-and-match in both ready-to-wear and unstitched range. Men's wear comprises kurtas, pyjamas, Indo-western wear, sherwanis, suits, shirts and trousers.

At the same time, Neeru's is getting strong with its sub-brands such as Neeru's Mix & Match, which offers an exclusive collection of tunics, kurtis and bottoms; Signature Neeru Kumar Collection, which is a prêt line; Neeru's Menz, which is an exclusive collection for men; Little Neeru's, which is dedicated to children up to 14 years of age; and Yuva which includes fashion jewellery, clutches, bags and footwear.

## Collection Expansion Plans

The brand has plans to introduce winter wedding collection.

## Retail Mapping

Neeru's is present in major metro and tier-II cities in India, and a store in Dubai (UAE). With its headquarter in Hyderabad, the brand is strong in South India but now is gaining a national recognition. It also has an online portal [www.neerus.com](http://www.neerus.com) and is available in all major online market places.

## Domestic & International Retail Expansion Plans

Currently, Neeru's has presence in two countries. In India, the brand is present in eight states and 14 cities through exclusive brand outlets, multi-brand stores and dealers. It has plans to open more stores in metros, tier -II and -III cities namely in places like Hyderabad, Bengaluru, Chennai, Tirupati, Hubli, Raipur, Nagpur, Pune, Kanpur, Chennai, Mumbai, etc. It also has plans to expand more on the international front by adding stores in Middle East and the US.



## Omni-Channel

The brand strongly believes in being omni-present. It is making its presence strong in North India and other parts of the country through brick-and-mortar stores and has also adopted technologies like e-catalogue on ipad, e-shopping at stores, mobile shopping, etc., to enhance the shopping experience of its esteemed customers.

## Brand Associations & Engagements

The brand kindles fashion with its active participation in fashion weeks and close engagement with celebrity fashion influencers.



## KEY INFOGRAPHICS

- > Total number of EBOs: **37**
- > Total number of MBOs: **32**
- > Others: **16 dealers**
- > Total retail space: **4.10 sq.ft.**
- > Average sales per sq. ft. per month: **₹5,500 (approx.)**
- > Average bill/ticket size: **₹6,500**
- > Same store sales growth percentage: **20%**
- > Brand Turnover (FY 16-17): **₹260 crores (approx.)**
- > Turnover Growth CAGR: **78%**





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# ●● SARA J ●●

**M**anufacturers and exporters of women's ready-made garments, Sara J is an emerging name around the world (USA, Europe and Middle East). It recently expanded its business in the Indian markets. Its USP lies in offering unique designs in blouses, tunics, dresses, etc., in fine quality fabrics. There is a lot of competition in the garment industry, hence Sara J has not kept the price range too high so that they can cater to middle and upper middle class.

## **Target Consumer**

Sara J's target customers are women aged 20 to 50 years as they could carry with comfort the designs and patterns the brand deals in.

## **Product Basket**

The brand's product line includes dresses (mini and maxi dresses), tunics, blouses and tops. The tunics and blouses with variant prints form its top selling lines with huge demand all over.

## **Latest Collection**

Sara J has introduced its new collection keeping in mind the latest fashion trends involving prints and patterns. With its divergent designs and colour palettes, the brand is anticipating good response from both domestic and international markets.

## **Collection Expansion Plans**

The brand's top selling range are its blouses and tunics. Sara J has added more range in its top wear in various designs, especially short patterns to cater to the youth. The brand is also experimenting on various designs with printed fabrics as it is in great demand in the market.

## **Retail Mapping**

Primarily a wholesaler, Sara J started retailing its brand owing to the rising competition in the market and to reinstate its position. They are strong in the markets of North India including Punjab (Chandigarh), Haryana (Panipat), Delhi-NCR, etc. In East India, they are strong in Nagaland and Manipur. In terms of online presence, the brand is remodeling its website to an e-commerce portal to augment its business.

## **Domestic & International Retail**

### **Expansion Plans**

As far as its presence in international market, Sara J has various buyers globally who reach them through their export channels. The brand aims to increase their presence in domestic market and is planning to open a store in Mumbai soon.



# SHREE

Shree, the apparel brand is renowned for offering the right blend of traditional and modern ethnic wear for the new Indian woman. It believes in an affordable fashion that truly belongs to its customers—fashion which is fair, sustainable, affordable and desirable for all.

## Target Consumer

Shree is designed for the modern Indian woman who is confident, glamorous and sensitive at heart with a sophisticated lifestyle. The brand caters to women of all age groups.

## Product Basket

The brand offers a huge variety of women's clothing. They are a prominent manufacturer and supplier of ladies kurtas, kurtis, leggings, palazzos, pants, dupattas, dresses, skirts, tops, etc.

## Latest Collection

The brand's latest collection comprises kurtis, skirts, capes and dresses in various styles that give the traditional ensemble a modern touch. Soft rayon and georgette fabric in brighter hues like blue and fuschia have been used in the collection. Also, embellishments like zari, sequins and stone work have been used on block printing to showcase richness of the festivals.

## Collection Expansion Plans

The brand creates different story boards and themes based on recent trends. It creates approximately 120 designs every month.

## Retail Mapping

The brand is majorly present in the North region of India that includes Delhi NCR and Gujarat. It has plans to expand its retail reach in Maharashtra, Kerala, Tamil Nadu, Karnataka, Punjab, Uttar Pradesh, Haryana and Madhya Pradesh.

## Domestic & International Retail

### Expansion Plans

Shree plans to open 200 exclusive brand outlets in the domestic market in the next 2-3 years. Similarly, in international markets, they are catering to Indian centric stores. These stores are in the US, UK, Singapore, Malaysia and Middle East region. These stores are generating very good business too. The brand is present globally with international e-commerce sites.

### Omni-Channel

Shree is a fast-track fashion brand with approximately 75 percent repeat customers who regularly visit their retail outlets to see what's new. The brand is growing at-the-rate of 30-40 percent across all the business channels.

## Brand Associations & Engagements

Shree's brand philosophy is based on a mix of modern outlook and traditional upbringing. A Shree supporter carries herself with great aplomb and grace reflecting her inherent strengths of patience, compassion and understanding. The brand values its customers and gives priority to them. From time-to-time, it launches new and exciting offers for its customers delight.



## KEY INFOGRAPHICS

- > Total number of EBOs: **22**
- > Total number of SISs: **15**
- > Total number of MBOs: **150**
- > Others: **2,580 dealers**
- > Total retail space: **10,000 sq.ft. (approx.)**
- > Average sales per sq.ft. per month: **₹2,400**
- > Average bill/ticket size: **₹2,201**
- > Same store sales growth percentage: **45%**
- > Brand Turnover (FY 16-17): **₹56 crores**
- > Turnover Growth CAGR: **37.74%**



# STUDY BY JANAK

Established in 1986, Study by Janak has always been a front runner when it comes to men's wear – encompassing the entire wardrobe. As the brand progressed through the years, women's ethnic and fusion wear were added in the product portfolio. Study by Janak's USP has been its innovations. Though, the brand sticks to its core range – the innovations come in addition to new styles in core styles and with this they offer newness to their client each season.

## Target Consumer

The brand targets customers in the age group of 22 to 60 years old. Their core customers are basically the ones who are not only looking for a certain price range, but are seeking emotional fulfillment as well. A brand, which they think can talk to them and understand their requirements. For them, social acceptance is an important factor and they want their attire to reflect their social and personal stature.

## Product Basket

Study by Janak offers ethnic wear for men and women. The menswear range comprises sherwanis, Indo-western wear, kurta-pajama, suits, shirts, trousers and waistcoats. While, the women's wear range includes smart occasion wear and drapes.

## Collection Expansion Plans

Study by Janak recently developed their own suiting fabric, a first-of-its-kind for an Indian menswear brand.



## KEY INFOGRAPHICS

- > Total number of EBOs: **9**
- > Number of states present in: **6**
- > Number of cities present in: **8**
- > Total retail space: **65,000 sq.ft.**
- > Average bill/ticket size: **₹30,000 (women); ₹25,000 (men)**

## Retail Mapping

At present, the brand has nine stores in North India, and Delhi-NCR is their strongest market.

## New at Stores

The brand keeps creating new visual experiences in terms of visual merchandising, windows and product display. They give a thematic display along with tactical display that helps a customer to understand the latest trends, while the sales staff offers apparel solutions to customers inside the store.

## Omni-Channel

Study by Janak has presence in brick and mortar stores as well as on online market places. It tries and puts both the channel at equal footing by syncing their communication. The latest example being the recent anniversary celebration of the brand, where the communication was through traditional modes co-equally for physical stores and digital stores. This not only helped the customer, but as a brand they were able to create a harmony in all their conversations.

## Brand Associations & Engagements

The brand association includes being an official styling partner of the Indian Olympics team. They are also the official Indian Bridal Week Wedding Store encapsulating top designer collections under one roof, which was inaugurated by Sonam Kapoor. The brand has also partnered with Cannassist Ball by Canadian High Commission that is being organised every year for their social causes. On the domestic front, they are actively involved with Lakshyam NGO as one of their retail partners.



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# ●● TANEIRA ●●

**T**aneira by Titan Company Limited is a collection of handcrafted sarees. Handmade with love, it is positioned as a warm, approachable yet sophisticated brand that celebrates authentic handcrafted and handlooms. Some of the aspects that differentiate the brand from other players in the market include an assurance of authentic natural materials and handwovens only, specially curated and exclusive designs created from across 20+ weaving clusters in India, an intimate retail experience that allows women to have a relaxed shopping in a self-browse format, and convenience and personalisation by way of a style studio in-store that houses ready-to-wear blouses and offers tailored services.

## Target Consumer

Taneira's primary target customer is predominantly women over 30 years of age who choose to wear sarees and Indian dress wear. Their secondary target consumer comprise women below 30 years of age who seek Indian wear for important occasions including weddings, work occasions, festivals, etc. In terms of a mindset, they are progressive yet rooted. Their choices reflect their refined tastes and self-expression. The brand sees them as independent, balanced and celebrating tradition while not being bound by it.

## Product Basket

Taneira houses a highly curated collection of handcrafted sarees. It also offers ready-to-wear blouses and custom designed blouses, stoles, dupattas, and will soon introduce lehengas. Every single design in the store is handpicked individually from across the country such as silks, cottons, chanderis and Maheshwaris, Bhagalpur tussars, Banarasi and Kanjeevaram silks, khadi/cotton/Jamdanis from Bengal, Ikkat from Pochampally, Odisha and Gujarat,

and much more. The workmanships include ajrakh, bandhini, chikankari and brocade, among others.

## Latest Collection

The upcoming fall-winter season will witness the launch of two lehenga lines, designed by Taneira for the festive and wedding season, as well as a brand new curation of handcrafted festive sarees from weaving clusters across the country.

## Retail Mapping

Taneira has two exclusive brand stores in Bengaluru – Indiranagar and Jayanagar -- spread across 5,600-5,700 sq.ft. retail space respectively. The stores provide an enhanced shopping experience and a full-fledged style studio that houses ready-to-wear blouses, customisation and tailoring services to complete the perfect ensemble. Moreover, they are also in the process of setting up a store in Delhi.

## Brand Associations & Engagements

At the moment, Taneira is exploring different markets and geographies through trunk shows across the country. The learning from these markets and the acceptance of their value proposition will determine their expansion plans.



## KEY INFOGRAPHICS

- > Total number of EBOs: **2**
- > Number of states present in: **1**
- > Number of cities present in: **1**
- > Total retail space: **5,600-5,700 sq.ft. space each**



# ●● VALA'S ●●

Vala's is a leading women's wear apparel brand launched in 2011. The brand enjoys a prominent share in the women's market with its state-of-art brilliance, fineness and excellence in quality. In a short span of time, the brand has expanded its reach to more than 1,800 retail stores and also exports to countries such as Sri Lanka, Nepal, Mauritius, Malaysia, Fiji and UAE.

## Target Consumer

The brand targets urban working women in tier-II cities. It primarily caters to women between the age group of 20 to 40 years old.

## Product Basket

Vala's offers exclusive ready-to-wear garments for women. Its product-line comprises ethnic wear and casual wear range, kurtis are its top selling product range.

## Latest Collection

Vala's latest collection showcases intricate thread designs. This season, the brand is offering a huge collection in printed range in golden hue to tap upon the festive season.

## Collection Expansion Plans

In an attempt to tap innovative channels, the brand is targeting home-based boutiques and various channels to increase its presence and brand recall.

## Retail Mapping

Vala's is available in more than 1,800 multi-brand retail outlets. The brand majorly operates in South India. Tamil Nadu contributes 25 percent of the total revenue to the brand by selling through over 500-plus stores in tier -II and -III towns and cities.

## Domestic & International Retail Expansion Plans

The brand has plans to expand its business in the North-East through distributorship.

## Omni-Channel

The brand has a strong brick-and-mortar presence and its products are available in all major e-tail sites. It has also started selling through Whatsapp and Facebook.

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## KEY INFOGRAPHICS

- > Total number of MBOs: **1,800-2,000**
- > Number of states present in: **15**
- > Number of cities present in: **200+**
- > Average bill/ticket size: **₹499-₹1,499**
- > Turnover Growth CAGR: **40%**

# ●● ZINK LONDON ●●

**Z**ink London is a fast fashion women's wear brand. The brand offers an appealing collection of products suited to fashion couture of today's contemporary woman. It is being positioned as a brand offering international and world-class fashion at an affordable range. Started out as an online fashion brand, it quickly started opening SISs and has grown rapidly over the past 5 years. It is the brainchild of Malini Singhal and Vivek Goyal who got together to launch it in 2010 in the UK.

## Target Consumers

Zink London targets women customers, who are conscious of the latest fashion trends. They are young, energetic, aspiring and confident about themselves and their choices.

## Product Basket

Zink London concentrates primarily on tops and dresses. However, a very small part of their collection contributes towards bottom wear range.

## Latest Collection

Being a fast fashion brand, Zink London offers a minimum of five new styles every week. As a result, women have something new every time they visit. There is no repetition of styles once a style is sold out. Each print is developed keeping the international fashion and trends in mind. Their silhouettes are easy and comfortable to wear, where women can wear the clothes to work and also continue for a casual evening.

## Retail Mapping

The brand started out online but quickly opened in a shop-in-shop format at Shoppers Stop. Today, they are present in 250 point-of-sales including 246 shop-in-shop formats in large format stores like Shoppers Stop, Pantaloons and Central, and four multi-brand stores. They have also partnered with major online retailers. Most of the business comes from tier-I cities, tier-II cities are also coming at par with tier-I cities due to their strong buying power and lack of availability of fast fashion apparel in the region.

## Domestic & International Retail Expansion Plans

The brand has plans to increase their point-of-sales and take it to 350 in the next 3-4 months. They also want to open 20-25 exclusive brand stores within 12-18 months. They are also planning for a stronger presence in online space. The brand is planning to launch online internationally - their London office would provide a launch-pad for their international launch.

## Omni-Channel

The brand has presence in physical stores as well as in online space. The brand enables customers to experience their products wherever they are and whatever their shopping preference is - whether they want to go to a mall or shop from the comfort of their home and have garments delivered to them online. They have a special collection for online that offers a wider range of products. They have tied-up with fashion bloggers who write about Zink London's latest collections. They are also active on Facebook and Twitter.



IMAGES Business of Fashion



## KEY INFOGRAPHICS

- > Total number of SISs: **246**
- > Total number of MBOs: **4**
- > Others: **Online**
- > Number of states present in: **15**
- > Number of cities present in: **75**
- > Total retail space: **36,000 sq.ft.**
- > Average sales per sq. ft. per month: **₹2,500**
- > Average bill/ticket size: **₹3,000**
- > Same store sales growth percentage: **35%**
- > Brand Turnover (FY 16-17): **₹60 crores**







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# WOMEN'S WEAR ONLINE

In light of increasing women with more financial independence, the share of women consumers in e-retail is expected to reach 45 – 48 percent in the near future. Presenting an overview on the growth factors, consumption behaviour, key markets and innovations in this field.

By Shivam Gautam

No business in India in recent years has attracted as much hype around it as e-commerce. Infact, the Indian retail industry witnessed a revolution after the advent of e-commerce. It completely derailed the Indian traditional retail format and quickly became the first choice of millions of Indian consumers. The journey that started off with books and media now encompasses almost everything that we use on a daily basis right from electronic gadgets, apparel, jewelry, home and kitchen appliances, lifestyle accessories, to F&B, beauty products, baby products, music, flowers and gift items, et al. Currently, although the penetration of e-commerce is low compared to markets in developed countries such as the US and UK, it is growing at a rapid pace - with new e-commerce sites mushrooming almost regularly..

According to Nitin Bawankule, Director Sales, Google India, contrary to the popular belief that tech gadgets and gizmos are driving the growth of e-commerce, its lifestyle and fashion related categories like clothing, footwear, fashion accessories, jewellery and personal care that commanded 33 percent of India's USD 11



***“The consumption pattern of smaller cities are different from the metros. Monetarily speaking, the tier -I cities perform better but tier -II and III are showing great potential and with the increase in the disposable income of the youth the tide is expected to shift.”***

**-Shanky Kumar,**  
Director, Ellemora.



***“Our in-house stylist gives a personal shopping experience to our customers. We create the entire look along with the hair and makeup depending on the occasion. This is besides helping brides with health and skin care dos and don'ts.”***

**-Deepa Reddy,**  
Founder, The Open Trunk



***“Specific online benefits like - convenience to shop, getting products at doorstep, COD, easy return policy, better variety and pricing are definitely helping out today's time crunched women to buy online with much more trust.”***

**-Ena Bansal,**  
Head - Marketing, Vajor

billion e-commerce industry in 2016. Reports project that online fashion retail will continue to grow and reach USD 30 billion, making it roughly 38 percent of the India's e-tailing market witnessing 8X growth. This indicates that 14 percent of overall fashion retail sales will shift online by 2020. Clothing and footwear will constitute USD 27 billion and beauty or personal care will be USD 3 billion.

In the fashion category, currently, men's wear dominates the fashion and lifestyle space with contribution of 52-54 percent followed by women, contributing to approximately 38-42 percent and contribution of kids ranges from 5-10 percent. However in light of increasing women in the workforce

with more financial independence, the share of women in e-tail is expected to increase to 45-48 percent, whereas men's segment is expected to contribute 45-47 percent.

#### **Growth Drivers**

The e-commerce market in India has been propelled by a number of factors, the four most prominent being -- growth of digital penetration, limitation of brick and mortar formats, growth of internet habitual customers and improved supply side. Smartphones and mobile internet penetration are also one of the biggest influencers of this segment in recent times. “Also specific online benefits like - convenience to shop, getting products at doorstep, COD, easy return policy, better variety and pricing are definitely helping out today's time crunched women to buy online with much



more trust,” says Ena Bansal, Head - Marketing, Vajor, an online retailer that deals in women’s wear clothing, footwear, bags, jewellery and other accessories.

As time evolved, Indian internet users have shown great appetite and comfort to adopt to newer products and services online; this coupled with good shopping experience is boosting confidence of Indians to shop online and also bring fence sitters to embrace the internet. Also, the number of women shoppers have steadily been on the rise over the last few years, as the product categories under online shopping expanded from just electronics and music.

### Consumption Behaviour

Earlier considered to be a medium dominated by male users, women in urban areas have already outpaced men in adoption of the internet. Today there are more searches for women’s wear than men’s wear; in fact 51 percent of clothing searches are for women’s wear. Women infact do more research as compared to men with 71 percent of women buyers comparing prices

online compared to 64 percent of men buyers. Ethnic clothing and innerwear, especially, as category are growing really fast giving rise to niche players. Ethnic clothing today contributes to one third of the clothing searches and continues to grow at over 40 percent year on year. What’s also interesting is that women in tier-I cities outspend their male counterparts online by 2X and buy more frequently than men.

Also as documented by various researches, a majority of women prefer to shop online with a desktop while men prefer mobile. Men limit their search to particular products they have in mind at the time of purchase, while women find other products apart from their intended shopping interest, as well. Both sexes consider price as a factor to decide, but men tend to compromise easily with quality over price while women are particular about price and close a purchase with the best available offer.

When advertising is considered, social media, paper advertising, word of mouth etc., both have the same impact. However, in some areas men differ from women, like emails with offers work better for women when they are in search of a product. It’s a good marketing strategy to send emails with product details and discount coupons, to women. Also, women shoppers are more likely to plan out their shopping strategies and make their purchases based on future needs.

### The Typical Women Consumer

“Our core focus group includes 22-40 year old females with modern outlook and the ones who pay high importance to comfort without compromising on looks. She loves travelling and listening to music,” says Ena Bansal.

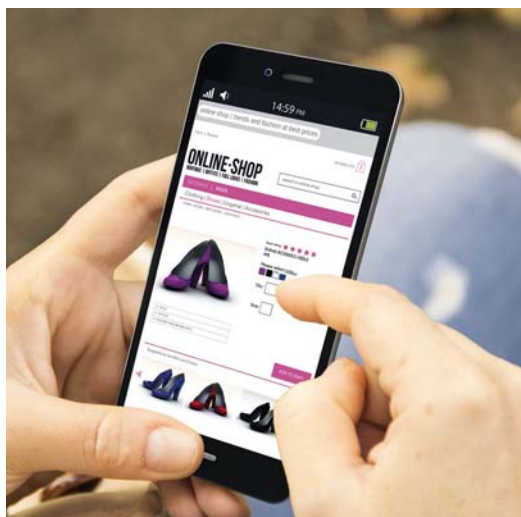
Ellemora, a Bareilly based women centric brand that focuses on giving women a premium shopping

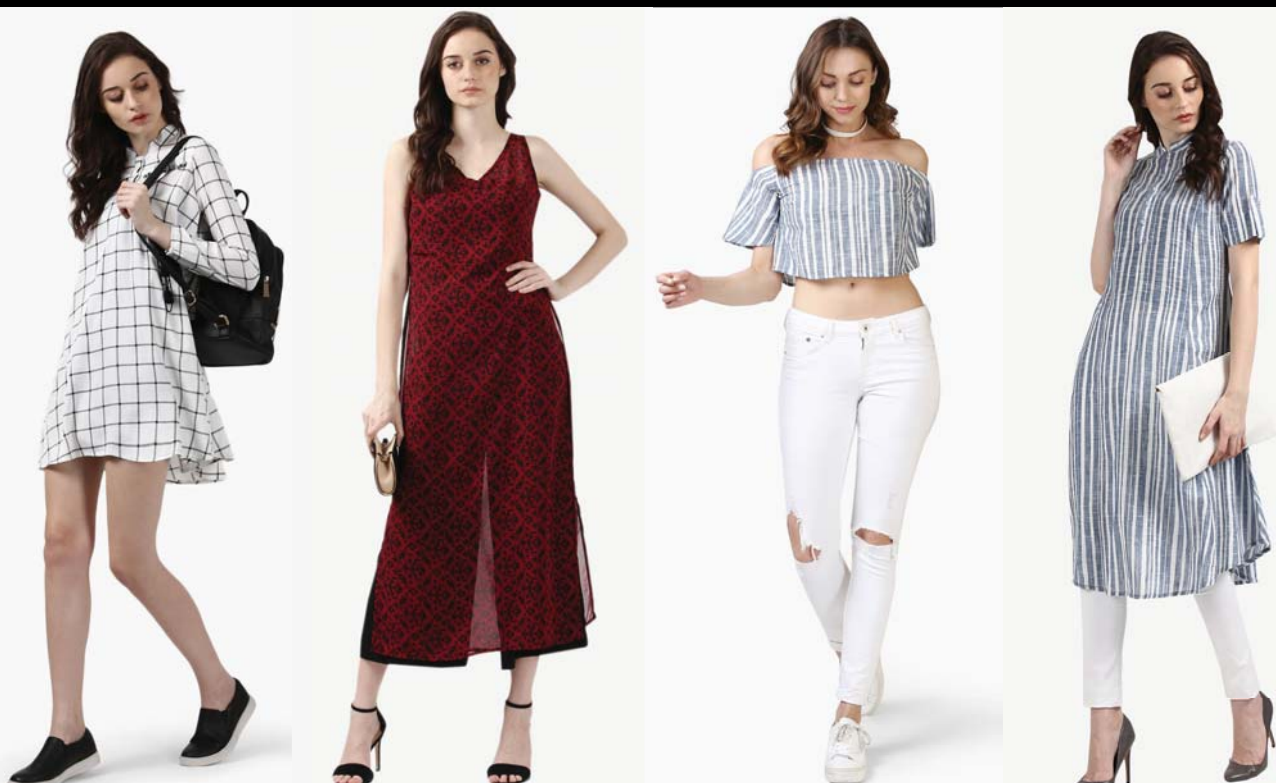


The Open Trunk

experience, also targets the same age group. “Our focus customers include women between the age group of 20-35 from tier -I and -II cities who love to experiment with different fabrics, designs, cuts and styles,” says Shanky Kumar, Director, Ellemora.

It’s is natural that the core consumer base of these online brands constitute of women within the age bracket of 20 - 40 years. These women are financially independent, ardent shoppers, easily excited to try latest designs and styles and like to be fashion forward.





Ellemora

### Key Markets

Majority of the brick and mortar brands are concentrated in larger cities and are unable to meet the rising aspirations in smaller cities across India. This skew in retail presence is fuelling the growing demand through online channels owing to its wide reach and delivery to even smaller cities and towns where brick and retail stores are either not viable or will take years to reach. Owing to fast penetration of the e-tail, many brick and mortar fashion retail brands have started entering online retail. "We are a pan-India brand serving around 8,000 pincodes. That being said, the key metros, Delhi, Mumbai, Bangalore, Hyderabad, etc., are definitely the priority areas," says Ena Bansal.

One of the key to this growing online retail industry is delivery. The logistic sector is closely related to the online retail sector and has registered a significant metamorphosis after the advent of online retail. "As of now, we are associated with Fedex as our delivery partner and since Fedex has

a deep reach in numerous parts of the country, we are equipped to deliver to almost all parts of the country," says Shanky Kumar. With the growing purchasing power in combination with the national and international brands pouring in, the retail market has received an impetus to grow at large in the country. Trends are showing that after establishing their niche in the tier I cities, most national and international retail brands are treading on to tier -II and tier -III cities to tap the opportunities. "Over the time our reach in tier II and -III cities has been increasing and specific product categories like dresses and shrugs have performed better than other product categories. Considering we are only in western wear, this segment is in evolving process and we do have different strategies to create brand awareness in the mentioned cities," says Ena Bansal.

But if Shanky Kumar is to be believed, it is altogether a different market that responds differently with respect to the tier -I cities. "Their consumption

pattern is different. Monetarily speaking the tier -I cities perform better but tier -II and III are showing great potential and with the increase in the disposable income of the youth the tide is expected to shift," he adds.

### Product Categories and Consumption Statistics

The women's online market is vast, encompassing a never-ending list of products. Ena bansal reveals that, at Vajor the women's wear vertical contributes around 75 percent of the overall revenue. "We currently have 3 verticals - Apparel, Shoes & Accessories and Décor," she adds.

But what are the core categories that enjoy demand around the year? "Sarees, kurtas, dresses, casual tops are few of our highest selling products. Price rage starts from ₹5,000 and goes about to ₹50,000," says Deepa Reddy, Founder - The Open Trunk. A part of Deline Living, The Open Trunk's USP lies in its modern take on traditional clothes.

>



Ellemora offer about 400 product styles and more than 2,000 unique products under the western and the Indo-western categories. The average transaction value of women's wear customers ranges between ₹800 - ₹1,200. The top selling categories of the brand includes Indo-western shirt dresses, western skater dresses, Indo-western shrugs, western crop tops and Indo-western kurtis, all available within the price range of ₹500 - ₹1,399.

### Innovation

In today's cut throat competition, continuous innovation is indispensable to capture their shoppers' attention. Innovation captures consumer interest and attention, attracting both new customers and faithful loyalists. "Our in-house stylist gives a personal shopping experience to the customer. We create the entire look along with the hair and makeup depending on the occasion. Besides helping brides with health and skin care dos and don'ts," says Deepa Reddy.

Ellemora offers an exciting membership program for its customers called Ellemora Elite, where every member of the program will be categorized as an Elitist. "By becoming a member, you will, by default, be offered 1 point on ₹50 worth

of shopping. These points will be redeemable the next time you shop. So, if you shop for ₹3,000 you then gain 60 points which can be redeemed the next time you shop," says Shanky Kumar.

Vajor launches a new collection every 30-45 days. The story behind the collection decides the number of SKUs in each of sub category. Usually its around 100 new product variants in every collection.

### Market Outreach and Promotional Strategy

Vajor exercises a string of strategies for each objective, from creating awareness about the brand to keeping its potential audience engaged. "Creating content to build stickiness and targeting the relevant audience to keep the traffic efficient are some of them," says Ena.

Ellemora wishes to leverage the ambitious and experimental nature of its target group by reaching them where they are active; like social media, malls and corporate work places. "We are reaching out to a lot of lifestyle and fashion bloggers as well as social media influencers to experience our offerings and share their honest feedback with their followers. So far, we have received some great feedback and reviews on the brand. This has



The Open Trunk

definitely helped in generating positive conversations around the brand and promote trial amongst our TG," says Shanky Kumar.

### The Road Ahead

As a woman's financial independence increases, so does her disposable income. The modern woman is exposed to the latest fashions everywhere she looks and she understands the importance of being well turned out for all occasions of life. "So, yes the online market will grow significantly but only those brands who are serious about their offerings will grow their customer base," says Deepa Reddy.

As per the Digital Retail 2020 report by Google and AT Kearney, India will see a 5x growth in the number of women shoppers by 2020 when they will be more than double their share of online spend. "With all other parameters like internet penetration and online purchase trust building up, the lifestyle segment, which is an integral part of our journey, will be strongly favoured. By providing right products and keeping a tab on user's evolving needs of servicing we can definitely witness a significant growth," concludes Ena Bansal.



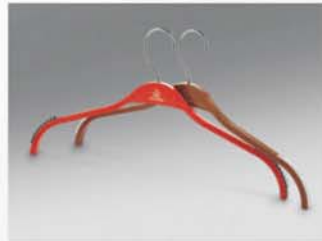


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A woman with dark curly hair, wearing sunglasses, a black short-sleeved top, and blue denim jeans, is posing with her hands behind her head. She is wearing light-colored high-heeled shoes. The background is a textured denim fabric.

# DENIMS ARE FOREVER

**A STYLE FOR EVERY WOMAN!!**

By Shivam Gautom

Denims are no longer a just a bold fashion statement for the Indian women but a wardrobe staple across age groups. The women's denim market in India has expanded tremendously over the years and is registering a spike in both volumes as well as sales. IMAGES BoF analyses the dynamics and the trends in vogue.

**W**omen's denim market in India has seen huge uprising in the recent years. Today, women across all age brackets, shapes and sizes have embraced denim wear owing to its comfortability, functionality, and durability. What's interesting to note is how the women consumers in India have come along over the last few years. The self assured women of today won't just pick any denim or jeans; they are fashion-savvy and brand-aware, and also know a thing or two about washes, styles and fits. The rising demand and awareness has made denim brands and manufacturers to work harder to meet their expectations and win over them.

Even women who are not at ease with other western wear attire have taken up to wearing jeans by pairing them with Indian ethnic wear like kurtis. This mix and match style is gradually picking up, particularly among women in small towns who come from a traditional background and is likely to fuel the growth of the segment. "The segment is expected to grow the fastest and shows huge potential for large scale business. The combo of denim with all the other forms of clothes makes it a super hit, and priority for every women's wardrobe. The market for women's denim is a sure shot success and the graph will be found rising in the coming times," says Amit Dhelia, Proprietor, Kraburs.

## Market Size

The market size of the Indian denim industry, according to Amit Gugnani, Senior Vice President- Fashion, Technopak, was estimated to be ₹20,205 crores in 2016. The market is now projected to grow at a CAGR of 14.5 percent to reach ₹39,651 crores by 2021, which further is estimated to grow to ₹77,999 crores





Deal

by 2026. The men's denim segment comprises 84 percent of the market while the women's denim segment and kids' denim segment comprise 10 percent and 6 percent respectively. But interestingly, it's the women's denim segment that is poised to grow at a faster rate. According to Technopak, the segment is expected to grow at a CAGR of 17.5 percent in contrast to the men's segment which is projected to grow at a CAGR of 14 percent over the next decade.

#### Growth Drivers

The growing fashion consciousness and influence of media and western culture have turned women's western wear segment into a lucrative and

highly evolving market. The major factors driving the growth of the women's denim market in India are growing base of women in the workforce, rising disposable incomes, rapid growth of the retail sector, the westernization trend prevalent in the nation, etc. "A slew of other factors have also pushed this trend in the last few years — the booming internet retailing sector, young population demographics with higher spending power, and an increasing preference of denim owing to its versatility and increasing acceptance of denim by women in rural India," says Sameer Patel, Founder & Chairman, Deal Jeans.

In today's society, denim serves almost all purposes. It comes in a range of colours and can be worn as formal wear as well as casual wear. This versatility has made economic sense to consumers to buy jeans compared to other bottoms. "Also, in recent times, denim has come to be accepted as business wear. Many big companies are making denims a part of their daily work culture to promote uniformity and to create a relaxed environment which is more conducive to work in. This is creating a huge demand for the denim market in India. With women equally involved at the work place, the boom is much seen in the industry," expresses Amit Dhelia. Significantly, the demand for women's denim is also fuelled by the unprecedented increase in the number of online shopping portals. Due to the ease of ordering online, myriad price options, generous and flexible return policies, and the cash on delivery system, the women of India are more likely to purchase denims online, as many of them have constraints to move out and shop.

#### Core Categories

With time, denim has evolved in every way — styles, fabrics and fits, products, occasions and more. These days,





***“Intricately embroidered floral patterns on denims are giving that feminine edge to their wardrobe staple. Studs and sequins are designed to be the hottest party picks this season.”***

**-Sameer Patel,**  
Founder & Chairman, Deal Jeans



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**-Amit Dhelia,**  
Proprietor, Kraburs



women have plenty of options in denim wear, including jeans, jackets, coats, shirts, skirts, shorts, capris, tunics and even dresses. Besides apparel, denim has also made inroads into women's other fashion accessories and footwear.

Yet, among all types of denim wear, jeans or trousers are the most popular article in India. Small girls, young and older women of all shapes and sizes like them for their sheer comfiness, functionality and durability. Apart from bottom wear, denim jackets and tops are the two main categories that drive sales in the women's category.

Of late, stretch jeans have become quite popular among women denim lovers. These jeans look and fit like regular jeans but are made of stretch denim fabric that contains a small percentage of elastic synthetic fibre called lycra or spandex and are apt for those who seek relaxed comfort and flexibility. “They definitely live up to their namesake by featuring a stretchier texture. Stretch jeans are typically thinner and more lightweight than traditional 100 percent denim jeans giving comfort with style. Stretch jeans allow to bend and move your body more easily, without the restraint of

traditional denim. Stretch also plays an important role in flaunting their curves with its body hugging quality making it a demanding want over traditional denims,” expresses Sameer Patel.

Another core category that revolutionised the women's denim market is jeggings. The comfort that jeggings offered led to women changing their wardrobe almost overnight. Such is the impact of jeggings that the launch of jeggings has converted many non-denim wearing women to try the look and feel of denims. “Jeggings are offering an exceptional level of comfort due to the softness and unparalleled stretchability of the material. Jeggings are a huge hit in the market for resembling jeans with comfort. The brands are now bringing designer jeggings with washes and embellishments which are gaining much preference over jeans by women consumers in Indian market,” says Sameer Patel.

The market for denim jeggings is showing steady growth and the very fact that most denim wear brands in India have a separate collection of jeggings accentuates this point.

### What's Been Trending Lately?

Nowadays, the top selling denim styles are as diverse as distressed, torn, printed, embellished, high waste, proper ankle length, etc. "Cuts skinny jeans might not be the trending pair because of the fashion forward acceptance but they will be forever in fashion. Straight cut jeans flaunt a classic look and preferable for all body types," says Sameer Patel.

In terms of fits, apart from boyfriend and distressed fit, ankle length slim fit is most popular and in high demand. "Pencil fits and skinny jeans are going out of fashion as women are gradually gravitating towards comfort clothing," says Amit Dhelia. Also, according to him, rough looks and icewash jeans are in demand, along with soft glittery touch and effects like denims with patches, high sprays, torn and ripped. Top selling colours include black, white and various shades of blues like midnight blue, dark blue, etc.

Embellished denims too have grown into a craze of sorts in recent times. As per Dhelia, stone studded, and glitter garments are a must party wear for the upcoming season. "Along with it, belts, buckles and accessories give it a unique look that are enjoying demand in women's denim," he adds. Patel opines that studs and chains are widely used and accepted embellishments. Gupta of Jealous 21 has sequins and distressed effect as top picks, while Singh points out that innovative wash effect is always the main element of denim, while embellishments change from season to season.

Also as per Sameer Patel, embroidery on denims is reigning this season. "Intricately embroidered floral patterns on denims are giving that feminine edge to their wardrobe staple. Studs and sequins are designed to be the

hottest party picks this season. Deal brings rarely seen cropped cut work denim trend in Indian market," he reveals.

### Beyond The Metros

The acceptance of denim in India has grown tremendously over the years. While metros have been the key driver of growth in the initial phase for most denim wear brands in the country, the largest growth is now expected to come



Kraburs

from a more deep penetration of denim in India. "After having our presence in tier-II and -III cities, we are assured that these cities have an unfailing potential. There is a big customer base having the purchasing power and aspirations to buy what's in trend but very few players are taking the risk to cater these cities leaving few brands like us stepping in these cities and creating success stories. These cities have a lot of untapped potential, which eventually will bring competitions for the denim players in future," says Sameer Patel.



Kraburs

### The Road Ahead

An essential staple in every women's wardrobe known for its versatility, denim is evolving with the influence of factors like innovation in styling, new technologies, new trends and opening up on new territories. The denim market indeed holds much potential for brands and retailers, however to capitalise on this growth potential, retailers need to focus on factors such as pricing, quality, consumer preferences, key trends, innovations, etc. Retailers can also leverage the available growth opportunities in denims by expanding into online channels and omnichannels of retailing.



# INNERWEAR *GETS EMOTIONAL*

Market dips and new government regulations have hardly offset the innerwear industry in India. Tapping the tier-II and -III cities, the brands are finally beginning to challenge the unorganised sector through fast fashion and internet penetration. Five of the most popular lingerie brands, Triumph, Clovia, Candyskin, PrettySecrets and Swee talked to IMAGES BoF about the evolving market trends.

By Roshna Chandran with inputs from Rosy N Sharma



Triumph



### Optimistic Market

Despite demonetisation efforts last year, the growth of inner wear industry has only seen a minor glitch in sales. As the Indian women's spending power continues to soar, the lingerie industry has seen a steady growth of 15-22 percent CAGR. Moreover entry of international brands into the country has led to an increase in demand for the insatiable consumers who are slowly going for the premium category.

"The current USD 4 billion market (which is set to be USD 8 billion by the year 2020) is still so nascent that the top 10 brands (in India) put together are not even addressing 8 percent of the overall market," expressed Neha Kant, Founder and CRO, Clovia. Lack of market penetration into tier-II and -III cities have been the primary reason. Going more on the lines of affordability and premium fashion solutions, brands like Clovia have seen a 100 percent

growth in the past two years. "Last year we grew 50 percent despite the impact of demonetization in the second half of fiscal 2017," she added.

Riya Vipan Kalra, Co-Founder, Candyskin, also shared, "Only in the last few years the market has started to get organised with large format stores coming into the picture as well as some of the multi-brand stores modernising, but that's also around 25 percent. Intimate wear is evolving, with huge opportunity for organised players. Also, e-commerce has really picked up with lingerie, playing a major role in the growth of this segment, as women are frequent shoppers in general, spending twice as much as men. About 45 percent of the women in India are set to become online shoppers by 2020."

In spite of having vast fast fashion designs for the female category, the men's inner wear segment continues to



**"A lot of the inner wear market is still unorganised and traditional, hence its imperative for that to change into a system driven market with organised MBO's in order to completely modernise the inner wear retail market."**

**-Riya Vipan Kalra,**  
Co-Founder, Candyskin



**"About 60 percent of Clovia's revenue is from tier-II and -III cities. The aspiration for brands and the unavailability of high fashion products gives a perfect reason for companies with a strong web presence to reach these pockets."**

**-Neha Kant,**  
Founder & CRO, Clovia



Candyskin



Clovia

dominate the market, mainly due to lack of marketing promotions in the women's inner wear segment. On the whole, sophisticated buyers who look for better buying experiences have helped to push the premium segment to a higher notch.

Demand in the unorganised sector (which comprises approximately 75 percent of the market share in intimate apparel) is also witnessing a slight dip while consumers are moving for branded products in India. CEO and Co-Founder of PrettySecrets, Karan Behal pointed out, "Physical stores ring in the bulk of the sales in India's ₹11,000 crores (\$1.7 billion) lingerie market, which is growing at 16 percent. Research shows that in volume terms, women's lingerie segment holds a 52 percent share of the total inner wear market in India. In value terms, the women's lingerie segment holds a 66 percent share of the total innerwear market, thereby enjoying a higher Average Selling Price (ASP) as compared to the men's innerwear market. Bras and panties contribute 85 percent of the total women's lingerie segment."



***"From luxurious velvet bras to sultry lace bodysuits, geo-pop prints, pop colours, embroidered lingerie, camisoles, floral appliques, strappy bras, trendy sports bras, chemise are a few of the trends you will see across various lingerie houses in 2018."***

**-Karan Behal,**  
CEO & Co-Founder, PrettySecrets

Unfortunately, the shape wear category has not had much visibility in the

SEASON TRENDS	
Brand	Season Trends
<b>Clovia</b>	With bridal season round the corner, Clovia recommends red, shades of iced coffee and gold shades. Lilac greys or heather greys for everyday wear with delicate embroidered or soft lace innerwear with partly padded underwire or smooth mild plunge style bras are also in for the season.
<b>PrettySecrets</b>	Targeting the 18 to 34 year olds, PrettySecrets is going more on prints revolving around nature.
<b>CandySkin</b>	Current collection has bright silhouettes

physical stores, as many retailers are still afraid to offer such garments and feel that this category should be kept under the counter. Said Vijay Patel, MD, Swee, "This will drive the end consumer, who is desperate for a solution, to other outlets." Attracting mostly the 25 to 45 years age group from tier -I and -II cities, shape wear sales is expected to increase for international brands, as consumers perceive them as superior in quality.

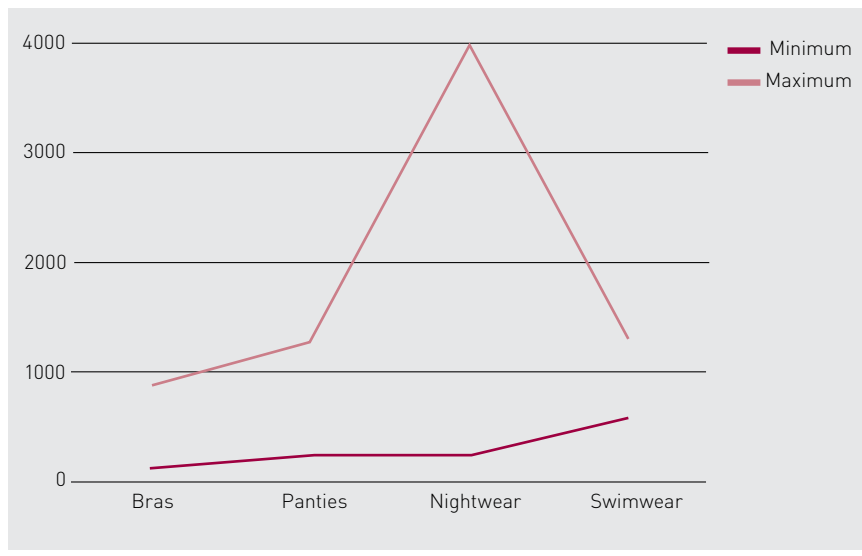
Top manufactures are viewing the introduction of GST regulation as a positive change for the organised sector, which might in-turn bring down the costs of production.

**Show it off**

Showing off lingerie as a trend has been catching on in India inspiring many designers to create inner wear influenced by ready-to-wear trends, such as nightgown slip dresses or body suits.

"From luxurious velvet bras to sultry lace bodysuits, geo-pop prints, pop colours, embroidered lingerie, camisoles, floral appliques, strappy bras, trendy sports bras, chemise are a few of the trends you will see across various lingerie houses in 2018," said Behal.




**PRICE RANGES OF INNERWEAR CATEGORIES**


Unlike the men’s category, the women’s inner wear segment has become dynamic in terms of its designs, fabrics and cuts. The basic black and white inner wear is now being replaced with pastel colours, sheers, florals and prints. “Today, apart from cotton and nylon, bras are also available in lace, satin and polyamide,” said Kant. “We import fabrics, laces and satins from different parts of the world, but everything is manufactured in India,” she added.

The padded, push-ups, demi-cup, underwire, bralettes, front open, convertible and the tube bra have been popular and are replacing nylons with natural and synthetic fibres such as satin, modal, silk, spandex, rayon, mesh and power nets. Polyester and nylon spandex are growing in acceptance, probably due to favourable pricing. Athleisure has also taken the lingerie category by storm as a fashion statement where sports bras are now also worn as crop tops.

**Tackling tier -II and -III cities**  
According to Kant, 60 percent of Clovia’s revenue pie is from tier -II and -III cities and this is mainly due to

**ROOM FOR IMPROVEMENTS**

Brands	Improvements
<b>Triumph</b>	Creating a positive shopping experience and maintaining consistency of products and services. The primary attention is moving towards creating a more sophisticated shopping experience with higher engagement levels.
<b>PrettySecrets</b>	Sourcing out of quality employees, the brand plans to invest heavily on the staff’s training.
<b>Clovia</b>	Providing more assistance on the offline space. Consumer feedback simulator, which is matched with the consumer’s sales pattern and production.
<b>Candyskin</b>	Tackle unorganised markets with system driven organised MBOs.
<b>Triumph</b>	Product innovations with new range of non-metal wire bra that ensures more comfort. The Magic Boost push up collection and the Magic Shape series are a new addition. The brand will soon launch their new Cardio range in their sportswear category called Triaction.
<b>Swee</b>	The new Hooked Up and Gem collections, which exemplifies the brand’s superior quality.

the increase in internet growth within these areas. She stated, “The aspiration for brands and the unavailability of high fashion products gives a perfect reason for companies with a strong web presence to reach these pockets.”

International inner wear brand, Triumph believes e-commerce websites and multiple payment options have made things easy for shoppers, thus driving in more sales. With organised retail paving the way and making in-roads into untapped geographical markets, this trend will continue.

Aspirational brands like PrettySecrets, see an advantage as consumers in tier -II and -III cities are shifting from

functional and occasional buying to emotional buying. Online sales have increased in a small way these places primarily due to the awkwardness most women shoppers face while having to deal with salesmen at physical stores. Providing an easy navigable portal that helps women with a fit test, exchange or return policies and then catering to customers in the comfort of their homes has boosted e-commerce sales tremendously. A large percentage of Candyskin’s sales come from online market spaces and portals as well as the brand’s own website. However, Triumph’s e-commerce space is driven mostly by discounting and special offers, which left unchecked, can erode the brand’s image.





Missy



Deepee Twister



Lyra



De Moza

# CREATING A MARKET FOR **LEGGINGS**

Today leggings are a must-have in every Indian women's wardrobe. The leggings industry is becoming much more organised and more and more retailers are giving them a dedicated shelf-space. Reaching out to tier 2 and tier 3 cities, brands like De Moza, Missy, Lyra and Deepee Twister have expanded their product ranges to create a market for this new category. Images BoF takes a look.

By Roshna Chandran with inputs from Rosy N Sharma

The growth of leggings, as an independent product category in the Indian market began in early 2008. Initially regarded as a temporary fashion trend, leggings have now become a major segment, probably due to rise of organised retailers. According to Vinod Kumar Gupta, CEO and MD, Dollar Industries (Missy), "The legging business is growing by 50 percent a year and is one of the leading brands in this segment. Dollar inner-wear owns 15 percent of the branded hosiery market in India. Though fashion turned against leggings in the late 1990s, but in 2005, leggings made a "comeback" into high fashion." However, getting a shelf space of 8-10 percent, the product category is still at a nascent stage as its price ranges are still pretty low to attain a bigger retail space.





**-Hussain Basha,**  
Director, De Moza

The entry of imported and premium categories, along with aggressive marketing strategies as well as advertisements have led to an increase in demand for leggings as a must-have category in most lifestyle brands and retail stores.



**-Udit Todi,**  
Senior VP, Lyra

The fastest moving category under leggings in India are primarily plain leggings in churidars and ankle length, followed by capris, printed, lace, cut and sew, which are some of the other varieties, ranging from ₹399-₹599. “Churidar and ankle length leggings are the most preferred categories of leggings in today’s time. Because of their availability in maximum colours and affordable prices, today women of every age group prefer buying leggings for their daily purpose,” said Udit Todi, Senior VP, Ebell Fashions (Lyra).



**-Vinod Kumar Gupta,**  
CEO & MD, Dollar Industries (Missy)

Cotton and viscose, lycra leggings continue to dominate the market, which are mostly made using a blend of lycra, spandex, nylon, cotton and polyester.

“Go Color, De Moza, Lux Lyra, Prism are some of the popular brands in the market. While the basic colours like black, white, off-white, red, fuchsia are popular, making the colour specific to the season, fashion trends also add to the colour palette. Each brand works within a range of over 50 colours each season. Along with basic leggings, De Moza specialises in printed leggings offering more than 20 options at any point of time,” pointed out Hussain Basha, Director, Audaz Brands Retail India (De Moza).



**-Chetan Agarwal,**  
MD, Deepee Twister

Most of the leggings in the Indian market are matched with ethnic kurtis and tunics, and they usually come in orange, navy and skin tones. Bold prints, jigsaw stripes, polka dots and floral designs have also increased in demand among customers. Off late, consumers are also going for pastel shades and earthy colours.

Retailers are witnessing a great demand across all potential markets in India for this product category. Tier -II and -III cities are the new emerging markets where consumption patterns have been better than in tier-I. Moreover, the tier -II and -III cities have seen a rapid increase in working women population as well as lifestyle changes followed by evolving fashion trends with brand awareness that have lead to the city’s development.

Online sales have good traction in the leggings category. Brands like De Moza reap 30 percent of their sales from the online channel. Almost every online apparel channel has a designated leggings category. However digital displays have proven to confuse consumers over its vast range of colours.

The leggings category in the inner-wear market is expected to grow between 20-25 percent in the next 5 years, but for some retailers, the product category is a separate category by itself. “I would say leggings is not an inner wear category product. It deserves the status of outer bottom wear,” commented Chetan Agarwal, MD, Deepee Twister. He added, “Leggings have become a necessity, so the future is bright and the demand will grow.”

Brands are optimistic as they set to expand the product category. Deepee Twister has added 42 colours to its product range, which now has a total of 138 colours. All colours are in sync with kurtis and tunics. Missy leggings have also increased their colour shade to 76 shades along with various patterns and prints. Lyra has introduced winter leggings and kids leggings.

“In a very short time, Legging’s market has garnered substantial amount in women’s wear category. From its very beginning Leggings have remained hot favourite among women irrespective of their age,” added Todi.



# SOCH:

## SETTING THE TONE FOR CELEBRATION

One of the most trusted ethnic wear brands in the country, Soch has ushered in to festive season with the launch of its three new collections – Esha, Tasha and Zarah. Designed for the modern Indian woman, the brand has redefined the traditional Indian outfit for women of all ages, who effortlessly balance work and home while still looking their best. It offers a wide range of stylish and elegant designer ethnic wear like sarees, salwar kameez, kurtis, tunics, kurti suits, readymade blouses and bottoms.

With its blend of traditional and contemporary elements, Soch has always been in sync with the season's moods and trends, and its latest collections are perfectly in tune with the demands of festivity and celebration.

The Esha collection comprises salwar suits. It offers delicate embroidery on the yoke, zari and thread embroidered motifs, unusual colour combinations and a variety of cuts. Available in various fabrics such as cotton, silk, net, chiffon, etc., in red, beige and blue, the collection comes with kurtas and dupattas that are paired with churidars or palazzos.



Tasha offers a diverse range of kurtis, salwar suits, sarees and ready-to-stitch suits. The salwar suits in this collection feature the current cold-shoulder trend, as well as statement buttons, embellishments in colours and cuts that are once elegant, refined and stylish. Making the most of one of the hottest fashion statements – the double colour saree – this collection features many such interesting combinations like blue and grey, pink and beige, yellow and pink in silks, georgettes and chiffons. The ready-to-stitch collection is a bold palette of colours, ornate prints and embroidery on the yoke, mirror work, etc.

Rich colours and exquisite embroidery define the Zarah collection. The collections' flattering silhouettes create elegant and regal look. Elements such as cold shoulder, net cape, etc., elevate the style quotient of salwar suits. All the sarees feature rich ornate embroidery all through. The collection is present in strong colours like off-white, light-green, black, red and blue.

Soch is committed to offering a fashionable range of designer wear for



women at affordable price. The brand is based out of Bengaluru, and has 100 stores (across 39 cities) at convenient locations in Bengaluru, New Delhi, Mumbai, Pune, Chennai, Hyderabad, Vijayawada, Mangalore, Mysore, Manipal, Hubli, Belgaum, Dharwad, Gulbarga, Tumkur, Coimbatore, Salem, Cochin, Kannur, Calicut, Vizag, Guntur, Nellore, Goa, Kolhapur, Lucknow, Kanpur, Bareilly, Bhopal, Indore, Patna, Cuttack, Bhubaneswar, Jamshedpur, Raipur, Ranchi, Ahmedabad, Vadodara and Chandigarh.



# SATVA LIVING

## PROMOTING A HOLISTIC LIFESTYLE



The active and leisure wear brand, Satva Living has introduced a pop and bold collection for this fall-winter season. The collection offers vibrant colours and trendy patterns in cosy and sustainable fabrics. Launched in 2012, Satva Living was started by Puja Barar in New York, to promote a holistic lifestyle and a harmonious balance between people, planet and production. It represents the lifestyle that lets women embrace the truth of their inner selves, and is founded on a belief that 'organic means quality'. It is one of the few comfort wear brands that focus on crafting trends out of natural fibres for vibrant women who take-up life's adventures.

Rina Nathani, Head Retail, Satva Living, shared, "Adding boldness and warmth to the routine look, the season's collection is a mix of contemporary designs with shades of blue, burgundy, and mustard. At Satva Living, we care about every woman's choices and preferences; and this time too, we have an assortment of wonderful designs and options that will appeal to our consumer's tastes. As we expand the styles and collection, we have ensured the quality of the product is unaltered. It is the same comfortable cloth and skin friendly dyes that Satva Living has always been known for. Sustainability being our hymn, the season's collection is structured with recycled polyester."

### About the collection

The collection offers Satva Living's signature styled bralettes to tanks, cosy jackets to free-form tees, and close-fitting capris to leggings. This edition is ideal for women with a distinct fashion sense. The chic comfort wear does not only limit to visiting a fitness/yoga studio, but is an extended choice to leisure activities.

### Retail presence & future plans

The active apparel brand is available at [in.satvaliving.com](http://in.satvaliving.com), Jabong, Myntra, Nykaa, and Organic Shop. It is also available in SportsXS in Mumbai, Bengaluru, Pune and Chennai. The brand is aiming to expand their market in Delhi and would also go live with Amazon, Tata Cliq and Ajio by the end of this year.



# FOREVER 21'S FALL '17 COLLECTION IS GLAMOROUS & EDGY

CELEBRATES INDIVIDUALITY AND INCLUSIVITY WITH #WEAREFOREVER CAMPAIGN



Forever 21, a leading fast fashion brand from Aditya Birla Fashion and Retail Limited launched its Fall 2017 collection with its unique #WeAreForever campaign celebrating individuality and inclusivity. The curated collection was showcased by famous fashion and style Guru Prasad Bidapa at a much fanfare gathering hosted at the Forever 21 store, where Sandalwood actress Aindrita Ray walked the runway sporting the latest collection.

Speaking at the launch, Rahul Jhamb, Brand Head, Forever 21 (India Business Operations), Aditya Birla Fashion and Retail Limited, said, "We are happy to introduce the most awaited Fall'17 collection which is inspired by the latest global runway trends. Fashion is an important tool for self-expression and our fall campaign #WeAreForever strongly resonates this thought. Our collection celebrates individuality and inclusiveness. It calls out "Come FALL in Love", which represents the largeness of our campaign. At Forever 21, we aspire to make high fashion accessible to fashion-conscious youngsters by introducing different styles every week. The new collection will be available across our 18 stores in the country."

Forever 21's Fall '17 collection comprises logo tees, sheer ruffle adorned blouses, velvet and silk camisoles that are set against denim jackets, skirts and trousers mirror the spirit of the collection. The new look of the classic moto jacket with studs is a wardrobe must for uber-chic women. Adding on to the collection is a wide range of accessories to choose from. Beanies, studded belts, golden hoop earrings, knee high socks, rose coloured sunglasses and metallic booties, these fashion accessories are surely going to up the glam quotient of the discerning women. The men's casual wear offers an interesting variety of two tone denims and track jackets with unique detailing and pops of colour, velvet hoodies and camouflage which will provide a fresh and modern spin to their wardrobe.





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## VIVA LAS VEGAS: DUKE FALL-WINTER '17 COLLECTION

The renowned knitwear brand, Duke has launched its latest Fall Winter 2017-18 collection to celebrate the spirit of fashion. The collections have been inspired by the style of Las Vegas, USA, which is famous for its vibrant lifestyle. The Fall-Winter '17 collection offers a gamut of stylish options in lush fabrics, trending colours, designer patterns and prints

in t-shirts, sweatshirts, sweaters, jackets, thermals, dapper cardigans and dressy tops.

Kuntal Raj Jain, Director, Duke Fashions (I) Limited, said, "Our target audience is today's youth who is looking for trendy and stylish range that is in sync with the international designs, fashions and quality. Duke is a value for money brand and our mission is to make available the international designs and styles at highly reasonable prices."

Duke is known for its standardised fits, superior quality, wide range and 'fashion-right' styles in its segment, making it the trusted brand amongst consumers. Involved with a unique and creative design process, the all new fall winter collection revolves around several interesting concepts and promises to offer a global fashion statement.



# CRUSOE LAUNCHES WOMEN'S ACTIVWEAR RANGE

Crusoe, a leading premium men's innerwear brand established in the year 2009 by Jagannath Textile Company Limited, has recently launched its women's range, CrusoeW.

The brand realises that the modern Indian women are getting adventurous day by day and are actively participating in outdoor activities like marathons, trekking and likewise. They are more inclined towards staying fit by working out in gyms, doing yoga, etc. They have also started travelling in women groups or mixed like-minded groups. And to celebrate the modern Indian women's adventurous spirit, Crusoe went forward to launch its range of active wear for women. In the first phase, the brand launched active wear, lounge wear, sleep wear and leggings for women and is planning to launch a lingerie range very soon.

With the unorganised market converting into organised one, especially in the women's innerwear and active wear segment, Crusoe's entry in this segment will help the brand establish its mark like it has in the men's category. The collection launched under CrusoeW includes active bras, hot shorts, camisoles, plain shorts, round neck and, v-neck t-shirts, checked shorts, capris, tracks and leggings. Crusoe also launched awesome, cute and funky MTV range of leisure and active wears.

All the products by CrusoeW are made from premium combed cotton, rich soft fabric with modern designs and label free for a non-itch comfort. Similar

to its men's range, Crusoe's women's collections too boast of having extra stylish and modern designs, huge range of vibrant contrasting colours and sizes from S-XXL and is available at reasonable prices. The brand strongly believes that these new styles will bring a change in the market and also in peoples' minds.

Crusoe has one of the largest single-location yarn manufacturing units in India, the most modern machinery, world class infrastructure, a dedicated work force of over 1,000 and is situated in an environmental friendly campus. The brand has a wide presence in over 4,000 MBOs including some of the major large format stores.





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»» **WOMEN'S  
FASHION TRENDS  
2017**

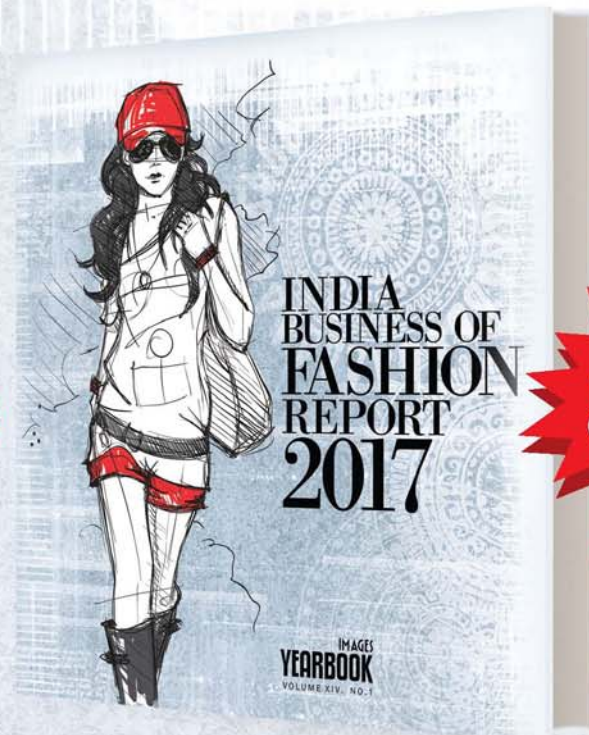
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Leader Talk

**WOMEN'S WEAR FASHION TRENDS 2017-18**

*Indo-western outfits designed with embroideries and Indian motifs are redefining the fashion trends today. A look at the latest trends in ethnic, western and fusion wear.*

**Pg No. 140-146**

Mega Trend

**A VERY FASHIONABLE ATHLEISURE**

*Follow along as Meher Castelino outlines the evolution and latest runway trends in athleisure.*

**Pg No. 148-154**

Launch

**RELAN - THE NEXT GENERATION FABRIC**

*A detailed coverage of the first Hub Excellence Program (HEP) that RIL organized at the launch of its portfolio of speciality fabrics under its brand R|Elan™.*

**Pg No. 156-157**

Launch

**KHADI WOOL**

*Raymond, in association with The Woolmark Company, launched 'Khadi Wool' at an exclusive ceremony at the Australian High Commission.*

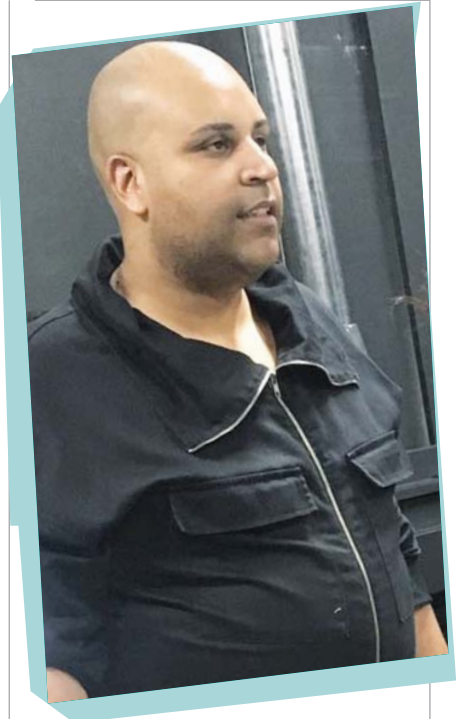
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Ramp Watch

**DEEPIKA PADUKONE DAZZLES THE RUNWAY**

*A peek into the Gauri & Nainika Spring Summer 2018 fashion show in the national capital with Deepika Padukone as the show stopper.*

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Pioneer

**THE SCIENCE OF TREND FORECASTING**

*Ash Allibhai shares wealth of knowledge and insights of the global fashion and luxury goods sector.*

**Pg No. 162-164**

Fabrics

**SUPPORTING THE ETHOS OF INDIAN FABRICS**

*Director Anupam Arya of Fabriclore shares his ideas behind creating an online platform for Indian fabrics and decodes the umpteen opportunities in the Indian handloom textile sector.*

**Pg No. 168-170**





Zink London



Shree



B:Kind



M&S

# WOMEN'S WEAR FASHION TRENDS 2017-18

Till very recently, women's fashion and western wear in India remained synonymous. If one had to be fashionable, one had to have a penchant for western wear and have more of it in her wardrobe. On the other side ethnic wear was all about elegance and occasion, and was not considered fashion. But off late we see a dynamic change in fashion trends of which fusion is the latest trend. Indo-western outfits designed with sequins, intricate embroideries and Indian motifs are redefining the fashion trends today. Images BoF takes a look at the fashion trends in vogue today.

By Zainab S Kazi with inputs from Rosy N Sharma



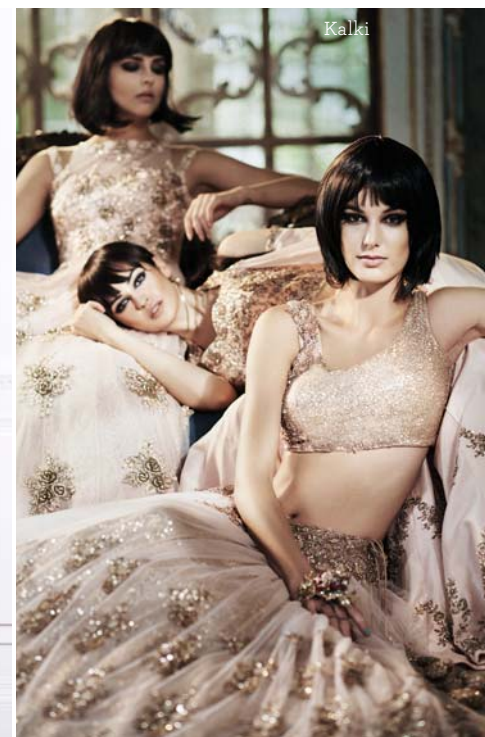
Ethnicity



Global Desi



Mineral



Kalki

There is no set definition of what truly makes one 'fashionable'. Fashion is subjective. One may think that wearing a Patiala with a tunic is passé but for some sporting the same is fashionable. Though it remains beyond doubt that fashion in India derives its inspiration from what is seen on the television and on what socialites and celebrities wear for Page3 parties and events. Even if puff sleeves are out, a Kareena Kapoor being photographed in a puff sleeve outfit is soon to have everyone wanting to have their next outfit designed the same way! What is pleasing to realise is that today fashion means moving beyond the accepted norm of having a western influenced wardrobe. A chic kurta with a gharara is more fashionable today than wearing a cigarette pant with a short crop top. Also, fashion depends on the way the outfit is carried by the one who wears it. So fashion today is more about being confident and comfortable with what you wear rather than going by the accepted norms of what is trending and what is passé.

### The ethnic story

Nishit Gupta, Director, Kalki Fashion (Kalki) shared, "Women are getting bolder. There are different elements coming into fashion like tassels sarees, feathered gowns, sequined gown, etc. Modern silhouettes are making their way into the traditional fashion, like never before." Vandy Mehra, Director, Pret Study By Janak Fashions (Study By Janak) added, "The main experimentation is actually with drapes and rather than more on the outside material, a lot of thought is going in the main structure of garment that gives it the fall, drape and grace." According to Sandeep Kapoor, Chief Managing Director, SHR Lifestyles (Shree), experimentation in fusion category includes capes on kurtis. Capes with palazzo sets are also happening in this category. He adds, "Styling ethnic with bohemian look accessories is also in trend nowadays."

Celebrations earlier were a close-knit affair. It's not that we did not celebrate festivals before but today things have drastically changed. Lavish parties and get-togethers are a common norm. Festivals have strong influence on the growing popularity of ethnic wear in the country. Explaining this, Ameet Panchal, Director, Shree Balaji Ethnicity Retail (Ethnicity) shared, "India is blessed with a calendar packed with festivals. Most people prefer going ethnic while celebrating the festivals. Chic colours in suits, lehengas and sarees all blend along to honour the occasion and to show the festive yet fashionable spirit." He further goes on to share that today, youngsters are seen opting for ethnic wear as a preferred choice for college and office wear. He said, "The combined benefits of comfort, fashion quotient and conformity make ethnic wear a top choice among



Identiti





Being Human

***“The combined benefits of comfort, fashion quotient and conformity make ethnic wear a top choice among women. They are increasingly becoming the latest fashion attire among the conservative and contemporary women.”***

**-AMEET PANCHAL,**  
Ethnicity

***“Women are getting bolder. There are different elements coming into fashion like tassels sarees, feathered gowns, sequined gowns, etc. Modern silhouettes are making their way into the traditional fashion.”***

**-NISHIT GUPTA,**  
Kalki

women. Anyone can go ethnic wearing designer kurta or salwar kameez. They are increasingly becoming the latest fashion attire among the conservative and contemporary women. They can be paired with various bottoms such as jeans, leggings, jeggings, capris, etc. The versatility of kurta is being widely exploited by mixing and matching.”

Mehra is of the opinion that peer pressure too has a strong influence on the choice of clothes one has. She explained, “When it comes to making choices for any occasion or clothes for work wear, we depend a lot on peer group. People usually are inquisitive to know about the wardrobe of their friends and colleagues. This also applies to any get-together that happens. The inquisitiveness to know what others are going to wear influences the choice of clothes one would then decide to wear. Apart from that there is also a general u-turn happening today where everyone wants to get back to looking typically traditional on the occasions like weddings or festivals but of course there is always an element of style and modernism that they want.”

#### **Trending in ethnic wear**

According to Kapoor, kurtis are classics and remain evergreen. He also pointed out on the growing popularity of long ethnic skirts, blouses, short kurtis, etc. Mehra added, “The latest trend is structured silhouettes, whether it is a saree or a kurta, there is a definition to it. Another very widely used detailing material is gota, it is varied in its use and is really being used in all kinds of ethnic wear. Off shoulder or one shoulder capes are another piece of clothing that’s coming with pretty much every wardrobe item.”



Mineral



Study By Janak

***“Designers have a great impact on ethnic wear segment as consumers demand for something unique and trendy always. They mostly pick clues from designer wear and want their regular or occasion wear to be of same design and style.”***

**-SANDEEP KAPOOR,**  
Shree

***“The advent of the multi-national corporate culture along with access to more information has opened up more avenues for women to dress up, be it at work, social engagements or even at home.”***

**-BIJIT NAIR,**  
AND & Global Desi

In fabrics, cotton is the king for ethnic wear. Rayon too is becoming a preferred choice for women in India. According to Gupta, “Velvet, raw silk, net, satin are some of the trending fabrics and are in vogue. Velvets in darker tones go really well and will be a huge trendsetter this wedding season.” Panchal highlighted the growing popularity of chanderi, modal, shantoon, flux, etc., and sees a good demand for crepe along with flux and shantoon in 2018 as well. Mehra shared her pick and said, “Nude velvets and self flowing lycra is in vogue and we are expecting this to flow into next season. Of course the velvet will be replaced with feminine organzas and tissues.”

Talking about colours, Kapoor shared, “The classic mid-tone colour palette like fuchsia, mustard yellow, indie orange and indigo blue are always in the Indian market. But pastels and earthy colour palettes are also in great

demand.” Reiterating the demand for pastels, Gupta added, “Pastels are the new emerging colours in ethnic fashion. Nowadays, brides are experimenting and going for colours like mint, baby pink, lime yellow, powder blue, rose quartz, etc. Apart from these colour palettes, the deeper tones are also a huge hit this Autumn-Winter.”

Mehra sees a strong influence of designers on the ethnic wear category in India. She pointed out how today, even the least fashion conscious woman would want to narrow down her search based on the name of the designer as against a plain google search. Explaining this further, she shared, “It is amazing to note that today, instead of just the name of the garment like anarkali, people type a Manish Malhotra anarkali. When we associated with the India Bridal Fashion Week; the effect it had on our clients was tremendous.” Kapoor also added, “Designers have a great impact on the ethnic wear segment as consumers demand for something unique and trendy always. They mostly pick clues from designer wear and want their regular or occasion wear to be of same design and style.”

#### **Western Wear: Standing tall**

Where ethnic wear is still on its way to being accepted as ‘fashionable’, western wear no matter even if it is a plain white t-shirt on a blue jeans, is considered fashionable. Like mentioned earlier, western wear equals fashionable wear. To dig in deep and find out why women in India prefer more of western wear when it comes to be seen as fashionable or even as a preferred choice for work wear, the primary reasons are easy availability, less of experimentation (like wearing trousers with a shirt is perfect for a meeting) and of course the comfort factor. Bijit Nair, President





Global Desi

***“Social media, television, celebrity styling, etc., has played a huge role in influencing women. They look up to their favourite celebrity and the latest trend in market for styling tips and to remain up-to-date.”***

**-BIJAYA MUKHERJI,**  
Being Human

***“International fashion trends do influence, both in terms of the silhouettes and the colour palettes, though we as consumers are far more experimental and want vibrancy in our clothing.”***

**-JAYDEEP SHETTY,**  
Mineral



Zink London

- Retail, House of Anita Dongre (And), shared, “The advent of the multi-national corporate culture along with access to more information, including that on fashion, has really opened up more avenues for women to dress up, be it at work, at social engagements or even at home.” Bijaya Mukherjee, Head of Women’s Wear Design at Being Human Clothing, added, “Women have come out of their home zone and have accepted today’s western trend and androgynous fashion in India. This being said, social media, television, celebrity styling, etc., has played a huge role in influencing women. They look up to their favourite celebrity and the latest trend in market for styling tips and to remain up-to-date.”

Citing social media as one of the prime influencers for growing acceptance and popularity for western wear, Jaydeep Shetty, Founder and Chief Executive Officer, Mineral Fashions



Shree

(Mineral) shared, “The internet sites, right from social media and Instagram to the fashion magazines online have a heavy impact. The world has shrunk considerably and what’s in fashion in the West reaches India in quick time.” He further talked about the influence of movies too on the reason for women opting for more of western wear in India. Highlighting the influence of Bollywood on fashion in India, Mohit Bhayana, Head of Retail at M&S Reliance India shares an example of how Bollywood actor Vani Kapoor wearing a Marks & Spencer separates during the promotions of her movie Befikre increased the sales of the outfit at the M&S stores in India.

While, Malini Singhal, Director, Zink London believes that fashion brands in India are still quite orthodox in their approach. According to her, there are three kinds of customers in India – firstly, who are slightly behind fashion. This category is a little conservative to experiment with fashion. Secondly, who are with fashion. They follow international trends and fashion and remain up-to-date. Thirdly, who are



*“The Indian women’s western wear brands definitely follow international trends especially after the entry of fast fashion brands like Zara, Forever 21, H&M, etc. They have their unique way of blending western wear with Indi twists.”*

**-MOHAMMED REHAN ALI,**  
Identiti

*“Fashion brands in India are still quite orthodox in their approach. However, as a brand you have to be agile to the various demands of the customers and we cater to all kinds of customers.”*

**-MALINI SINGHAL,**  
Zink London

*“Today, even the least fashion conscious woman would want to narrow down her search based on the name of the designer as against a plain google search, for example instead of just typing anarkali, people type a Manish Malhotra anarkali.”*

**-VANDY MEHRA,**  
Study By Janak



Being Human

ahead of fashion as well as make fashion. They understand fashion and create trends. “As a brand you have to be agile to the various demands of the customers and we cater to all these customers at Zink London,” she said.

If we look at the impact and influence of Indian designers on this category, there is not much to talk about, as designers in India are more inclined towards playing with traditional wear and motifs. Explaining this, Shetty shared, “Outside the fashion week and for designer clothing, there has been little or no influence. Indian designers primarily focus on wedding wear in India.”

#### **Decoding the western influence**

There is no denying that global fashion trends influence fashion in India, Indian women do have their own unique choice specially so because of the body type variation and choice of colours in the county.

Mohammed Rehan Ali, Chief Executive Officer, Global Clothing (Identiti) shared, “While the Indian women’s western wear brands definitely follow international trends especially after the entry of fast fashion brands like Zara, Forever 21, H&M, etc., they have their unique way of blending western wear with Indi twists in terms of mix and match or pairing it up with some accessories and creating altogether a different appeal.” Nair elaborated, “Indian women, while inspired by international fashion trends, do have

their own parameters to make a purchase. While their fashion choices are not as externally motivated by culture, society, etc., as it used to be earlier, parameters like comfort, fit, patterns and colours do play a critical role for an Indian woman. And for these parameters, the choices might differ widely from what a woman from another country might make.”

Shetty further explained, “International fashion trends do influence, both in terms of the silhouettes and the colour palettes, though we as consumers are far more experimental and want vibrancy in our clothing.” On the colour bit, Bhayana shared, “We know Indian customers love colours so we introduce additional colour options into the range to give our Indian customer choices.”

Vidhi Dalal, Creative Director, Zink London, expressed, “Western wear in India is more of a fusion where consumers want to experiment with their styles and at the same time stick to their roots. Though fast fashion trend is catching up in India. But there will always be some timeless classics which can never go out of style.”

#### **Fashion sustainability**

The value for money motive drives shopping in India. But having said that, the temptation to have a dynamic wardrobe is tempting women to opt for fast fashion clothing though again there is a long way to go for fast fashion to



***“Western wear in India is more of a fusion where consumers want to experiment with their styles and at the same time stick to their roots. Though fast fashion trend is catching up in India. But there will always be some timeless classics which can never go out of style.”***

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B:Kind

***“Our customers trust us for quality, fit and fabric and for making catwalk trends relevant. Our focus on timelessly stylish pieces means customers can confidently shop our ranges, knowing those pieces can be worn season after season.”***

**-MOHIT BHAYANA,**  
M&S

truly catch up in India. Nair expressed that how they have been treading cautiously to maintain the balance of fast fashion and quality and not letting the customers settle for anything less when it comes to shopping from their brand. He shared, “Who does not like seeing something new in a store whenever they visit one. However, as a brand, we like to maintain a fine balance between churning styles at a rapid pace and maintaining the quality of our output. We are completely against the trend of serving low quality products at discounted pricing, for not only it is against the principles of sustainability, it nearly tantamount to cheating your consumer on the name of serving trends quicker. As a brand, we ensure our collections are refreshed in line with ongoing trends, and make sure every piece of product is of supreme quality.”

Shetty further shared about the ethics followed at Mineral, “We do not cater to the “pile them high, sell them cheap” style of fast fashion. We make sustainable fashion that lasts more than a season.” Bhayana talked on the principles of fashion followed at M&S India, “Our customers trust us for quality, fit and fabric and for making catwalk trends relevant. Our focus on timelessly stylish pieces means customers can confidently shop our ranges, knowing those pieces can be worn season after season.”

#### **In vogue**

On the colour palette that is preferred for western wear in India, Mukherjee sees a heavy acceptance of blue ash, spicy mustard, clay red, olive, deep clay, browns, wine and dark ruby, midnight navy and powder blue. According to her, “The next season should have clean white that will be a subtle shade of ecru, sulphur, kale green, hazelnut, blue saga (jade), baked coral, shades of greys and black.” While Nair felt jewel tones, metallic and lush velvet would work well for the party season in India. Colours such as wine, yellow, red, monochromes and blue are the most preferred for everyday looks.

On the silhouettes and cuts, Nair is of the view, “The top trends in women wear fashion are subtle ruffles and folds, split sleeve in tops, soft midi-dresses, easy wear shift dresses and asymmetric midi.” Bhayana felt that currently the top trends include statement sleeves, warm metallic hues on statement fabrics and floral prints. According to Mukherjee, denim is among the highest growth categories in the Indian apparel market. On the fabrics in vogue, she shared, “There is an emerging trend of women adopting power dressing or gender neutral clothing, viz. faux leather jackets, quilted bombers, loop knit lycra, boyfriend fits, adding with them a hint of feminine, natural fabrics like viscose lycra jersey, viscose twills and slubs, viscose moss crepe, cotton blends, etc., with a few polyester weaves (solids and printed) woven to maintain a dainty femininity this season would see collections in viscose plaids in various silhouettes, mélange jerseys, viscose lycra jerseys.” Revealing what would trend next season, she shared, “The next season will have breathable fabrics like viscose jersey, solids and slubs, lightweight loop knit fabrics, colourful mélanges, woven viscose dobby, twills, moss crepe, crispy cotton poplin, cotton slubs, striped cotton blends, bi-shrinkage polyesters, georgettes for great fall and fluidity along with fine tone on tone weaves, crochet mesh and laces.” Ali added his take and said, “Textured crepes, embroidered mesh, structured laces, brushed twill checks, viscose, high twists are most in vogue in the current season. Nautical stripes, embellished mesh, indigo, viscose twill checks and romantic floral prints in different bases are going to be extremely popular.”

Fashion trends in India overall aren't very dynamic though there is a certain shift towards more of fusion wear being accepted by Indian women. And with the plethora of fabric options available and the easy access to international fashion, it most certainly is the perfect choice.

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Nidhi Munim



Abhishek Paatni



Shweta Kapur



Nida Mehmood



Shweta Kapur at LFW SR 17

# A VERY FASHIONABLE ATHLEISURE

By Meher Castelino

Fashion in the 21st century has moved into various new categories, which were quite unknown in the last century. In the early 1950's fashion was far simpler when it came to women's wear. It was divided into two segments - Indian and Western and then into further two - casual or formal. The former comprised the sari and an occasional salwar, kameez and dupatta trio or the ghagra/choli duo. The latter meant dresses, skirts, blouses, pants and jackets.

A few decades later a new category - active wear appeared on the fashion charts thanks to the body conscious lifestyle of women who exercised and gymmed regularly to sculpt their bodies. On the Indian side it was fusion wear, which was a stylish mix of Indian and western silhouettes that appeared on the fashion charts.

By the end of the 20th century it was resort wear that made an appearance along with casual and formal categories in Indian and western wear. At the start of the 21st century street wear was a rage that top designers and high street labels turned into their best selling points.

Closer to 2015-16 the beginning of active wear gave way to another exciting category that made designers look at it with great interest as they added it to their annual collections. It is known as

'athleisure' - a trend, which describes clothing that is not only designed for work outs and other athletic activities but is also worn for other occasions like the work place, at social and casual events and even for college and school.

It is obvious that the word 'athleisure' is a mix of athlete or athletic and leisure. It is believed that the word 'athleisure' started appearing way back in 2014 and in 2016 even the Merriam Webster's dictionary had added athleisure to its 1400 new terms and phrases. So it is quite apparent that this category in women's wear is very much here to stay.

## THE FOREIGN ANGLE

Jumping onto the athleisure bandwagon were obviously all the sportswear brands like Adidas, Nike, Lotto, Fila, Puma and Reebok who offer great athleisure wear. So what does an athleisure garment comprise? It's definitely casual clothing that is inspired by athletic wear that could include yoga pants, sweat pants and hoodies that are created not only for exercise but also everything else. So a woman can't go wrong with athleisure clothes in her wardrobe. Since it is a multipurpose garment that takes a woman from her aerobics class to brunch and then to the office and from there even for a cocktail at the happy hour when the sun goes down.





Shweta Kapur



LFW WF 2016



Nidhi Munim

Globally too the athleisure trend has injected growth into the garment business. Athleisure has helped the sluggish fashion industry to move up the style graphs and it is believed that around the world, the sales of this trend will touch USD 350 billion by 2020 from a meagre USD 197 in 2007.

The reason for athleisure's great popularity in the world markets was the fact that functional clothing was not stylish enough. The other driver of this trend, is that stylish relaxed clothing, was the demand from the millennials that consist of the largest buying segment in the world in 2017.

With health being important and a certain informality appearing in corporate wear, thanks to the cyber geeks the athleisure trend has seen a further growth on the fashion charts.

Top ready-to-wear labels like Gap Inc. have Athleta, which

is selling well. Business in leggings and sports bra has pushed the sales charts of many garment companies. Brands like Kanye West, with Yeezy and Stella McCartney are teaming up with Adidas, while Beyoncé is with Top Shop with her Ivy Park brand. Alexander Wang has teamed up with H&M to create athleisure. Even budget chains like Wal-Mart and Target have entered the athleisure field. Rihanna's line 'Fenty X Puma' for Puma helped the company's sales move upwards. Hollywood star Kate Hudson considered a celebrity athleisure pioneer launched Fabletics in 2013 and has got a new category for her spandex empire - swimwear.

**THE FOREIGN LABELS**

On the foreign fashion front too, season after season, the couture labels are adding the athleisure category to their bi-annual collections. From Versace to Philip Lim, Dolce and Gabbana, Marc Jacobs, Courreges and DKNY, the athleisure look is very much a part of their collections. Lacoste's track jackets and denim jogger pants for Spring/Summer 2018 have received a great response. Versace's leggings and bodysuits with the iconic Versace prints follow the requirements of the fashionistas by offering the athleisure looks for the next season.



ANALYSIS

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**East India**

**Piyali Oberoi** | [piyalioberoi@imagesgroup.in](mailto:piyalioberoi@imagesgroup.in), +91 9331171388

**Editorial Contacts**

**Surabhi Khosla**  
[surabhikhosla@imagesgroup.in](mailto:surabhikhosla@imagesgroup.in)

**Charu Lamba**  
[charulamba@imagesgroup.in](mailto:charulamba@imagesgroup.in)



## THE INDIAN OFFERING

Indian designers too have jumped onto the athleisure bandwagon a couple of years ago. Anamika Khanna, Kolkata's bridal and festive wear expert, created a complete athleisure collection for Spring/Summer 2016 during Amazon India Fashion Week in New Delhi. She remained true to the minimal elements of Chikankari, patchwork metallic details and worked in a monochrome palette of black and white with clamp and Shibori. The result was sporty separates like stretch pants, cropped tops, shrugs, kurtas, asymmetric blouses, skirts and kaftans with a marked sporty feel.

Designer Ajay Kumar, known for his quirky prints-on-prints signature look, brought fitted pants and shirts along with sporty track pants and blouses using fabrics like cotton, linen and Khadi for Lakmé Fashion Week Winter/Festive 2017 for his 'Bhu-Svah' collection.

Armaan Randhawa's label EKAM included sweaters, pants, biker jackets with bold appliqués in fabrics like Chanderi, cotton, nets and scuba for drawstring pants, tees and cool jackets that gave athleisure a semi-formal look.

Designer Shruti Sancheti an athlete from her school days added athleisure to her exotic collections. "I was an athlete in my school days and had a natural preference for athleisure and would favour it for my personal life. However from last Spring/Summer when I started taking part in trade shows internationally, I realised I needed to cater to a more global audience and world wide athleisure was a big requirement and I decided to introduce it with my sensibilities and design philosophy. Therefore the athleisure, which my brand does is global in styling but has a very Indian soul. Surprisingly the response in India was also great and of course abroad they love our organic fabrics, so for an international audience it was something new and orders poured in. Even celebrities in India have used these looks immensely. I have used chambray, cotton mesh, Chanderi, cotton knit and did jogger pants, sheer and mesh bombers, lounge pants, shorts, etc. Detailing like rivets, eyelets, metallic hardware was used for an athletic look."



NIDHI MUNIM



Ekam LFW WF 2016



Ragini Ahuja Aifw S/S 2016



Nidhi Munim





Shruti\_Sanchet



Abhishek Paatni



Ekam for LFW SR 17

Abhishek Paatni's collection 'Street Alpha' for Lakmé Fashion Week Winter/Festive 2017 had a marked athleisure look. Using leather, polyester, mesh, terry, jersey, cotton and parachute there were sporty drawstring dresses, sweat shirts, hoodies, bombers, tees and high neck sweatshirts inspired minis for his brand Zero. Zero motif as prints for a perfect relaxed look.

Nida Mehmmod's look for this category was a fun line with prints adding to the athleisure quotient for capris, vests, cropped tops and biker's jackets.

Ragini Ahuja for her label 'Tkai' kept it very simple for Spring/Summer 2016 with striped pants with matching shrugs, bralets or sweater minis with quirky prints. The Shift label by Nimish Shah for Lakmé Fashion Week Summer/Resort 2015 had a totally relaxed look with drawstring track pants, bustier and loose jacket - quite ideal for a visit to the gym and then onto a Brunch in the afternoon.

Nidhi Munim, the athleisure expert started her label in 2012 and has

dressed Bollywood's stars like Deepika Padukone, Sunny Leone, Ileana D'Cruz and sports winners like Sania Mirza and P V Sindhu. The brand adds an exquisite touch to the idea of luxury yet affordable travel wear, and has launched exclusive collections for the beach to bar look for the travel lover as well as curated honeymoon wardrobes for all the newly weds! The brand is distributed in over 10 countries across the globe. She is now launching her shop-in-shop stores across luxury hotels and resorts around the country. "Athleisure has always been a wardrobe 'must have' for all travel lovers. The idea is to capture every product, which is essential for travel, be it swimwear, resort wear, athleisure or even active - meets - street wear, we have it all! The USP of our brand is luxury, yet affordable travel wear," informs Nidhi.

Like many brands in the West Nidhi too started with exercise gear and then moved effortlessly onto the athleisure category.



“Our first designs were made for women to wear during yoga. Through plenty of feedback from our guests, travel lovers, and elite athletes, we now design for yoga, running, cycling, training and most other sweaty pursuits for women with an urban high street look. Since athleisure is a mix of exercise and leisure wear there is a marked blend of the two,” Nidhi states.

Fusing the lines between street and sports wear, the brand’s recognisable aesthetic focuses on retro inspired designs, signature colour blocking and stripes with a strong tomboy feel, along with hidden pocket detailing and functional mesh panelling. “Functional performance wear is now the new everyday urban street wear,” feels Nidhi.

Nidhi further concludes, “Athleisure as a category is growing in the market dynamically as these outfits provide comfort as well as versatility to consumers.”

Shweta Kapur’s label 431-88 has been inspired by athleisure for most of her collections. She adds a dash of glamour with crochet and mesh elements that gives her creations the sporty track and field look with a lot of style glitz and pizzazz. The Verandah label by Anjali Patel Mehta brought sporty chic to athleisure wear with patched denim shorts, blouse and a gold lamé jacket for Lakmé Fashion Week Summer/Resort 2015.

**THE WESTERN CELEB CLUB**

Athleisure for all fashion followers is active wear that has seamlessly turned from functional to fashionable clothes. No longer are jogging tights and racer back tops for pumping iron and running on the treadmill. They are the chosen cloths from workout to clubbing, thus making the gym wardrobe the new fangled ready-to-wear option. Caroline-Christine Wilhelm founder of Copé Active Ltd realised the need for athleisure and her brand has achieved tremendous sales since its launch in late 2014. It’s really

cool to wear athleisure clothes to a bar night now. So the long list of Hollywood stars like Naomi Watts, Sienna Miller, Reese Witherspoon, Rosie Huntington Whiteley, Victoria Beckham, Jennifer Lawrence, Kirsten Dunst, Kim Kardashian and many more are seen wearing their best athleisure choice to every event. Top models Bella and Gigi Hadid, Jourdan Dunn, Kendall Jenner along with Hailey Baldwin, Alessandra Ambroisio, Karlie Kloss and Sana Sampaio swear by their active wear wardrobe whenever possible.

**BOLLYWOOD FOLLOWS FAST**

Not to be left behind in the active athleisure wear race, Bollywood



Lakme Fashion Week Summer Resort 2015



Shweta Kapur

stars are speeding ahead to keep in fashion. Sonakshi Sinha every time she gets into svelte shape is seen in an Adidas dress with matching sneakers. Anushka Sharma loves her casual comfortable clothes so her green mesh sweatshirt is her favourite. Kangana Ranaut, when she is jetting between cities, loves to sport pinstripe pants and tees along with sneakers with saris. Alia Bhatt looks cute in a T-shirt dress, while Aditi Rao Hydari is on trend in drawstring denim pants.

Amyra Dastur loves her Masaba for Koovs Lycra body suit. Kareena Kapoor Khan, Karisma Kapoor and Malaika Arora visit the gym religiously and love to pose in their assortment of athleisure wear. Jacqueline Fernandez known for her super toned abs makes a regular appearance in her stylish athleisure brands. Deepika Padukone can be spotted in active wear, while Priyanka Chopra’s USA sojourn has got her turned on to athleisure apparel for many awards and high profile events. Fit and fabulous Bipasha Basu and Shilpa Shetty known for their aerobics and yoga workouts are caught in stylish active wear in an out of the gym. In fact posing in athleisure clothes is the new trend that has got Bollywood stars publicity on Page 3.



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# R|Elan

## THE NEXT GENERATION FABRIC FROM RIL

With increasing consumer demand for specific higher performance apparel, the opportunities for strong polyester adoption is on the rise. As an industry leader and a pioneer, the polyester division of Reliance Industries Limited is always looking at ways to come up with value-added, easy-care, and more comfortable fabrics for the common man. Following extensive research and development, and using its expertise in fibre re-engineering, RIL has recently launched its portfolio of speciality fabrics called R|Elan™. As part of this project, RIL had organized the first Hub Excellence Program (HEP) event in Bangalore on 6th October 2017 at Radisson Blu Atria, Bangalore.

Organised chiefly to highlight the next-generation fabrics in the R|Elan™ portfolio, the event, themed Fabric 2.0: The Future of Fabrics, aimed to serve two broad perspectives. First, to showcase the various performance fabrics to brands, and to link these brands to the supply chain. The launch also marked RIL's foray into co-branded apparel business.

R|Elan™ is a perfect blend of art and smart, with fabrics providing enhanced aesthetics, performance and comfort across all apparel segments, such as active wear, denim, formal wear, casual, ethnic wear and women's wear. These fabrics have been created with active participation of Hub Excellence Program (HEP) partners, spread across various textile centres of India. The R|Elan™ fabrics score over regular fabrics in a number of different ways, such as enhanced breathability, dry feel, and anti-odour. They come in vibrant colours, have excellent drape and hand feel, are among the most eco-friendly, and are easy care. All these properties are inherent and permanent, giving assured comfort and confidence to the end consumers.

## THE SPECIALTY R|ELAN™ FABRICS

**R|Elan™Kooltex:** Used in making active wear apparel for its quick dry feature.

**R|Elan™FreeFlow:** Used in women's western and ethnic wear for its superior drape and fall qualities.

**R|Elan™SuperSoft:** Used in shirting for its extra soft quality.

**R|Elan™GreenGold:** Made of the greenest fibres in the world, manufactured by recycling used PET bottles, and is used in trousers and denim.

**R|Elan™SuperBlack:** Used in suitings for its deep permanent black shade.

**R|Elan™ Feel Fresh:** Features superior anti-bacterial qualities.

Along with the launch of the new brand, RIL is also creating a robust fibre-to-fabric value chain to ensure that these innovations match the commercial expectations of fashion brands. Following intensive primary and secondary research, the company has decided to focus on the following six key growth engines through the specialty R|Elan™ fabrics— R|Elan™Kooltex, R|Elan™FreeFlow, R|Elan™SuperSoft, R|Elan™GreenGold, R|Elan™SuperBlack, R|Elan™ Feel Fresh. The event area was divided into sections showcasing these six different technologies, that had several samples created by RIL's 20+ HEP partners, who's names were highlighted against their collections.

The project also aimed to create awareness among apparel brands and retailers. RIL is also creating a fully integrated supply chain to support the project. All this is aimed at ensuring brand delight, as well as enhancing value at every level of the textile value chain.

The company has partnered with more than 25 textile players that are equipped to produce new-age fabrics using R|Elan™ technologies. RIL is providing the latest know-how, specifications and expert consultation

support to these players to enhance and sustain the quality of textiles. The pan-India network will reassure apparel brand owners and retailers about streamlined production, timelines and standard quality.

Overall, the event received a very positive response from several brands/export houses such as Decathlon, Madura, Jockey, VF Corp., TSS, etc. There were lengthy discussions between the brands and the HEP partners, and several requests for samples were taken down. There was also a brief seminar where Gunjan Sharma, CMO, RIL Polyesters and Rakesh Bali, Head, Marketing, RIL Petrochemicals took the crowd through the various aspects of R|Elan™'s brand ethos, marketing and communication. The evening ended on a high note with networking tea for the brands and the partners who had created the fabrics.

Through this first HEP event, RIL was able to demonstrate R|Elan™'s superiority through technology and its ability to capture brands' imagination, and assured that R|Elan™ products will provide consumers next generation fabrics which are in line with the latest fashion trends.





(L-R) Arti Gudal (Country Manager, The Woolmark Company), Gautam Harish Singhania (Chairman & Managing Director, Raymond Ltd) and Sanjay Behl (CEO, Raymond Lifestyle Business)



(L-R) Anthony Howard (Judge), Linda Dessau (Governor of Victoria), Chris Eltsoft (The Acting Australian High Commissioner to India)

# KHADI WOOL

RAYMOND JOINS HANDS  
WITH THE WOOLMARK  
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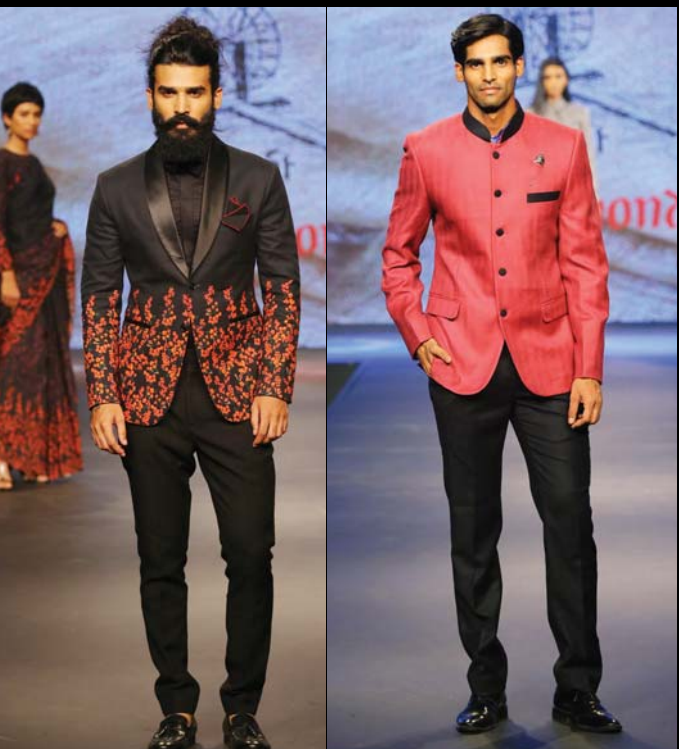
Designer Ruchika Sachdeva, Suket Dhir and Rina Singh at the Khadi Wool showcase by Raymond and The Woolmark Company

**K**hadi and wool share a lot in common! As age-old fabrics, both have enjoyed new found recognition and have been subjected to massive metamorphosis in the recent years. While wool is increasingly being touted as a performance fiber for all seasons, constant efforts have been put in by both the Indian government and the textile industry to resurrect khadi as a fabric of the discerning and fashion conscious.

Reaffirming its commitment to the same, Raymond, in association with The Woolmark Company, launched 'Khadi Wool' at an exclusive ceremony at the Australian High Commission on the 6th of October 2017. A first of its kind collection, this exquisite range of pure wool and wool blended fabric from Raymond, offers some of the most intricate designs catering to the sartorial taste of the discerning consumers.

Speaking at the launch ceremony, Gautam Hari Singhania, Chairman & Managing Director, Raymond Ltd said; "Having partnered with KVIC, we at Raymond endeavour to take Khadi – a true Indian fabric – from the villages of India to international fashion ramps. Our association with KVIC is expected to generate 3 million additional man-hours of employment for Khadi artisans annually on a sustained basis, an initiative that will empower artisans in rural India. Taking this initiative ahead, we are now partnering with The Woolmark Company of Australia to create a pioneering Khadi Wool blended product line, to enhance the appeal of the fabric that is innate to the legacy of India."

Raymond is India's largest integrated worsted suiting manufacturer that offers end-to-end solutions for fabrics



Model walks for Khadi Wool showcased by Raymond and The Woolmark Company

and garmenting. It has one of the largest exclusive retail networks in the country with over 1000 stores across 400 towns and is currently working with over 20 clusters in Rajasthan and Himachal Pradesh and J&K, to develop Raymond designs in pure Merino wool and blended wool collections. As part of the design intervention in more than 100 khadi clusters, Raymond also provides technical expertise to artisans to enhance the product quality.

Also speaking during the occasion was The Woolmark Company's Country Manager India, Arti Gudal, who explained, "We aim to strengthen Merino wool's position as a luxurious and versatile fibre in the market. Our collaboration with Raymond arises from the mutual belief we share on constant fabric innovation. The Khadi Wool collection developed with Raymond demonstrates cutting-edge innovation, comfort and is also a part of our Grown in Australia, Made in India effort to successfully explore Merino wool's infinite potential in India. As an eco-friendly fibre with biodegradable properties, Merino wool is the perfect addition to make this a modernized product and we're proud to be pioneering its phase of innovation in India."

The Woolmark Company is the global authority on wool. Through its extensive network of relationships spanning the international textile and fashion industries, we highlight Australian wool's position as the ultimate natural fibre and premier ingredient in luxury apparel. The Woolmark logo is one of the world's most recognized and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product. The Acting Australian High Commissioner to India, Mr. Chris Elstoft, was pleased to host the launch of the collaboration. "Through economic and fashion diplomacy we promote Australia's fashion industry globally, including our raw materials like Australian merino wool. Fashion connects our countries and cultures and it also creates jobs in both countries. Our ambition is to Grow in Australia and Make in India, and then export to the world. This shows how mutual benefits can come through the collaboration between our two countries," he revealed.

Redefining notions associated with khadi was a stellar fashion show that showcased the startling new collection of designs crafted from this latest Khadi Wool collection. The Khadi Wool collection will be available in suit lengths as well as swatch samples, so as to offer consumers the choice to select from the eclectic range of offerings. The collection is priced between ₹1,000 - ₹3,000 per meter and will be available at select Raymond outlets across India.



# DEEPIKA PADUKONE DAZZLES THE RUNWAY

AT GAURI & NAINIKA'S S/S'18  
COLLECTION LAUNCH

-By Tanya Krishna

Ever so often the world of fashion and art collide and results are just spectacular and intriguing. And the same was the result when Kiran Nadar Museum of Art hosted Gauri & Nainika's Spring Summer 2018 fashion show in the national capital with Bollywood beauty Deepika Padukone as the show stopper. An interesting amalgamation of fashion and art elements had the audience mesmerized as the models walked through the galleries of the museum against the backdrop of the most significant art works by India's greatest masters. The museum's labyrinth of rooms acted as the runway, packed with beautiful art and high profile faces, while jazz music from La La Land played throughout the space. The intimate presentation of the 45 strong piece collection of gowns, jumpsuits and dresses was up-close-and-personal.

Deepika looked spectacular in Gauri & Nainika's grand creation. The majestic one-shoulder number was as trendy as it could get, with an intrinsic floral motif adorning the torso. Her gown was designed in tulle and crepe with a fitted upper body with hand embroidered tulips on it. The voluminous gown had close to 300 yards of tulle used to make it. The texturing has been done in dip dyed tulle that gives it a feathered and dreamy look and feel. It would be fair to say that Deepika looked like a floral princess in the massively ruffled gown.

The Kiran Nadar Museum of Arts is an enchanting space that houses some of the most exclusive pieces of art from all over the country. Spearheaded by art lover Kiran Nadar, this museum is home to modern, contemporary art work by some of the most renowned artists like MF Hussain, Souza and SH Raza. Paying homage to Paris of the 50s, the Gauri & Nainika SS'18 collection features romantic dresses and gowns with silhouettes that evoke 'The New Look'. Billowing skirts with flouncing crinolines and nipped waists

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fashioned in yards of unending tulle, leggy high-lows in sculptural silk gazar, whimsical flowers and textures on demure dresses are some of the highlights of the collection. The show also marked the designers' foray into demi-couture with some pieces being embellished with minimal and understated hand embroidery adding a hint of sparkle to the line. Present at the show were a list of eminent attendees, including, Suhel Seth, Tanisha Mohan, Roshini Vadehra, Soni Aggarwal, Shivan & Narresh, Rohit Gandhi & Rahul Khanna, Siddhartha Tytler, Chetan Seth, Pia Pauro, Suneet Verma and Archana Vijaya and many more.

On this occasion, Kiran Nadar said, "Raza's precision, Souza's emotions and Husain's strokes were a masterpiece setting for an amazing show by Gauri and Nainika Karan. It was a delightful experience for anyone who appreciates all things beautiful and of course, Deepika brought it home."

Talking about the collection, Gauri and Nainika Khan asserted, "This collection is extremely close to our heart. Because of our parents' love for gardening, we have literally grown up surrounded by flowers, hence flowers and gardens have always been an inspiring element for us. The Kiran Nadar Museum of Art plays an important role as it gives the whole show a unique concept, fashion and art. The Museum made a perfect setting for the evening. Deepika looked mesmerizing in the custom made ensemble that was created especially for her, she carried it off with so much poise and grace. It is definitely a proud moment for us to see this collection come alive in such a unique way."

Gauri and Nainika Karan launched their label Gauri & Nainika in January 2002 in New Delhi. An evening wear brand with styles ranging from cocktail dresses to elaborate bespoke gowns, the label offers glamorous, elegant and chic clothing for women. With a design philosophy that is distinctly feminine and European, their collections are being retailed at exclusive boutiques in India and the Middle East. The label caters to those who like to dress with a sense of occasion. The styles are for a self-determining woman who is sophisticated, elegant and embraces femininity in fashion.





# THE SCIENCE OF TREND FORECASTING

Ash is a regular speaker at fashion trade events such as Intersoft Hong Kong and also Moda in London. He has also been invited to be a guest lecturer representing Trend Council at the School of Fashion and Technology at Pune, India, the Fashion Institute of New York and most recently, guest lecturer at Central St. Martins. Ash brings a wealth of knowledge and insight of the global fashion and luxury goods sector to his clients.

Ash Allibhai began his career with the luxury African publication Arise, as a consultant helping to build their fashion portfolio, styling and co-creative directing shoots as well, growing their fashion advertisers by working closely with the commercial and fashion editorial teams. In 2010, Ash worked as a PR and branding consultant for London Jewellery Week as well as a brand consultant for TJF Group, where he worked on a number of projects and some prestige brands such as Swarovski, Stephen Webster, Ben Sherman and Belvedere vodka.

Ash is a regular speaker at fashion trade events such as Intersoft Hong Kong and also Moda in London. He has also been invited to be a guest lecturer representing Trend Council at the School of Fashion and Technology at Pune, India, the Fashion Institute of New York and most recently, guest lecturer at Central St. Martins. Ash brings a wealth of knowledge and insight of the global fashion and luxury goods sector to his clients.

**Please tell us about Trend Council - it's genesis, core strength and the milestones achieved.**

**Ash Allibhai (AA):** Trend Council is an online fashion forecasting tool designed to be used by fashion professionals across the globe. We have grown organically as a business over the past ten years. I would say that our core strength is that we are able to simplify the forecasting process. We are able to give clear and concise concepts which can easily be translated into product lines.

**Share with us in detail the services that Trend Council offers globally, and which of these are already available for Indian clients.**

**AA:** We have an online forecasting tool that really focuses on apparel. We focus primarily on women's wear, men's wear and the young fashion market (juniors and young men). As I mentioned, our core strength is that we simplify the process, giving you tangible concepts, which I think Indian manufacturers are really able to pull from. In addition to the online tool, we do offer bespoke consulting as well.

**Tell us about your primary responsibilities as the director of client services in Trends Council.**

**AA:** My role as Director of Client Services is that I look after all the business development aspects of the company as well as our existing clients and offer client service support. I have also been very privileged to have travelled across the globe representing Trend Council at conferences, workshops and colleges, presenting our services and our research.

**Trend forecasting is now a much more evolved and critical fashion function. Could you share the general modus operandi in detail? Beginning from how does Trend Council predict upcoming trends and build its knowledge base on categories, products, colours, fabrics, textures, materials, prints, graphics, accessories, footwear, etc, and going down to how you then work with clients and work specifically onto their collections?**

**AA:** Our process starts by looking at the long term forecasts so this is where we look at social and cultural influences. This is where we shape up concepts. We then look at the international runways. The international runways is what the major retailers look at and here they are able to spot key items, details, materials, graphics, etc. Once we collate the information of all the runways, this is when the science part as I like to call, kicks in. We dissect and disfer every runway image and then start to put the pieces of the puzzle together. After this is completed, we then do what is called our seasonal forecasts. This is where we refer back to original long term or over arching vision and then we start to fill out the story showing retails, brands, etc. how we have come up with a concept and making into a more cohesive and commercial story.

**Walk us through the recent developments and technological advancements/ adaptations in the art and science of trend forecasting, both technology and process wise.**

**AA:** I think the biggest influence has to be the influence of social media which has an impact on technology. We live in what I call an 'Insta Now' society - what I mean by that is that we want things very quickly, news, information, fashion, everything. With things like fast fashion really dominating the market, brands are looking at social media channels like Instagram and blogs to really look at trends. As forecasters, we had to adapt to that.



**You are also the consulting fashion director of ASBO. Tell us how you shape the editorial direction of the magazine.**

**AA:** ASBO is relatively a new product and we have published our first issue. In my role as a fashion director I am responsible of the fashion direction for the magazine and on our digital platforms. Our reader demographic is young people, between the ages of 16- 25 years. My aim for ASBO is to give a platform for young designers and graduates to showcase their talents, but in addition I collaborate with young stylists and photographers as well. I work very closely with our music team too, as the world of fashion and music are very much intertwined. Another thing I want to do with ASBO is to really explore fashion films.



**Dear Ash, can you share your fashion journey with us beginning from the day you first knew that fashion was the career for you?**

**AA:** I fell in the fashion industry by accident. I actually went for an interview to work for a broadcasting magazine but ended up getting a job working for drapers and never really looked back. Most of my career has been working on more of a commercial/ client services roles. However, I think my natural curiosity took over and I wanted to learn more about the industry, from the manufacturing side right down to the role trend forecasting plays within a business. I enrolled in a course at the London College of Fashion where I studied understanding concepts and forecasting. The more emersed I became in the industry, the more I knew this was the business I wanted to be in. Looking back at it, I kind of knew I was going to do something in the creative field. I was very different to the other folks growing up in Northampton, where I am originally from. I was very into my own look.

**Who were your greatest mentors and what influence did each have on you?**

**AA:** Obviously my parents are huge



Paola De Luca

UK's answer to Andre Leon Talley. In terms of mentors, I would have to say Paola De Luca and Mitchell Kass, who are both respected forecasters and I have the privilege of working with them. They have opened up my eyes in the world of forecasting and really have pushed me to realise my full potential.



Mitchell Kass



Thierry Mugler

**What are the fashion brands you admire the most and why?**

**AA:** I love Thierry Mugler, especially his tailoring. This guy really knows about detail and structure, especially in women's tailoring, I love Versace, especially back in its hey day as I am a lover of print. But I am also a big fan of the high street, so brands like ASOS - who I am obsessed with.

influence in my life. In terms of professional influences, I love people like Oprah Winfrey and Tyra Banks, who have made themselves into a business and a brand. I love Andre Leon Talley, who was the former Editor at Large at Vogue, US. People have often said that I am like the



*"India, to me, has always been a hub of creativity and designers across the globe and I have been always drawing influence from India."*

— Ash Allibhai,  
Director, Client Service, Trend Council

**How evolved is the fashion forecasting function within Indian organisations, as compared to your clients abroad? What areas are Indian designers, brands and retailers weak in and can especially benefit from your expertise and services?**

**AA:** Indian organisations are fully emersed in the forecasting function. I would say that the industry, in general, has become very accustomed to one style of forecasting, however I definitely feel we can offer a differnet approach, which will help speed up the production process. Also, fashion is a global market, with more online retailers opening up, the arrival of stores like Zara and GAP in India it has changed the retail space, so having a global overview will only strengthen a business.

**How important is the Indian market in Trend Council's global expansion plans?**

**AA:** India is very important to our plan for expansion. India, to me, has always been a hub of creativity and designers across the globe and I have been always drawing influence from India. Also with more and more global brands outsourcing manufacturing to India, it's very important for us to provide them with the research and intelligence that these companies look for.

**Any suggestions or tips for the Indian brands looking to expand internationally?**

**AA:** I would say that my top tips for brands in the Indian market looking or wanting to go global is always do your research and really understand the territories you are selling into. That is the key. Never be afraid to stick to your heritage. Customers love a story, so having a strong heritage really does help with that.



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**NEXT ISSUE**



# THE WINTER FASHION ISSUE

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Winters with festivities lined up in the season are a huge prospect area for both manufacturers and retailers. The season which is also strong in certain regions in India short covers the most important period of business for many. Sales also pick up during this season due to marriages and festivities lined now. While wool remains the all-time winterwear favorite, new gen warm linings and growing love of layering and fashion accessories have opened a whole new vistas of fashion possibilities. The pre-winter season is also gaining a lot of importance as it is driven by smart street wear clothing like light jackets, sweatshirts & hoodies, innovative lowers and track suits, etc. The issue will also cover specific Winter Fashion accessories which are emerging as a very important category.



## ISSUE HIGHLIGHTS:

- Market Sizing & Key Segments • Opportunities & Challenges
- Strengths & Weaknesses of Indian Industry • Future Growth Prospects • Top Trends • Top Brands • Top Innovations
- Latest Trends in Wool • Latest Trends in Worsted Suiting
- Latest trends in Thermals • Focus on Winter Fashion Accessories
- Focus on Winter Wear Manufacturing

## ALSO IN THE ISSUE:

### WOMEN'S FASHION BEYOND APPAREL

- > Gems and Jewellery
- > Fashion Accessories
- > Women's Footwear
- > Designer Talk

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# FABRICLORE

## SUPPORTING THE ETHOS OF INDIAN FABRICS

Anupam Arya, Director, Fabriclore shares his ideas behind creating an online platform for Indian fabrics and decodes the umpteen opportunities in the Indian handloom textile sector.

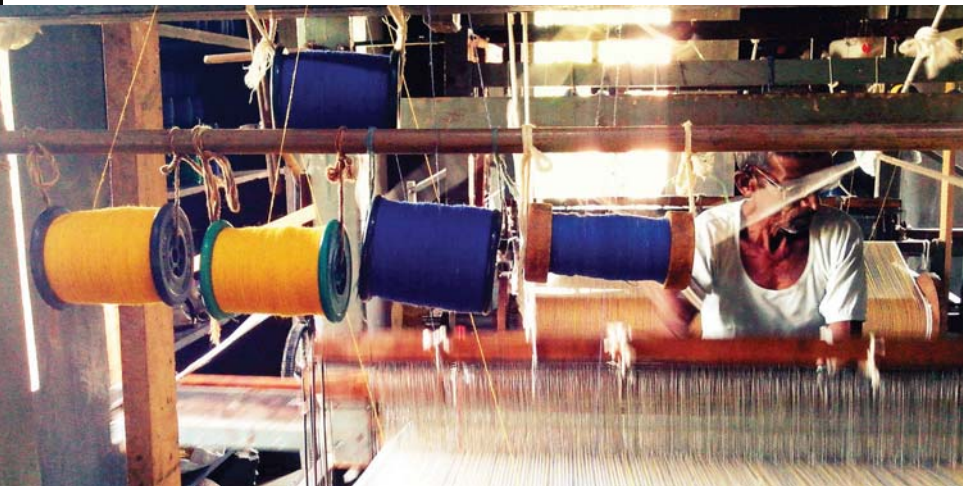
The vibrant heritage that India is mirrored in has forever been woven with yarns of colorful culture intertwined with those of now-urbanized rural imagery. What better example can one give apart from that of our handloom industry, an entity which has seen an unprecedented amount of popularity in the recent times. From social media campaigns to designers and celebrities opting for it, handloom has weaved deeply into the heart of the masses and is here to stay.

The handloom industry today is not just a source of employment for the weaving community but is gradually gaining a brand value of its own. Our rich handloom crafts and fabrics are taking us to global platforms, with presence in prestigious awards. Yet, things weren't this wonderful for handloom in the past. It was relegated to a substandard level, with masses asking to style their apparels out of western fabrics.

Luckily a change in perspective has amounted to a re-claimed love and respect that handloom commands today in the fashion world. Sharing a celebrity status in the world of fabrics, we are curating various handloom crafts from across the country and making it accessible on an online platform. Let us dig into a few reasons and opportunities why we need to support the ethos of Indian fabrics:

**Growth of Textile Industry:** India's textile and clothing industry is a paramount pillar of the national





economy. While contributing 14 percent to Industrial production, 4 percent to the GDP and 11 percent to the country's export earnings and churning direct employment to over 35 million people in India (second-largest provider of employment after agriculture) Indian fabric market has an ocean of opportunities for entrepreneurs.

#### **Revival of Indian Handlooms:**

Looking at the industry from a traditional point of view, there are artisans across India who until date are following the legacy of weaving textiles and crafts (out of which, we might not have, even heard of some), are trending all over the fashion world by the name of "Sustainable Fashion"; events like Textile India - Symphony

of Weaves and extensive use of Indian Handloom at Lakme fashion week 2017 are few instances of the same. Crafts such as Ajrakh, Shibori, Kalamkari and Dabu have developed their intrinsic presence, seeping into the fashion bible of designers and trendsetters alike. Tussar, Modal and Mashru Silk can be considered some of the newest heartthrobs in the fashion industry, with its vivid hues over gossamer silk, being a hit amongst the old and the young. Tie and dye remains to be a crowd puller, as the 60's look is definitely making a splash.

- **Availability of Rich Handloom Fabrics and Crafts:** Considering the fact that India is rich in various handloom fabrics and crafts, each state has its own hidden gems that are in dire need of revival and a strong platform for recognition.

While many of them have already started making their strong place in the fashion industry; for instance, designers are constantly fusing Indian crafts like Shibori, Ajrakh, Kalamkari, Tie & Dye, Ikat (to name a few) into modern-day silhouettes, some are still untapped and are buried in the rusted chests of these artisans. Meghalaya Ryanda Silk is one of those crafts that still remain an uncharted territory, confined in the boundaries of their regions.

- **International Market:** According to the strategic plan report presented by the Ministry of Textiles, India's textile products, including handlooms and handicrafts are exported to more than a hundred of countries. Moreover, as a result of the growing interest in Indian textiles and clothing a lot of reputed houses have opened their sourcing/liaison offices in India, Marks and Spencer, Haggar Clothing, Quest Apparel are a few examples of the same. When giants like these are sourcing from our country, we should be the first ones to support the revival of Indian fabrics, both culturally and economically.

- **Rising awareness about Organic Clothing:** The movement of eco-consciousness is on a rise, as people are opting for organically crafted clothes to adorn themselves. This has led the budding designer community in extensively experimenting with Indian handlooms. With change in climate and lifestyle, the youth is more aware and responsible. They want to wear something that is skin-friendly, durable and suits the season's demand. As a result of which, designers are working with the artisans and coming up with bespoke clothing to symbolize a conscientious approach towards the world.



Handloom is at a booming stage, yet only restricted to finished products segment. Handloom textile, due to its legacy trade mechanics and highly unorganized production and distribution, has not been able to get rid of the shackles of old trade. This is where we at Fabriclore are attempting to make an impact, by coming up with an online vertical.

### **Bridging the gap between artisans and the customers through**

**technology:** While there are a lot of designers as well as organizations that are earnestly working with the artisans directly, we at Fabriclore consider it as a responsibility; enabling these artisans to stay in touch with the technology by curating the fabrics from all across the country on a digital platform.

### **Addressing the plight of the artisans:**

In order to understand the need for supporting the ethos of Indian fabrics, it is very important to get into the shoes of the artisan community and identify the issues and struggles that they have been facing for years.

To quote an incident, our team of textile designers went to Pedana a village 7 kms away from Machlipatnam to curate Kalamkari fabrics. In a candid talk with the artisans around we got to know that the village had inadequate water supply. Once the fabric was dyed and ready to be washed, these artisans had to travel 150 kms to wash the fabric and then get it back to where it would be bundled for sourcing.



Moreover, there was a major issue of lack of availability of clean water. The river water where they wash the fabrics merges into the ocean water, making it salty and leading to color bleeding. Looking at the situation, we not only intend to help these artisans but also make the toil worth it by giving them a platform to showcase their talent across the country.

### **Pushing the design ability of the**

**artisans:** We constantly engage directly with the weavers and work life warp and weft together to push their design ability and bring their talent to the fore. We do a lot of design crossovers with them for instance: Indigo on Chanderi, Kalamkari on Georgette, Shibori on Rayon, Ajrak on Modal Silk, to name a few.

**Supporting talent:** Talent is an investment that should be harnessed and with the same thriving across the budding designer community, fabrics are an indispensable investment. We are providing these young

creative minds with specially curated Indian Handloom crafts as well as contemporary fabrics, to give an extension to their talents and wings to their designs. This platform also encourages various design crossovers; hence, enabling these designers in improvising fusion ensembles.

### **Educating the new-age about Indian Handlooms and Crafts:**

Our ultimate aim is to narrate the lore of fabrics to the new-age people who are constantly moving towards a sustainable and technology driven environment. We want to educate them on the ethos of Indian fabrics and make them aware of the artisan community who are constantly working to keep these rich Indian crafts alive.

Diving deep into the ethos of Indian handlooms, and booting its love for fabric crafts, Fabriclore has embarked on the journey of traversing the Indian threads to drape people in the color of crafts and handlooms, and will continue to do so.



**Anupam Arya,**  
Director, Fabriclore

#### **ABOUT ANUPAM ARYA**

Anupam Arya is the Director of Fabriclore, one-of-its-kind organization that curates modern and traditional Indian fabrics from all over India, in order to revive our vibrant culture and bring it, untouched, to the online platform. He strives to ensure overall growth of the organization and employees, without compromising on productivity. In the past, with a keen eye over dynamics of the market, Arya has initiated and steered a team of patent researchers which was entirely a new domain of activity for the company, resulting as building blocks of several business verticals. He can be reached at [anupam@fabriclore.com](mailto:anupam@fabriclore.com).



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Membership Categories	For Fashion Retailers:					For Textile Buyers = Fashion Brands, Exporters & Manufacturers:		For Vendors = Suppliers to Fashion Brands, Retailers, Exporters & Manufacturers:	
Category Code:	<b>A1:</b> Fashion Retailers with less than 5000 sq ft. retail space	<b>A2:</b> Fashion MBOs/ Independent Retailers	<b>A3:</b> Regional Chains – 3 or more stores. <b>A4:</b> Brands with Owned Brand Outlets/ Shop-in-shops)	<b>A5:</b> National Department Stores/ Large Format Fashion Stores <b>A6:</b> Online Retailers	<b>A7:</b> Groups with Multiple Retail Formats + Franchise/ Distribution/ Licensing/ Own Brand operations	<b>B1:</b> Fashion & Lifestyle Brands (without own stores/ SIS)	<b>B2:</b> Exporters, Manufacturers & Buying Houses of Fashion & Lifestyle Products	<b>C1:</b> Fibres, Fabrics & Finishes	<b>C2:</b> Trims & Embellishments <b>C3:</b> Fashion Franchisees & Distributors
<b>All Inclusive Annual Fee (Service tax extra)</b>	<b>Rs. 5,000</b>	<b>Rs. 25,000</b>	<b>Rs. 50,000</b>	<b>Rs. 1,00,000</b>	<b>Rs. 1,50,000</b>	<b>Rs. 50,000</b>	<b>Rs. 15,000</b>	<b>Rs. 50,000</b>	<b>Rs. 30,000</b>

## DELIVERABLES

1	Feature/s, Editorial coverage subject to Editorial guidelines in relevant Images publications/Research Books/coffee table books print/ online (Data & information to be provided by members)	1 Page	1 Page	2 Pages	4 Pages	6 Pages	2 Pages	1 Page	2 Pages	1 Page
2	FOC promo banners in Indiaretailing.com portal/EDM (applicable as per category)	FOC up to Rs.5,000	FOC up to Rs.25,000	FOC up to Rs.50,000	FOC up to Rs.1,00,000	FOC up to Rs.1,50,000	FOC up to Rs.50,000	FOC up to Rs.15,000	FOC up to Rs.50,000	FOC up to Rs.30,000
3	Entry Pass for IFF/ Trendview Conference, Master Classes, Workshops, Exhibitions, Trend Arenas & India Brand Shows	1 Pass	2 Passes	2 Passes	4 Passes	6 Passes	2 Passes	1 Pass	2 Passes	2 Passes
4	Special Invite for IFF Power Breakfasts, Networking Lunches, Awards & Gala Dinners	NA	2 Invites	2 Invites	4 Invites	6 Invites	2 Invites	1 Invite	2 Invites	2 Invites
5	Lounge Access at India Fashion Forum for B2B Meetings	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
6	Research Reports & Publications (Print/ Online)	FOC up to Rs.2,000	FOC up to Rs.5,000	FOC up to Rs.10,000	FOC up to Rs.20,000	FOC up to Rs.30,000	FOC up to Rs.10,000	FOC up to Rs.3,000	FOC up to Rs.10,000	FOC up to Rs.5,000
7	Images Fashion Awards	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)	2/3rd waiver on awards nomination fee (in applicable category)
8	Presence on India Fashion Forum Website	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link	URL Link

\*Deliverables are subject to submission of inputs/ confirmations/ approvals/ additional charges wherever applicable by specific dates/ deadlines as communicated to members. Deliverables are subject to change without notice.

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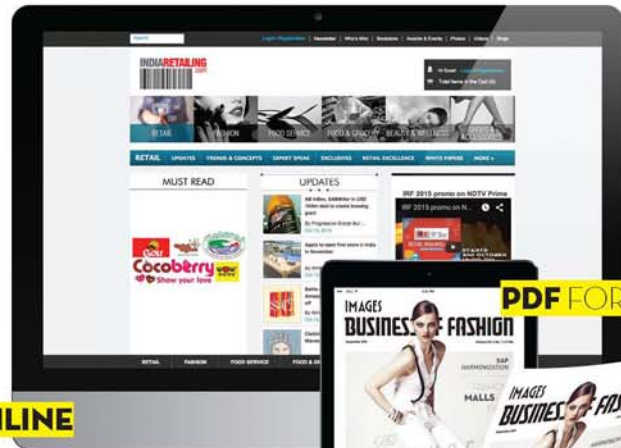
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6. 1/2 lb pasta - Penne

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