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Issue No.

# BUSINESS OF FASHION

September 2017

Volume XVIII // No.9 // ₹ 100

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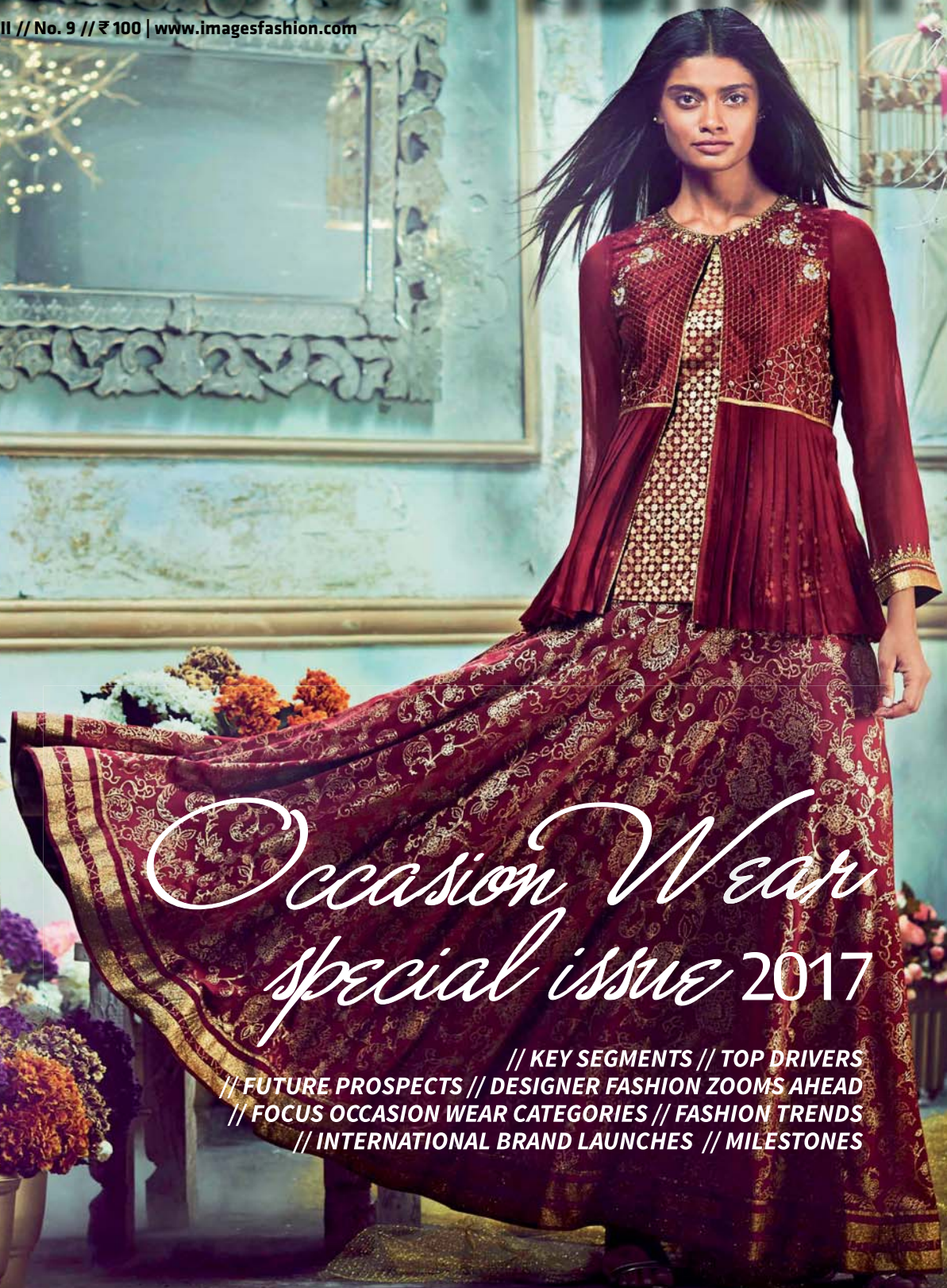
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Issue No.



*Occasion Wear  
special issue 2017*

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// FUTURE PROSPECTS // DESIGNER FASHION ZOOMS AHEAD  
// FOCUS OCCASION WEAR CATEGORIES // FASHION TRENDS  
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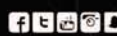


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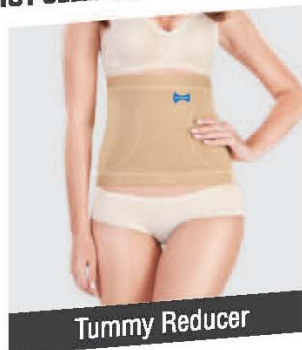
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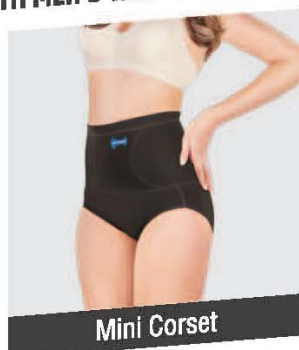
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India has always been a land of vibrant festivals and opulent weddings. An agrarian economy saw them timed most often with the sowings and harvests. Come nation state and western calendar and we added a few more key dates. And these days were also when Indians shopped to celebrate themselves.

What was noticed recently is that with increasing incomes and growing fashion awareness, Indians are celebrating their lives a lot more. So, today we have customers shopping for fashion specifically for birthdays and anniversaries — of others as well as our own, events and parties-work, family or community; apart from the festivals and weddings. Further, the trend now is to seek a distinct individual look rather than to blend in. Indeed, it is a fact that even the middle-class has finally learnt to dress for and celebrate occasions, something that was in past just a privilege of the affluent.

And for us in the fashion industry, this boom in occasions is a boon, as they act as a powerful stimulant for fashion consumption in India. The average Indian's wardrobe is now well and truly shifting from need-based clothing to occasion specific dressing and the need of a look is paramount now.

In this first of its kind issue on occasion wear, we track this shift in customer preferences and their growing inclination towards occasion specific fashion enthusiasm across geographies. It was an

uphill task for sure, as this fast-growing market has not yet matured enough to enable thorough research and documentation. Nevertheless, we delved deep into the emerging nuances and put together articles to give our readers a slew of insights on the pervading trends and the immense opportunities teeming in this new market orientation.

The issue features extensive insights on ethnic, fusion, and western wear wherein we talk to both top designers and top retailers. Studies on bespoke as well as fashion accessories, footwear and precious wearables was also merited as all these categories witness unprecedented spike in sales during occasions in India.

I would also like to extend my heartiest gratitude to both - eminent fashion columnist Meher Castelino for her editorial contribution on the special feature on the emerging vistas in bridal wear - and Lisa White, Head of Lifestyle & Interiors and The Seasonal Vision of WGSN, for taking time off her busy schedule in India to talk to us. The issue also features an exclusive interview with Adeeb Ahamed, Managing Director, Tablez India about the plans and marketing module of the newly launched Spanish brands Springfield and Women'secret.

All this and more in the pages that follow. We had a challenging and informative time making this issue and I hope you like reading it!



**Amitabh Taneja**

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## LETTERS TO THE EDITOR


 Congratulations to the entire team of IMAGES BoF for the way it reflected the trends in the innerwear industry. The magazine today has become the definitive guide to the news and happenings in the apparel industry. As a person from the industry, the magazine is of great use to me.


- **Abhigyan Jain, Entrepreneur, Surat**


 The article on innerwear in August issue of IMAGES BoF was very appealing. As I am from a conservative family, the issue was very informative to me. It informed me on the trends and preferences.

- **Lavanika Amoriya, Housewife, Indore**


 I read the August issue of IMAGES BoF and amidst many others in the magazine, I was impressed with the article on online innerwear, "A Wish Come True". The flow of the story is well put together and the matter is informative as well. Keep up the good work.


- **Ashika Patel, Marketing Analyst, Mumbai**


 The article, "Leader Talk: Inside the Innerwear Industry" in your August issue deserves special mention. It threw light on most aspects of the industry. I am happy to see there are magazines such as yours which provide an unbiased view of the market.

- **Rahul Bhatia, Retailer, New Delhi**


 It was great to read the feature on celebrity innerwear trends and winter trends for innerwear. Please feature more such contents covering quaint yet timeless trends.

- **Niyorkona Phukan, Student (Fashion Design), Guwahati**


 The article on innerwear by Meher Castelino, "No Longer Invisible", on designer innerweares was enriching. I myself run a branded innerwear garment store, therefore, liked the story as it provided an insight into the innerwear market.

- **Sneha Sharma, Designer, Mumbai**

## ADVERTISER'S INDEX

<u>Cover on Cover</u>	SOCH
<u>Front Gate Fold</u>	ROCKSTAR JEANS
<u>Inside Cover</u>	CLASSIC POLO
<u>Special Insert</u>	BE INDI, MACHO, CHAITALI BIPLAB, GAME BEGINS
<u>Inside Back Cover</u>	INDIAN RAYON
<u>Back Gate Fold</u>	TWILLS
<u>Back Cover</u>	FOCUS JEANS

7	RED RIDING	45	SABHYATA
8	MASH UP	51	BODYCARE
9	DEAL JEANS	55	BODY X
10	BONJOUR	61	CANDYSKIN
11	HORIZON	64	ELLE HOMME
12	SKECHERS	67	KANZEN
13	CHASE	73	ERA ETHNICS
14	HATSOFF	89	CAMBRIDGE
15	POISON	99	FRAGRANCE
16	ARVIND	101	DUKE
17	ZOLA	103	MERINO
18	DERMAWEAR	105	LEAGUE
19	JUST SCARVES	107	SUCCESS
20	VALENTINO	109	YKK
21	VALA'S	111	LAABHA
22, 23	MANYAVAR	113	TURTLE
24, 25	STUDY BY JANAK	117	JUELLE
26, 27	CADINI	119	LIVA
28, 29	STRANO	123	KK
30, 31	DOTTED JEANS	131	ASPEN
33	SUPERSOX	153	E2O
34	ORION MALL	157	LYRA
37	CLONE MANNEQUINS	159	PLUS TIME
38	SAFEXPRESS	162	INDIA RETAILING
41	CRUSOE	164	DE MOZA
		169	IRF TRUSTED
		198	GRISHTI



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# FASHION

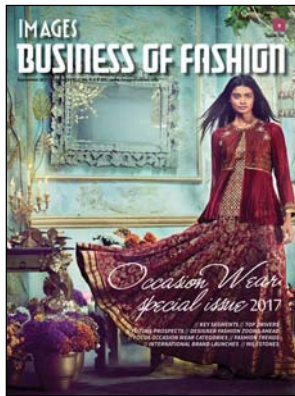
## BUSINESS

### >> INTERNATIONAL BRAND LAUNCHES:

• SPRINGFIELD • WOMEN'S SECRET • BALLY

### >> MILESTONES

• SOCH'S 100TH STORE • JOCKEY'S 144 YEARS



Cover Picture Courtesy: W

India Entry



**A Taste of Spain: Springfield & Women'ssecret Launched In India**

Tablez India, regional franchise partners of Grupo Cortefiel launch popular Spanish brands Springfield and Women'ssecret in India. Adeeb Ahamed, M.D., Tablez India, speaks to IMAGES BoF on plans for India.

**Pg No.42**



INDIA ENTRY

**RELIANCE BRANDS IN A JOINT VENTURE OPENS FIRST BALLY STORE IN DELHI**

The Swiss luxury brand Bally has launched its first flagship store in Delhi. A quick peek.

**Pg No.46**



MILESTONES

**Soch Opens its 100<sup>th</sup> Store-A look at the journey and milestone**

Now one hundred store strong and with great pan India presence across sales channels, Soch now plans to accomplish a lot more - including international expansions. Images BoF finds out.

**Pg No.48**



CRAFTS ONLINE

**Invigorating the Craft Heritage Of India**

Jaypore.com is a curated e-commerce platform that accents traditional and contemporary art and more from all over India. Puneet Chawla, CEO and Co-Founder, sheds light on the idea, presence and growth plans.

**Pg No.52**



EVENT

**Group KFPL Conference: Showcases Innovations & Awards Legends In Textiles Business**

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

**Pg No.56**

EVENT

**Jockey Commemorates 144 Years' Legacy With Pop Up Museum**

Jockey, the world's best-loved and most-recognized innerwear brand launched a unique pop-up museum to showcase its legacy that dates back to 1876.

**Pg No.58**



EXHIBITIONS

**Mine N Yours Wedding Show 2017 Brings Luxury Fashion To Delhi**

The second season of Mine N Yours Wedding Show 2017, was held in the national capital offering the finest in bridal finery, jewellery, beauty and lifestyle products.

**Pg No.62**



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# A TASTE OF SPAIN

SPRINGFIELD &  
WOMEN'S SECRET  
LAUNCHED  
IN INDIA

Tablez India, a unit of the UAE based Lulu Group and franchise partners of Grupo Cortefiel for India and Sri Lanka, launched the popular Spanish brands Springfield and Women's secret on July 17, 2017. Present in about 89 countries around the world, the company launched its debut stores in India in the Phoenix Market City Mall, Whitefield. In the event of it's launch, Adeeb Ahamed, Managing Director, Tablez India, spoke to IMAGES BoF about the brands' plans of action in India. The following are excerpts from that conversation.





– Adeeb Ahamed,  
Managing Director, Tablez India

**IBoF: Please initiate us on Grupo Cortefiel and its two brands - Springfield and Women'ssecret.**

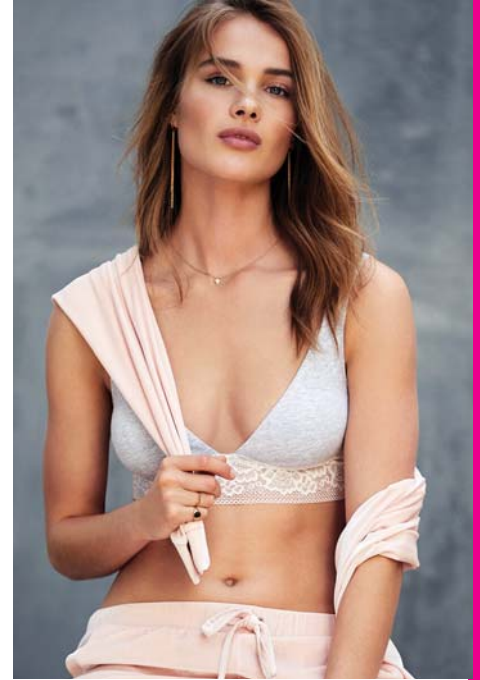
**Adeeb Ahamed (AD):** Grupo Cortefiel is one of the Europe's leading fashion retailers with a sales network of over 2,000 stores. The company operates in 89 countries and is composed of five chains: Cortefiel, Pedro del Hierro, Springfield, Women'ssecret and Fifty Factory.

Springfield is a popular Spanish casual wear lifestyle brand with presence in 941 stores across 73 countries. It will be sold through a mix of large format flagship stores and exclusive brand outlets in India. The brand offers international fashion for both men and women between age of 25-35 years looking for urban casual wear brand.

Women'ssecret, with presence in 690 stores across 70 countries, is a lingerie and innerwear brand that will be retailed through exclusive brand outlets in India. The brand targets women with a wide spectrum within the age bracket of 25-45 years.

**IBoF: Tell us about the core product categories the two brands will offer to the Indian consumers. Will it be any different from the ones you offer in the other markets in Europe?**

**AD:** As an urban casual wear brand, Springfield will harbour a wide range of contemporary essential items, fashion basics, smart collections along with the main categories like shirts, trousers, polos and dresses.



Women'ssecret, on the other hand, will offer a wide range of women's lingerie, swimwear, beachwear and sleepwear with designs based on the concept of pretty, comfortable and sexy. For Springfield, products will not be very different from its global collection, as we have a wide range of products that allow us to adapt the products according to the weather, culture and environmental conditions. But having said that, whenever there will be any demand of certain specific requirements from the Indian consumers, it would be taken into consideration. The same goes for Women'ssecret too.

**IBoF: Tell us about the market positioning you are looking at for both the brands and also about its target audience.**

**AD:** Both the brands will target the young and young at heart urban audience between 25 years to late 40s with aspirations to achieve social prestige and material success.

**IBoF: Springfield is based on a philosophy of 'basics at unbeatable prices'. What will be the price range of the products by Springfield as well as Women'ssecret?**

**AD:** Not "unbeatable prices" per say buy we definitely are aiming to be competitive because we differentiate

>



**Springfiled's main USP will be the comfortable and contemporary aesthetic appeal along with the fact that the brand will serve as a one stop casual wear destination. So you can avail anything from caps, sunglasses to footwear and bags for both men and women all under one roof, in a comfortable sized store.**



with our quality and product design. It's basically a concoction of variety, competitive prices and international fabric quality which we hope will certainly appeal to our Indian consumers. The Women'secret line will start from ₹599 onwards.

**IBoF: You also have launched two new stores in Phoenix Market City Mall. Tell us about the concept and design of the stores.**

**AD:** The Springfield store reflects an urban style with industrial touches. The entrance simulates an old warehouse or garage. Inside, lights and designs are allied to create a cozy and warm atmosphere and to highlight the products. Springfield's window concepts feature a greater creative and commercial approach with a consistent global visual brand message. The Women'secret stores are easy, feminine and creative. They are designed from the heart to be a place for women to feel at home. The stores reflect the brand's philosophy of being pretty, comfortable and sexy.

**IBoF: India already is home to almost all the reputed global fashion brands. What USP of your brands do you think will entice or attract the Indian consumer?**

**AD:** Personally, I think Springfield's

main USP will be the comfortable and contemporary aesthetic appeal along with the fact that the brand will serve as a one stop casual wear destination. So you can avail anything from caps, sunglasses to footwear and bags for both men and women all under one roof, in a comfortable sized store. The brand has enjoyed an overwhelming acceptance in all the markets it has hitherto been introduced and we are very confident about a strong appeal to the Indian consumer too. The comfort and warmth of the stores offering itself is a uniqueness of Women'secret; it makes a women comfortable and caters to the requirement of a mother and her daughter together.

**IBoF: The group is already present in 89 countries. What are the underlining factors for choosing India as its next destination for market expansion?**

**AD:** To enter India has been our long intention as we see a tremendous potential for brand retailing in India and we have aligned with Grupo Cortefiel, which has an outstanding track record in fashion retail. With the introduction of Springfield and Women'secret, we aim to expand our footprints in the lifestyle and apparel brand segments. Also, the young demographics of India and emergence of the fast fashion segment offers

opportunity for rapid growth for both the brands.

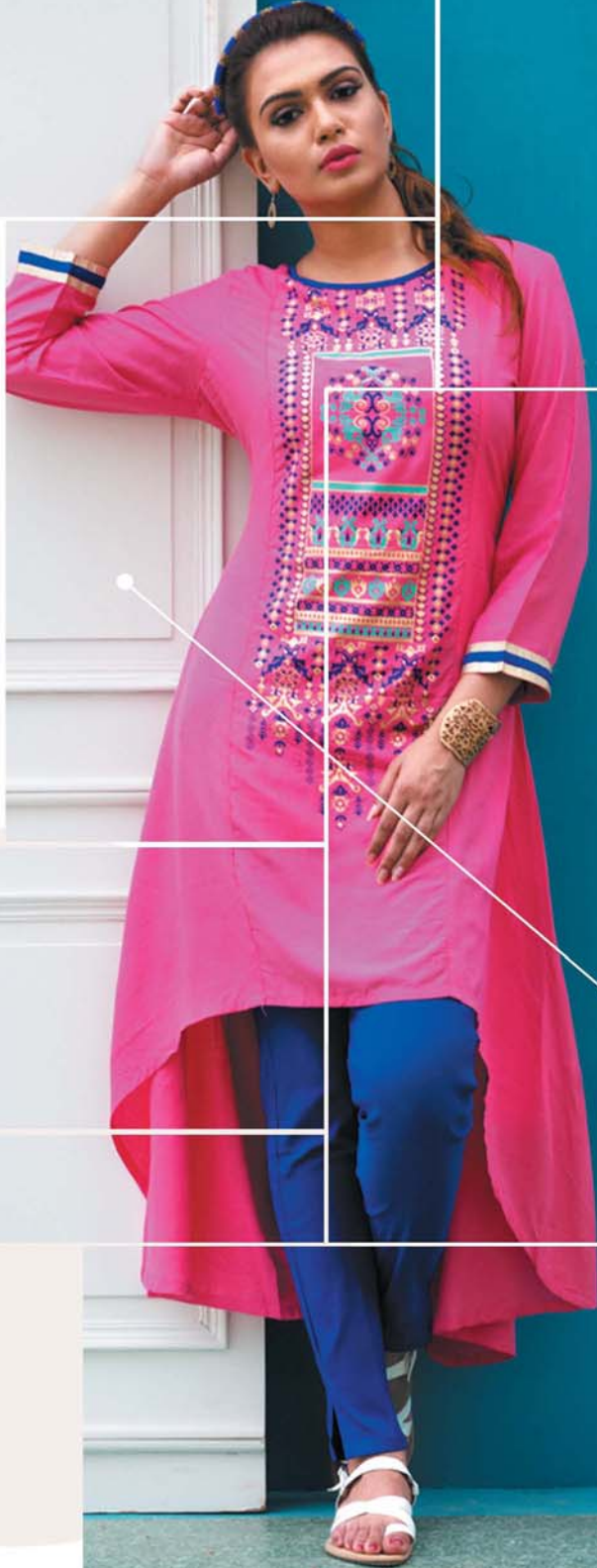
**IBoF: Tell us about your market strategies for India. Are there any Indian market specific campaigns in the pipeline? Please elaborate.**

**AD:** Campaigns and strategies have all been planned based on the proposition of the brands, and timely implementation would be done based on the market demands.

**IBoF: What are your expansion plans in India for Springfield and Women'secret? Will the two brands retail through e-commerce portals as well? What will be the different channels of sales for them?**

**AD:** Our India expansion plans will take the brands across all the major metros of India. Later in the year, six more stores for both the brands will open in India — two in Bengaluru, two in Mumbai and two in Chennai. By 2018, Springfield will open 9 stores and Women'secret will open 12 stores in India with presence in Bengaluru, Mumbai and Delhi. By 2021, we hope to open 75 stores for both the brands. E-commerce is definitely planned, but we will enter with proper planning and study. We also intend to have both our brands in the SIS format for maximum reach.





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# BALLY

## RELIANCE BRANDS JOINT VENTURE OPENS ITS FIRST FLAGSHIP STORE IN DELHI

The Swiss luxury brand Bally has launched its first flagship store in a joint venture partnership with Reliance Brands in India. The brand has opened a spanking new store in Delhi's luxe mall DLF Emporio. The store is almost like a Disneyland offering modern leather goods.

Established in 1851 by Carl Franz Bally, the brand is known for its cutting edge design and engagement with contemporary architects. After a legacy of working with influential architects such as Robert Mallet- Stevens, Andrée Putman, Le Corbusier and Karl Moser, the partnership with David Chipperfield Architects naturally follows.

The new store provides Bally with a prominent platform to develop its presence in this important market, and is part of the Swiss luxury brand's global repositioning and continuous expansion plans.

Frederic de Narp, CEO, Bally, said, "We are very excited about this joint venture. In collaboration with Reliance, we have identified a roadmap to develop the brand in proven retail locations in four key cities — New Delhi, Mumbai, Chennai and Kolkata. Joining forces with a partner of this calibre makes us very confident that we can be relevant and successful in the market. Indian consumers are very discerning and have an appreciation for quality and craftsmanship,



the demands for which Bally is perfectly suited to meet.”

Commenting on the joint venture with the brand, Darshan Mehta, CEO, Reliance Brands Limited, said, “Bally triangulates rich heritage, Swiss quality and a bold and confident aesthetic. All this, layered with a contemporary design ethos makes it a brand that our customers in India will be thrilled to experience. It is with great pride that we launch the new store of Bally and grow the world’s second oldest luxury brand in India.”

Bally is anchored in an exceptional heritage of shoe-making and today offers unique and vibrant designs across accessories, ready-to-wear and eyewear.

Notably, this is Bally’s second stint in India. The brand first entered the country’s market with a franchise tie up with the Bird Group and ran two stores, before the alliance fell apart last year.

#### **Collection:**

Bally’s newly opened store offers the brand’s Autumn/ Winter ‘17 collection including women’s and men’s shoes,

accessories and leather goods. This season, the collection evokes the mood of a gentleman’s club in 1970s New York city, which can be seen in the striking contrast of opulent evening dress and urban sportswear.

#### **Store Theme:**

The new store provides Bally with a prominent platform to develop its presence in an elegant and classy fashion. The store is one-of-its-kind aesthetically designed to showcase the best of the luxury fashion by the brand.

#### **Store Interiors:**

The New Delhi store incorporates the design by David Chipperfield Architects, boasting luxurious walnut panel walls and tile flooring laid with wool and silk-blend carpets in pink and green, separating the women’s and men’s collections. Chipperfield’s work represents a ground-breaking combination of institutional concepts and a modern vision.

#### **Store Designer:**

The store has been designed by David Chipperfield Architects.

**BRAND:**  
Bally

**PROMOTER:**  
Reliance Brands Ltd.

**LOCATION:**  
DLF Emporio,  
Vasant Kunj, New Delhi





# A WINNING THOUGHT!

## SOCH CELEBRATES 100-STORE MILESTONE

Women's ethnic wear brand, Soch's secret of success lies in its design philosophy which has always been about seamlessly blending traditional elements with a modern flair. Reveling in its one hundred store milestone and a strong pan India presence across sales channels, the brand is now looking to accomplish a lot more - international expansion via online route is also on the cards.

By Namita Bhagat

From designer apparel to elegant fashion wear, Soch prides itself in being the one-stop-destination for new age Indian woman's all ethnic needs. Having launched its first exclusive outlet in 2005, the Bengaluru-based retail brand has evolved into a leading player in its segment today, with pan India presence across sales channels. Soch recently achieved a significant milestone in its journey with the opening of its 100th exclusive store in India. Located in Hyderabad, the store is also the brand's ninth outlet in the city.

Elated about the achievement, Soch Co-Founder and CEO Vinay Chatlani stated, "It has been an incredible journey for the brand, from opening our first outlet of 600 sq.ft. in Forum, Bengaluru to crowning the century at the Inorbit Mall, Hyderabad. Both malls are among the top malls in the country and once again reaffirm our commitment to excellence that has been the hallmark of this journey."

The landmark occasion comes at a time when the brand is striving to strengthen its pan India presence, as it enters into a new phase of growth and expansion.





in its collections. The exquisite collections are a reflection of the sartorial preferences of modern Indian women who effortlessly balance work and home while still looking their best. The brand offers a broad assortment of stylish and elegant designer ethnic wear, including sarees, salwar kameez, kurtis, tunics, kurta suits, readymade blouses and bottoms.

**Product differentiation, pricing:** The brand is committed to fashionable range of designer wear for women at affordable price. Its stores and e-commerce website offer a variety of products in different price points, styles, designs and fabrics. “We don’t work on seasons and constantly infuse new products and affordable prices into our stores throughout the year. Our core strength being supply chain, we aim at ensuring no customer leaves the store disappointed,” affirms Chatlani.

**Focus on quality:** The brand is known for its quality of hand-picked fabrics, characteristic use of colours, elaborate embroideries and magnificently rich Indian aesthetic. It sources choicest exquisite Indian fabrics such as cottons, chiffons, crepes, silks, brocades, voiles and blends from Mumbai, Delhi, Jaipur, Kolkata, Varanasi, Mysore and Kancheepuram to craft its collections to perfection to cater to a ‘fashionista’ in every woman.

**Customer service, engagement:**

With a focus on exceptional customer service, the company ensures continuous training for all its staffs to improve service delivery. It also looks at training all its staffs inter departmental so as to give customers a seamless experience.” Social media is a key part of the brand’s customer engagement strategy. Chatlani tells, “We use social media extensively to engage with our customers on our new arrivals, trends and ideas. We are engaging with customers on special occasions and on their birthdays



**Current spread**

Soch’s current physical presence comprises 100 EBOs and 47 LFS. It has exclusive stores across 39 cities including metros like Bengaluru, New Delhi, Mumbai, Chennai and Hyderabad. The brand also retails through shop-in-shops across Shoppers Stop and Central and online on its own captive website [www.soch.in](http://www.soch.in) and through other e-commerce portals including Myntra, Flipkart, Abof, Ajo, Paytm and Voonik.

**Keys to success**

Set out to redefine the traditional Indian outfit for women of all ages, Soch is today touted for pioneering the term ‘fashion’ in the Indian ethnic context. The brand’s journey so far has proven to be fairly rewarding for it. Here’s a brief lowdown on the key factors that have contributed to its success.

**Design philosophy:** Soch’s design philosophy has always been about seamlessly blending traditional elements with a modern flair and the idea is amply showcased

>

## Fact File

Based out of Bengaluru, Soch has 100 exclusive stores (EBO) 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. In addition to its presence in large format stores (LFS), the brand also sells through its online store and other leading e-commerce portals.



– Vinay Chatlani,  
Co-Founder & CEO, Soch

and anniversaries, making them feel special. We also engage with our customers by taking their valuable feedback on product, service, store ambience, etc., and we also connect back with them with our new arrivals and new store openings.”

**Technology adoption:** The brand is rather quick to adopt retail technologies at its stores to cater to tech-savvy customers of today. To further enhance its ability to showcase its products, the brand has now installed video walls across its stores to digitize its catalogues. Chatlani elucidates, “This will help our customers to visualize the look of the



merchandise available and they can make an informed choice of buying. We are the first ethnic wear brand in India to start video cataloguing for our merchandise. Digital tablets with our catalogues and endless aisles are the next step.”

Analytics is another area where Soch is focusing a lot more. Constant monitoring of customer behavior and buying patterns through data helps the brand in understanding them better, which also helps it to keep innovating with its product line, pricing and even zoning and layout changes.

### **Omni-channel capabilities:**

Acknowledging the era of connected-retail, Soch is making efforts to build up its omni-channel capabilities. Says Chatlani, “We are trying to integrate our all stores and distribution centers to provide a seamless experience to all our customers across EBO and e-commerce platform which will definitely add an extra dimension in the way we are approaching our customer service.”

### **What's next?**

Soch's expected sales for the current fiscal (2017-18) is estimated to be at ₹425 crores. The brand is now looking to increase its pan India footprint by tapping the more unrepresented markets like tier-II cities, while at the same time, enhancing its presence in major metros as well. The South and West region have been traditional strongholds for Soch, the growth roadmap ahead not only includes reinforcing its hold there, but also actively developing a North and East footprint with its entry into NCR and opening its first store in Kolkata by the festive season.

Furthermore, international expansion via the online route is also on the cards for the brand. Outlining Soch's growth strategy, Chatlani shares, “We intend on opening 10 to 15 more stores this year and 30 to 40 stores in the following year. We are focusing on opening LFS stores which would give us a good presence in markets where we are not present. We have started servicing customers through omnichannel and are planning to roll out this service pan India. We intend to go international through our website in the next couple of months.”





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# INVIGORATING CRAFT HERITAGE OF INDIA



– Puneet Chawla,  
CEO & Co-Founder, Jaypore.com

## When and how did the idea of Jaypore come into existence?

**Puneet Chawla (PC):** What prompted us to create a brand like Jaypore was our shared vision of how we could present Indian craft based designs in a contemporary application; one that would appeal both to the domestic and global audience. We wanted to contribute to the revival of the dying craft heritage of India and give it a viable business platform. We started Jaypore initially as an 'iPad only' shopping experience in August 2012 and subsequently launched our e-commerce website, [www.jaypore.com](http://www.jaypore.com), in 2013.

## What all product categories do you offer and how have you designed your brand portfolio?

**PC:** We feature curated collections of handmade, handwoven and handcrafted apparel, jewellery, home textiles and accents, traditional and contemporary art and more from all over India. We also have our own range of apparel, accessories and home décor collections under our private label, Jaypore. Our focus is to offer a curation of collections that are contemporary translations of traditional techniques and crafts. Our partners include artisanal communities, textile designers, independent artists, urban designers, craft communities across India. We also feature established

Jaypore, a curated e-commerce platform, features exceptional collections of handcrafted apparel, jewellery, home textiles and accents traditional and contemporary art and more from all over India. Jaypore also has its own range under its own namesake label. In an exclusive interview to Images BoF, Puneet Chawla, CEO and Co-Founder of Jaypore.com, sheds light on their business idea, the brand's USP, market presence and growth plans.

By Namita Bhagat



labels like Shades of India, Amrapali, Abraham and Thakore, Raw Mango and Rang Bandhej, alongside social and craft initiatives like AIACA, KGU, DAMA, Women Weave, Rehwa and Qilasaaz.

**Explain your business model and the differentiation of the concept.**

**PC:** We are a curated e-commerce platform, and we are looking to build a brand not a marketplace online. We have our own line of products plus we show other artisans, craftspeople, designers. The most important aspect is that we decide which brands to feature. So in a sense, we curate not only the vendors but also curate what the vendor is going to put up. This makes us different from all other marketplaces, which very often decide who will feature on their site, but not necessarily what they feature. In a usual mall or marketplace setup, the customer has to do the sifting. The customer has to take decisions on whether the quality and price standards are being met. In our case, we make those decisions. And since we do all the screening, the chances of having a better shopping experience are higher.

**Share your market presence in India as well as overseas.**

**PC:** Our customer base is spread across India and over 60 countries around the world. We cater to geographic

demographics across India, the UK, North and South America, Europe, Australia, UAE and many other countries across the world.

**What is your market positioning? Who is your target audience and what is the pricing strategy?**

**PC:** Like I said earlier, we want to create a predominant presence for ourselves as a key online player for Indian craft based designs, a curated platform of its kind that gives customers the sense of discoverability as well as a reconnection with the grassroots of Indian handcraft heritage.

Our pricing strategy reflects our commitment both to our customers and our vendors. We follow a fair-price business policy with a higher margin for our vendors. We ensure that we do not undercut our partners and they receive a fair remuneration for their merchandise. Our prices thus reflect a standardized rate based on the quality of the design, material and market standards.

**Give us a sense of Jaypore's e-commerce supply chain and logistics operations. What steps are taken to optimize the entire process?**

**PC:** Our supply chain is staggered, taking into account the multiple vendors we work with on either SOR (sale or return) or MTO (made to order) basis with its vendors to keep a tight control over product in stock. We have a co-located warehouse with our head office to ensure proximity to inventory and an aggressive quality check process carried out by our sourcing team to ensure the highest level of quality.

We work in a number of ways to optimize the entire process of our supply chain and logistic operations which includes helping our vendors in using the organized and efficient supply chain mechanism and training them on how to use the digital platforms for bringing in efficiency into their system. We implement new





ways to communicate with our vendors efficiently so that the lead time in the whole supply chain can be reduced and have dedicated vendor help desk to help on all their queries including GST.

### Technology being the core of an e-commerce business, what are the key technologies implemented in your case?

**PC:** Definitely, technology integration and innovation are core to our operational performance. Some of the key technologies we implement include big data compilation and analysis for customer personalization; past purchase behaviour led machine learning for future predictions, trend forecasting and product recommendations, use of specialized tools to extract rich meta data from the catalogue to enhance product discoverability and NLP and bots for human-like interactions online.



### Brief us on your strategy to enhance customer base, engagement and loyalty.

**PC:** We are focused on our products as the key differentiator for brand equity building. We endeavour to build a strong emotional connection with our prospective customers through our focus on the revival of traditional Indian handlooms and crafts. Our brand communications and marketing is focused on highlighting this core philosophy. We are also extremely mindful of the product quality and customer experience through all brand touch points — from website UI & UX to our shipment process.

If you trust the brand and the aesthetic that goes with it, after a point you can blindly buy products from us. We do not believe in offering heavy discounts as customer acquisition method as that does not translate into customer retention and loyalty. We are more focused on our product depth, quality and differential USP. So a customer is likely to come back and shop with us and has a consistent experience in terms of quality and aesthetic. Around

80 percent of our customers who have bought from us once, come back and buy from us again.

### Tell us about your promotions and marketing approach.

**PC:** Our main aim is to build our brand through word of mouth and organic talkability as we feel our customers are our best brand evangelists. All our marketing initiatives are accordingly focused in directly involving our customers and are heavily oriented towards social media and online engagement, given the nature of our business.

We do believe that the next step for us is to build a tactile relationship with our customers and are now venturing into offline space through thematic physical experiences to give our customers a touch and feel experience with our product. We are starting with an open house format that will give our customers an experiential interface with our aesthetic and a firsthand look at the craft that goes into making our products.

### How are you looking to further grow your business and how would you handle competition? Are you looking to go offline in the future?

**PC:** As mentioned earlier, offline is an avenue we are definitely looking to explore in coming future, starting with open houses and then exploring other physical formats. We are also looking to diversify our product categories to include an extensive daily/work apparel and accessories segment.

We feel competition to be a constructive influence – there is a lot of interesting work being done by different players in the space and there is definitely room for everyone to grow. We are confident in the core USP of our brand and feel it definitely stands us in good stead amidst the competition.

#### KEY INFOGRAPHICS

- > Founding Year: **2012**
- > Retail Turnover (FY 2016-17): **₹48 Crores**
- > Growth Rate (last 2-3 years): **100% Y-o-Y**
- > Percentagewise Product Category Split  
Apparel: **60%** | Non- Apparel: **40%**





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For Trade Enquiries: +91-9899241782 | [hkjaiswal@bodycarecreations.com](mailto:hkjaiswal@bodycarecreations.com)

# GROUP KFPL CONFERENCE: SHOWCASING PRODUCT INNOVATIONS & THE LEGENDS IN TEXTILE BUSINESS AWARDS

BY GURBIR SINGH GULATI



Group KFPL Legend Award presented to Kohinoor Group, Ahmednagar and accepted by Pradeep Gandhi and his wife Neeta Gandhi

Group KFPL began its modest journey in 1979 as a small company - Kohinoor Textile, with one single brand of 36 inch shirting, i.e., Yashfab. Over the years with sheer determination and a clear vision, the company has registered a phenomenal growth. The group has brands under the name of Yashfab, D&J, Nemesis, S&Y, Keith James, Vercelli, Cotton Universe, Linen Fusion and Ambarish offering a complete variety of shirting and suiting to its discerning customers spread across India. The company follows an innovative approach by offering something new each year, be it a new brand or a unique collection. Today, the group has a network of more than 4,000 retailers pan India to whom company sells directly through a team of dedicated sales agents.

Talking about the company's successful journey, Haresh Mehta, Chairman and MD, KFPL Group, says, "We have had a positive growth level since the beginning. With an organic growth of 20 percent per annum the company has been steady growing in achieving new frontiers. Our image is known in the market for giving quality and innovation. In total, the retail turnover of the company is around ₹300 crores and we have a target to achieve a growth of 25 percent wherein, I want to touch a target of ₹375 crores by FY '17-18." Mehta is also considered as a guru in the field of textile marketing and has been an advisor to some of the top textile companies in India. Adding further on the retail positioning, Mehta quotes, "In the South and the West, the company addresses directly to retail. In places like Punjab, Bihar, UP, etc., we appoint wholesalers who supply at the retail end. In total, we address approx 4,000 retailers across the country. In this matrix, around 1,000 retailers order fabric in every 2 months and around 500 retailers order every month. About 250 retailers order every week and others order according to seasons, around 2 to 3 times in a year." The company also has one exclusive outlet in Parel, Mumbai and plans to open more in 2018, once it's totally ready with its feedback and research. Initially, the company plans to invest by itself and moving ahead it would consider the franchising route also. KFPL is also exporting to countries like Indonesia, Hong Kong, Africa which have Indian origin and have tailoring shops.

## KFPL- Annual Conference- Cochin

Each year, KFPL organizes an annual conference wherein they address their top 250- 300 retailers to some destination in India or



Group KFPL Fastest Expansion and Growth Award presented to Jade Blue, Ahmedabad and accepted by Jitendra Chauhan





Group KFPL Legend Award presented to SVT Group and accepted by N. Krishna and his wife (Bengaluru)



Group KFPL Legend Award presented to Jai Hind Collection Group, Pune and accepted by Dinesh Jain and his wife Meena Jain

abroad. This year their annual conference was held at Le Meridien, Cochin from the 30th July to 2nd August. The 2017 edition of the conference marked the biggest event in the entire history of the group. The event hosted a gala evening which marked an enviable gathering of distinguished guests who had come from more than 300 cities of India. During the course of the evening, the group launched 7 new catalogues for all its prestigious brands. These new collections showcased the group's strength in the textile industry in terms of quality, variety, fashion and presentation. The event also marked the launch of a suiting collection under the group's brand D&J. A first of its kind in India, the fabric is delicately crafted from the finest Supima Cotton with Tencel and Lycra which imparts

a feel and finish like no other. This innovative fabric is the latest addition to the Freefit collection by D&J and is created under special collaboration with Luthai Textiles, China.

Talking about the collaboration with Luthai Textiles, Mehta says, "The company was already there in shirting and was supplying to India and we asked them to develop cotton suiting which is going to be the future. Since we encouraged them to create something innovative for the Indian market, the monopoly to retail this fabric is especially with us." Group KFPL also held their prestigious Legend Awards to acclaim the true winner in the textile retail across India.

## STATE-WISE WINNERS OF THE PRESTIGIOUS 'LEGEND AWARDS':

- >> Tamil Nadu: **Pothi's Group**
- >> Karnataka: **SVT Group**
- >> Andhra Pradesh: **Chandana Brothers Group**
- >> Telangana: **RS Brothers & South India Shopping Mall Group**
- >> Kerala: **Poolimootil Group**
- >> Maharashtra: **Jaihind Group, Pune and Kohinoor Group Ahmednagar**
- >> Gujarat: **Bhagwandas & Company Group, Surat.**
- >> Goa: **JK Kavlekar Group, Panjim**
- >> Uttarakhand: **Atam Prakash & Sons Group From Roorkee**
- >> Punjab: **Titu Creations Group from Kotkapura**
- >> Uttar Pradesh: **Garah Bhandar Group**
- >> Madhya Pradesh: **Pakiza Group, Indore**

>> West Bengal: **JS Mohamadally Group, Kolkata**

- >> Assam: **RD Textiles Group**
- >> Rajasthan: **Sunil Textiles Group**
- >> Delhi: **Sri Ram & Sons Group**

### THE SPECIAL CATEGORY AWARD

The award was given to one group chosen from across India, with the fastest expansion and growth speed.

Awardee:

**Jade Blue Group, Ahmedabad**

### UPCOMING GROUP AWARDS

These awards were conferred to very distinguished groups who were small in size once but are now expanding and progressing at a rapid pace.

Awardees:

- >> **Senthil Kumar Textiles Group, Karnataka**

- >> **Kataria Vanesons Group, Karnataka**
- >> **Maharashtra Emporium, Nagpur**
- >> **Shankar Cloth Store, Jodhpur**
- >> **Sultans, Nizamabad**
- >> **Kanawar Group, Nanded**
- >> **Anand Bazaar Group**
- >> **MVM Pachiyappa**
- >> **Beauty Silks Group**
- >> **Selection, Panjim**
- >> **RK Gitanjali Silks, Udipi**
- >> **Gulshan, Bengaluru**

### VERY SPECIAL AWARDS

These awards were presented to two distinguished individuals who has been instrumental in establishing the group's reputation in their respective states since past 25 years.

- >> **Agents Ashok Bajaj from Andhra Pradesh**
- >> **N Vijayakumar from Tamil Nadu.**





# JOCKEY COMMEMORATES 144 YEARS' LEGACY WITH POP UP MUSEUM

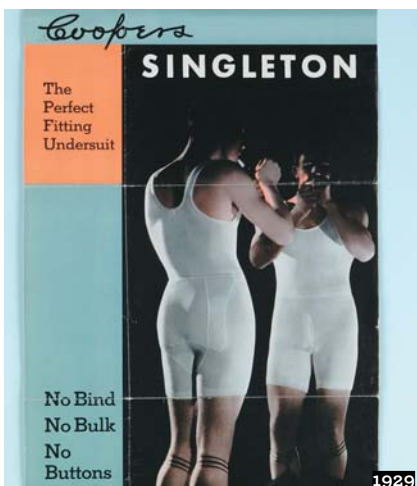
Jockey, the world's best-loved and most-recognized innerwear brand launched a unique pop-up museum to bring alive its legacy that dates back to 1876. The museum encapsulates the brand's history and incredible journey, and helps its patrons discover their favorite brand like never before.

By Rajan Varma

Jockey is, without a doubt, the most popular innerwear brand in the globe today. Launched in 1876, the brand has a rich history as a pioneer and innovator. Whether it's inventing the first ever men's brief in 1934, developing underwear for astronauts of NASA's Apollo Mission in 1962, or setting benchmarks in the innerwear category with groundbreaking advertising, Jockey continues to define the industry.

To celebrate its 141 years of legacy, the brand launched a unique pop-up museum at The Courtyard - Phoenix Marketcity, Bengaluru from August 25 - 27, 2017. The museum was also created in Mumbai from September 8 - 10, 2017 at High Street Phoenix, Lower Parel. The pop-up museum celebrated the history of Jockey and relived its incredible journey by bringing alive key milestones such as the invention of the brief in 1934, the revolutionary Y-front design of 1935, the 'Cellophane Wedding' in 1938 which was the world's first fashion show for innerwear, the very first innerwear TV commercial in 1958, the special line of underwear created for NASA's Apollo mission in 1962, introduction of the first men's bikini brief in 1969, pioneering the use of box packaging for innerwear in 1972, the first ever innerwear fashion show in India in 1995, and many more.

Expressing gratitude, Sunder Genomal, Managing Director, Page Industries Limited said, "We are extremely delighted to unveil our #ThereIsOnlyOne pop-up museum to celebrate our incredible journey. Jockey's success rests on our experience as a heritage brand, our pioneering spirit and our feel for trends. For the last 141 years, Jockey has been an iconic brand that is built on the trust of our consumers and thus we're thrilled to offer them the unique opportunity to experience the brand's evolution in an exciting and engaging way." Jockey

**1876**

Samuel Thrall Cooper founded S.T. Cooper & Sons, manufacturer of socks and predecessor of Jockey International, Inc., in St. Joseph, Michigan. With the support of his sons, he laid the foundation for Jockey's commitment to quality and to "satisfy the human need for comfort."

**1898**

The company, now called Chicago-Rockford Hosiery Company, with Cooper's sons at the helm moved into an ambitious new direction: men's underwear. The Chicago-Kenosha Hosiery Company became a major firm in wool and cotton hosiery.

**1900**

The Coopers took the Chicago Rockford Hosiery Company introduced underwears that were available under the trade name White Cat Underwear. The year also marked the incorporation of the Cooper Underwear Company, which would later be known as Jockey International.

**1912**

The "Man on the Bag" image was created which became a staple of the company's brand identity and is considered a classic American advertising image.

**1928**

Marketing genius Arthur Kneibler joined Jockey to head the sales and marketing team. Very soon, he became known as the originator of one of the greatest milestones in the history of underwear, the Jockey® Short.

**1929**

Cooper's developed the Singleton. This was a more interesting new-style union suit with short legs and a sleeveless top. It was packaged in cellophane bags - a first in the underwear trade - and this turned out to be a true selling point in modern self-service apparel stores.

**1934**

Arthur Kneibler created the first brief. Unlike any underwear before, this product provided men with "masculine support." To discretely describe the function of the new-fangled underwear, Cooper's branded it the Jockey® brief.

International made its entry into India in 1995 through an exclusive license agreement with Page Industries Ltd as known today.

In India, Jockey has carved marks of unmatched excellence in the last two decades. The brand is available in more than 370 exclusive brand outlets and is distributed in over 50,000 multi-brand outlets across 1,400 cities and towns in India. MC Cariappa, President - Sales and Marketing, Jockey India said, "We launch EBOs only where there is good business prospect, catchment and ROI potential. We do not just believe in numbers! As of now, we have 370 EBOs and we aim to close this year at around 450. So that's another 75 EBOs by March ending 2017. Although our's is mainly a distribution channel, EBOs are extremely important for us. It started off in 1996 with a small 400 sq. ft EBO in Commercial Street, Bangalore inaugurated by Sushmita Sen. Presently we are planning on expanding aggressively through EBOs but in a planned manner." About 15 percent of the brand's business comes from EBOs and according to Cariappa it aims to bolster this



**1935**

The Jockey® Y-Front® brief was invented and became Cooper's hottest item and another important innovation in the history of underwear.

**1938**

At a retail convention in Chicago, Cooper's hosted one of the first underwear fashion shows, The Cellophane Wedding.

**1947**

Jockey stitched the brand name into the waistband. This seemingly small step revolutionized the world of underwear, and started a global trend we see across brands even today.

**1958**

Cooper's introduced Jockey® Skants briefs, the company's first foray into fashion underwear.

**1972**

The company was registered as Jockey International, Inc. The newly named company would use its famous trademark to make its mark in sportswear and activewear designed for athletics.

**1982**

The introduction of Jockey for Her made the most famous name in men's underwear the most comfortable name in women's underwear.

**1995**

Jockey International, Inc. entered the Indian market. Jockey India Launch AD, The Times of India December 16, 1995.

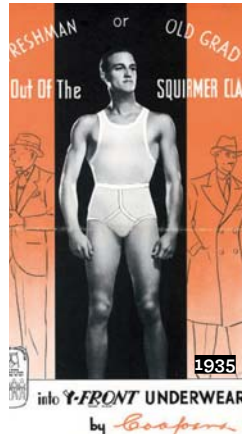


figure to 25 percent within this fiscal. Jockey in India was developed as a distribution channel and still, the strength of the brand lies mainly in its distribution, with about 92 percent of the business coming in from this channel. As of now, the brand has 850 distributors who have around 2,000 plus accounts.

Jockey also shares a good rapport with its LFS partners, with about 4.5 percent of its business being generated from this channel. Talking about the affinity Carriappa says, "The biggest win for Jockey is its per square feet sale per day, PSFPD. In a store, we are very high on that, even amongst all brands across apparel. In some stores, we have even hit ₹130, whereas store average across categories will stand somewhere between ₹40-50. So, as a whole, our average is around ₹65 PSFPD. What

this translates to our LFS partners is high turnaround on a limited space."

This year also marks 70 years since Jockey stitched the brand name on the waist band of their innerwear. At a time when underwear was not openly spoken about and underwear brands put their names on their products only for legal reasons, Jockey wanted to show the world how proud it was of its products. In what seemed like a small step, Jockey embroidered its name onto the waistbands of its products, and was the first brand to ever do so. Jockey's branding of the band was path-breaking, and broke out into a global trend which is seen across brands even today.

The celebration can be reached using #THEREISONLYONE on Twitter @JockeyIndia and Instagram @jockeyindia.



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# 'MINE N YOURS WEDDING SHOW 2017'

## BRINGS LUXURY FASHION TO DELHI

-By Tanya Krishna

The ultimate wedding exposition, Mine N Yours Wedding Show 2017, recreated a magnificent world for every couple dreaming of an extravagant, majestic wedding. The second season of the premium wedding showcase, curated by Founder Harpreett Singh was held in the national capital on 30th and 31st of August 2017, offering the finest in international and Indian bridal finery, jewellery, beauty and lifestyle products.

The premium exhibition showcased the season's latest designs and services in the wedding industry and helped brides, grooms and wedding guests to navigate their route through the magical yet stressful production of planning a wedding ceremony.

The line-up for Mine N Yours Wedding Show 2017 enlisted bridal couture by celebrated designers — Balance by Rohit Bal, Manish Arora, House of Kotwara by Meera Ali and Muzaffar Ali, Dolly Oberoi, Farah Khan Jewellery, Seema Khan, Shri Hari Diagems by Anirudh Gupta, Amit Aggarwal, Rohit Gandhi and Rahul Khanna, Adarsh Gill, Not So Serious By Pallavi Mohan, Anjalee and Arjun Kapoor, Vidhi Singhania, Surkhab by Shilpi Gupta and Lulu & Sky for the honeymoon trunk.

Not to miss were the master classes held by renowned makeup artist Namrata Soni and celebrity saree draping expert Dolly Jain, where they demonstrated the latest beauty hacks, bridal makeup trends and saree draping techniques. The event also hosted an interesting panel discussion by Anjali Hooda, renowned skin expert, Dr. Kiran Lohia, Designers Meera and Muzaffar Ali, Fashion Icon Kalyani Chawla and Harpreett Singh, Founder of Mine N Yours Wedding Show, which was moderated by Ambika Anand. The panel discussed the current fashion, beauty, fitness and wedding trends along with the key factors that amalgamate all that goes into planning a wedding. Speaking about the event, Harpreett Singh said, "India's finest couturiers showcased their exclusive collection at the two-day gala along with the biggest brands in the wedding industry. The exciting master



—Harpreett Singh,  
Founder, Mine N Yours Wedding Show

classes conducted by industry experts, where they shared their insights and expertise with the visiting clients, made it a fabulous platform for the couples who are planning on making their forthcoming nuptial an unforgettable one.”

With a desire to create stylish and customized events, Harpreett Singh had established Mine N Yours in 2009. Her vision was to craft soirees that not only reflected the flair of the client but also left an indelible imprint. In October 2015, Harpreett took luxury to Ludhiana in the form of an elaborate wedding exposition for the city’s discerning buyers to connect with the biggest luxury brands. JJ Valaya, Manish Arora, Gaurav Gupta, Rohit Gandhi- Rahul Khanna, Gauri Nainika, Falguni and Shane Peacock, Amit Aggarwal, Zoya- a Tata Product and Rakyan’s Fine Jewellery were a few participating brands.

After the overwhelming success of Mine N Yours Wedding Show (Ludhiana) in 2015, Harpreett Singh brought her trunk of fashion extravagance to Delhi’s wedding space with Mine N Yours Wedding Show 2017. Handpicked couturiers and wedding vendors and jewellers participated in the show sharing space with wedding décor artists and other service providers to guide through the preparations that lead to every brides’ special day.

## STALLS BY PARTICIPANTS AT THE EVENT



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# FASHION *RETAIL*

## OCCASION WEAR IN INDIA

>> AN OVERVIEW:  
SEGMENTS, DRIVERS &  
PROSPECTS

>> DESIGNER FASHION  
ZOOMS AHEAD

### **FOCUS OCCASION WEAR CATEGORIES:**

- >> BESPOKE APPAREL
- >> JEWELLERY & WATCHES
- >> FOOTWEAR
- >> FASHION ACCESSORIES

## Contents

# R

65-161

## FASHION RETAIL



152

FOCUS FEATURE

### DESIGNER FASHION ZOOMS AHEAD: FROM OCCASIONAL WEAR TO OCCASION WEAR

Team BoF speaks to some of Indian's top designers for their take on the impact of the rise of occasion based shopping on their fashion businesses.

Pg No. 74

RETAILER TALK

### OPPORTUNITIES IN OCCASION WEAR

With all year round occasion wear opportunities for powerhouse home-grown ethno brands in prevalence now, Team Images BoF explores how these are playing out.

Pg No. 84



FOCUS: BESPOKE

### BESPOKE OCCASION WEAR: THE SUNSHINE MARKET

Images BoF talks to a trio of veterans in bespoke fashion on the unique dynamics of the bespoke occasion wear market.

Pg No. 90

## SHOWCASE: OCCASION WEAR COLLECTIONS



97	Cadini	114	Selected
98	Chaitali Biplab		Homme
100	Corneliani	115	SFW
102	Giovani	116	Shree
104	Jahanpanah	118	Soch
106	Kalki Fashion	120	Springfield
108	Libas	121	Taneira
110	Nargis	122	Turtle
112	Sabhyata		

FOCUS: JEWELLERY & WATCHES

### THE PROMISING PRECIOUS WEARABLES MARKET

This exclusive feature looks at the the factors influencing the precious jewellery and watches market, and how fashion shoppers are transforming demand.

Pg No. 124

## SHOWCASE: JEWELLERY & WATCHES

128	Aspen
129	Caratlane
130	Dwarkadas Chandumal Jewellers
132	Reliance Jewels
133	Senco Gold



FOCUS: FOOTWEAR

### PUTTING THE BEST FOOT FORWARD FOR THAT SPECIAL OCCASION

The per capita consumption of footwear has increased from 1.6 to 2.4 in the past five years, and this segment is now among the fastest emerging industries in fashion retail. An overview.

Pg No. 134

## SHOWCASE: FOOTWEAR

140	Alberto Torresi
141	Bata
142	Clarks
143	Metro Shoes
144	Occeedee
147	Woodland

## Fashion Retail



LEAD FEATURE

### OCCASION WEAR IN INDIA: SEGMENTS, DRIVERS & PROSPECTS

*The occasion wear market in India has witnessed quantum growth. Team Technopak presents an analysis of the growing trends, top drivers, currently popular segments and future prospects..*

Pg No.68



FOCUS: ACCESSORIES

### ACCESSORISING FOR THAT PERFECT OCCASION

No special day appearance is complete without the perfect set of fashion accessories. Images BoF delves deeper into the fashion accessories segment.

Pg No. 148

## SHOWCASE: ACCESSORIES

154	Baggit
155	Da Milano
156	E20
158	Just Scarves
160	Lavie
161	Red Riding





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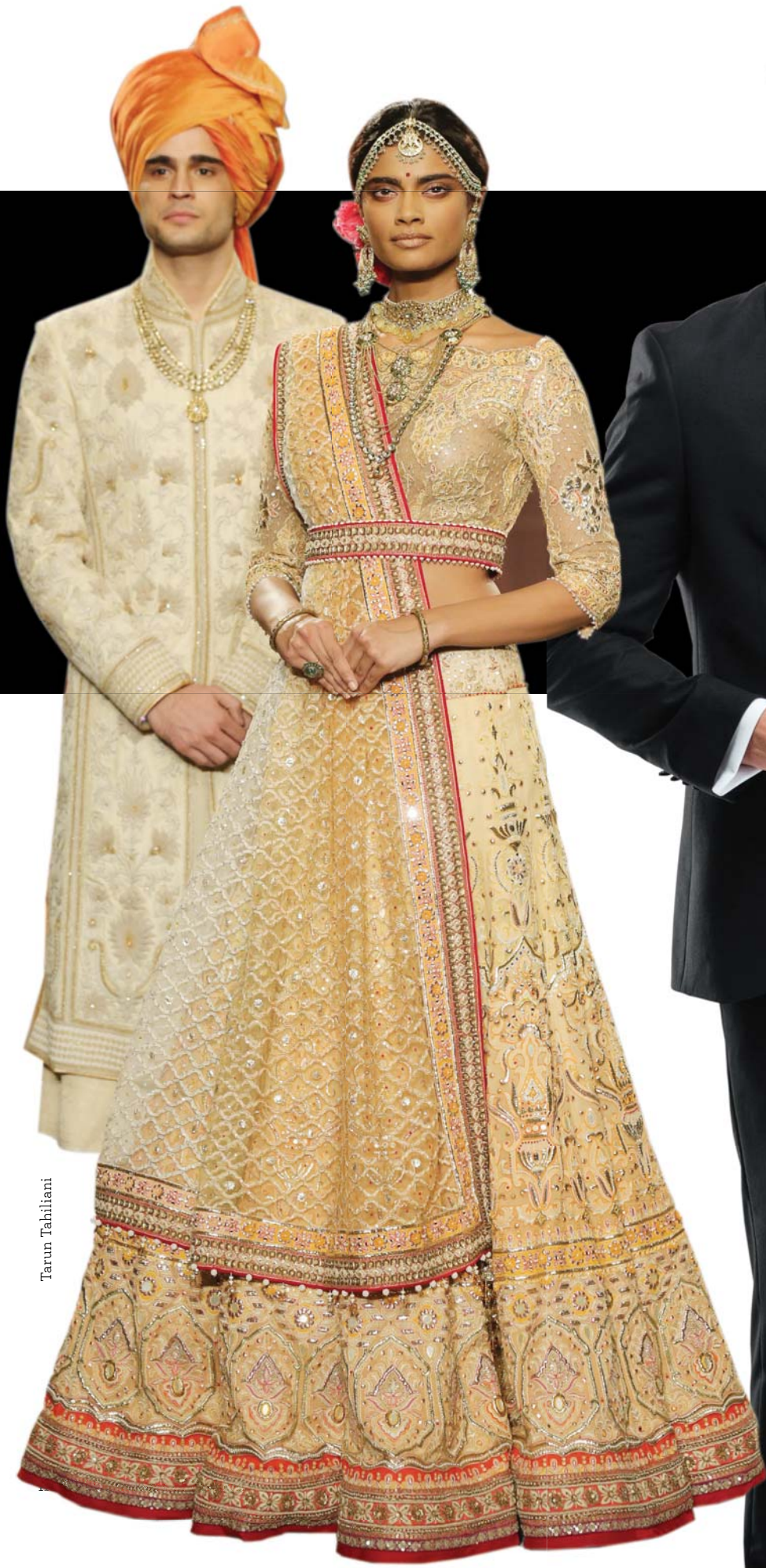
Ethnic Wear

Kurta

Sherwani

Groom Wear

Dupatta



Tarun Tahiliani



Manish Malhotra

# OCCASION WEAR IN INDIA

## SEGMENTS, DRIVERS & PROSPECTS

*With growing awareness of global fashion trends, a growing middle class and rising disposable income, the occasion wear market in India has witnessed aggressive growth. Amit Gugnani, Senior Vice President - Fashion (Textile & Apparel), Technopak, presents an analysis of the popular segments and growing trends in the occasion wear segment.*

The definition of clothing has changed a lot over the years. In today's scenario clothes are not just essentials to cover ourselves or feel comfortable, but rather are synonymous to our image. Wearing appropriate clothes at weddings, festivals, etc., makes it clear that the event is considered important and special.

Traditionally, in India, shopping for new clothes was reserved predominantly for festivals and occasions such as weddings, birthdays, festivals and other similar occasions. But, in recent past, the occasion wear market has witnessed aggressive growth fuelled by higher spending by the young and growing middle class of the country. With the boom in retail in the last few decades, urban India embraced consumerism and has since been brimming with brands offering the consumer an improved shopping experience. Traditionally, the occasion wear market was catered by either the unorganised players or the high-end designers. But, as the fashion and brand conscious young middle class started earning higher disposable income, this segment has emerged

&gt;



Shweta Sharda

to be an attractive market. This has resulted in a slew of domestic and international brands focusing on this segment. The categories themselves have grown significantly.

In India, the apparel category is transiting from a need-based to a lifestyle category. The need-based purchase was limited to basic categories like shirts, trousers, jackets, sarees, salwar kameez, etc. Today, however, with greater awareness of international trends and self-image, consumers prefer wearing apparel based on the occasion. Consequently, from largely two categories of formal and casual clothing, the categories have emerged to occasion specific ones like gym wear, party wear, lounge wear, wedding wear, festival wear, travel clothing and accessories, etc. In the years to come, the occasion wear market is expected to transform into a more detail-oriented and fashion conscious segment.

### IMPORTANCE OF OCCASION WEAR IN INDIAN DIASPORA

As a confluence of different cultures, India is a land of festivals with a significant share of populace celebrating different festivals together. Most people prefer going ethnic while celebrating the festivals. But in recent times, western wear and fusion wear has gained popularity in the occasion wear segment. The growing awareness of global fashion and trends has resulted in the emergence of a new range of product category which is fusion of both ethnic and western wear. In addition, theme based parties, evening dinners and the advent of destination weddings has resulted in specific wear for specific occasions.

### POPULAR SEGMENTS IN OCCASION WEAR

The willingness of consumers to spend more and have modern and evolved lifestyle has resulted in domestic as well as international players entering the this segment. Brands and retailers are catching up with the latest trends and customizing their product offerings to match the specific demands.



Ritu Kumar

Occasion wear is a segment that can be classified into ethnic and western wear in both men's and women's categories. Under the men's segment, sherwanis, Jodhpuris, bandhgallas reign as the top demanded apparels in ethnic; suits/mandarins/tuxedos & zoot suits, shirt coordinates and party shirts dominate the western wear segment that are reserved for formal occasions. Gym wear, sports wear (like running gear and sport specific clothes), travel wear are some of the other popular segments in occasion wear. Under the women's segment sarees, lehengas, suits, western wear, fusion wear, party gowns and dresses, gym wear, yoga clothes and travel wear are some of the popular segments in occasion wear. Value added and premium sarees have remained the most popular among the women of the country for special occasions.

**KEY GROWTH DRIVERS**  
**GROWING MEDIA INFLUENCE/**

**EXPOSURE:** The growing awareness of global fashion trends has been fuelled by internet penetration and the fashion & lifestyle media. As a result, the middle class and the young population of the country are becoming aware about international trends. This resulted in fusion wear capturing a prominent space in the Indian occasion wear segment. The emergence of such new categories has resulted in a significant growth of occasion wear retail in India.

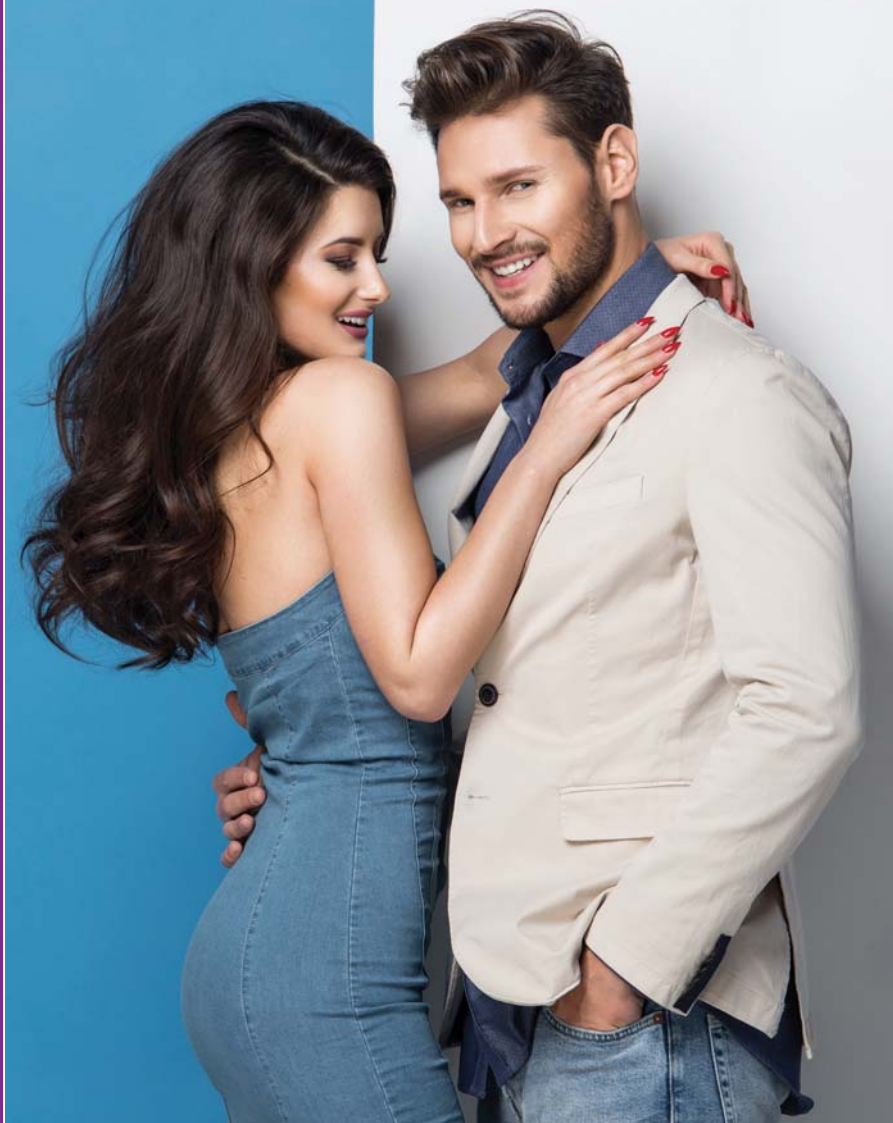
**CHANGE IN CONSUMER'S**

**PREFERENCES:** Due to the growing middle class and rising disposable income among consumers, a change can be seen in consumer's preferences and choices. Indian consumers are no more limited to shopping based on needs.



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*Indian consumers are no more limited to shopping based on needs. Need based shopping has graduated to occasion specific shopping. Today, a consumer's wardrobe has different attire according to specific occasions.*

Need based shopping has graduated to occasion specific shopping. Today, a consumer's wardrobe has different attire according to specific occasions. The consumer is concerned about his image and is willing to dress up according to the occasion. This has resulted in increased spending on occasion wear.

#### **RISE IN NUMBERS OF THEME BASED OCCASIONS**

Occasions such as birthday parties and weddings have witnessed a growing trend of theme based events. Weddings in India are a three to five days affair with numerous events such as sangeet, mehndi, cocktail dinner and DJ nights, etc. the weddings have become an extended celebration leading to purchase of occasion wear to suit every event. Sports and fitness



Isha Gupta Tayal

based activities have also increased considerably along with leisure and travel.

#### **AVAILABILITY OF INCREASED VARIETY**

Various brands and retailers have also made sure that there are plenty of choices available for the consumer across various categories, which was not the case traditionally. Most brands have extended the product offerings to capture a higher share of wallet making it easier for the consumer to find the product suitable for a specific occasion.

Currently, a number of major players are attempting to redefine this category, with new campaigns that are targeted around occasions such as special social evenings, convocation ceremonies, etc. These trends have led to many premium brands entering the occasion wear segment by enhancing their existing product offering to cater to this market.







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# DESIGNER FASHION

## ZOOMS AHEAD...

FROM OCCASIONAL WEAR  
TO OCCASION WEAR

Times have indeed changed and occasion wear has gained momentum in the country and this has directly influenced the demand for designer-wear. After all, designer exquisite things are what make one stand out in the crowd. Team BoF speaks to some of Indian's top designers for their take on the impact on current fashion.

-By Zainab S. Kazi With Inputs  
From Tanya Krishna

**A**s we turn the pages of our calendar, it isn't difficult to notice that, in India, there is practically no month that does not have at least a day dedicated to celebrating some occasion. And if not for the regionally or nationally celebrated occasions, even within families or work places, every quarter there is a function to attend or a reason to celebrate. All these occasions require one to dress well. Repeating clothes is a 'big no' and so is being seen in something that is commonly available.

Blame it on the Bollywood movies or social media but the fact is that dressing simple is no longer an accepted norm. Even if it is at the cost of resembling a Christmas tree, everyone wants to look glamorous and different. Occasion wear is no longer just about a red or an orange saree or a sharara. The clothes one wears, defines them. So, from asymmetrical gowns to cold shoulder crop tops on a fish cut lehenga, the attire needs to stand out. Today, Indians do not shy away or penny pinch when it comes to buying outfits for the occasion they think they need to invest in and yes, the cult of designer wear is ever increasing.

### The Times Are Changing

Ace designer Archana Kochhar begins by sharing, "Buying from designers is no more a luxury, which only the rich could afford. Today, the generation is so fashion conscious that they save to buy a designer outfit, for different occasions like an anniversary celebration or a college fest and not just for weddings." Couturier Anita Dongre strongly felt that women who are becoming more and more independent everywhere, are a driving force in bringing style and grace into everyday wear. Designer Payal Jain points out the fact that today occasion wear in India has expanded its scope and isn't limited to just bridal wear. She shares, "People want to dress well the whole year round and want to make a fashion statement wherever they go. Of course, a larger quantum of money is spent during weddings but the rest of the year too clocks a reasonable amount of business. Dussehra, Diwali, Christmas and New Year too account for a large share of buying by Indians across the world."

Leaving inhibitions behind of looking different, Indians today are venturing out of their comfort zone and according to designer Ashish Soni, this has been one of the major drivers for the acceptance of designer wear. He explains, "People are willing to experiment with their looks. Some of the major drivers would be — advancement of technology, influence of social media, rise of e-commerce with plenty of options for the consumers to pick from." Ashish Soni adds, "Young India has surely evolved and are more fashion/trend conscious."

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Anita Dongre



Archana Kochhar



Ashish Soni



Ashish Soni



Manish Malhotra



***“People want to dress well the whole year round and want to make a fashion statement wherever they go. Of course, a larger quantum of money is spent during weddings but the rest of the year too clocks a reasonable amount of business.”***

**– Payal Jain,**  
Fashion Designer

prefer to dress western. There has been a huge cultural change in our society.”

An interesting point on what makes people shop all year round unlike earlier when shopping for occasion wear was only restricted to may be 2 or 3 times a year, Reynu Taandon shares, “Since the trends constantly change, it becomes difficult to wear an outfit multiple times and that could be one of the major drivers of the current change.”

On the ever-changing dynamics, Payal Jain adds, “Over the last decade, there has been a very visible shift towards Western ensembles and more and more women are wearing dresses, gowns, pant-suits, skirts and jackets. When I first started my label in the early ’90s, most Indian women only wore Indian outfits, for work as well as socially. Now body type, age, social status, income group, work profile, weather and geography have nothing to do with the fact that most urban women in India

Wedding fashion is much more evolved now too. Ace fashion designer Ritu Kumar takes us back to the fashion scenario of the yesteryears when it came to narrowing down on a dress for the bride. She shares, “We have come a long way. Earlier, the local karigar was contacted when a wedding was finalized. The work on the bridal outfit usually began with pulling out the family heirlooms and re-working them for the next generation. The bride had one wedding outfit supported by a few more trousseau pieces. The

Nachiket Barve



***“I think people are very smart these days, they make their choices very wisely, everybody follows fashion weeks and accordingly they buy their occasion wear.”***

– Rhythm Goyal,  
Fashion Designer

landscape that we are looking at today is completely different. Bridal shopping begins months before the wedding with a minimum of three bridal occasions — sangeet, mehandi, engagement, wedding, etc.” Kumar points out how the bride today is very much involved in selecting the pieces and is influenced by her social circle of peers as well as influencers like celebrities, international fashion trends, etc. On bridal segment, Bollywood’s favourite designer Manish Malhotra shares, “I feel the bridal segment has immensely evolved a lot in India over the years largely through styling in movies, fashion shows and the emerging influence of social media. There is a gradual shift in the mindset of bride and grooms — they are becoming a lot more fashion conscious and well aware of the latest trends emerging in the market, not only in India but also across International borders.” He highlights the changing trend

where the bride and her groom want more contemporary, versatile and diversified looks for every occasion and admire styles that are artistic, modern and bespoke. He believes that fashion today is becoming a lot more global in its expression.

### **The Influences and The Influencers**

Without doubt Bollywood and social media remain the top influencers. Fashion brands too are seen taking it up on them to spread fashion awareness. Striking outdoor ads and YouTube ads play a major role in tempting the customer to replicate what they see. Fashion weeks and the media coverage of the same is another strong influencer.

Designer Nachiket Barve accentuates the influence of social media that has changed the way how people dress, “Social media is a big factor because people now share pictures of themselves all the time, whether on a dinner outing or meeting with friends; everything gets posted online and everybody wants to look a certain way.”

According to Archana Kochhar, with the penetration of internet, it is easy to see what is happening in the fashion world and what is being worn by the icons across, be it films or music or sports. Shares designer Rhythm Goyal, “I think people are very smart these days, they make their choices very wisely, everybody follows fashion weeks and accordingly they buy their occasion wear.”

Designer Sneha Mehta reiterates this saying, “I think for occasion wear in India, a lot of people follow trends seen on the ramp and a few experimental

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**– Manish Malhotra,**  
Fashion Designer



***“Social media is a big factor because people now share pictures of themselves all the time, whether on a dinner outing or meeting with friends; everything gets posted online and everybody wants to look a certain way.”***

**– Nachiket Barve,**  
Fashion Designer



Reynu Taandon

ones give those trends their own personal styling twist.” According to Kochhar, the latest trends sported by the celebrity and fashion influencers drive the fashion choices of the shopper today when it comes to occasion wear.

Manish Malhotra shares an interesting point of view where according to him, a lot of brides dress according to their personality and own up to their aesthetics. He elaborates, “There is a lot more individuality and a great mix of style and fashion in their choice of clothing. Today, they are wearing crop tops with lehengas and off-shoulder blouses.” He also thinks that the influence of social media is a fantastic, democratic tool to bring fashion directly to the consumer.

Apart from Bollywood celebrities, according to Ritu Kumar, the other influencers are international fashion trends, peers and fashion bloggers – all that are very easily accessible by social media.

### **Do Red Lehngas Still Rule the Weddings Game?**

When we think of a wedding, for a bride the colour that first comes to mind is red and a deep red, to be precise. Though, now we do have a myriad of colours being accepted for bridal wear and brides today are experimenting with the cuts and styles too. So, it is no longer only about a lehenga choli or a saree. A mix of Indian and Western cuts and styles are being readily accepted and preferred as well. Ritu Kumar elaborates, “An exquisite red bridal lehenga/ saree is always in demand for the main wedding function but we are beginning to get a lot more contemporary silhouette and colour requests for the same. In India, bridal preferences are also very keenly influenced by the customs of the region/religion.”

“When it comes to choosing Indian couture, more than trends I recommend wearing something that you absolutely love – be it a saree, a lehenga or tunic. Hand embroidery and handcrafts like



**“People are willing to experiment with their looks. Some of the major drivers would be – advancement of technology, influence of social media, rise of e-commerce with plenty of options for the consumers to pick from.”**

– Ashish Soni,  
Fashion Designer



**“An exquisite red bridal lehenga/saree is always in demand for the main wedding function but we are beginning to get a lot more contemporary silhouette and colour requests for the same.”**

–Ritu Kumar,  
Fashion Designer



Rhythm Goyal

gota patti and blockprinting never go out of style. The colour I love this season is emerald green,” shares Anita Dongre.

On the current dynamics, Rhythm Goyal and Archana Kochhar talk about how pastels are very much in vogue. Rhythm Goyal shares, “Though pastels were not as much in demand in winter season earlier, now you can see lot of people wearing pastel colours even in winters and they look pretty well. One can carry a pastel suit with a dark shade dupatta. You can also see lot of dupatta draping with organza on the skirt part.” Archana Kochhar sees a good demand for long skirt with corset blouses, crop tops and off shoulders. Reynu Taandon talks about the growing use of sheer fabric that is becoming prominent with designers as a tool for displaying their intricate designs. She adds, “I have used sheer fabric in my collection to showcase many vibrant hues.”

Manish Malhotra gives a sneak peek into his most recent collection to accentuate the trends as being observed today. He reveals, “Our latest collection, *Sensual Affair* highlights a kaleidoscope of elements that translate the key styles of the season into high fashion couture featuring the brand’s feminine heritage and remarkable craftsmanship. It showcases an intricate design story of feathers, sequins, tassels, fringes, off shoulder and cold shoulder styles reminiscent of the fearless flapper trend of 1920s. One can beautifully play with pastel hues of ivory, grey, beige, lilac, aqua and baby pink, which are replacing the monotony of the traditional jewel tones. For women, it will be sensual cocktail dresses, billowing skirts and flowing gowns with long trains. For men, it will be fitted tuxedos, dinner jackets, bowties in colourful fabrics.”

Encapsulating the fashion trends, Nachiket Barve highlights, “Lot of Indo-western dressing is in. Solid colours and colour blocking are in trend too. Teared silhouettes are trending, also high low is considered





Reynu Taandon



Ritu Kumar



***“Capes and jackets paired with sarees, saree lehengas and floor length gowns are catching the fancy of the customers. In terms of colours, deep wine, emerald green, navy blue and the classic black are always in demand.”***

**– Sneha Mehta,**  
Fashion Designer



Ritu Kumar

as a trending silhouette. Other than that, capes, off shoulder blouses are in vogue. In embellishments, people are liking a lot of lighter embroidery. They do not want to wear very heavy stuffs. Cut-work and appliques are definitely in. You will also see tone on tone embroidery and gold and silver with very delicate embroidery coming into trend.”

Sneha Mehta shares an interesting fashion trend being observed in the way people are experimenting with sarees, “Capes and jackets paired with sarees, saree lehengas and floor length gowns are catching the fancy of the customers. In terms of colours, deep wine, emerald green, navy blue and the classic black are always in demand.” As for the embroidery, zardozi, sequins and cut-dana beads remain her favourites.

**All About Timing, Pricing And Positioning It Right**

India is a land of festivals, so basically occasion wear has a demand year-around, but then October to January is the period when maximum weddings take place across cultures and this is

the time when demand for occasion-wear is at its peak. Sneha Mehta shares, “The last quarter of the year is definitely one of the most profit-churning and extremely busy. The hustle-bustle and non-stop festivals from September to January make India the best country to enjoy and invest at the same time.” According to Rhythm Goyal, though October to January are considered to be as wedding season in India, we now have weddings taking place right up to April.

Rhythm Goyal shares that now shopping for occasion wear takes place almost every month. Earlier, people would not mind repeating their clothes but now the need to be seen as fashionable compels everyone to shop often.

The spread of designer wear is no longer restricted to the urban cities and towns. Tier -II cities and towns too have fashion affluent customers who do not mind loosening up their pockets to invest in niche designer wear. The fact can be accentuated by the rise in the opening of premium stores in tier -II cities and towns including designer





***“Indian women enjoy the best of both worlds – beautiful heritage-inspired styles and globally appealing contemporary wear. In fact, the silhouettes of our couture garments are very modern though textile and crafts are traditional.”***

– Anita Dongre,  
Fashion Designer

boutiques. Talking about her label, Ritu Kumar says, “Indian consumer segments are on the cusp of trading up. We are prepared and eager for the same and hence are present in tier-II Indian cities. When it comes to occasion wear, specifically weddings, we are noticing a keen jump in first time buyers – a trend that is visible across the industry.”

Manish Malhotra adds on the e-commerce boom that makes it easy for shoppers to shop even sitting in a remote location in the country. He shares, “The appetite for luxury has always been quite voracious amongst us Indians. However, what we lacked was access. And this has significantly changed via e-commerce and with the increased presence of several Indian and International brands. The demand, be it latent or evolved, is and will always be there.”

Nachiket Barve feels that when it comes to designer wear like his, there is a price percolation to middle and aspiring classes. He explains, “Our prices are not intensely expensive and it is not hard for the aspiring class to find something for them as well from our collection. We have a multi-tiered approach to the product. So, we have some things that are meant for luxury and some designs that are in the affordable range. Our products start anywhere from ₹5,000 and go up to ₹4-5 lakhs.”

#### **Getting It Right**

So how do designers get it right? And how do they make themselves the fashion solution providers to the aspiring new gen Indian?

Anita Dongre, who has quite perfected it, still candidly feels, “That’s a difficult question. To be honest, I don’t know the answer. I design clothes that have purpose, and men and women who believe in the same things that I do, gravitate to that design.” She however did add, “Inspired by my roots in Rajasthan,



Sneha Mehta

my designs evolve each season to create collections that are relevant to women today.”

Manish Malhotra stresses on the importance of listening to the customer and offering suggestions based on her/his preference instead of enforcing an outfit that one may or may not really like to have. He explains this beautifully saying, “Indian brides are very confident about how they want to look on their big day, and they come in with very concrete ideas about which trends they want to incorporate into their outfit. Therefore, we try and give them exactly what they are looking for, while suggesting a personal touch to their idea that is a value-add that I have seen a lot of brides appreciate. Modern weddings are all about simplicity and minimalism – it is all about balancing opulence with elegance and creating a new look altogether.”

Reynu Taandon rightly points out that a designer can only position herself as a go to destination/solution provider for occasion wear when one works on design innovation and also stays with the current trend. She adds, “When people buy for occasion/festive wear, they want to stand out and that is why they go to a designer. If your customer does not find that uniqueness or that X

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Ritu Kumar



*“The trends have changed when it comes to opting for an outfit when choosing for any occasion. Earlier for reception, a bride would go for a saree or a lehenga but now we have a lot of brides opting for a gown. Also, traditional wear has shifted to Indo-western wear during festive season.”*

**-Archana Kochhar,**  
Fashion Designer



*“The colours, trends, silhouettes, embroidery are always the driving forces for any and all occasions. Every season, I try to do something different with my designs and collections.”*

**- Reynu Taandon,**  
Fashion Designer

factor in their outfit, they will not prefer to go to the same designer again. That is why, a designer needs to constantly experiment with her creations.” Most of the designers keep the occasion in mind and the colours and fabrics in trend while designing an outfit for their client. Ritu Kumar talks about the modus operandi adopted for her creations, “The design work that goes in is intense, from research to sampling; a look is constituted of various factors like the construction, the fabric, the embroidery or print and the silhouette. Every garment that we make is a result of keen research and design that happens at our studio every day.”

Reynu Taandon talks about how she keeps the occasion in mind and then goes about with the designing. She shares, “I try to keep the occasion and how it is supposed to look. The colours, trends, silhouettes, embroidery are always the driving forces for any and all occasions. Every season, I try to do

something different with my designs and collections. Sometimes, I opt for total gharana look with heavy dupattas and heavy embroidery lehengas. This time, I chose to do more of a traditional look with a contemporary twist for our modern brides and using cyan colours.”

Payal Jain feels that once you understand the client’s personality, their strengths, aesthetics, likes and dislikes, the rest happens naturally! She shares, “It is about creating a unique look for each individual, most flattering to their personality.

For Manish Malhotra, an interaction with the bride plays an important role. He elaborates, “Many might think that a creative pursuit is a solitary one but, I thrive on the energy of exchanging ideas and fine-tuning on every step. I prefer sitting with bride-to-be and adapting my designs to her personality. Talking to them invigorates me and helps me infuse new direction to the design language. Every look is

created keeping her likes, dislikes and personality in mind. And the fulfilling smile in the end finishes the ‘look’.”

### **Blending The Best of Two Worlds**

India, with its rich independent fashion heritage, is a unique market. An Indian has perhaps many more choices before her so how does this playing out, we asked the design gurus.

Anita Dongre joyfully says, “It works beautifully for Indian women because they enjoy the best of both worlds – beautiful heritage-inspired styles and globally appealing contemporary wear. In fact, the silhouettes of our couture garments are very modern though textile and crafts are traditional. It truly reflects the sensibility of today’s Indian woman.”

Reynu Taandon feels, “People are not restricted to just Indian wear anymore for wedding/festive season. Both Indian and western wear are



Manish Malhotra

Manish Malhotra talks about the growing prominence of muted metallic colour-tones, textures and embellishments that complement the authentic design prophecy in modern India. He shares, “For sangeet and mehendi, livelier colours and breezy, flowing silhouettes work the best. They represent the playful mood of the young couple and spirit leading to the main function. For the main ceremony, an opulent regal lehenga with intricate design detailing make for a traditional yet impactful choice.”

### The Future of Fashion

According to Ritu Kumar, occasion-wear as a category is on the rise, influenced by the increasing number of weddings, events per wedding and changing trends. As she explains, “It is no longer just about the saree, silhouettes such as dhoti salwars, capes, off-shoulder and cold-shoulder blouses, gowns are the need of the hour. The colours are much more trend-driven than before.” Reynu Taandon sees the use of unconventional colours and silhouettes making way in the wedding circuit.

Rhythm Goyal is of the opinion that in future, it will be less embroidery and more of draping. She shares, “We would see an increase in demand for flair gowns. There was a time when people use to like the embellishments but now ‘little is more’. I think the future trend

will be more of the draping and flair gowns.”

Manish Malhotra points out how fashion is going to catch the fancy of investors and designers will see them funding their creations. Elaborating on this, he shares, “The industry functions on the principle of “change is constant”. In the upcoming year, the couture and fashion industry will become more artistic, modern and bespoke. When I look at Indian couture fashion, I see it to be at par with international fashion in the coming years. I see a lot of investors coming and investing in Indian designers considering we now have everything — from culture to tradition to texture, textile and great craftsmen.”

Manish Malhotra sums up stating that Indian fashion today is no longer just about seasons for a label, but is about analyzing consumer preference. It is about trends being accepted across countries, at the click of a button. He further talks about how fashion is no longer the singular domain of women as men equally take pride in being called ‘fashionable’. According to him, “With people becoming more receptive to global influences, we see not only women but also men adapting to high fashion looks straight off the runway.” Reiterating the influence of social media on the fashion consciousness of people, he shares an anecdote from his fashion diary, “A classic example of this was my deep blue lehenga worn by Deepika Padukone at India Couture Week a few years ago. Young brides saw it up on social media and 2 days later, we had an overwhelming amount of orders for blue lehengas. That is the power of social media.”

Anita Dongre adds an important caveat when she shares that, “I feel sustainable fashion is the future. It isn’t only about the textile being sustainable, but the crafts and skill sets being sustained by the industry that also counts.”



preferred according to the occasion. For a cocktail ceremony, brides prefer cocktail gowns with lot of flair whereas for the sagan and gotika ceremony people like to buy Indo-western wear which could be a long jacket or a crop top with a lehenga with a fancy organza dupatta. They can opt for short backless choli and a skirt as well. For a mehendi function, a light western wear like dhoti and short blouse or a kurta and sharara is in trend. For wedding wear, brides generally like to keep it classy with heavy lehenga and fancy dupattas.” Archana Kochhar adds, “The trends have changed when it comes to opting for an outfit when choosing for any occasion. Earlier for reception, a bride would go for a saree or a lehenga but now we have a lot of brides opting for a gown. Also, traditional wear has shifted to Indo-western wear during festive season. It is all about comfort and what suits your body type.”

### Top Shopping Occasions in India:

- Wedding Reception
- Trousseau
- Mehendi
- Sangeet
- Haldi
- Anniversary
- Karva Chauth
- Honeymoon
- Diwali
- Eid
- Durga Puja
- Raksha Bandhan
- Lohri
- Christmas
- Evening parties
- Baby showers
- Kitty parties
- Cocktails



**OPPORTUNITIES IN**

# Occasion Wear

The past decade has seen the emergence of powerhouse home-grown ethno brands that have ridden the festive boom. However with all year round occasion wear opportunities in prevalence now, Team Images BoF explores how the broadening opportunities are playing out for them.

-By Manisha Bapna with inputs from  
Rosy Ngaihte Sharma

Rent a cocktail outfit for the most happening party in town, or a nothing to wear in this heat, then go and pick up Anita Dongre's hand-embroidered, Made-in-India dresses and shirts or pick up Sunday casuals from Manyavar. Be it Mother's day, Father's day, Independence day, Republic day, an anniversary, house warming, a puja, or be it any occasion or festival, or even a no-reason party, all occasions act as a powerful stimulant for consumers to experiment and look their best. Add on birthday parties, office get-togethers, alumni meets, office celebrations, kid's school functions, light cocktails, dining out, kitty parties, baby showers, graduation day, etc., and the opportunities are endless. "The interesting fact is that, for Indian shoppers, the wardrobe is shifting from need-based clothing to occasion specific dressing and is gradually becoming more detail oriented," says Arindam Chakravorty, Brand Head, Aurelia.

Yes, today consumers have started shopping more regularly rather than buying fashion wear only during festivals or weddings once in a year. "Higher disposable income, nuclear family set up and being fashion conscious have brought immense change in the spending pattern of modern day customers. Today, we have started celebrating innumerable occasions in our daily life and we feel that our clothes play an integral role in every celebration," says Siddharth Bindra, MD, Biba.

With an exceedingly high number of holidays, both traditional and global, being celebrated in India the occasions to shop are endless. Today, people even create occasions to buy new clothes

and celebrate life. "People now do not repeat their occasion wear and want to be remembered for the outfit they wore and how well they carried themselves. Additionally, people want to share their memories, stories and special moments with the world. They share about how they are celebrating, what clothes they are wearing and where they are travelling etc.," states Sreyashee Datta, Head - Design, W & Wishful.

Occasions give consumers ample space to experiment and indulge. And in this there is a definite shift towards fusion wear when it comes to occasion wear shopping. "The entire concept of fusion wear has evolved over the last 10-15 years. Traditional salwar kameez and dupattas were slowly replaced with kurtis teamed with trousers and denims and now even palazzos and skirts. This has changed the entire look of the ensemble. The ever-evolving fusion fashion is the first choice for consumers who want to experiment with their look from top to toe," says Chakravorty.

#### Triggers & Drivers

The well-informed consumers of today generally seek acceptance from their peers and to blend with their social surrounding. Factors like growing media, cinema and television penetration, celebrity influence and access to fashion trends outside the country are the major influence while shopping in this category. "Penetration of internet in our day to day life, emergence of e-commerce, popular marketing campaigns by brands have made shopping much more convenient and easy and these have been the main reasons that this category has seen a growth," says Bindra.



***"The key drivers of this trend are young and affluent people, however as majority of Indian consumers belong to the middle income group, we witnessed that this trend is percolating down to the middle class as well."***

**-Arindam Chakravorty,**  
Brand Head, Aurelia



***"Designing and delivering a 'look' becomes extremely crucial as it reflects the personality of the women wearing it. To cater to the demands of the consumers, brands have started curating stylish apparels and expanding their array of services, providing customers a complete shopping experience under one roof."***

**-Siddharth Bindra,**  
MD, Biba



Manyavar



***“The choice of occasion wear is triggered by the look of the particular celebrity. Mostly the tier-II and -III cities, where the influence of movie stars is incomparable. In metro cities, it is the latest designer collection that fuels the buying behaviour.”***

**-Nameet Srivastava,**  
Business Lead, Ethnix

School going teenagers, the college youth, the working class, and the newlyweds are the major drivers of shopping of occasion wear and they all follow world trend religiously. “Additionally, the media has been responsible for spreading awareness of the latest trends in looks and styles. And these may be as diverse as airport looks, Ganpati dressing, Deepawali look, Pujo paridhan,” says Nameet Srivastava, Business Lead, Ethnix (Raymond).

Also considering that Bollywood and fashion go hand in hand, Bollywood celebs act as major influencers. “The ready-made industry manufactures these clothes and several actors endorse designer collections; walk the ramp for them which make the collections popular. This is the reason people are more aware about designer brands than ever before,” says Datta.

#### **Consumer Segments**

“The trends in occasion wear can be attributed to today’s millennials; who are more inclined to indulge in

occasion based shopping,” believes Chakravorty. In India, it is the women in the age group of 25-40 (be it unmarried or married) who have different occasions to attend like-festivals, family functions, office celebrations, friend get togethers, etc., that do maximum shopping. “These women are self-dependent and have a strong purchasing power,” feels Datta.

Along with consumer specific demands, what really fuels the fashion purchase in metros are the latest designer collections, along with their replicas for the class who cannot afford the original designer label.

However, the favourable growth in occasion wear is not restricted to affluent categories anymore. “Consumers across the economic strata tend to shop and in today’s day and age, growing disposable income plays an important factor. Especially, ethnic wear for festivities and occasions is bought across economic segments,” reveals Bindra.



Ethnix (Raymond)

most interesting ways and creating a new category of comfort wear,” adds Srivastava.

### Product Sales

Extensive promotional discount sales and multiple new collection launches both spread out all over the calendar year have impacted the shopping curve too. Because of this the buying is not only happening in festive season but in the off season too. Shilpi Modi, Director, Manyavar, explains, “However, weddings remain the occasion for which maximum purchases are made since products are not only being bought for one or two individuals but for the entire family which includes the bride, the groom and their friends.”

It is an established fact that the Indian festive season, especially between October to December, witnesses unsurpassed fervour amongst Indian shoppers. “Our like-to-like sales growth during this phase makes it our best-selling period, and our focus is towards giving the best to suit all occasions and needs be it regular wear, need-based, casuals, fashion or office. The offerings across categories contribute to our overall sales, says Datta.

“There has been a gradual increase in the past decade in the overall sales. The period of October to December follows the same trend. Data suggests that around 35 percent of the sales occur in the months from October–December,” says Modi.



**“Be apparel or any other lifestyle product, there is an easy access in terms of online market places as well as contemporary showrooms. Most brands make their presence widespread as much as possible.”**

**-Shilpi Modi,**  
Director, Manyavar

With exposure from television, social media, internet penetration and migrant population, the consumers of tier-II and -III cities are increasingly following the latest trends and trying to be in sync with the lifestyles of their counterparts in metros and tier-I cities. Datta believes that small towns are emerging as crucial markets of growth for occasion wear clothing and a lot of brands are eyeing these opportunities.

### Change in Season

The beauty of fashion is that it flows and permeates continually. The trends often return cyclically over a period of time and with newer manifestations. “The Pathani kurta of the interior towns of Pakistan have trickled up and are now seen in most of the men’s wear collections showcased at major fashion shows. The same goes for printed merchandise, which was once the dressing of the movie stars. It has come back with a bang and is now available at the price of peanuts in almost every roadside store. The working class is wearing and pairing them in the





***“Today, we create occasions to buy new clothes and celebrate life. People are social media savvy; they want to share their memories, stories and special moments with the world by putting pictures on social media. This trend makes them shop more often to create newness and to be talked about.”***

**-Sreyashee Datta,**  
Head - Design, W & Wishful



W &amp; Wishful

### Alternative Channels

The world is coming closer online. Consumers have easy access to trends and information on fashion. Social media platforms like Instagram are influencing consumer choices. “Social media and the campaigns are not just spreading awareness but with the increase in various channels, of information and selling, fashion is now available for all society irrespective of affluence,” opines Modi.

The Indian consumer is clearly enjoying the modern shopping experience which is a combination of shopping malls, traditional shops and e-shopping. Despite the diversity in culture and social strata in India as well as the high prevalence of the mall culture, there are still loyalists of traditional stores when it comes to shopping for weddings and festivals. “Depending upon the occasion, priority and their budget, consumers chose from buying from a designer or a luxury or high-end retailer,” says Srivastava.

Fashion designers and luxury brand outlet shopping is still limited to the affluent strata in India. But nevertheless, a new consumers trend has been registered of late. “Customers are moving from mid

to high-end brands for this kind of shopping as these buying decisions are mostly impulsive and deliveries have to be immediate,” states Chakravorty.

### Designing & Delivering a “Look” for Occasion Wear

Today the growth of a brand depends on its ability to balance commercial viability with newness in trends. Also, designing and delivering a ‘look’ for an occasion becomes extremely crucial because the entire garment reflects the personality of the wearer. To cater to the demands of the consumers brands have started curating stylish apparels, look books to help their customers look trendy and fashionable every time. With the increasing popularity of lifestyle bloggers consumers can easily try different looks. “Nowadays bloggers create complete looks from head to toe for their readers and even provide look credits to the brands making it easy for the readers to shop the desired look. Brands have also started expanding their array of services and have started offering jewellery, accessories under their umbrella thus providing customers a complete shopping experience under one roof,” says Bindra.

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# BESPOKE OCCASION WEAR: THE SUNSHINE MARKET

Images Business of Fashion talks to a trio of veterans in bespoke fashion on the unique dynamics of the bespoke occasion wear market. Tejinder Singh, COO, Creyate; Ketan Pishu, Partner, P N Rao; and Sandeep Gonsalves, Co-Founder, SS Homme, share their experiences and insights on this fast-developing market.

By Rosy Ngaihte Sharma



PN Rao

The Indian consumer tends to shop more frequently today. The new breed of shoppers are redefining what it means to shop for occasion-oriented lifestyle and as a consequence, bespoke fashion is gaining momentum. Sandeep Gonsalves, Co-Founder, SS Homme, expresses, “Indians have certainly started shopping much more regularly, keeping in mind the occasion they are dressing for.” He further explains the trend, “Technology has advanced and social media has become an integral part of life. Every celebrity, influencer, blogger and brand looks to social media to share their taste in fashion among all other things they do. This plays a major role in influencing the common man. They may not always use the trend as it is, but they do certainly take the trend into consideration while looking for occasion needs. The rise in the number of successful fashion bloggers is a testimony to the fact that the audience is more aware of the trends and wants to use to for specific occasion.”

The age of social media and smart phones has spurred a digital-led lifestyle charged with a stronger influence of visuals. People want to leave an impression in all their images on social media. Growing groups of fashion bloggers have also introduced a culture of experimental looks and theme-based dressing, encouraging people to shop more looks regularly. Rising disposable incomes have augmented consumption of lifestyle, digital products as well as services. It has bred aspirational lifestyles and people today want to express themselves. Tejinder Singh, COO, Creyate, explains, “The reasons may be defined by the 3Ps – Posterity, Prosperity and Proximity. Finally, thanks to technology the world is shrinking and this digital proximity is making people more aware of international trends. The occasions themselves are no longer limited to weddings and pujas in India. People opt for specific looks for every possible celebration.”

On another front, Ketan Pishu, Partner, P N Rao, feels that in metros like Delhi and Mumbai, certain sections of



SS Homme



***“The demand for bespoke is surely more pronounced in tier-I cities with an abundance of cosmopolitans, but gradually its effect is showing up in tier-II cities as well. A lot of our customers are based in tier-II cities who come to shop with us at store or call us at their homes. Our concierge travels to their homes since the average order value there is upwards of ₹2 lakhs.”***

—Tejinder Singh,  
COO, Creyate

the society have always been exposed to domestic and international trends and always shopped for world-class fashion irrespective of the occasion.” His brand P N Rao has been positioned as a premium-to-bridge-to-luxury brand. They have a rich heritage of over 90 years. They are one of the very few family-led suit-making corporations in the country that has stood the test of time.

#### **Why bespoke?**

Elaborating on the core customers that act as the key drivers of this trend, Pishe shares that it is largely the young entrepreneurs, people who have started up on their own. These are young achievers moving up the ladder. The consumer class is more prominent in the metros that are home to hundreds of startups with millennials taking reigns at the workplace.

Singh feels that when it comes to ethnic wear, people look for designer wear. However, when it comes to western wear, the demand for custom clothing always rises, more so in the menswear section. “A sense of reliability works very strongly here, combined with the innumerable choices of fabrics, designs and details one can choose from. Occasions are the ideal opportunities for people to stand out in the crowd, so they become even more selective about their attire. Especially while choosing garments for weddings and festivals, Indians become very selective about colours, fabrics and styles. That shows an immediate effect on the demand for custom-made occasion-wear,” he adds.

He further explained that people who look at occasion-specific custom clothing mostly belong to a mature group of globally evolved clients. The modern individualist always seeks to make an impression and stand out in the crowd, whether at a formal or informal social event. “So, he always looks to make that personal statement that only customisation can provide, with premium fabrics, specific designs and a quality product with tailored finish,” he shares.

Talking about the deciding factors, Gonsalves says, “There are multiple variables that go into this decision. It depends on the occasion they are dressing up, the amount they are willing to spend, the aesthetics they are looking for, etc. For example, a groom, looking for an outfit for the main event would prefer going to a bespoke brand as he would want the garment to be made to his perfect measurements and wouldn’t want to compromise on the comfort factor. He wouldn’t mind spending the extra buck if that would mean getting that perfect garment. Whereas the groomsman or relatives of





***“We provide a global sense of dressing for individuals and groups on how one is expected to dress when travelling and meeting people. It educates people on the intricacies involved in it. This is a new and upcoming segment that never existed a decade ago, with changing times the lines have only blurred and have brought fashion formals into the limelight.”***

— Ketan Pische,  
Partner, P N Rao



***“Technology has advanced and social media has become an integral part of life. Every celebrity, influencer, blogger and brand looks to social media to share their taste in fashion among all the other things they do. This plays a major role in influencing the common man. They may not always use the trend as is, but certainly takes the trend into consideration while shopping.”***

— Sandeep Gonsalves,  
Co-Founder, S S Homme

the groom wouldn't mind shopping at a luxury brand with ready sizes. Most of the grooms and their groomsmen come in looking for a new-age garment which breaks away from the cliché garments available in the market.”

#### **Increase in demand for bespoke occasion wear**

The majority of the sale and shopping for an important occasion like a wedding in particular happens in the month of October to December.

Commenting on the evolving market scenario, he says, “There has been an increase in sales over the years. The reason being, people are becoming more conscious of what they wear. Wedding trousseau has always been a lavish affair for Indians. At present, the demand is getting bigger as the audience is ready to splurge on the garments and want something unique and unusual.”

The shopping experience at Creyate stores is much more involved in comparison to buying off-the-rack. Singh says, “Key elements being choice around fabrics, styles, fit, measurements amongst others, all of which result in making each ‘creyation’ a special buy. Creyate’s psychographics reflect on a majority of tasteful urbanites that like to make an impression everywhere they go, be it office, party, casual brunches or even a ceremonial event. Occasion turns up for such customers every other day.” For Creyate, occasions win them a lot of organic visits from customers that constitutes almost 30-35 percent of its annual sales.

Talking about the contribution of occasion wear, P N Rao’s Pische says, “Our occasion wear segment’s contribution to the overall sales is over



P N Rao

80 percent. Although it will take a while for this trend to catch up in the South states. At a national level, taking into consideration the metropolitan cities, occasion is the biggest growth driver where Indians largely consume it.”

#### **Occasions Indians shop for**

Birthdays, anniversaries, weddings, and festivals are the main occasions that prompt occasion wear sales in India. But today, people also buy for a lot of other occasions such as various wedding rituals, events, photo shoots, etc.

With globalisation and ethnic blurring, the term ‘occasion’ has also gone far beyond the traditional festivities to encompass a wider range of events. “So even if it is not the wedding season or family celebrations, it is the white-tie and black-tie occasions, Sunday brunches, and vacations that encourage people to opt for new looks,” says Singh.

According to Pische, “Business and travel are the other two occasions when our clients shop. Business events have distinct requirements, therefore, at P N Rao, we recognised that need and created business and casual-business wears to fulfill the changing consumers need. Also, factors like attending an



influencers across the world. Citing examples such as red carpet looks from the Oscars to the Grammy's and even Hollywood films like *The Great Gatsby* have now become inspirations for ceremonial dressing.

Influencers play on the minds of the population and everyone wants to wear the best. People certainly follow celebrities as an icon and would want to follow how they dress. There are trends which gain tremendous popularity after a certain influencer or celebrity wears it.

### Key trends & preferences

On a broader front, there is a remarkable shift in the men's trends when the current is compared with past. People have started shifting from completely ethnic to western wear. "While there are certain occasions for which they prefer only ethnic wear, for most of the occasions, people want an outfit which can be utilized more often, and hence a shift to western outfits. People are becoming bold in colour choices and styles too, which makes the journey of custom-made occasion-wear even more exciting," said Singh.

He further said that in terms of fashion preferences and references, people are glued to latest trends and their style stewards guide them through. "People want to have the ecru selvedge denim or a peak lapel check suit or the crisp English spread collar dress shirt. Buying decisions are also based on a wardrobe solution perspective, wherein they want new looks to complement what's in their wardrobe already," he said.

"Men usually opt for something subtle with sharp cuts and crisp detailing. Some of the men want intricate detailing on their garments with a burst of colours. While, some would opt for a quirkier look with different cuts.

>

interview call, a client meeting over lunch or dinner have heightened this new trend."

### Occasion wear: The phenom & key influences

With the newer generation coming in and their heightened sense of fashion, it is only imperative for such a change to take place. "The whole trend starts from cities like Mumbai and Delhi for they have always stayed close to the international and national fashion trends and it spreads out to rest of the cities thereafter. Today, a lot of tier-II cities consume bespoke fashion too," says Pishu.

On fashion influences Pishu shares that a lot of customers come to them after looking at trending fashion on Instagram and other social platforms. Bollywood is a huge influence on people. They tied up with a designer who designed signature pathan suits for Shah Rukh Khan in the movie *Raees* and had a similar catalogue at their stores, which had great traction.

Singh acceded that a drastic exposure to social media platforms like Instagram, Pinterest and Facebook have shed a light on fashion



SS Homme



Pishe also believes that the subtler or understated look is what men are looking for. And for him “Elegance” is the key word in men’s occasion wear segment. Accordingly, in their offerings in this segment, there is a lot of variety in terms of colours, cuts and designs. Similarly, their autumn/winter 2017-18 collection which is themed as ‘Infusion’ highlight colours – Green and Purple. “Use of jackets is largely accepted when they are matched with fashionable formals. A wide range of jackets are available at all our P N Rao stores in semi-formal and fashion formal wear with different hues, cuts, colours and fits,” Pishe added.

However, we at SS Homme customise it for customers according to their sensibilities,” shares Gonsalves.

SS Homme is a reputed brand that specialises in sharp cuts, European silhouettes, contemporary designs and crisp detailing. It is a one-stop-destination for the man who wants to look distinguished. Through their three sub categories, namely SS Homme Bespoke, they cater to customers who prefer classic looks with minimal aesthetics; SS Homme Couture provides everything from clean cut sherwanis to embroidered suits, catering to every one’s wedding needs. Every garment is handcrafted to fit the modern customers taste; SS Homme SSentric caters to the customer who isn’t afraid to experiment with printed suits and quirky silhouettes.

Singh further explained that, in terms of design and trends in occasion-wear, people usually prefer peak and shawl lapels to the classic notch lapels. “They also look for contrasting trims for the lapels from the same colour family as the base fabric, but in different textures like dobby, complex structures or different designs of jacquard (from geometric to ornamental). Furthermore, customers tend to use these contrasting trim fabrics as a base fabric for the vest as it gives the ensemble a more thoughtful and differentiated look. The silhouette of the blazers is usually preferred to be slim with a front cut as the cutaway style. This gives it a more modern approach. To make the inside of the jacket also interesting people choose printed linings, even if it’s at an upcharge,” explains Singh.



SS Homme

Over the years, apart from the festive season, men purchase their formal wear and regular wear. “SS Homme Bespoke is what they usually opt for. The bespoke process is what differentiates the brand from others in the market,” he says. According to him, in terms of Indian wear, Achkan cuts and Angrakha’s are the current trend. However, sharp clean cuts are always in mode. Clean silhouettes with minimal details, hand embroidery, bright coloured ensembles and thread work are also what you can see in their collection ‘Mozaik’.”

“Trousers are also preferred to be slim with the bottom hem as a shoe cut design which allows it to drape better on shoes. Colour preferences usually vary from the classic black to different shades of blues as they are always a safer bet and ideal for people who prefer not to be too noticeable or too insignificant. Pink is the most selling colour after the usual blue and white. However, some customers who are bold enough to carry more flamboyant looks go for jewel tones like lilac, burgundy, dark green, etc.,” Singh concluded.





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# festive 2017-18



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#### KEY INFOGRAPHICS

- > Name of the company:  
**Cadini Italy**
- > Total No. of EBOs: **9**
- > Total retail space occupied:  
**12,000 sq.ft.**
- > Total no. of MBOs: **3**
- > No. of LFSs: **1**
- > Website: **www.cadini.in**

## > CADINI <

Cadini is an internationally renowned Italian lifestyle brand founded in 1970. Its bespoke collection of men's wear exudes élan, as quality craftsmanship meets unmatched comfort and timeless style. It has continuously sustained a great passion for style, quality and research and has evolved as one of the most sought after brands from Italy with a global presence.

#### Core Target Group

Cadini targets successful men from Sec A and above. A typical Cadini consumer is 25 years old and above and is fashionable, brand conscious, a global traveller and has a penchant to be trendy.

#### Core Product Categories

Cadini offers suits, shirts, t-shirts, jackets, trousers and leather accessories across both formal and casual wear. It also has an exquisite range of bandhgalas, tuxedos and a range of ties, pocket squares, scarves tailored from the finest silk.

#### Nominated Occasion Wear Collection and Theme

Cadini's Autumn/Winter 2017 collection reflects quality, with creativity and innovation being the guidelines and distinctive characteristics of every offering. The new collection reflects the brand's passion for style, quality and research. It celebrates the traditional 'Made in Italy' style to create tailor-fit garments for contemporary men.

#### Design Aesthetics and Details

The new collection offers apparels in premium fabrics such as 100 percent Giza cotton, 100 percent linen, super fine Merino wool, wool-silk-linen, 100 percent silk and premium TR.

#### Reasons for Creating the Collection

Designed for a gentleman with a multi-faceted personality and bold style, the new collection has been created keeping in mind the upcoming season of celebrations. It will offer a range to fit every requirement.

#### Promotion Plans

Cadini's campaign for the new collection was shot at the fashion capital of the world, Milan. It is being promoted through multi-channels such as print, digital and hoardings.

#### Upcoming Collections

For the next season, Cadini intends to introduce fine quality flat-knit polos and a shirting range in the hues of indigo. The brand is also looking forward to present its denim range.



# >CHAITALI BIPLAB<

The label Chaitali Biplab believes that nothing is backdated if the application is proper and interesting. Being inspired by natural fibre and the kaleidoscopic heritage of Indian arts, crafts and cultures, the brand loves to create proper balancing outfits. Balancing may be in colour, texture and overall aesthetics or in terms of silhouettes along with a lot of innovative surface ornamentation like embroidery, prints, etc. Each outfit tailored by the label reflects a particular mood/purpose and the label has today become synonymous with timeless wear where luxury blends with comfort.

## Core Target Group

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

## Core Product Categories

Chaitali Biplab's core product basket encompasses a variety of salwar suits, exclusive anarkalis, evergreen kurtis, dresses, jackets, decorative trousers and palazzos, lehenga cholis, sarees, blouses, gowns and capes, shawl, etc. Every product bearing the Chaitali Biplab stamp features a balance between natural and manmade fibres with intricate craftsmanship and high quality of finishes.

## Nominated Festive Collection and it's Core Theme

'Enjoy with the Indian Times', as the collection is called, was launched to meet the demand of occasion wear inspired by Indian traditions. The line was designed

with fashion sensibilities that consumers can relate to their own cultures.

## Design Aesthetics and Details

The entire collection exudes simplicity, creative embellishments on basic silhouettes that are easy to carry and handle. The fabrics used in the collection include viscose, Indian handloom textiles, cotton, silk, net and various other kinds of blended fabrics. Colour wise, 'Enjoy with the Indian Times' features gold, mustard yellow, orange along with various shades of red, pink, purple, etc. The entire collection also features authentic prints, creative surface ornamentations, rich embroidery, zari kantha, parsi and intricate patch work.

## Forthcoming Autumn/Winter Collection

The brand's Autumn/Winter 2017-18 collection features extensive use of khadi, velvet, wool, silk, tassar, and various types of nets along with types of blended fabrics. Colour shades like black, shades of blue, wine shades, pomegranate red, violet, purple, etc., are also heavily featured in the collection.

## Promotion Plans

As of now, the brand is banking on both digital, electronic and print media campaigns to promote its collection.

×



## KEY INFOGRAPHICS

- > Name of the company: **Boutique Dishari**
- > Headquarters: **Kolkata, West Bengal, India**
- > No. of MBOs: **600**
- > Annual turnover: **₹20 crores**
- > Website: **www.chaitalibiplab.com**



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# > CORNELIANI <

Corneliani is an Italian men's wear manufacturer best known for its range of suits and sportcoats. Corneliani stands out for its values of tradition and quality that make it an essential in every man's wardrobe. This collection of exquisite and classy leather items completes 'The Corneliani Man'.

## Core Target Group

The Corneliani man is one who understands style and luxury in terms of both material and construction. A person who appreciates a refined quality of life is the brand's core target audience.

## Core Product Categories

The brand's product basket comprises shirts, t-shirts, trousers, suits, jackets, denims and accessories. In India, shirts are priced at ₹15,000 onwards, jackets at ₹90,000 onwards, suits at ₹98,000 onwards, trousers at ₹15,000 onwards, t-shirts at ₹9,000 onwards, denims at ₹22,000 onwards and accessories at ₹6,000 onwards.

## Nominated Occasion wear Collection

*Court suits*, i.e., bandhgalas are a huge hit among the brand's customers and is a men's wardrobe intrinsic with good reason at that. The Corneliani jacket knows the importance of a distinguished collar in a bandhgala. Made from handcrafted techniques with intricate embellishments, the collection is available in a wide range of tones and sheens. The brand has managed to give this old school must-have a slick contemporary relevance. Besides this, the brand's range of tuxedos also enjoy huge demand.

## Design Aesthetics and Details

The exotic, distinguished collar mirrors the typical elegant style of the brand. The formal bandhgala is usually made of cashmere, wool, khadi or matka silk. Apart from these, lightweight woolen fabrics like tropical wool, Merino wool and terry wool are used, some of which are lighter than cotton. The brand's range of bandhgalas are also made in linen, Irish linen, cotton chino and silk. The bandhgala has an unmatched quality when made in fine Italian suiting fabric.

## Reasons for Creating this Collection

Corneliani boasts splendid elegance and hopes to cater to the festive needs of the customers. The brand's Indian customers are increasingly receptive to the brand's efforts and the cuts and fits of the court suit collection have met with overwhelming response.

## Promotion Plans

The brand believes in maintaining a personal touch and relationship with all its customers. The brand banks on personalized phone calls and invites to encourage consumers to explore their collections. Besides this, Corneliani advertises in print media and are quite active on the social media as well.

## Expansion Plans

Corneliani is open to all the opportunities for expansion and is always looking for new and innovative proposals that would help the brand strengthen its presence.



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## KEY INFOGRAPHICS






- > Name of the Company: **OSL Luxury Collections Pvt. Ltd.**
- > Country of Origin: **Italy**
- > Headquarters: **Milan, Italy**
- > No. of EBOs: **2**
- > Total retail space occupied: **2,800 sq.ft.**
- > Website: **www.corneliani.com**





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# >GIOVANI<

A Future Lifestyle and Fashions brand, Giovani is a quintessential formal wear brand that eases the layer of formal-rituals around the suit and allows one's true self to manifest. The brand is popular chiefly because of its superior fits and the trademark Italian cuts that Giovani suits and jackets feature.

## Core Target Group

Giovani's chief target audience comprises men in the age group of 25-40 years. It's for the man who straddles many roles and celebrates each of them with ease.

## Core Product Categories

The brand's collection encompasses a concoction of styles in bandhgallas, jackets, shirts, Nehru jackets and blazers. There are many intricate detailing and embellishments added in each of these garments.

## Nominated Festive Collection and it's Theme

The new collection is called 'Great Jazz' and its core theme revolves around celebrating the elegance and flamboyance of the great jazz era.

## Design Aesthetics and Details

Giovani has used bold velvets, jacquards and structures to give the collection a distinctive visual appeal. The collection also features a wide range of waist coats for mix and match, chained waist coats and ultra slim fit trousers along with a striking range of differentiated shirts that include tuxedo wing collar shirts, pin tuck shirts, black piping mandarin collar shirts, etc.

## Reasons for Creating the Collection and Overall Expectations

The jazz era was known for its bold look and fashion statements. With exposure to fast evolving international trends, the brand expects the Indian men to be more experimental and make dauntless



fashion statements with the 'Great Jazz' collection.

## Promotion Plans for the Collection

The brand plans to promote the collection utilizing strong visual representations and props in all its stores. The brand also plans to utilize the digital media to connect to the modern, digitally savvy consumers.

## Latest Fall/Winter Collection

Apart from the 'Great Jazz' collection, Giovani has also launched a new Fall/Winter collection that draws inspiration from the mix and match story. Sensibilities of the new Autumn/Winter collection is inspired by lavish lifestyle.



## KEY INFOGRAPHICS

- > Name of Company: **Future Lifestyle Fashions Limited**
- > Total no. of EBOs: **15**
- > Total no. of SIS: **130**
- > Total no. of MBOs: **30**
- > Total no. of LFS: **100**
- > Total retail space: **60,000 sq.ft.**
- > Annual Turnover (FY 2016-17): **₹50 crores**
- > CAGR: **22% per annum**



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# >JAHANPANAH<

Jahanpanah has created a rich heritage of men's fashion with its lifelike expressions of myriad moods of the Indian male.

## Core Brand Values

The brand strives to maintain the highest standards with customers, team members and communities. It only makes promises that it intends and affords to keep. Also, as a new age brand, customer satisfaction is its prime priority and in line with it, Jahanpanah considers the customers in all its endeavours. The brand's core aim is to build a long term customer relationship with its consumers and hence it treats customers with utmost care.

Also, Jahanpanah respects the differences among customers and communities and supports this diversity in all its endeavours.

## Brand USP

The brand's USP is its product range that is regarded as the best of its class in Hyderabad. The brand's entire empire is build on its range of sherwanis and suits, which speaks volumes about the brand's unwavering commitment to quality.

## Core Target Group

Jahanpanah targets the middle class, with an annual household income of ₹2-9 lakhs.

## Core Product Categories

Today, the brand is considered as the first choice in Hyderabad when it comes to occasion wear shopping like kurta pyjamas, pathani suits, kidswear, Indo westerns, etc. But considering that Jahanpanah was born from sherwanis and suits, it has been the brand's core strategy to focus on making incredibly sustainable and luxury sherwanis and suits. This focus has helped the



brand to be sustainable, profitable and relevant to its customers for over decades.

## Nominated Occasion Wear Collection and its Theme

Jahanpanah's collection of pristine bandhgalas were launched keeping marriage and festive season in mind. Featuring floral motifs, world-class fabrics from Italy along with customised hand-woven fabrics from across India, it is the perfect choice of silhouette, while being comfortable and versatile at the same time.

## Visual Aesthetics and Details

Jahanpanah has concentrated its endeavours to give a complete solution



to its consumers with regards to choice of colour, fabric, buttons, designs or even a specialised lining that one may fancy.

## Reasons for Creating this Collection and Overall Expectations

It was the unrelenting demand from its patrons that has led the brand to introduce the said bandhgala collection. In addition to fulfilling its customers' demands, Jahanpanah expects the bandhgala range to be the highest contributor to its overall sales.

## Promotion Plan

Keeping in mind the pivotal importance that social media plays in modern promotions, the brand has resorted to Facebook and Instagram as preferred channels to promote its collections. On the whole, the brand carries out a combination of the right media mix which include TV, print and outdoor advertising.

## Brand's Retail Expansion Plans

The brand has plans to expand to new markets and untapped geographies and deeper penetration into tier-II and -III cities. Apart from this, it will also focus on opening strategic stores in key markets of Hyderabad.







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# >KALKI FASHION<

**K**alki is an ethnic couture brand that keeps pace with the changing trends in the fashion circuit. Staying true to its unique promise of premium and wearable fashion, Kalki unveils fresh collections and all-new designs throughout the fashion calendar. The brand's prime focus is to roll out traditional outfits with a modern touch that potentially appeals to everyone's taste and style. Kalki's designers are dedicated to weave out a melange of outfits along with a huge array of playful colours that gives women a plethora of options to choose from.

## Core Target Group

Kalki caters to women from all walks of life. The brand's primary target group starts from 18 to 65 years of age.

## Core Product Categories

Variety is the brand's USP and Kalki 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.

## Nominated Occasion Wear Collection and it's Theme

The brand releases its annual couture collection every year known as the 'Bride and Baraat' collection which comprises of breath taking silhouettes and patterns along with a range of fresh colours. Apart from that, Kalki's designers create outfits that are based on different festivals giving its client base enough options to choose from.

The 'Bride and Baraat' collection constitutes of exclusive wedding couture and Indo-western styles that are unique and truly out of the world.

## Design Aesthetic and Details

The brand's designers work round the clock to ensure that every outfit is unmatched in terms of style, comfort and quality. The collection features the latest trends and are adorned with intricate embellishments in terms of tassels, brocade centric designs, 3D floral embroidery, pearls, etc. Intricate embroidery is another key feature along with the special colour palettes that help uplift the Indian skin tone. Hues like pastels, rose quartz, teal and muted greys are the highlight of the collection.

## Reasons for Creating the Collection and Overall Expectations

The sole aim of the brand is to assist Indian women with the right kind of outfits for every occasion. The 'Bride and Baraat' collection is specially crafted for women who want to make a difference with their sense of style and look stunning wherever they go.

## Forthcoming Fall/Winter Collection

For the upcoming season, the brand plans to introduce bridal and pret outfits in fabrics like silk and velvet with appealing embroidery work and deeper toned colours such as teal, maroon and burgundy.



IMAGES Business of Fashion



## KEY INFOGRAPHICS

- > Headquarters: **Santacruz, Mumbai**
- > Website:  
**[www.kalkifashion.com](http://www.kalkifashion.com)**

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# >LIBAS<

What defines the brand Libas by designer Riyaz Gangji is its excellent craftsmanship and high attention to details. Creating impeccably flawless garments with perfect cuts is an art that Libas is well versed in. Be it western, contemporary or ethnic Indian, the brand is famed for coming up with a signature touch for each of its clients. The brand's specially designed couture is inspired by the passion of creation. The USP of the brand lies in its quality products that feature keen sensitivity towards cost effectiveness.

## Core Target Group

Libas targets mainly the middle class and upper middle class strata within the age group of 20- 45 years, who is fashion conscious and wants to flaunt their individual style.

## Core Product Categories

Libas is known for its range of exquisite kurtas, sherwanis, suits, lehengas, anarkalis, bridal sets and sarees. All products of the brand are known for their creativity in terms of cuts, designs and pocket friendly prices.

## Festive Wear Collection and Theme

The brand's latest occasion wear collection is called 'Colours of Horizon'. The collection draws inspiration from contemporary travel enthusiasm, mainly from the sea and the horizon.

## Design Aesthetic and Details

The 'Colours of Horizon' collection features a perfect confluence of creativity and immaculate handwork. The entire collection is marked by extensive use of embroidery, zardozi work and exclusive use of patti work. Fabrics used include raw silk and velvet of the highest quality to give each piece a sophisticated and visually appealing feel. Colours used are black and shades of blue and mint, that reflect the collection's inspiration from the

horizon. Another striking feature of the collection is its asymmetric cuts, a first of its kind for the brand.

## Reasons for Creating the Collection

The core aim of the collection is to offer consumers something that is off the track, a cut above the rest. The brand wanted to come up with something that featured visually rich looks, comfortable fits and sensitive prices. The collection was launched about 3 months back and it has received an overwhelming response.

## Promotion Plans

The brand is promoting all its collections through social media. The brand also ropes in popular celebrities like Bollywood sensation Sunny Leone, and supermodels Shawar Ali and Marcela, to promote its collections.

## Retail Expansion

The brand is in the process of launching a new store in R City Mall, Ghatkopar, Mumbai.



## KEY INFOGRAPHICS

- > Headquarter: **Mumbai, India**
- > Total no. of EBOs: **9**
- > Annual Turnover: **₹35 crores**



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# >NARGIS<

**N**argis offers an all exclusive collection of suits, sarees and lehengas that are trendy and are a must-have attire for every occasion. The dominant style of the brand's collection is monarchical and majestic with high quality works like rich fabrics and bright regal colours. Although an ethnic wear brand, Nargis' products feature a touch of innovation that helps its consumers to look traditional as well as trendy at the same time.

## Core Target Group

The brand targets each and every age group of women, whether it is teenagers, housewives or college going girls. It is a one stop destination for every consumer who is looking for ethnic collection with a modern taste.

## Core Product Categories

Nargis's product basket encompasses a concoction of materials, fabrics, embellishments, colours and silhouettes. The brand offers designs that are a mix of sequins work, vibrant zari and thread work with careful combination of colours, to give an eclectic look to every woman's attire. The brand also includes fabrics such as chiffon, georgette and net and features extensive zari, resham, patch and cut work in its collections. Colours incorporated include golden, red, yellow, pink, maroon and many more.

## Nominated Occasion Wear Collection and it's Theme

Nargis presents the '*Rangoli*' collection for the season of colours. The collection is inspired by the royal Mughal era and is a timeless style which has recently made its way back to the Indian fashion scene. The richly embroidered and colourfully opulent '*Rangoli*' collection is among the trendiest picks of the season.

## Design Aesthetic and Details

Nargis has crafted a unique and unparalleled signature style of their own which is a fusion of Indian karigari. The collection features ethnic wear pimped up with irresistible combination of colours, styles and designs that uphold the traditionalist designs but incorporates modern trends. The collection captures the eternal magnificence of Indian marriages and keep pace with the opulence of the same, a lot of zari, resham, stones, thread and cut work has been utilised in lovely colours like beige, red, pink and orange.

## Promotion Plans

The brand is connecting with its regular customers through mailers and also getting good response from them. It is also planning for a festive sale soon.

## Forthcoming Fall/Winter Collection


The Fall/ Winter season kicks off the wedding season in India, which is a very crucial time for any ethnic wear brand. In line with this, the brand is trying to come up with a unique collection created not only for the bride but also for the bridesmaids and the relatives.



## KEY INFOGRAPHICS

- > Name of Company: **Bhim Ji Sarees**
- > Headquarters: **Lajpat Nagar, New Delhi**
- > Total no. of EBOs: **2**





The more you praise  
and celebrate your  
life, the more there  
is in life to celebrate  
- oprah winfrey

# >SABHYATA<

Sabhyata, as the name depicts, is a true reflection of Indian ethnic wear. The main USP of the brand is the quality of its products, the reasonable price range and the great customer ethics. Sabhyata is not only highly popular in metro cities but also in tier -II and -III markets as well. What sets the brand apart is the prominent use of indigenous techniques such as Dabu prints, vegetable dyes, indigo, etc.

## Core Target Group

The core target of the brand is women from all walks of life. The brand aims to provide ethnic fashion to women from 18 years to 60 years of age group.

## Core Product Categories

Over the years, Sabhyata has evolved and followed the ongoing trend in ethnicity. The brand's product range comprises of kurtas, kurtis, palazzos, leggings, dupattas and the brand aims to add more varieties in the coming days.

The brand wishes to keep its collections open for all purpose and for women from all walks of life. The choice ranges from corporate collection to unique festive collection, as per the season of the year. Up till now, all it's collections have received good response from the customers and the creations have met the brand's growth expectations.

## Occasion Wear Collections

Sabhyata introduces a new range of collections every month as per the upcoming season. The brand tries to create a mix and match of its attires.

## Design Aesthetic and Product Details

The brand's collections are mostly done in cotton based fabrics, chanderi and flux. When it comes to colours, Sabhyata always keeps it's collections ethnic, sober and light, making them occasion friendly at the same time.

Some of its unique colours are green, yellow, light pink, blue and red.

## Marketing and Promotions

The brand's promotional plans mostly revolve around the collection and the theme it carries. It generally organizes various social media campaigns to keep engaging its customers, creates festival/occasional videos and participates in radio activities. The brand's latest promotional video that reflects on the mother-daughter relationship was met with an overwhelming response.



## KEY INFOGRAPHICS

- > Headquarters: **New Delhi**
- > Total no. of EBOs: **56**
- > Total retail space occupied: **39,000 sq.ft.**
- > Annual Turnover (FY 2016-17): **₹65 crores**
- > Website: **www.sabhyataclothing.com**



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# >SELECTED HOMME<

Selected Homme is all about premium fabrics and classic styling with a strong focus on quality. The brand offers a subtle and interesting addition to the premium men's wear segment with its impeccable tailoring. The collection compliments the modern lifestyle and seamlessly adapts to the fashion preferences of young as well as mature men.

## Core Target Group

Selected Homme's collection appeals to fashion conscious men who have a keen sense of their personal style.

## Core Product Categories

The brand's men's wear range encompasses a wide range of outerwear, blazers, cardigans, jumpers, tailoring, shirts, t-shirts, pants, shoes, jeans, shorts, sweatshirts, undergarments and accessories.

## Nominated Occasion Wear Collection

Paying homage to great craftsmanship, 'Identity', the brand's latest occasion wear collection centres around classic tailoring and offers a great selection of versatile wardrobe staples with a comfortable yet contemporary fit. Incorporating upgraded textures, high-count yarns and refined wool fabrics, the collection's garments have been infused with an element of luxury, challenging the crisp, cool autumn breeze. Turning to classic camel and bottle green for a lasting palette, all the while introducing a large-scale Prince of Wales check, every piece is surely a fail-safe investment.

## Design Aesthetics and Details

Selected Homme believes in minimal design and aesthetics. However, the interpretations always succeed in delivering to the expectations of the

modern man. Fabrics are ultra luxe spanning from woolrich, fine linen, premium cotton to wool polyester blends. Colours range prominently from black, grey, blue, beige, brown to indigo, wine and olive. Discharge prints, collar tapes, metal buttons and trim tapes are some of the most used embellishments.

## Reasons for Creating the Collection and Overall Expectations

The 'Identity' collection is an attempt to reflect the contemporary way of living of the modern man. The line offers an ease into the ritual of getting dressed. Committed to create essentials for everyday line-up, the 'Identity' collection seamlessly adapts to everyday wear of the Selected man.

## Promotion Plans

Several A-list celebrities have sported garments from this collection which has garnered a lot of PR coverage. Apart from this, the brand is relying on print advertisements and mall brandings. A digital campaign has also been planned to ensure communication on social media and with the online partners.

## Expansion Plans

Selected is looking forward to expand the business for Selected Homme in India. Globally, the brand has seen a very promising growth and hopes to replicate the same here. For the coming year, it has planned to add around 15 shopfronts in multiple markets. Selected Homme is already available for online shopping at leading fashion online portals like Jabong and Myntra.



## KEY INFOGRAPHICS

- > Country of Origin: **Denmark**
- > No. of SIS: **21**
- > Total retail space occupied: **12,967 sq.ft.**
- > Website: **www.selected.com**



## >SFW<

SFW was launched in the summer of 2008. As a one stop wedding destination, the design house oscillates between the grandeur of vintage opulence and urban sleekness, with each look narrating the precision of modern luxury. The label's supreme quality and intricate craftsmanship resonates across the globe, as the label successfully retails at eminent multi-designer stores in UK, USA, South Africa, UAE, etc.

### Core Target Group

The brand targets the aspiring class that doesn't compromise with quality. A typical SFW consumer has class, rich taste and an inborn penchant for elegance.

### Core Product Categories

The design house specializes in smart ethnic solutions like Jodhpuri suits, designer suits, kurtas, suits, blazers, sherwanis, etc.

### Nominated Occasion Wear Collection

SEW's main occasion based collection is called 'Wedding Gallery', which is especially aimed at the wedding season. The collection features a slew of options for both men and women with intricate designs and right craftsmanship.

### Design Aesthetics and Details

'Wedding Gallery' encompasses a wide range of ethnic options in various fabrics like velvet, raw silk, etc. The entire collection is studded with exquisite designer zari work, embroidery and stone work. Colour palettes used revolves around bright tones of red, green, baby pink, magenta along with contrast colours.

Another striking feature of the collection is its range in kalamkari

fabric, a type of hand-painted or block-printed fabric coloured by repeated dyeing. The kalamkari fabric collection features detailed work in colours like gold, black, maroon and wine.

### Promotion Plan

For business entity, promotional strategies and marketing go hand in hand and SFW is no exception. The label has invested heavily on digital marketing and branding to get its message across its consumers. SFW also participates in various prestigious trade fairs, exhibitions and exclusive bridal exposition to promote its collections.

### Forthcoming Fall/Winter Collections

The brand is currently working on its winter collection that includes a wide range of suits, tuxedos and blazers for men.



### KEY INFOGRAPHICS

- > Headquarter: **Mumbai, India**
- > Total no. of EBOs: **6**
- > Total no. of MBOs: **50**
- > Total retail space occupied: **7,500 sq.ft.**
- > Annual turnover (FY 2016-17): **₹28 crores**
- > Website: **www.seemamehta.in**

# >SHREE<

Shree is renowned for offering customers the right blend of traditional and modern ethnic wear in a lively and vibrant shopping experience at affordable prices in India and abroad. The brand believes in the idea of women empowerment and this philosophy is deeply rooted in its creations.

## Core Target Group

Shree is a household brand. It is designed for modern Indian women of all age groups who are confident and are willing to look beyond the traditional cultural and societal barriers.

## Core Product Categories

Shree offers complete fashion wardrobe including designer wear, classic work wear, relaxed casual wear and evening wear. The brand is a prominent manufacturer and supplier of ladies kurtas, leggings, palazzos, pants, dupattas, dresses, skirts and tops.

## Nominated Occasion Wear and it's Theme

'Svarna' is specially designed for the upcoming festive season in India. 'Svarna' exhibits the elegance and enchanting charm of the gold foil. Gold is considered as colour of prosperity, luxury, success and prestige. The elegance of block printing in floral and geometrical prints captivate the eye with its refined intricacy.

## Design Aesthetics and Details

Different styles like skirts, capes, dresses and kurtis add an urban chick touch with elegance. The blend of right fabrics like soft rayon and georgette with bright shade of colours like blue, fuchsia, etc., makes each product appealing for the customers. Shree uses embellishments such as zari, sequins and stonework on block printing to showcase the richness of festivals.

## Reasons for Creating the Collection and Overall Expectations

Shree celebrates womanhood and wants to bring the essence of its rich cultural heritage to its customers. The brand's designers get inspired from the nook and corners of India. From sketch to garment, the brand strives to nurture all those things it loves about India and put them together in an ensemble.

## Promotion Plans

The brand is planning to launch 'Svarna' at all its EBOs. With the right mix of digital marketing and video advertising, it wishes to create high impact on its customers.

## Forthcoming Fall/Winter Collection

For the upcoming winter season, Shree is planning to release a 'Jamawar' collection that is usually inspired by the beautiful crafts of Kashmir. It is a blend of many hues and colours, which renders an inimitable uniqueness to the fabric. The collection of Fall/Winter 2017-18 is simple yet effortlessly elegant. From straight cut kurtis to flared jackets, the brand has merged Indian prints beautifully with modern silhouettes to give a fusion look. Dusky shades of straight cut wear highlighted with embellishments are ideal for every occasion.



## KEY INFOGRAPHICS

- > Name of the company:  
**The Indian Avatar & SHR Lifestyles Pvt. Ltd.**
- > Headquarters: **New Delhi, India**
- > Total no. of EBOs: **20**
- > Total no. of SISs: **10**
- > Total no. of MBOs: **5**
- > Total retail space occupied:  
**10,000 sq.ft.**
- > Annual turnover (FY 2016-17):  
**₹56 crores**
- > Website: **www.shreelifestyle.com**





Juelle

# >SOCH<



## KEY INFOGRAPHICS

- > Name of Brand & Company:  
**Soch (Soch Apparels Pvt. Ltd.)**
- > Total no. of EBOs: **101**
- > Total retail space occupied:  
**1,70,000 sq.ft.**
- > Annual turnover (FY 2016-17):  
**₹325 crores**
- > Website: **www.soch.in**

**S**och is a one stop fashion destination for the modern Indian woman. Soch is all about fast fashion and disrupts the category convention of seasonal fashion by introducing new merchandise every fortnight. The brand launches anywhere between 4- 8 collections every month across product categories. The consumer perception is that “you will always find something new every time you step into Soch”. Soch is all about offering the widest choice, exclusive designs, sweet spot pricing and premium store ambience and experience.

### Core Target Group

Soch caters to a wide demographic profile between 18 and 50 year olds. Die-hard Soch loyalists are typically the 25- 35 year old fashion conscious women for whom upward social mobility is a top priority.

### Core Product Categories

Soch offers a wide range of stylish and elegant designer ethnic wear like sarees, salwar suits, unstitched suits, kurtis, kurti suits, tunics, readymade blouses and bottoms.

### Nominated Occasion Wear Collection.

The brand's festive collection is called '*Zarah*'. It is designed to reflect the sartorial preferences of the modern Indian woman. The collection comprises of sarees, salwar suits and unstitched suits. Another collection, called '*Tasha*', which is more contemporary, comprises kurtis, sarees, unstitched suits and salwar suits. The vibrant colours, intricate embroidery and unique patterns make both the collections a must-have in every woman's wardrobe.

### Theme of the Collection

Deep hues with traditional embroideries is the core theme of the collection. Deeper hues has been the universal trend for the season and works well with ethnic wear. Also, festive clothing always requires heavy embroideries and they pop out more on darker, deeper hues.

### Visual Aesthetic and Details

Chanderi silk and georgette are the main fabrics for the season at Soch. Zari embroidery with stone and mirror work, heavy dupattas with zari buttis have been used to create the collection. Khadi print has been used on salwars and kurtis to create a distinctive festive look.

### Promotion Plans

The brand plans to launch a festive campaign during the season with a 360 degree marketing plan.

### Forthcoming Fall/Winter Collection

Soch plans to launch a winter range of kurtis, tunics, shawls and shrugs along with new catalogues, post the festive season.





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# >SPRINGFIELD<

Established in 1986, Springfield has been offering clothing and accessories in tune with the latest international trends. The brand started with manufacturing of top quality formal men's wear and with time entered into the casual wear space too. Today, Springfield has established itself as a major player in the casual wear category by dint of its quirky designs and quality products.

## Core Target Group

The brand targets fashionable men in the age bracket of 25- 55 years. A typical Springfield consumer is one who aspires to make an individual fashion statement.

## Core Product Categories

Springfield offers a wide range of casual shirts, trousers, jeans, jackets and t-shirts that enjoy extreme demand amongst casual fashion enthusiasts.

## Nominated Occasion Wear Collection and it's Theme

The brand has in its kitty a natural range of linen and 100 percent cotton shirts, trousers and t-shirts. Based on an all natural theme, the collection is not only trendy but is also comfortable and is a perfect choice for any occasion.

## Design Aesthetics and Details

The collection draws heavily from the spring look, be it its designs or colour palette. Colours consist mainly of whites and a few bright colours that can effectively elevate mood. The brand also plans to come up with a range of all new print shirts to make the collection more lively and cool.

## Reasons for Creating the Collection

The brand's focus for this collection is towards natural fabrics so as to provide the wearer with a cool look and comfortable style.

## Promotion Plans

Springfield's promotions for this collection will be mostly through online channels like Myntra, Flipkart, Amazon, etc.

## Forthcoming Fall/Winter Collection

For Fall/Winter 2017-18, the brand plans to introduce its special blazers with cool colours made from natural fibers like 100 percent cotton and linen.



## KEY INFOGRAPHICS

- > Headquarter: **Mumbai, India**
- > Total no. of EBOs: **1**
- > Website: **[www.springfield-estore.com](http://www.springfield-estore.com)**





# >TANEIRA<

The central message of Taneira, handmade with love, positions it as a warm, approachable yet sophisticated brand that celebrates authentic handcrafted handlooms. The brand celebrates spontaneity as it lives through the emotions of any special occasion. The brand features exclusive designs created from across 38+ weaving clusters of India and guarantees authentic natural materials that are handwovens only. The brand also offers unmatched convenience and personalization by way of a style studio in-store that houses ready to wear blouses and offers tailored services.

## Core Target Group

Taneira's primary target audience is women over 30 years of age who choose to wear sarees and Indian dress wear. The secondary target audience comprises women below 30 years of age who seek Indian wear for important occasions including weddings, work occasions, festivals, etc. In terms of a mindset, a Taneira woman is independent, balanced, progressive yet rooted. Her choices reflect her refined taste and she celebrates tradition while not being bound by it.

## Core Product Categories

Taneira houses a highly curated collection of handcrafted sarees; every single design is handpicked individually by its buyers. The product range comprises sarees from across the country — silk cotton, chanderi and Maheshwari, Bhagalpur tussars, Banarasi and Kanjeevaram silks, khadi/cotton/jamdani from Bengal, Ikat from Pochampally, Odisha and Gujarat, and much more. Workmanship include ajrakh, bandhini, chikankari and brocade among others. The saree range starts at ₹1,500 and goes up to ₹2.5 lakhs for exclusives such as the Patanpatola.



While the primary product category of the brand is sarees, it also offers ready to wear and custom designed blouses, stoles, and dupattas. Taneira also plans to launch its range of lehengas very soon.

## Design Aesthetics and Details

Ensuring and maintaining design aesthetic and exclusivity involves sourcing from more than 38 weaving clusters in India, displaying 51 types of workmanship and 20 types of natural fabrics.



## KEY INFOGRAPHICS

- > Headquarters: **Bengaluru, India**
- > Total no. of EBOs: **2**
- > Total retail space occupied: **5,600-5,700 sq.ft.**



# >TURTLE<

Driven by the core aim of offering the best in fashion and fit at the most affordable prices, Turtle has come a long way. The brand's journey began in Kolkata, in 1993 as an aspiring yet steadfast enterprise that went on to become one of India's fastest growing companies in the industry. With trendsetting fashion and redefining styles, the brand has established itself as a favourite among men who wish to stand out and make a statement.

## Core Target Group

Turtle's target group consists of the Sec A and B male consumers between the age group of 25- 50 years.

## Core Product Categories

The brand's core product categories include shirts, polos and crews, formal trousers in TR and wool blends, washed chinos, linens, denims, formal blazers along with non lined sporty jackets as well as dressy suits, waistcoats, bandhis in TR, cotton and linen. Turtle also offers a unique range of jacquard and washed pullovers and windcheaters.

## Nominated Occasion Wear Collection and it's Theme

Turtle's latest occasion wear collection is called 'Soul' and offers a convertible feature as its main USP for its range of outerwear like suits, blazers and waistcoats. In shirts, the collection features two strong seasonal trends of prints and jacquards.

## Design Aesthetics and Details

Shirts in the collection feature patterned prints on satin and dobby bases. Jacquards are dominated by geometric and floral patterns. Mocha, plump, forest green, slate are the colour highlights. Other distinctive features include, button down with small band on band collars, nehru collars, small cut away cuffs, detailed plackets and inner neck bands enhanced with trims. Predominantly, satins and dobby



bases are used. In outerwear, rich dobby bases with play in colours are a staple. Colours used ranges from black, navy to brown and grey, playing with their tints and tones. Three piece suits and tuxedos are highlights of this collection. The collection also features detachable lapels for multi utility factor.

## Reasons for Creating the Collection and Expectations from it

Turtle launched the 'Soul' collection to simply cater to the gap for curated occasion wear pieces at rational price points in India.

## Promotion Plans

The brand plans to exploit print, outdoor and digital medium to promote the 'Soul' collection this season. Apart from this, Turtle is also showcasing its TVC in multiplex and digital media.

## Fall/Winter Collection

The brand's latest Fall/Winter collection includes a chic and trendy range of corduroy prints, brushed checks, jacquard pullovers, washed wind breakers, printed chinos, and peached plaids.



## KEY INFOGRAPHICS

- > Total no. of EBOs: 100+
- > Total no. of SISs: 3,000+
- > Total no. of MBOs: 2,000+
- > Total no. of LFSs: 5

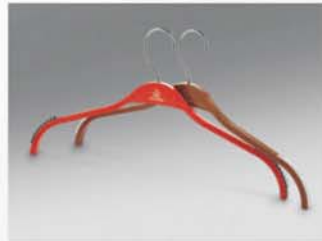


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Reliance Jewels

## THE PROMISING MARKET FOR PRECIOUS WEARABLES

Having precious accessories that are pretty and affordable is a trending phenomenon now with demands like special light weight, every day, work wear, etc., sprucing up sales. Market veterans talk to Images BoF on the factors influencing the market of jewellery and watches and how consumers especially the ever growing middle class, which is becoming ever more affluent is transforming demand and the current preferences.

By Rosy Ngaihte Sharma

Jewellery occupies an important position in the Indian society. Thanks to the traditionalist and customs abiding nature of the consumers, the luxury jewellery market in India witnesses a boost during weddings and festivals such as Akshay Tritiya, Dhanteras, etc. Suvankar Sen, Executive Director, Senco Gold, confirms, “Yes. Wedding and festivals are the peak period when sales go high.” At the same time, he also shared that it varies from region to region, for example jewellery sales go high during Baisakhi and Raksha Bandhan in the North, similarly in the West, sales soar during Gudi Padwa and Ganesh Chaturthi, while the season for South India is during Onam.

“Over the years, the festive and occasion based purchases have been supplemented by a gradual and steady increase in non-occasion driven purchases,” shares Sunil Nayak, CEO, Reliance Jewels. He reveals, “These purchases have been powered by macro-economic factors like rise in disposable income of the ever growing middle class, which is becoming ever more affluent and strives to fulfil their aspirations. And to this ever so risk averse

group, putting money in gold jewellery is also considered as a safe and secure “investment”. Another factor that impacts jewellery purchase is fluctuations in price of the precious metal. A sudden upsurge or drop in prices adversely impacts jewellery buying - in the event of upsurge, there is a belief that there will be a price correction and bodes well to await the correction before purchasing. Similarly when prices drop, a further drop is expected as a result of which there is a temporary slack in purchase.”

### **A shift: Frequent shopping for various occasions**

Atul Sinha, Senior Vice President Marketing and Retail Sales, Caratlane.com, agrees that jewellery sale is higher during the festivals. He feels, “There are more occasions which have come up that trigger jewellery purchases like Valentines day, Women’s day, Mother’s day, etc. Moreover, birthdays and anniversaries also push sales as jewellery is regarded as one of the most precious and personal gift which one can give.”

Caratlane achieves 40-45 percent of its sales during September to December. Same is the case with Senco Gold, who also achieves 60 percent of the annual sales during this period.

According to Rajesh Tulsiani, Co-Director, Dwarkadas Chandumal Jewellers, “With passage of time, a shift in the significance and preference of jewellery was apparent. Today, with global exposure, jewellery has become a fashion statement from its auspicious slant. Consumers purchase jewellery in tandem with occasions, financial availability and gifting; since they believe that jewellery creates memories.”

Nayak also accedes, “With the “uber-isation” of India,



Dwarkadas Chandumal Jewellers

people have now started looking at jewellery differently. From being a sentiment driven adornment, jewellery is slowly moving towards becoming a fashion accessory. Indians are slowly looking to imbibe jewellery, especially diamond jewellery in their routine life. In fact jewellery does compete with other products like electronics to grab a share of consumers’ wallet.” He further stated that there is an increase in demand for jewellery especially for the light weight, every day, work wear and low carat, etc.

“Occasion based purchases definitely see more traction as compared to non-occasion based purchases. As an economy we have not yet completely evolved to the point of making jewellery purchase a recurring habit. With the changing trends in jewellery purchases, demand for unique designs that can be flaunted, and rising trend of theme based collections etc., has started showing a change in purchasing patterns. We expect this to become the norm as time goes by,” he adds.

Consequently, there is also a continued strong sales of watches and resilient demand for precious metal jewellery. Manisha Sangani, MD, Just Lifestyle Pvt. Ltd., says, “Unlike jewellery brands, watch shopping does not

Reliance Jewels





***“Festivals are important in India and we see a hike in sales during these periods. But there are more occasions which have come up that trigger jewellery purchases like Valentines day, Women’s day, Mother’s day, etc, besides birthdays and anniversaries.”***

**-Atul Sinha,**

Sr. Vice President Marketing & Retail Sales,  
Caratlane.com



***“Today with the global exposure, jewellery has become a fashion statement from its auspicious slant. Consumers purchase jewellery in tandem with occasions, financial availability and gifting purposes.”***

**-Rajesh Tulsiani,**

Co- Director, Dwarkadas Chandumal Jewellers



***“Watches are not mere timepiece anymore these are the fashion accessories. These are the extension of one’s style. More than product features, consumers look for designs that can be matched with their attire.”***

**-Manisha Sangani,**

MD, Just Lifestyle Pvt. Ltd. (Aspen)

depend on any occasion. Though the sales are higher during end-of-the-season-sale periods and festivals as brands offer attractive discounts. Moreover, for men the options are limited and gifting a watch makes a better choice.”

### **Looking for a look**

More than a product and fashion accessory, today consumers buy “a look”. They want to match their accessories with their attires. And as a result, it ends in multiple purchases. Citing Aspen watches’ example, she says, “Watches are not mere timepiece anymore these are the fashion accessories. These are the extension of one’s style.” Hence, the brand offers a vast assortment as per different looks while playing around with different colours, straps, dials, chains, etc.

Nayak explains, “The fashion quotient of the Indian consumer has undergone a sea change and it continues to do so at a very rapid pace. Jewellery, being an accessory, has undergone a drastic

change both in terms of look and feel. While the bigger pieces continue to dominate the weddings, light-trendy pieces with delicate and cutting-edge contemporary designs are being purchased in larger numbers to go as accessories for the modern dressing among women consumers. This is adding to the frequency of purchase of jewellery.”

Tulsiani also added that women now reach for looks that can be styled in traditional as well as in contemporary manner with versatility being the key. Dwarkadas Chandumal Jewellers offer customers classy and statement jewellery which are not only high on style but also evergreen and can be suited to any occasion, personality and taste.

Disclosing the reason for Senco Gold’s popularity, Sen shares, “Clients definitely visit us for light-weight jewellery. In fact, the younger generation adore our Everlight and Gossip collections which are in silver.

Our wedding collections are also very popular as they look heavy but weigh low and hence are easy to wear.”

### **Annual sales**

Though majority of the sales happen during festivals such as Akshay Tritiya which is in April-May, Dhanteras and Diwali in October-November, and other regional festivals, and spur footfalls, it will not be prudent to believe that jewellery purchase happens all



Dwarkadas Chandumal Jewellers



***“Over the years the festive and occasion based purchases have been supplemented by macro-economic factors like rise in disposable income of the ever growing middle class, which is becoming ever more affluent and striving to fulfil their aspirations.”***

**-Sunil Nayak,**  
CEO, Reliance Jewels



***“Jewellery sales varies from month to month and region to region, for example sales go high in Baisakhi and Raksha Bandhan in the North, Gudi Padwa and Ganesh Chaturthi in the West, Onam in the South.”***

**-Suvankar Sen,**  
Executive Director, Senco Gold

### **The best & forthcoming collections**

Embracing the brand philosophy, “Be The Moment”, Reliance Jewels introduced a collection inspired by the grace, beauty and peace within a swan. The collection is being developed in association with designer Garima Maheshwari and is being launched to cover the festive purchases during Navratri, Dussehra, Diwali and weddings up to January 2018. Their recent exclusive designer collection “Miliani” which was based on this philosophy was received very well in the market. Nayak shares, “Round about 40 designs in gold will be launched under this collection.”

“We have an attractive collection of diamonds in studded and polki (uncut), ethnic gold jewellery that exude personality, femininity and modernity. We have always been loved by our family of consumers,” said Tulsiani. He says, “Our bridal and festive collection is the perfect embodiment of feminine spirit and is stunningly luxurious with subtle and elegant touch to make every woman feel and look special. Adorned with diamonds and embellished with breathtaking motifs and innovative cuts, each jewel is a priceless legacy that can be passed on to generations.”

Known for watches that offer exquisite jewellery designs, Aspen’s feminine collection has been the best performing range during all these years. Some of the designs have been repeated with minor changes. Just Lifestyle’s 60 percent of the sales comes from their feminine range. “Our Aura collection, which we are launching during the festive season, is going to be a game changer. These watches use the concept of time and energy. We have used jewellery elements with natural stones,” concludes Sangani.



year round and not necessarily for only occasions. Tulsiani, expresses, “Purchase decisions revolve around myriad factors including financial availability, NRI clients travelling to the city, etc.” Nayak also says, “The sale and average ticket size may not commensurate with the footfalls as consumers tend to opt for tokens of auspiciousness. Attractive offers are normally announced to attract people from all faiths and the purchases that happen are of high ticket value. Moreover, personal occasions like weddings in the family are dominated by high ticket size.”

According to Sangani’s observation Indian consumer looks at price and after that he approves a product. “With more disposable income and increasing brand awareness, it is difficult to say on the sales and average ticket size during various occasions. The only reason, we can put is the attractive offers which retailers and brands propose during occasions,” she said. Aspen watches by Just Lifestyle aims at around 35 percent of the sales in September-December.



Aspen (Just Lifestyle Pvt. Ltd.)

# >ASPEN<

Aspen is a watch designed for the strong independent woman who perfectly balances her personal and professional life, wants to make a bold fashion statement and is in sync with Indian traditional ways. The brand's watches are created with bold large cases, unique dials and jewellery chains and straps that are designed in Italy. The company, Just Lifestyle Pvt. Ltd., was launched with a vision to create a benchmark in luxury retailing. The multi-brand watch retail chain now retails through 70 doors and houses over 40 international and national watch brands.

## Core Target Group

Aspen watches are for the women who want to reflect their tradition in whatever they wear. These young and confident women are fashion lovers and want something very bold and unique. The segment lies in between the luxury and mass audience targeting Sec A, B+.

## Core Product Categories

About 70 percent of the watches in the brand's portfolio are jewellery watches that are very feminine in designs. The brand also offers watches with bold designs and different straps which fall under the Power Bold and Ceramic collection. Aspen also features a men's collection called 'Escape by Aspen' that contributes to the 15 percent of total designs.

## Nominated Occasion Wear Collection it's Theme

Aspen has recently launched *Aura* collection. The *Aura* energy watch was created as an ode to the Indian women who are stepping out of the shadows of a patriarchal society and needed strength, affirmation and a harmonious alignment in her endeavour to juxtapose work and home responsibilities. These watches are patented and design trademarked.

## Design Aesthetics and Details

The *Aura* energy watch uses 7 semi precious gemstones that are placed to align the 7 chakras. The stones are supported by the watch case and the unique transparent design allows the aesthetic look with a peek of beautiful deep colours. The watches have beautiful crystal studded dials and attractive chains.

## Forthcoming Fall/Winter Collection

The brand is currently working on new additions to its jewellery collection. The designs are very ornamental with keen focus on intricacy. These will be the best substitutes to the conventional jewellery pieces but in a very fashionable way.



## KEY INFOGRAPHICS

- > Name of Company: **Just Lifestyle Pvt. Ltd.**
- > Headquarters: **Mumbai, India**
- > Total no. of SISs: **30**
- > Total no. of MBOs: **40**
- > Total retail space occupied: **34,000 sq.ft.**
- > Website: **[www.aspenwatches.com/](http://www.aspenwatches.com/)  
[www.justwatches.com](http://www.justwatches.com)**





## > CARATLANE <

Caratlane started as an online brand in 2008, and has enjoyed very consistent business growth. Along with its unique designs, the price points became the biggest USP for the brand. Gradually, with consumer research, the brand started physical retail outlets as it was a crucial need for final buying. The brand's physical stores are totally different from the traditional format. As most decision making happens online, most consumers come to the store only to experience and purchase. Because of this, the retail stores are much smaller and more efficient. Currently, the brand has 23 operational exclusive brand outlets and is looking to open 2 stores a month.

### Core Target Group

The brand's core target is the young, independent 28 to 32 years old woman. She is self confident and makes her own decisions. She wants to look and feel good everyday. But overall, the brand enjoys the demand from women of all age groups.

### Core Product Categories

The brand has mostly studded jewellery and plain gold ones. The product portfolio spanning earrings, rings and pendants are the largest segment in the brand profile and contribute to around 60-65 percent of its growth. Apart from this, Caratlane has bracelets, nose pins, bangles, necklaces with new categories like ear puffs, nail wings, etc. The brand also has India's largest collection of solitaires on their online portal which has access to 200 thousand solitaires which are listed specified with their full specifications.

### Nominated Occasion Wear Collection and it's Theme

Between now and till mid October, the company is launching a whole gamut of collections. This is also keeping in mind the festivities and occasions which are lining up. The company is about to launch a new collection called 'Butterfly' which is inspired by butterfly and includes rings, ear-rings with colours of green, blue, orange.

### Design Aesthetics and Details

The brand is focused on aesthetics which appeal to a modern day woman. Today, women dress up differently in the daily routine and for occasions. This is what caught the eye of the owners of Caratlane who started working on modern designed jewellery which appeals to this new generation woman.

### Forthcoming Fall/Winter Collections

The brand is planning to launch 300- 400 new designs across different collections during Diwali.



### KEY INFOGRAPHICS

- > Headquarters: **Mumbai, India**
- > Total no. of EBOs: **23**
- > Total retail space occupied: **15,000 sq.ft.**
- > Website: **www.caratlane.com**

# > DWARKADAS CHANDUMAL JEWELLERS <



With a legacy that spans over 65 years, Dwarkadas Chandumal Jewellers, or DC Jewellers as it is known, weaves magic with flamboyant styles and has today become synonymous with magnificence and grandeur. Launched in 1958, the brand specializes in bridal and couture jewellery that are unique but classy and feature originality and perfect craftsmanship. Dwarkadas Chandumal Jewellers have been a veteran brand in the jewellery export as well as import business for decades and have received a nod of appreciation from one and all. Over the years, the brand has established itself by virtue of its excellence and exquisite designing sensibilities, that make the brand what it is today.

#### Core Target Group

The brand targets jewellery aficionados, especially women, who believe in making memories and are looking to set trends and feel like the diamond that she adorns — strong and radiant. The brand's typical consumers are ambitious, desire a good lifestyle and have a refined taste in fashion.

#### Core Product Categories

With a huge and diverse collection designed to propagate their "Larger than Life" theory, the brand aims to leave every customer with a token of timeless excellence. The brand's collection of attractive diamond studded jewellery, polki (uncut) and ethnic gold jewellery is full of personality and feminine modernity with a finger on the retail pulse. All products offered by the brand reflect its penchant for originality and superior craftsmanship.

#### Nominated Occasion Wear Collection

The brand's festive collection is called 'A Brush with Royalty' and features a wide range of elegant jewellery that instills a sense of poise and grace in the wearer.

#### Design Aesthetics and Details

With intricate designs and detailed artistry, this collection promises to compliment the spirit of the festive season with a panache. The use of jewels like emeralds, blue sapphires, amethysts and rubies along with pearls and polki gives this exquisite collection multiple hues and tones and offers a gracious and distinguished look.

#### Forthcoming Fall/Winter Collection

Dwarkadas Chandumal Jewellers aims to create innovative pieces that will impress and be in step with international trends to match the festive and wedding season.



#### KEY INFOGRAPHICS

- > Headquarters: **Mumbai, India**
- > Total no. of EBOs: **3**
- > Website: **[www.dcjeweller.com](http://www.dcjeweller.com)**



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**ASPEN**  
TIME IS ON MY SIDE



# >RELIANCE JEWELS<

Reliance Jewels aims to be the “Jeweller of Choice” for every woman, and an adornment partner allowing them to be a part of the trusted brand – Reliance. The brand’s ideology would continue to be to celebrate every moment like an occasion rather than waiting for an occasion to celebrate, and to embrace the fact that jewellery buying is moment driven. Reliance Jewels invites all to celebrate small moments of life with its unique jewellery collection.

## Core Target Group

The brand’s target group comprises women within the age bracket of 25- 35 years, who are aspirational with a clear vision of life, whether personal, professional or family oriented. Reliance Jewel women are informed, knowledgeable, independent and empowered yet rooted to their traditional values. They are in tune with latest trends.

## Core Product Categories

Reliance Jewels is known for its extensive collections of gold and diamond ranging from traditional designs originating from various cultures to contemporary and modern styles. Adding to this is a range of exclusive solitaires and stylish silver jewellery.

## Nominated Occasion Wear Collection and its Theme

The brand offers a list of occasion based collections including Miliani, Irissa, Charmz, and Aavaran. Designed by Garima Maheshwari, *Malini* comprises both contemporary and classical pieces in gold and diamond, that has been inspired by the romance associated with Raas Lila of Lord Krishna and Radha – the swing, the Kadamba tree and the Kadamba flower itself. It is the designer’s interpretation of the brand’s “Be The Moment” philosophy.

*Irissa* is an everyday jewellery collection comprising pendants and earring sets that can be mixed and matched to make unique designs for every look. The collection comprises of gold and diamond jewellery with a very interesting packaging that allows one to sort their jewellery for all the 7 days of the week.

The *Charmz* collection comprises of adorable gold and diamond jewellery pieces with a bit of cute enameling inspired by the flora and fauna around us. Charmz derived from charm, meaning the quality of pleasing, delighting, fascinating or attracting is personified as cheerful and friendly.

*Aavaran* is a unique tech enabled jewellery collection that was launched on Women’s day. These jewellery pieces are artistically crafted with a play of enamel in gold and silver and serves as a safety device as it has an alert device installed. All one needs to do is push the alert button on their Jewellery piece twice and it will send an alert with their location to the registered guardian.

## Expansion Plans and Forthcoming Fall/Winter Collections

Reliance Jewels is expanding exponentially in select cities with showrooms opening strategically at high street as well as at malls. The SIS format kiosks will be featured in the forthcoming Reliance Trends and Project Eve stores. The brand will also be launching yet another collection exclusively designed by a renowned celebrity designer this Dussehra.

## KEY INFOGRAPHICS

- > Total no. of EBOs: 51
- > Total no. of EBOs: 51
- > Total no. of SISs: 3
- > Total no. of cities present in: 37  
(As on 31 Aug, 2017)
- > Website: [www.reliancejewels.com](http://www.reliancejewels.com)



## >SENCO GOLD<

One of India's foremost jewellers, Senco Gold's legacy can be traced back to 80 years. It was founded in the year 1938 in a lane in Chitpur, in North Kolkata. Today, the company has expanded to more than 80 stores, making it one of the fastest growing companies in India. With multiple branches in Delhi, Mumbai, Bengaluru, Patna, Bhubaneswar, Cuttack, Jamshedpur, Ranchi and Guwahati among others, the company also exports gold and diamond jewellery to Middle East, Singapore, UK and the USA. Senco Gold is also equally strong across digital platforms thus catering to the diverse needs of the consumers across online stores. On an average, the jewellery brand creates over 1,50,000 designs every year that are sold through omni-channel outlets.

Senco Gold's strong foundation is built on the basis of faith and sharing. As a new brand, the company believes in growing together with all the people around it. In line with this, Senco Gold shares its success and vision with all its employees, franchisees, customers, vendors and stake holders.

### Core Target Group

Senco Gold's main target group encompasses aspiring consumers from Sec A and B of society and within the age bracket of 25- 55 years.

### Core Product Categories

Senco Gold's product basket lies in a wide range of products including antiques, platinum, filigree, nakshas and kundans in gold, and collections like Solitaire Venus, Cinderella, Lubdub Shells and Wood in Everlite Diamond Collection, Gossip in Silver (low rung) and Astral Gems Series.

### Prime Collections

The brand offers a wide range of occasion specific collections like Devi for Durga Puja, KKR collection for IPL, Bangle Utsav for the Bengali New Year, Everlite Diamond Series for Valentine's Day and myriad ranges for Dhanteras.

### Design Aesthetic and Details

The major strength of the brand lies in its unique designs that are created by the expert Bengali karigars, who are sought after for their meticulous handcrafted designs and craftsmanship. Collections offered by the brand are known for its intricate craftsmanship in shell, wood, silver, filigree and minakari, etc.

### Forthcoming Fall/Winter Collection

Senco Gold has launched an exquisite winter collection called the Everlite Collection that features detailed work in gold, diamonds, platinum, solitaires and a wide variety of gemstones. The collection features delicately crafted rings, necklaces, pendants, etc., that exude sophistication and elegance.



### KEY INFOGRAPHICS

- > Name of Company:  
**Senco Gold Limited**
- > Headquarters: **Kolkata, India**
- > Total Retail Space Occupied:  
**1,95,000 sq.ft.**
- > Total no. of LFS: **41**
- > Brand website:  
**www.sencogoldanddiamonds.com**





# PUTTING THE BEST **FOOT FORWARD** FOR THAT **SPECIAL OCCASION**

Footwear is no more just a utility product but is more of a fashion statement now. This has increased the per capita consumption from 1.6 to 2.4 in the past five years and this segment is now among the fastest emerging industries in fashion retail. Presenting an overview.

-By Tanya Krishna

Coco Chanel once said, “Every day is a fashion show and the world is the runway”, so why not romp down this ramp in the best pair of shoes?

While India was always a huge production hub, and according to Businesswire, India is the second largest global producer of footwear after China, accounting for 9 percent of the annual global production of 22 billion pairs, we Indians have comparatively recently come to appreciate how shoes are absolute fashion essentials. Presently, about 90 percent of the footwear produce of India is consumed by the domestic market and the rest is exported. The growth in the Indian fashion retail market due to much more frequent shopping for different occasions and needs has given a massive impetus to the footwear industry.

Category wise, although Indian women have been identified as an important segment in the footwear market, with retailers and brands even opting for standalone stores for women, at present, the men’s market contributes around 60 percent of sales in the footwear segment as against women’s share of 30 percent. And there are many more brands too in the men’s category. One such brand is Alberto Toressi. Ishaan Sachdeva, Director, Alberto Torresi, shares, “Ours being a men’s footwear brand, has

limited options in sneakers for women constituting to 5 percent of the total sales. Whereas the men’s category constitutes to 95 percent of total sales out of which 45 percent are formals, 35 percent casuals and 20 percent party wear.” Sanjay Pandey, Business Head, Clarks India, shares, “Clarks has a very strong heritage across both men and women’s category. Formals contribution to men’s and women’s business stands at 50 percent and 40 percent respectively. The contribution of party wear is not significant across both genders and stands at 10 percent,” confirming the pre-eminence of formal footwear.

#### Evolving Shopping Behaviour

The advent of digital technology and penetration of smartphones brought in instant awareness and aspirations for the latest global trends, which has resulted in frequent buying behaviour of consumers. Sandeep Goenka, Chief Operating Officer, Lavie, affirms, “Initially, apparel shopping was led by the wedding or festive seasons specifically during Diwali and Christmas, which is not the case with footwear. Footwear is an integral part of the outfit. It can make or break your outfit. Women these days prefer having a variety of options to choose from. They can’t stop at one pair of footwear. It’s not only for occasions but also for various daily activities that different footwear are used. For example, a woman has a pair for running, a pair to wear in the house, a special pair for the



Clarks



**“Footwear is an integral part of the outfit. It can make or break your outfit. It’s not only for occasions but also for various daily activities that different footwear are used.”**

—Sandeep Goenka,  
COO, Lavie



Woods



Woods



Bata

2015 and is growing at 18 percent and is expected to cross ₹54,000 crores by 2017. With such a growth rate in place, it is evident and clear that the average ticket size of customers who come shopping for footwear during occasions is rising phenomenally. Sandeep Goenka apprises, “Needless to say, the ticket size of the customer is relevant to the reason of purchase, occasions being one of them. Over the course of years, it has been noticed that consumers shop more during occasions in order to get the latest products for oneself or for gifting purposes, for special events, etc.” While, Rajeev Gopalakrishnan, President -Asia South, Bata, feels that “rising affluence, urbanization due to employment opportunities, nuclearization of family structures and working women” are the factors responsible for the increase in average ticket size of customers during occasions.



**“With the aspiring customer base in young India, the average spending power of customers has significantly increased with them demanding for a unique product in high quality and at an affordable price.”**

**-Neha Kumthekar,**  
Co-Founder, Oceedee

weddings, few pairs that go with ethnic outfits and few others for the parties to be paired with dresses.”

Also, there has been a shift from being constraint to only a few types of footwear styles to a craze of owning all and different types of footwear styles. Ishaan Sachdeva apprises, “The Indian shoe market has seen a lot of development in the past few years. A few decades back, only a few types of styles were worn by everyone irrespective of age and class. But now we see a lot of new variety entering into the market, be it formal footwear or casuals. A lot of western influence has also been observed. For instance, Oxford shoes have gained wide popularity at workplaces and brogues in unusual tones of olive green, navy blue and burgundy can help one get the desired look for cocktail parties.”

Neha Kumthekar, Co-Founder, Oceedee, maintains, “This is definitely applicable in case of wedding shopping as people are on the look out for a good quality pair of shoes to add to their trousseau. However, with the aspiring customer base in young India, the average spending power of customers has significantly increased with them demanding for a unique product in high quality and at an affordable price.”

Clearly with time, footwear has gone above being just a utility product; they are more of a fashion statement now. This has increased the per capita consumption from 1.6 to 2.4 in the last five years.

#### **Booming Consumption**

As per the India Retail Report, India’s total footwear retail market was worth ₹33,592 crores in

#### **More Occasions, Broadening Seasons**

With rapidly changing trends and growing desire to own all of these pieces, the footwear shopping calendar is now equally spread throughout the year. What was earlier a once or twice in a year activity during festivals or weddings, is now a regular affair with occasions like parties, meetings, anniversaries, dates or even work days,



Bata





***“The Indian shoe market has seen a lot of development in the past few years. A few decades back, only a few types of styles were worn by everyone. But now we see a lot of new variety entering into the market, be it formal footwear or casuals.”***

**-Ishaan Sachdeva,**  
Director, Alberto Torresi



***“The shopping calendar has now more equally spread out over the year and people now do not shop only for festive and wedding season. Men and women have demanded all kinds of footwear for different occasions.”***

**- Farah Malik,**  
CEO and Managing Director, Metro Shoes Ltd.

demanding trendy pieces of footwear to go with different outfits.

Farah Malik, CEO and Managing Director, Metro Shoes Ltd., affirms, “Yes, the shopping calendar has now more equally spread out over the year and people now do not shop only for festive and wedding season. Men and women have demanded all kinds of footwear for occasions like formal gatherings, office, college, monsoon wear, festive, new year, weddings, etc. The casual category, particularly athleisure, is rapidly expanding. Over the past few decades, footwear has ceased to be just a utility or need and elevated to the status of a fashion accessory. There are many more working women in the country now and

their choice and footwear needs are changing as well.” According to India Retail Report, the women’s segment is growing at an astounding CAGR of 20 percent and its growth outpaces the growth of the men’s footwear market!

Cinderella is the proof that a pair of footwear can change your life. Footwear helps the wearer work on any average looking outfit and turn it to fit any damn occasion that may be. So, when do the consumers frequently shop for footwears?

Discounts and sales bring an added happiness attached to shopping and the sale season definitely brings in more revenue to the companies. “We notice two spikes in sales — one is during the launch of seasonal collections, and the other is during the end of season sale period,” confirms Neha Kumthekar. Added Lavie’s Sandeep Goenka, “The monsoon season is one such season when there is an increase in customer walk-ins to buy footwear. The back to school season is crucial too, when college students and mothers are the most likely customers. Birthdays and anniversaries have always been on the radar along with special occasions like Mothers’ Day and Valentine’s Day. Gifting shoes was a taboo at one point of time but people have opened up to the idea of gifting them now, which has ultimately increased its sales throughout the year.”

Harkirat Singh, MD, Woods, says, “As Woodland is primarily known for its outdoor products, we see a lot of people coming to our stores to buy shoes for their outdoor/ adventure trips. People also come to us specifically for office wear shoes, which we offer under Woods. Besides this, we witness special shoe demands during the wedding/ festive season.” On the other hand, Rajeev Gopalakrishnan asserts, “Bata customers are presented a never-like-before shopping experience throughout the year. Our loyal customers shop



Clarks





Bata

conscious and are aware of latest fashion trends further giving huge impetus to the retailers. Customers now like to experiment a lot. Now we see a lot of new variety entering into the market. Customers these days look for the latest trending styles without compromising on the quality as they tend to give preference to style and appearance of the footwear rather than comfort factor.”

for all occasions that they encounter throughout the year, including weddings, parties and festivals like Onam, Eid, Navratra, Diwali, Christmas, etc.

#### Get That Look

The footwear segment is all about making a statement and giving your personality a makeover at an instant. With awareness and access to international trend stories, and with the trends in footwear changing very frequently, consumers now-a-days do not run after a certain product but rather shop for the ‘look’. They desire to achieve a certain look with their choice of footwear, be it chic, sporty or just casual. “Today consumers are well-travelled and hence exposed to global trends and are looking at adapting similar looks into their wardrobe. This, coupled with a massive exposure to fashion through magazines and bloggers, is also playing a pivotal role in consumers looking at shopping for a particular trend or look rather than just buying a product,” informs Sanjay Pandey of Clarks India.

The enthusiasm and inspiration to achieve a particular look may come from movie stars, bloggers, magazines and other influencers working on various platforms. Harkirat Singh from Woods feels that today’s fashion conscious consumers get their inspiration from eminent fashion icons and shop to achieve that perfect look. This changed buying behaviour has led to retailers and brands offering trendier products for their prospective buyers. Sandeep Goenka agrees, “Bloggers and influencers have been creating interesting outfits that have inspired customers to recreate them. Also, the consumption of video content is on a rise, fashion videos share tips and suggestions on how to create a look which in turn has an immense impact on the audience. Shopping has become trend driven, which has led to customers buying the pieces which are on fashion charts.”

#### In-Trend and Forthcoming

As mentioned earlier, footwear trends are difficult to forecast as they tend to change frequently with every season. It’s also true that in the fashion world, trends have a way of repeating themselves over time and footwear is no exception. Sanjay Pandey maintains, “Our festive collection consists of a



Woods



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Lavie



***“Rising affluence, urbanization due to employment opportunities, nuclearization of family structures and working women are the factors responsible for the increase in average ticket size of customers during occasions.”***

**-Rajeev Gopalakrishnan,**  
President- Asia South, Bata



***“We see a lot of people come to our stores to buy shoes for their outdoor/ adventure trips. People also come to us specifically for office wear shoes, which we offer under Woods.”***

**-Harkirat Singh,**  
MD, Woods



***“Exposure to global trends coupled with a massive exposure to fashion through magazines and bloggers, is playing a pivotal role in consumers looking at shopping for a particular look rather than just buying a product.”***

**-Sanjay Pandey,**  
Business Head, Clarks India



Oceedee

range of formal shoes for men which includes brogues, lace ups and slip-ons. For women, the brand has launched Grace collection of shoes which are designed with versatility in mind. These shoes have just hit the stores and are being very well received by consumers.” Farah Malik from Metro Shoes Ltd., says, “Formal wear with memory foam technology for women was launched this year and is doing incredibly well. We have also launched collections especially for Durga Puja and for the wedding season.”

The footwear retailers are keeping themselves abreast with the latest technology as well as with the occasions, to offer the best to their customers. For the next season, Alberto Torresi is planning to launch its collection which is a “sweet hybrid of Italian and Indian footwear”. Clarks India has big plans to offer its best during the approaching festive season. Sanjay Pandey informs, “We have launched the new Nature IV collection that embodies technological vision,

an obsession with finding the beauty in simplicity and a passion for comfort without compromise. For the first time, we are also bringing in our iconic best seller, the Desert Boot to India. The ageless beauty of the Desert Boot lives in the simplicity of its design and construction. The collection consists of leather and suede styles for men, which have stood the test of time as a classic wardrobe staple.”

Going forward, with expansion in modern retail and technological advancements in footwear creation, this segment is now among the fastest emerging industries in fashion retail. The increasing acceptance of footwear category among consumers lends optimism to the belief that the currently nascent market can be expected to go through dynamic phase in the years to come with better innovations and trendy collections.



# >ALBERTO TORRESI<

**A**lberto Torresi, as a brand, has always been propelled by the strategy of adapting to the latest trends and delivering product according to consumers' tastes. This is what has been the core of the brand since many years. Offering styles which are not easily available on other platforms (like the fishermen shoes) has always been the brand's philosophy and the reason behind its phenomenal growth. Also, the introduction of strong technical backup into its products is a major USP that has given additional mileage.

## Core Target Group

The brand offers variety of footwear styles catering to different age groups.

## Core Product Categories

The brand deals in leather footwear segment ranging from formal, casual to semi casual range. These categories include a variety of styles like boots, formal lace ups, loafers and slip-ons. For working generation, there are a variety of options ranging from slip-ons, brogues, oxfords to formal lace ups whereas for the younger generation who prefer to keep their looks casual and minimal, the brand provides huge variety of loafers and moccasins.

## Nominated Occasion Wear Collection

The brand has recently introduced its range of sandals and slippers to relish the festive season. Through this range, the brand breathes new life into the classic deck of ethnic wear.

## Design Aesthetics and Details

This collection is crafted in genuine leather with soft cushioning insole and is available in rich tones of black, tan and brown. This latest offering is a perfect blend of unique designs and modern approach.

## Forthcoming Fall/ Winter Collection

The brand is in the process of rolling out a lot of new ranges including, high-tops, sneakers and boots in the coming seasons. Since customers are generally open to the idea of experimentation, Alberto Torresi plans to introduce new concepts from across the world and modify them according to the Indian customer's preferences.

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## KEY INFOGRAPHICS

- > Headquarters: **Agra, India**
- > Total no. of SISs: **140**
- > Total no. of MBOs: **700**
- > Annual turnover (FY 2016-17): **₹40 crores**
- > Website: **[www.albertotorresi.com](http://www.albertotorresi.com)**

## >BATA<



**B**ata India is aligned with the Bata Global Brand Manifesto — *Me. And Comfortable With It*, which suggests the world is not about looking pretty, behaving nicely or fitting the standards. It is about living the life you want to live in the way you want to. It's about strengthening one's confidence, by choosing a brand that cherishes diversity and women empowerment. Bata has held a unique place in the hearts of Indians for more than 85 years and offers footwear and accessories for the entire family. Bata India is the largest footwear retailer in India, offering footwear, accessories and bags across a variety of brands.

### Core Target Consumer

Bata targets the modern Indian woman between the age bracket of 20-30 years, residing and having a career in metros, tier-I and -II cities. These women are comfortable with their choices, emotions, femininity and with challenging gender roles. In essence, these women are comfortable in her own style and shoes.

### Core Product Categories

Bata India offers a wide range of footwear and accessories for men, women, youth and children. It also holds a special place in the areas of sports aficionados.

### Nominated Occasion Wear Collection

Bata's main occasion wear collection include the *Bata Festive Collection* and the *Marie Claire* occasion wear collection. The Bata festive collection draws a lot of influence from subtle, yet glamorous fashion, with premium crystal styling elements and custom embroidery adding a classy touch. From bright red colours to metallic hues of golden and bronze, Bata brings a collection to suit the needs for both traditional and Indo-western outfits. The Marie Claire occasion wear collection features wedges and heels, which are minimalistic with a modern twist. This collection features tribal inspired graphic detailing and rich finishes including velvet and suede.

### Reasons for Creating the Collection and Overall Expectations

With a majority of Indians becoming younger, new ways to connect and pace of collections launch become imperative. Bata has lined up new launches aimed at younger audiences including the premium occasion wear offerings.

### Promotion Plan

A majority of the brand's target audience is very active online and on the social media so that becomes a natural touchpoint for promotion. The brand plans to create interesting products, videos and influencer based content to market this collection.

### Forthcoming Fall/Winter Collections

Bata has an array of collections lined for the Autumn/Winter season. This includes the new launches from all its brands like Power, Northstar, Hush Puppies, Bata Atletico, etc. Highlights from the collection also include Bata Insolia 2.0, which is probably the world's most comfortable heels for women, the European leather collection for men, and the Naturalizer AW 2017 collection for women.



### KEY INFOGRAPHICS

- > Name of the Company: **Bata India**
- > Headquarters: **Gurgaon, India**
- > Total no. of EBOs: **1,293**
- > Total no. of SISs : **59**
- > Total retail space occupied: **2.62 million sq.ft.**
- > Annual turnover (FY 2016-17): **₹2,497 crores**
- > Website: **www.bata.in**

# >CLARKS<

Clarks offers classic, stylish and innovative shoes crafted with 190 years of experience to ensure great fit, quality, value and performance. The brand was launched in 1825 and since then have been delivering a ground-breaking combination of invention and craftsmanship. The brand has more than 22,000 Clarks styles in its archive, each having sparked a revolution, defined a generation and captured the imagination.

## Core Target Group

The brand targets confident, free-spirited individuals in the age group of 25 to 50 years. Their lifestyle represents contemporary values, a natural taste for elegance, and understated looks with timeless potential.

## Core Product Categories

The brand is widely known for its range of stylish yet comfortable footwear. However, the brand also retails an accessories collection that includes handbags, shoe care products, bags, wallets and belts. The collection was launched keeping in mind the needs of the urban consumer during the festive season.

## Occasion Wear Collections

The brand has a range of formal shoes for men in classic black and brown that complements the festive look. For women, the collection ranges from flats, block heels and pointed heels in a range of colours that are effortlessly stylish and chic.

## Design Aesthetics and Details

Designed with versatility in mind, the shoes are modern, simple, flexible and yet sophisticated. These styles can be worn morning to night, informal to formal, day after day. Highlights for the new season include sleek profiles crafted to hug the foot. The collection features shoes in soft premium leathers in hues of grey, black, burgundy and brown. The full leather linings and a pre-flexed leather outsole adds to its sublime softness and comfort.

## Forthcoming Fall/ Winter Collection

Clarks' latest collection this season is a reflection of the brand's design ethos and years of shoemaking expertise. The key collection highlights include the Second Skin range of shoes that are modern, simple and sophisticated — styles that can be worn all day for men and women. The sports inspired Trigenic collection offers an ultralight finish that takes natural movement to a new level. The brand is also launching the Nature IV collection that embodies technological vision, an obsession with finding the beauty in simplicity and a passion for comfort without compromise.



## KEY INFOGRAPHICS

- > Country of Origin: **Somerset, United Kingdom**
- > Total no. of EBOs: **63**
- > Total no. of SISs : **100**
- > Total no. of MBOs: **300**
- > Total retail space occupied: **75,000 sq.ft.**
- > Annual turnover (FY 2016-17): **₹200 crores**
- > Website: **www.clarks.in**



# >METRO SHOES<

From the very first Metro Shoes store in Mumbai, the brand has been known for its legendary customer service, stringent quality standards and customized product offering as per regional fashion. The entire organization is built towards customer orientation and all efforts are directed towards this goal right from product selection, ambience, customer service as well as after sales service. At the core, it is an organization that believes in continuous innovation, be it in products or the experience it gives to the guests, no matter where they interact with the brand.

## Core Target Group

Metro Shoes targets SEC A+, A and B+, including both men and women. The brand's consumer list encompasses professionals, businessmen and women and housewives alike.

## Core Product Categories

Metro Shoes is a one-stop shop for all fashion footwear needs along with a wide assortment of handbags, belts, socks, foot-care and shoe-care products. Keeping in sync with the trend this season, the brand has collections in stilettos, zippers, sandals, wedges and boots. There is ample to choose from the party wear collection comprising high heels, pumps and wedges.

## Design Competence

The brand brings in more than 100 styles fortnightly with a extensive

variations in colours, designs and overall aesthetics. New collections introduced are based on current fashion trends. Once the collections are finalized they are customized in terms of the heel, shape, etc., to suit the individual markets. Metro Shoes also reinvent the wheel by introducing newer and seasonal changes.

## Nominated Occasion wear Collection

The brand has introduced its new wedding and festive collections which are more embellished sandals in flats and kitten heels. For men this season, the collection includes relaxed loafers and boots along with a selection of traditional wear.

## Design Aesthetics and Details

Metro Shoes' festive collection features a wide assortment of embellished and crystallized footwear which can be worn for all wedding functions – be it mehendi, cocktails or the wedding day itself. The collection has diamantes, brocade, embellished and embroidered footwear and heels ranging from flats, kitten heels to stilettos. The variety includes a large range of colours with colour palettes ranging from golden to bronzes, silvers and even colour matched ones like ruby reds, flaming amber and dull silvers.

## Reasons for Creating the Collection and Overall Expectation

The collection is inspired heavily by customer taste and likes. The brand blends its learnings from what



consumers like to purchase and also match it with regional flavours as far as possible. The current collection is also inspired from nature like flower motifs, deep colours and the likes.

## Promotion Plans

The brand has heavily invested on digital marketing to promote all its upcoming collections. It is also banking on promoting its collections through outdoor hoardings, print ads and PR to maximize the mileage.

## Forthcoming Fall/ Winter Collection

Given the growing trend of lifestyle and comfort, the brand has introduced a comprehensive range of sneakers for men and women. In addition, it has launched an exclusive line of formal women's wear with a special memory foam technology. These ranges will be rolled out to all stores along with the festive collection.



## KEY INFOGRAPHICS

- > Name of Brand & Company:  
**Metro Shoes Ltd.**
- > Headquarters: **Mumbai, India**
- > Total no. of SISs: **23 counters**
- > Total no. of MBOs: **366**
- > Total retail space occupied:  
**5,12,000 sq.ft.**
- > Annual turnover (FY 2016-17):  
**₹1,029 crores**
- > Website: **www.metroshoes.net**





#### KEY INFOGRAPHICS

- > Headquarters: **Delhi, India**
- > Website:  
**[www.oceedee.com](http://www.oceedee.com)**

## >OCEEDEE<

Oceedee is an accessible luxury brand for high quality shoes that inspires a sense of glamour, confidence and sensuality in the modern day woman. Passion, innovation and luxury are at the heart of the brand's philosophy. These values are reflected at every level – right from its designs, meticulous craftsmanship, made to last quality to its promise of delivering “Fashion without Compromise”.

First of its kind in India, Oceedee's online design studio allows women to customize their shoes and let their imagination come alive. It is a simple and fun platform to select and customize from its capsule collections or design shoes completely. It offers more than nine billion unique combinations using close to 250 styles, 50 leather types and 13 different heels. It allows women to envision their masterpiece, personalize it, and preview their own creation before ordering their perfect pair.

#### Core Target Group

The brand targets the modern Indian women within the age bracket of 25- 50 years. The Oceedee woman is fashion forward and trendsetter by virtue of her refined taste.

#### Core Product Categories

Oceedee offers a wide range of high quality leather shoes handcrafted in exquisite designs.

#### Nominated Occasion Wear Collection

The brand's focal occasion wear collection, called '*Wedding Edit*' offers a selection of modern designs with traditional aesthetics. The complete range is tailored to guarantee extreme comfort and promises to be the perfect trousseau.

#### Design Aesthetic and Details

The collection is designed to ensure easy to wear, comfortable footwear for multiple events in a wedding. Special colour palettes of gold, red and maroon, etc., are selected to compliment Indian wedding outfits. The brand is also soon launching trousseau and personalization features for the brides.

#### Reasons for Creating the Collection and Overall Expectations

Wedding season is big in India and Indians truly love curating their wedding look. The collection was launched to offer a variety in designs, colour ways and heels that consumers can sport in all events in a wedding.

#### Promotion Plans

The brand has invested heavily on social media promotions, with special focus on Facebook and Instagram ads. It also is employing influencer tie ups, celebrity collaborations and editorial sourcing.

#### Forthcoming Fall/ Winter Collection

Oceedee's Fall '18 collection is to be launched by the end of the month and will comprise two collaborative runway collections – Rahul Mishra X Oceedee at Paris Fashion Week and Leanne Marshall X Oceedee at New York Fashion Week.





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# >WOODLAND<



## KEY INFOGRAPHICS

- > Name of Company:  
**Aero Group**
- > Country of Origin: **Canada**
- > Headquarters: **New Delhi, India**
- > Total no. of EBOs: **600+**
- > Total no. of SISs: **500+**
- > Total no. of MBOs: **5,000 +**
- > Total no. of LFS: **100**
- > Total retail space occupied:  
**9,00,000 sq.ft.**
- > Annual turnover:  
**₹12,000 crores**
- > Website:  
**www.woodlandworldwide.com**

Founded in Quebec, Canada, Woodland entered the Indian market in 1992 and soon started a revolution of its own. Woodland products are strong, meant for tough conditions and have a different style. The brand has its USP of being long-lasting and has been synonymous to adventure sports and outdoors for years now.

### Core Target Group

Customers for Woodland include urban youth (both men and women), aged between 17- 25 years, looking out for adventure. The brand's consumer list includes students, college kids and professionals alike. For its brand Woods, which is a premium lifestyle fashion brand in footwear and accessories for both men and women, the customer profile is vast and begins from 20 plus.

### Core Product Categories

Woodland's wide product range includes apparels, shoes and accessories for men and women and outdoor equipments like tents, sleeping bags, waterproof outdoor backpacks and all that one can associate with adventure travel and sports.

### Nominated Occasion Wear Collection and it's Theme

The brand's festive collection for women is called '*Festive Flair*' and the men's range is called '*Festal Ecstasy*'. The core theme of both the collections is celebration. The collections are specially designed keeping the festive fervour in mind and showcases the vivacity of the celebratory spirit.

### Design Aesthetics and Details

Woodland's festive collection is crafted in premium leather with a cushion like sole. A stylish blend of comfort with class and quality, the range is available in interesting palettes of gold, silver, blue, red and black in Woods.

### Forthcoming Fall/ Winter Collection

Like every year, Woodland plans to come out with a special range of boots and leather jackets for Fall/Winter 2017-18.



# ACCESSORIZING

## FOR THAT PERFECT OCCASION

India is a land of festivities, occasions and celebrations and each of these festivities demand a special appearance. And no appearance is complete without the perfect set of accessories to go with it. Belts, ties, bags, scarves, stoles and other accessories add incredible value to a person's look apart from helping underline one's individualistic style.

-By Tanya Krishna



**A**s Indian consumers and their fashion sensitivities evolve, the demand for accessories has increased at a phenomenal rate, and this is more so during the festivals and other occasions.

Apeksha Patel, Founder, E2O Accessories, agrees, "Today with outfits being given utmost importance during festivities and occasions, accessories equally share a crucial part of shopping as women are now focusing on styling themselves from tip-to-toe which was not the case earlier." Armed with better incomes, people now see fashion accessories as an easy and affordable option to add incredible aesthetic value to their looks and hence, do not hesitate to invest on them even for casual dress up or office days. Sahil Malik, MD, Da Milano, feels that, "Buying is augmented during festive season but buying habits of consumers are changing now, with social circles growing, purchasing power rising and various other factors, accessories are something which are in demand throughout the year, irrespective of the season." Sales Grover, Business Head, OSL Luxury Collections Pvt. Ltd., feels that the sales of accessories increase during festivals and occasions also because they make a perfect gifting solution. Deep Agarwal, CEO, Just Scarves, points out that, "With increasing economy of India and growth in disposable incomes, women prefer shopping for accessories more than the apparel because of low price points of the products and greater satisfaction which it gives by standing out and establishing an overall look."

#### **Consumer Shopping Behaviour: Current Dynamics**

Over the years, with a proliferating number of working women, distinct increase in women's spending on fashion accessories has been noted. Also, with a multitude of players in

accessories in both organised and unorganised spaces, consumers are definitely spoilt for choices. Apeksha from E2O Accessories says, "Unlike shopping in early years only during the festivals, there is a shift in shopping behaviour of women who have now been particular in the way they accessorize their outfit even during an ordinary working day. Today, every accessory from a pair of heels to watches and handbags are mix and matched and complemented with the outfit. Since, women are now being socially savvy, attending parties and occasions has become an almost every weekend affair. This has led to the shopping calendar being equally spread out."

Sandeep Goenka, COO, Lavie, however feels that while a fine percentage of sales is definitely generated during the festive season, the fashion accessories market behaves differently. He maintains, "Initially, apparel shopping was led by the wedding or festive seasons specifically during Diwali and Christmas which is not the case with fashion accessories. Accessories have always been incorporated to the outfit to overpower any basic look

>



*"Today, accessories equally share a crucial part of shopping as women are now focusing on styling themselves from tip-to-toe which was not the case earlier."*

— Apeksha Patel,  
Founder, E2O



*"Nowadays people are smart and updated and therefore are ready to experiment with their look to accept new fashion and this enthusiasm to dress in a certain way have improved their purchasing style."*

— Paras Mahajan,  
CEO, Red Riding



***“Women prefer shopping for accessories more than the apparel because of low price points of the products and greater satisfaction which it gives by standing out and establishing an overall look.”***

**– Deep Agarwal,**  
CEO, Just Scarves



Just Scarves

irrespective of the occasion or season. Women these days prefer having a variety of options to choose from.”

Lately, accessories have gained a cult following among the fashion savvy. These are not just reserved only for occasions but have now become a staple among street style aficionados. However, brands like E2O, Lavie and Red Riding disclosed that 40 percent, 35 percent and 25 percent respectively, of their overall annual sales occur in the months of September to December.

### **Shopping Season**

The beauty of fashion accessories is that it does not restrict the user’s creativity in their styling and allows them to blend the accessory with their apparel or even make a defining statement with these pieces. So exactly when do people mostly go accessories shopping?

Sandeep Goenka says, “Customers shop for accessories during different occasions like for birthday celebrations,

parties, festive seasons, back to school season, etc.” While Apeksha from E2O Accessories agrees that women usually shop for accessories for weddings, prom nights, birthdays, vacations and festivals. Salesh Grover and Sahil Malik maintains that people shop for accessories throughout the year for gifting purposes.

On the other hand, Vicky Ahuja, Director – Sales and Marketing, Baggit, asserts that, “Nowadays, there is more awareness about shopping amongst customers, especially from tier -II and -III cities. They indulge in smaller/ regional occasion shopping rather than waiting for big occasions or festivities.”

According to MPCE data from 2016, bags, belts, and wallets comprise 60 percent of the overall sales of the accessory industry in India. These categories are largely leather based. Textile based fashion accessories including, socks, hankies, scarves, caps, ties, bows, mufflers, gloves, etc., are worth 27 percent of the fashion accessory market. Further, non-leather

and non-textile based accessories like hair accessories, tie pins, cufflinks, etc., comprise 13 percent of the overall segment.

If industry leaders are to be believed, handbags are the most sought-after product in the accessories segment followed by wallets and footwear. Apeksha Patel from E2O Accessories, states, “Bags and footwear are always on the shopping list after apparel. Women give them the utmost importance as they complement every outfit. Speaking on the same lines, Sahil Malik also maintains that belts, bags and footwear contribute to maximum sales as people like to match these with their attire. Furthermore, Salesh Grover adds, “For gifting purposes, customers prefer buying wallets, bags, cufflinks, scarves and belts, which have exquisite craftsmanship and detailing.”

### **What are customers looking for?**

The accessories segment is all about the style, glamour and about achieving



***“For gifting purposes, customers prefer buying wallets, bags, cufflinks, scarves and belts, which have exquisite craftsmanship and detailing.”***

**-Salesh Grover,**  
Business Head, OSL Luxury Collections  
(Corneliani)



Corneliani



Corneliani



Lavie



Corneliani



***“Bloggers and influencers have been showcasing interesting outfits that have inspired customers to recreate them. Shopping has become trend driven, which has led to customers buying the pieces which are on fashion charts.”***

**-Sandeep Goenka,**  
COO, Lavie

the ‘look’. With time, fashion has changed in many ways and now, people come shopping for the look rather than a product. Achieving that traditional or chic or gothic or any other look for that matter, is what’s on the agenda behind shopping these days. “This is largely due to the influence of online media. Bloggers and influencers have been showcasing interesting outfits that have inspired customers to recreate them. Also, the consumption of video content is on a rise. Fashion videos share tips and suggestions on how to create a look which in turn has an immense impact on the audience. Shopping has become trend driven, which has led to customers buying the pieces which are on fashion charts,” says Sandeep Goenka from Lavie. Apeksha Patel echoes the same factors responsible for this change.

The current style trend is moving away from extremely costly products to reasonably priced trendy items, which help customers establish a complete look. Paras Mahajan, CEO, Red Riding, says that, “Nowadays people are smart

and updated and therefore are ready to experiment with their look to accept new fashion and this enthusiasm to dress in a certain way have improved their purchasing style.”

According to Vicky Ahuja from Baggit, customers no longer go for a random shopping spree. “They always have a look in mind. They have a pair of shoes or attire for which they want a matching bag or an accessory piece. They are more into the detailing instead of randomly shopping for products, especially for travel necessities,” he maintains.

#### **Demand Landscape**

India’s accessories market has become ever more dynamic and the average ticket size of customers who come shopping for occasions is drastically rising. Apeksha Patel affirms, “When a customer shops for an occasion, she/he is in search of not just an outfit but also accessories that complement the outfit.” At times, the shopping gets





***“Customers no longer go for a random shopping spree. They always have a look in mind. They are more into the detailing instead of randomly shopping for products.”***

**-Vicky Ahuja,**  
Director - Sales and Marketing , Baggit.



***“With growing social circles, purchasing power rising and various other factors, accessories are something which are in demand throughout the year.”***

**-Sahil Malik,**  
MD, Da Milano



Baggit

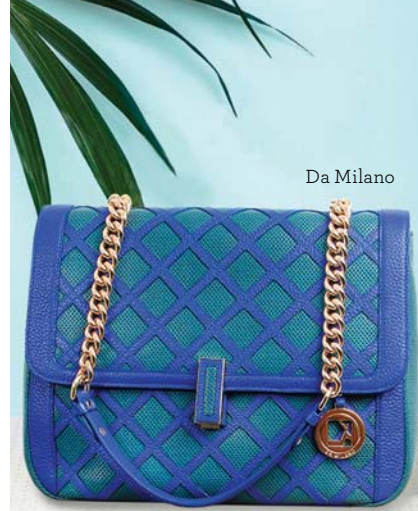
extended for family members which relatively increases the spending limit of the customer. Thus, increasing the basket size as well. “A key factor that influences the rise in average ticket size is the perception of experiencing the occasion once and hence, celebrating it to the fullest by giving the most beautiful makeover to oneself,” says Apeksha Patel. Sandeep Goenka maintains that factors like ‘trying to buy most from the latest collections for oneself for an occasion, buying for gifting purposes, etc.,’ contribute to increasing the average ticket size of the customers during occasions or festivals.

**What Is In Now and What’s Next?**

As this industry is typically style driven, the trends change very frequently, which in turn makes it difficult for the accessories brands to stay with a particular collection for long. Trends in accessories sometimes even change multiple times in one season. The accessories retailers stay on their toes to offer collections specific to occasions, regions, ongoing trends, etc. Salesh Gover from OSL Luxury Collections Pvt. Ltd., maintains, “Top designers often come to India for business as well as for pleasure. Specific collection to a special country or city signifies their attraction and love for that place. Our Indian customers are increasingly receptive



Baggit



Da Milano

to and aware of our products. Response has been extremely well and our top clients loved the collection.” Paras Mahajan from Red Riding shares, “We launched a poncho collection for winters and floral elasticated scarves, ties and flower wraps, for the first time in India and tried to exaggerate the higher version of scarves and its multi-purpose usage.”

E2O Accessories’ Apeksha says, “Our previous collections were well thought of during the pre-designing process to give a customized offering for every occasion that was foreseen in the seasons. Last season brought back the 80s bum bag trend with tassels and patterns, a perfect accessory for vacations which gave comfort and style. During the college reopening period when girls go shopping, E2O launched its backpacks in vibrant colours and textures which were season’s hit. To delight customers during the wedding season - E2O offered formal clutches embellished in glitter, sequins and pearls complementing any wedding outfit.” As for the upcoming trend, Apeksha is betting on the handbags with floral patchworks, lazer cut styles with more innovative designs, and also the box shaped clutches, giving a trendy twist to the style quotient.

Going forward, the fashion accessories segment that tasted stardom only a few years back still has a long way to go and huge opportunities await in the market.







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A C C E S S O R I E S

Even 2 Odd Fashion; Plot No. 1, Shah Industrial Estate, Veera Desai Road, Near Yash Raj Studio, Andheri (W), Mumbai - 400 053.  
Tel: 022 40221085 | Website: [www.e2ofashion.com](http://www.e2ofashion.com) | Email: [info@e2ofashion.com](mailto:info@e2ofashion.com)



# >BAGGIT<



Established in the year 1990, Baggit is definitely one of the most talked about fashion accessory brand now. The brand is known for its mix of fashion and functionality together, and rolls out products keeping in mind the needs of the modern consumer. It is a PETA certified vegan brand with every product being framed from cruelty-free vegan fabric. Fashion and functionality go hand in hand and the products focus on enhancing beauty inside and out. Baggit's firm belief in 'Beauty without cruelty' won it a PETA Proggy 2007 award for manufacturing non-leather products.

## Core Target Group

Baggit's products can match the fashion quotient of the Indian youth, aspiring to make a mark in his/her life. Over the years, the brand's consistency in delivering quality products have helped it develop an ardent set of followers across different age groups in India.

## Core Product Categories

Baggit's product basket encompasses a wide range of handbags, wallets, clutches, belts and caps, for every possible occasion. All products by the brand are known for its fresh new take on fashion coupled with durability as well as functionality. In this era of competition and rapidly changing consumer preferences, Baggit introduces collections month on month basis so as to keep pace with the current market trends.

## Design Aesthetic and Details

Baggit's products feature trendy colors like black, gold and rose gold. Fabrics used include sheen, smooth, 3D textured, doodle textured with crisscross bond of black and gold threads and foil printed. The designs featured by the brand are quirky, bright and resonate with the taste of today's generation.

## Promotion Plan

In the upcoming festive season, Baggit would be offering a trendy overnighter free to its customers over certain purchase levels. The brand also indulges in heavy promotions through appealing visual campaigns. For the Autumn/Winter collection, the brand's shoot was done at London by eminent photographer Avinash Gowariker and is expecting the campaigns to make a mark in the upcoming season.



### KEY INFOGRAPHICS

- > Headquarter: **Mumbai, India**
- > Total no. of EBOs: **46**
- > Total no. of LFS: **386**
- > Website: **www.baggit.com**



# >DA MILANO<

## KEY INFOGRAPHICS

- > Headquarters: **New Delhi**
- > Total no. of EBOs: **65**
- > Website : **www.damilano.com**

An exquisite array of designs that reflect expert craftsmanship, immaculate finishes and meet customer aspiration of product utility are the key differentiators that pronounce Da Milano. Since its inception, the brand has celebrated over sixty years of uninterrupted work – from leather tanning industry to today's premium, high-end leather accessories and home furnishing brand. Classic elegance and enduring sophistication have always been the basis of the signature Da Milano style, supported with state-of-the-art technology and creativity.

### Core Target Group.

A typical Da Milano target consumer is one who appreciates exquisite craftsmanship, the finest quality and immaculate styling. The brand's products are aimed at the niche, elite, sophisticated aspirational shoppers in the age bracket of 25-60 years.

### Core Product Categories

The brand offers an array of leather products from handbags, laptop bags, portfolio bags, travel bags to wallets and small accessories including card case, pouches, spectacle cases and more. The iconic craft transpires throughout the range.

### Occasion Wear Collections

The fashion styles of the festive season is all about gorgeous appliques and metallic leather, a collection pronouncing sophistication for instant

luxury. Embellished with opulent motifs and adorning a playful panache, the handbags are beautifully structured with spaciouly divided interiors, accented by a multitude of chains, and shoulder straps that finish the design with polished appeal.

Da Milano's travel collection combines unique designs and alluring colour palette crafted in premium leather and lightweight polycarbonate. The styles are more streamlined with increased packing capacity and leather trims to add a style spin to the regular travel gear.

The brand is also working on innovations in terms of leather types and experimenting with various textures and trying hybrids of leather with other materials like polycarbonate.

### Design Aesthetics and Details

This season, the brand is working with metallic leather, weave patterns and bright coloured leathers with varied textures. The collection also comprises of appliques, embellishments and studs on structured bags.

### Reasons and Overall Expectations

With fashion styles evolving everyday globally, the brand is trying to keep in pace with the trends and simultaneously keeping the demands of its discerning clientele in consideration. With festive and wedding season at hand, the demand for party and fancy styles increase, so Da Milano is hoping its collection will hit the right spot.

### Promotion Plans

Da Milano is banking on aggressive social media and attractive in-store displays supported with experiential marketing tools.



**KEY INFOGRAPHICS**

- > Headquarters: **Mumbai, India**
- > Total no. of MBOs: **50**
- > Total no. of LFS: **124**
- > Total no. of SIS: **80**
- > Total retail space occupied: **13,336 sq.ft.**
- > Annual turnover: **₹38 crores**
- > Website: **www.e2ofashion.com**

**>E2O<**

**E**2O Fashion is a premium handbags brand that desires to deliver an eclectic creation reflecting elegance with a hint of modish approach. It's a hub where functionality and practicality are injected with a high dose of contemporary styles. E2O handbags have made a mark in the accessories segment for its designer pieces delivering finest quality at competitive prices. Every designer piece is crafted to perfection with compartments offering adequate space to carry the essentials in style. E2O also takes initiative to be socially responsible in saving the ecosystem. Therefore, E2O brings an exquisite range of finest quality handbags crafted in faux leather to offer cruelty free fashion.

**Core Target Group**

E2O caters to women in the age group of 18 to 42 years who are free spirited, fashionable, sophisticated, and have a craving for contemporary fashion.

**Core Product Categories**

E2O collection offers a range of handbags from hobo bags, totes, satchels, sling bags, clutches, wallets, bag-in-bag to backpacks.

**Nominated Occasion Wear Collection and its Theme**

The brand's latest Autumn/Winter 17 collection is crafted keeping festive season in mind. There is no particular name describing the collection but it has a mix of styles dedicated to the festive and occasion wear.

Festivals and occasions are all about glitter and glaze. What works the

best for any occasion wear is metallic shades as they bring that charming facet to any outfit. E2O has designed classic masterpieces in striking metallic finish to add that glamour quotient on any occasion wear. Adorning embellishments have been a complementing beauty to every handbag E2O has designed for meeting the festive moods of women.

**Design Aesthetics and Details**

Gold and silver colours in metallic texture have been an ever trending choice from E2O collection. Embellishments in bling, studs, crystals and metallic chains have been intricately curated and woven in florals and patterns to accessorize your occasion wear. Adornments like mini pouch, fringe, metallic buckles are minimalistic statements that are a staple in the season's festive collection.

**Reasons for Creating the Collection and Overall Expectations**

Women today want to flaunt everything perfectly styled and the brand aims to deliver that perfection through its offering.

**Promotion Plans**

E2O has a strong social media presence and it aims to bank on it to promote its festive collection aggressively. Apart from this, visuals at the store front would be communicating the festive collection.

**Latest Collections**

Trending on top from the latest collection of the brand is irresistible lazer cut style featuring enticing patterns from florals to geometrics, adding subtle flair. The attention to details with patchwork, rivets, eyelets and tassels have set these pieces apart and helps it in elevating even an ordinary outfit. Following these styles, metal adorned handbags have taken over the fashion statement.

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# >JUST SCARVES<

**J**ust Scarves is a pioneer offering an exquisite range of trendy and fashionable scarves. The USP of the brand is its superior quality scarves that feature contemporary chic designs, yet are available at affordable price points. The product range starts from as low as ₹99 and goes up to ₹799. All scarves are designed from Europe and are manufactured in conformation to international standards of quality. Also, in line with the Make In India campaign, the brand ensures that more of handwork is involved in making its products.

## Core Target Group

The brand's target group is mainly from 15 to 45 years of age as its products are extremely fashionable and westernized that appeals mainly to the younger generation.

## Core Product Categories

The brand's main product categories include scarves, stoles, shawls and bandanas. All its products are designed in Europe but are manufactured in India in line with the Make in India campaign.

## Nominated Occasion Wear Collection and it's Theme

Just Scarves' 'Prime' and 'Occasion' are the main occasion based collections. Both the collections feature contemporary and youth centric designs and aim to cater to the needs of the younger generation during the festive season.

## Design Aesthetics and Details

The in-house designing team together with the expertise of the professional designers from Europe ensure that top notched products are delivered at the most competitive rates with absolutely no compromise on quality. As Just Scarves has a robust infrastructure, it weaves quality blends and tries to follow the Make in India campaign by producing goods with more of handwork.



## Reasons for Creating the Collection and Overall Expectations

The brand believes that scarves are the next emerging market in India and almost every girl will want to wear it as it soon will become an indispensable accessory as well as a symbol of fashion.

## Forthcoming Fall/Winter Collection

The brand plans to launch more warmer shawls for the winter collection that will feature appealing digital prints.



## KEY INFOGRAPHICS

- > Headquarters: **Kolkata, India**
- > Total no. of SISs: **1**
- > Total no. of MBOs: **10**
- > Total retail space occupied: **2,500 sq.ft.**
- > Annual turnover (FY 2016-17): **₹5 crores**
- > Website: **www.just-scarves.com**

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## PAST IBOFR ISSUES:



# >LAVIE<

Lavie aims to be a one stop shop in the fashion accessory industry. The main aim is to successfully grow the handbag and footwear category, and simultaneously introduce accessories like sunglasses, jewellery, etc. The brand considers customers at the helm of the business.

## Core Target Group

Lavie is for women who are distinctive, stylish and outgoing. Lavie customers are playful, strong, vibrant, spontaneous and impulsive women between 18- 30 years of age.

## Core Product Categories

Although handbags is the core category with varied styles and colours, Lavie has a wide range of accessories and footwear as well. The diverse collection of handbags cater every style need of a woman, ranging from satchels, totes, shoulder bags, hobos to box bags, slings, clutches, leather bags, laptop bags and more. The footwear range consists of slip-ons, ballerinas, peep toes, kitten heels and much more. Lavie focuses on delivering up to 100 styles per season for its customers. Products recently added to the portfolio are backpacks, flip-flops and belts.

## Nominated Occasion Wear Collection and it's Theme

Lavie's festive collection is named '*Metallic Magic*'. Silver, gold and copper have always been a highlight for every festive season and more so as they have been a hot runway trend for Autumn/ Winter 17. The core theme of the collection is the beautiful shades of metal in silver, copper, bronze and gold.

## Design Aesthetic and Details

The brand has played with textures like milled, pebbled and grainy texture extensively in the collection. The brand's staple quilting is also present as it adds a classic touch. The material used is art leather for the uppers with the dominating colours being silver, gold and copper. The collection has a mix of styles from stilettos to sandals and from wedges to casual shoes.

## Reasons for Creating the Collection and Overall Expectations

The chief reason for creating this collection is to make available the right products at the right time to the customers. Gold and silver are considered auspicious in India and suits the taste and preference of customers who are looking for accessories to pair with their ethnic outfits. The brand's expectation is quite high and it is confident about the demand that will be generated during this period.

## Promotion Plans

The promotion plan for this collection is majorly happening on the brand's social media channels, mainly Facebook and Instagram. The brand also has tied up with its e-commerce channel partners to promote the collection on their portals.

## Latest Collections from Lavie

Lavie's new footwear category that features uber cool sneakers, low heels, flatform sneakers and a whole range of peppy, vibrant and sporty shoes for women. The mules and slippers have become a constant for daily wear, and the brand has revamped them with embellishments. The highlights of the footwear collection this season are Espadrilles and casual shoes with white soles.

### KEY INFOGRAPHICS

- > Name of the Company: **Bagzone Lifestyles Pvt. Ltd.**
- > Headquarters: **Mumbai, India**
- > Total no. of EBOs: **21**
- > Total no. of MBOs: **55**
- > Total no. of LFS: **170**
- > Website: **www.lavieworld.com**





# >RED RIDING<

Launched in April 2016, Red Riding is a part of the Mahak Group. A specialist in scarves and stoles, the brand's products represent the pinnacle of European and Indian craftsmanship and are unsurpassed in their quality and attention to detail. The brand's product variety is extremely wide, with more than 20 fabrics and 2,500 designs. The brand aims at giving shape to the 95 percent unorganized sector of scarves with its quality oriented products. Presently, the brand has a turnover of ₹50 crores selling both at online and offline stores.

## Core Target Group

The brand targets young females that are price conscious but are highly sensitive to the latest fashion trends.

## Core Product Categories

Red Riding is known for its range of classy yet elegant scarves and stoles that are perfect for every occasion. The designs are exclusive, edgy, urbane, classy yet elegant and caters to the fashion and styling needs of women of all ages.

## Nominated Occasion Wear Collection and it's Theme

The brand is currently working on its Autumn/Winter 2017-18 collection, the theme of which is youth centric. The collection will feature an electric range of scarves and stoles that would be a perfect addition for the festive season. The theme is basically characteristic of young and fresh minds which are full of joy, colours, happiness and is modern yet classic.

## Design Aesthetics and Details

The brand's priority is to work on natural and comfortable fabrics as it is

an essential part of scarves and stoles. Design wise, the brand's focus is to make trendy, stylish scarves and playing with vibrant colours and also keeping in mind the demands of its comfort zone. For the new collection, the brand is extensively working on embellishments like pom-poms, handmade tassels, studs, Swarovski, fancy laces, etc.

## Reasons for Creating the Collection

The brand aims to bring the European culture of scarves and stoles in India and do the revolutionary changes. The brand sees scarves as the next big thing in fashion accessories and believes that very soon, women of the country will sport scarves in their daily life, matching with their heels, bags, shirts or denims. It is this demand that Red Riding aims to cater to.

## Promotion Plans

The brand is utilising both digital and print media for promoting its collections.



## KEY INFOGRAPHICS

- > Headquarters: **Delhi, India**
- > Total no. of EBOs: **60**
- > Total no. of SISs: **3,000**
- > Total no. of MBOs: **10k+**
- > Total no. of LFS: **50 chains**
- > Total retail space occupied: **70,000 sq.ft.**
- > Annual turnover: **₹50 crores**
- > Website: **www.redridingi.in**



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**South India**

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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)



# FASHION

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» Q&A:  
LISA WHITE,  
WGSN

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## Contents



163-191

## FASHION CREATION



### Q&A IN CONVERSATION WITH LISA WHITE OF WGSN

*IMAGES BoF catches up with Lisa White, Head of Lifestyle & Interiors and The Seasonal Vision of WGSN, to seek insights on the Indian lifestyle space and WGSN's plans for India.*

Pg No. 166

### Collection

### LITTLE BIBA DIVAS AT INDIA KIDS FASHION WEEK 2017

*Biba Girls, an ethnic wear brand for young girls by Biba, rocks the fifth edition of India Kids Fashion Week 2017 India.*

Pg No. 168



### Bridal Trends

### NEW AGE BRIDAL WEAR

*Indian bridal wear has taken a leap from the traditional red ghagra or chaniya, choli and dupatta. Several eliminations and some contemporary additions are now part of the wedding outfits for a new age futuristic look. Meher Castelino zeroes on the trending looks for brides.*

Pg No. 170



## Fashion Creation



### Retail Trends

### TRENDS IN OCCASION WEAR

*A sneak peek into the emerging trends in occasion wear, straight from the retailers themselves.*

Pg No. 188

### Designers' Top Picks

### DESIGNERS' FAVOURITE OCCASION WEAR PICKS

*Images BoF talks to some of India's top fashion designers about their own favourite occasion wear collections.*

>ANITA DONGRE >ARCHANA KOCHHAR  
>MANISH MALHOTRA  
>NACHIKET BARVE >PAYAL JAIN  
>REYNU TAANDON >RHYTHM GOYAL  
>RITU KUMAR >SNEHA MEHTA

Pg No. 178





# IN CONVERSATION WITH **LISA WHITE** OF WGSN

IMAGES BoF catches up with Lisa White, Head of Lifestyle & Interiors and The Seasonal Vision of WGSN, who was in India recently to share her insights in the lifestyle space and also to understand the market, opportunities and challenges. The following are excerpts from the interview.

**Tell us the core reason of your visit to India.**

**Lisa White (LW):** I am here to create more partnerships with our clients and understand their needs. Also to explain more about what we do from the trends perspective and work together and ensure that our trends are working for their products.

**Being the Head of Lifestyle & Interiors in WGSN, could you please share your primary responsibilities in this role?**

**LW:** Basically, fashion is and will always be a core part of our business. When you are in fashion, you need to look at what the bigger picture is. Where are the trends coming from? So we take a lot of factors like why people are depressed, we take a look at things that can be medical, things that can be business, that can be creative, etc. We take a very big picture and we create what we call a vision, that's four key trends for this season. So we make trends like that into both fashion and interior forecast. It sort of starts always with big picture stuff.

**Could you elaborate a bit on the big picture stuff that you just mentioned, for our readers?**

**LW:** We just finished with our Spring/ Summer 19 trends and one of the things that we are looking at just affecting the world is that we have seen a lot of dichotomy. Like we have the Red state and the Blue state in the US, a lot of people are not getting along. And we see news of it happening everywhere, England, India — same thing everywhere. There is a lot of ways that people are not agreeing and so one of our trends is called common ground. It's about creating fashion and speak to both sides, you know, let's say how can you as a retailer offer fashion that helps unite people.

**Tell us about the mechanics of trend forecasting — the factors influencing it and the processes involved.**

**LW:** In many ways, we talk about math and magic. So, we have people with us who have been working in the industry for a really long time. These people are pros and just with their eyes and their vast knowledge, they can identify trends that are important.

**So, it's intuition?**

**LW:** Yes, a big part of intuition based on their knowledge that they have earned through their experience. You will have to know exactly what will work and what won't. And then you have data. And we have been building a sizeable part of our company which is about building on data. And being about to extract and being able to predict what's going to happen based on quantifiable information. So at the end of the day, it's data but also intuition.

**And then you develop them into regional flavours.**

**LW:** From a colour perspective, definitely. We take a look at what are the key colours of a region. Most of what we do right now is on a global basis, and then we work individually also with certain clients to see what these global trends will mean for their business.

**Any technologies that you use in the process?**

**LW:** Yes, we use technology that you need to do data scraping. We build platforms for that actually, like for example, Instock, which is an online retail analytics system that provides fashion retailers with fast, in-market intelligence to inform business-critical buying and merchandising decisions. To put it simply, it takes a look on a daily basis what is selling in the stores. So we can know what items are selling, what are going on sale on a daily basis.



— Lisa White,  
Head of Lifestyle & Interiors, WGSN

**In India, trend forecasting is yet to become a quintessential tool for fashion manufacturers, especially those catering to section B and C consumers. Do you think these brands can benefit from trend forecasting engines like yours, considering that they serve the “typical Indian consumer”?**

**LW:** See, what we are doing is we are talking about strategy, in addition to talking about colours, material and designs trend wise. So when you know what people will be doing three years from now, you have time to plan your strategy. We are not talking about 6 months, as 6 months is all about money. We have a longer period here and it is crucial for every business to take time and figure out where the business is heading and mould suitable strategies for a longer time. And that's something that we do very well.

**WGSN mentions how “large clients are engaging with WGSN on a larger canvas”. Could you elaborate a bit about the “larger canvas”?**

**LW:** We can partner with clients and carry out a lot of specific services for them, right from helping them design their collection, solving issues with sustainability, supply chain, etc. It could be anything in their creative and business process. Let's say we can work with them on a more personal level.

**I just read about the four WGSN visions for SS'18. Slow Futures, Kinship, Psychotropical and Youth Tonic. Tell us about your progress in developing it into the Indian context in terms of colours and materials.**

**LW:** Well, we have worked with a lot of clients here to see what these features could help them with. And these features could be about anything technology, so it could be about having amazingly technical fabrics that are also sustainable.

**Kindly elaborate on technical fabrics that are also sustainable.**

**LW:** Very fantastic ones like bamboo fabric that's pretty common now and there are a lot other expensive ones like this one that has silver which is anti bacterial and it also promotes wellness at the same time. So, there are really interesting innovations in that directions, you know, You can have things that are much more for masses and affordable and things that are really innovative depending at the price point and the clientele. What's also important is taking a look at higher quality and knowing that people are going to buy less products in the near future.

**You just said that people are going to buy less products in the future.**

**LW:** Absolutely. They will want to have better quality that they can keep for a longer time. Right now, fast fashion is the thing but in 5 years time, things are definitely going to change.

**Is that a WGSN forecast?**

**LW:** Yeah, absolutely. People know that fast fashion is not sustainable. At the moment no one is seeing it. It's all about producing and selling more. It's like talking about climate change, you know you need to take care of it and that's definitely something that will be coming within the next five years or something.



# LITTLE BIBA DIVAS ROCKED THE STAGE AT INDIA KIDS FASHION WEEK 2017

**B**iba Girls, a dedicated range of ethnic wear for young girls aged between 2 to 15 years by Biba, participated for the third time at the fifth edition of India Kids Fashion Week 2017, held at Hotel Radisson Blu, New Delhi. Little divas walked the ramp in full flair dressed in the beautiful Autumn/ Winter 2017 collection by Biba and took the audience by surprise. The ever graceful super model Carol Gracias, who have recently embraced motherhood, walked the ramp with little divas as the showstopper for Biba.

The Autumn/ Winter 2017 collection boasts a host of royal and beautiful fabrics such as chanderis, nets, silks, brocades, benarasis creating contemporary ethnic looks. The range encompasses trendy colour palette including shades of red, orange, pink, blue with beautiful motifs and prints transforming little princesses into modern day trendsetters. The alluring and charming collection will be a perfect choice for the little fashionistas this festive season. The hour long show saw 45 kids walking the ramp in four different groups showcasing four different collections. The show was divided into four different themes highlighting different looks from each collection. The show started with the Vintage Garden collection showcasing the garden of floral prints. The collection was inspired by European look and lent an elegant feel. Jazz music with peppy beats set the perfect mood for the little divas walking the ramp.

The second round was more of fun in the brand's traditional Dholdhamaka style. Little princesses dressed in vibrant coloured beautiful salwar kameez created the perfect Punjabi looks. The round started with drum roll bringing in the celebratory mood. The third round showcased the beautiful Ajrakh collection inspired from Jaipuri designs and prints. The bright colours like earthy maroon, indigo, elegant off whites with intricate and detailed works make the collection a must have for the little fashionistas.

The final round saw the little girls presenting the Festive collection exhibiting stunning hues, intricate patterns and beautiful fabrics in form of benarasi suits, lehengas and gowns.

Walking along with the little divas, stunning Carol Gracias took the stage and mesmerized the audience in a gorgeous Biba anarkali suit with golden border at hemline and sitara work all over. The look was extremely glamorous and Carol totally rocked the attire.

✕







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Ahrit Aggarwal

New Age

# BRIDAL WEAR

By Meher Castelino



Falguni and Shane Peacock



Nachiket Barve

There was a time a few decades ago when Indian bridal wear meant the traditional red ghagra or chaniya, choli and dupatta in which the young blushing bride took her *saat pheras* and never raised her eyes to look at her groom during the ceremony or even at the other wedding functions like the mehandi or sangeet.

Turn to the 21st century and bridal wear has taken a leap into the future and there are several eliminations and some contemporary additions that are now part of the wedding outfits for a new age futuristic look with brides being more bold and daring as far as their sartorial preferences are concerned.

So the first thing that's out is the dupatta. Next on the list is the choli and last but not the least, the ghagra/chaniya gives way to the lehenga, sharara or long maxi skirts. Of course the colours are no longer restricted to sindhoor red but everything that the designers desire and the bride wants to make a fashion statement with. Replacing the ethnic wear — lehenga, choli, dupatta and sari, the gown is now one of the most wanted fashion items for the bride. So designers have moved into this glamorous western wear category and given the traditional Indian bride more options to choose from.

At Lakmé Fashion Week Winter/Festive 2017, which is an event where Indian designers exhibit their best creations for bridal and festive wear, the collections were truly very adventurous.

## MASABA GUPTA: DESTINATION BRIDAL WEAR

**M**asaba Gupta is known for her quirky, kitschy collections with prints that are totally out-of-the-box. For the coming season, the designer brought in prints along with silver embellishments inspired by the Sakalava tribe's facial printings, flora and fauna from Madagascar. The collection was aimed at the resort destination bride. In addition, the designer played with paintings, figure murals, linear grass prints, abstract foliage and birds that were turned into rich colour pigments and digital prints.

The shade card matched the richness of the inspiration as pink tones, light peach, grass green, sun yellow balanced the blues with rich shades of berry, ivory and hints of gold and silver touches. There were drop sleeve bustiers with layered skirts and trails, long-sleeved maxis with printed capes. In addition, Masaba had a corset on an angular neck long-sleeved blouse over floor kissing skirt and an off-shoulder blouse with wide pants. The lehenga got a western touch, while scarves, tiny cholis, multi-printed low crotch pants with luxurious capes completed the look.



## NACHIKET BARVE: THE GREEK GODDESS LOOK

**N**achiket Barve, a hard-core western wear designer, unveiled his first Indian bridal wear collection for the 'Lakmé Salon Show Stopping Bride Show'. Called 'Theia' and inspired by the Greek goddesses Aphrodite, Hera, Gaia, Artemis and Athena, the collection was far from traditional. It was farewell to the dupatta and welcome to the cape and sheer panelled embroidered long skirt with intricately ornate blouses. The designer worked with Greek drapes like the toga, and then brought in panelled skirts, bias cuts and capes worn over sultry creations.

The colour card started with deep indigo, burgundy, black and then moved to haute colours like paprika, mustard, splashes of gold, bronze and pewter. Luxurious lehengas, superbly created blouses – some with cold shoulders and long trailing capes, cowed pants, floor kissing gowns and dramatic asymmetric togas with two-toned loose pants were unconventional bridal wear. The off-shoulder bias gown, red poncho, sheer black skirts with seductive body suits as well as stoles, the plunge neckline saree gowns and scalloped gypsy style blouses added to the bridal style quotient of the collection.

The embroidery was traditional with appliqués, cutwork, beading, as well as traditional Aegean tie-dye, along with aari and zardosi work with the Greek font embroidered with words.





## ANUSHREE REDDY: ROYAL BRIDAL WEAR

It is believed that no bride compiles her trousseau without an Anushree Reddy outfit. This time around, Anushree presented her 'Niloufer' collection inspired by Niloufer, the beautiful daughter-in-law of the Hyderabad Nizam. Using soft luxurious fabrics like pure hand woven ahimsa silk, dreamy organza and pure organic mulmul along with amazing texturing, the designer ensured that the ensembles were truly fit for a princess.

Lush pure fabrics appeared in a delicate colour palette with glittering embellishments. Shades of peachy pink worked with burnt orange, sunset yellow, ink blue, magenta, ivory and gold along with the soft pastels. Detailing came in the form of scallops, frothy frills, ruffles, and lots of layering for the voluminous as well as clean silhouettes. Off-shoulder gypsy style blouses or draped versions and short embroidered boleros were teamed with layered tulle long skirts.

## NARENDRA KUMAR:

### THE INTERNATIONAL LOOK

Narendra Kumar is known for his western men's and women's formal wear. But for the coming season, he moved into western bridal wear comprising a series of gowns that will gladden the bride during her sangeet, cocktail parties and mehendi. For his collection called 'The Marriage of Shayla Patel', Narendra zeroed in on the lushest fabrics like taffetas, silks, velvets and the timeless rich Indian textiles. Western silhouettes for the cocktail creations were inspired by Art Deco with a hint of ethnic appeal.

Prints and stripes came together for a western bridal offering as long velvet gowns with impressive embroidery, tunics with palazzos, striped blouses with tulle embroidery, wide pants and off-shoulder gowns were the perfect wedding trousseau presentation.



## FALGUNI AND SHANE PEACOCK: RAZZLE DAZZLE GLAMOUR

**K**nown for their glitzy dazzling creations that were coveted by top Hollywood and Bollywood stars, Falguni and Shane Peacock dreamt up a line of gorgeous gowns for the bride that will turn her into the Belle of the Ball. The detailing was intense and varied with a long list of embellishments for the collection called 'Cassiopeia'.

Deep toned flowers blossomed or were stylishly charred on the creations; while gold-chromed butterflies flitted over coloured baubles. There was an assortment of singed chrome thorns, lots of moon dust to match the exquisite jewellery by top jeweller Farah Khan. At all times, the intergalactic sparkle was in the forefront to appeal to the lady's fashion desires.

The silhouettes were grand and glamorous; body fitted and ballroom worthy floor-length gowns with plunging necklines, bejewelled high-cut body suits with feathered capes fitted to perfection.



## ARPITA MEHTA: A FLORAL FANTASY

**A**rпита Mehta unveiled her 'Midnight Muse', a sensuous but festive/bridal line that will thrill trendsetters. The fabrics on Arпита's favoured list were silk, chiffon, Tabi silk and georgette that were moulded into the most gorgeous, feminine silhouettes.

Introducing an exclusively created lotus inspired print; Arпита ensured it was the mainstay of the looks. Bird motifs were an addition to create a great flora and fauna fantasy. There was an assortment of thread work, 3D appliques, along with sequins and bunches of the colourful lotus motif on an ink blue background. It was an utterly dramatic offering with spaghetti straps, long sexy numbers, will-power creations, cropped top sets and feminine ruffled floral lehengas.



## RIDHI MEHRA SEKHRI: DRAMA AFTER DARK

Ridhi Mehra Sekhri's 'Adorne' collection was inspired by the beauty and intricate interiors of Islamic domes. Aimed at the bride and her entourage, Ridhi presented printed, handmade, fabric stripes ingeniously woven together. The delicate bugle beads were turned into jaalis, while scallop printed patches, fringes and tantalizing metallic and fabric tassels were added to the beautiful ensembles. Ridhi introduced laser cutwork on leatherette with metallics; splashes of butas with laser cut mirror effect sheets and tonal leatherette laser cut patches to highlight prints.

Midnight black, ivory, champagne, millennial pink, rust, orange, slate grey and red had faux ostrich feathered tiny ponchos with long skirts, beaded tops over bralets, long tasselled blouses with asymmetric draped skirts and tulle cropped tops with matching layered lehengas. The fabric base had chanderi, pure silk, pashmina, satin, suede and tulle, merged to enhance the bridal wear quotient.



## MONIKA NIDHII: FANTASY BRIDE

Monika and Nidhii brought together a line that was exquisite, yet, experimental. The silhouettes were an ode to the Victorian era, a contemporary twist was given to the ballroom skirts teamed with well-tailored corsets, tiny cholis, cropped tops with elongated sleeves and capes with feather and fringe detail along with a metallic saree that sparkled like pixie dust.

Bustiers had long trailing sleeves worn with dazzling lehengas with tasselled hemlines. A tiny corset in pale blue tulle was teamed with a multi-layered scalloped long skirt. The fur edged cape was perfect with short embroidered blouse and lehenga; while the pale green bustier with silver fringed capelet and Christmas tree style layered tulle skirt was stunning.

Georgette, tulle, organza, satin and crepe were the fabrics chosen for this bridal offering. Salmon pink, colonial blue, Edwardian vanilla and jade were the choice of hues.



## DIVYA REDDY: ROUND THE YEAR GLAMOUR

The USP of Divya Reddy's collection 'Sage' was the fabric, from the cocoons after the flight of the butterflies spun to create strong silk yarn with a slubby nature called Madhepur Tussar. The fabric keeps the body warm in winter and cool in summer giving the collection a timeless appeal.

The deep moss green hue was a constant for most ensembles. But the marked Spanish-inspired silhouettes were striking on the catwalk. Layered, frilled, maxi skirts were worn with matching body-hugging, long-sleeved, embroidered cholis with flouncy cuffs; while shaded drapes were worn with pants and long-sleeved embroidered blouses. Pink balloon-sleeved blouses looked great with matching maxi skirts. Ombré layered gowns were worn with ruffled long-sleeved shrugs or cape sleeved blouses.

## JAYANTI REDDY: BYZANTINE BEAUTY

Inspired by the colours and fashion of the Byzantine period, Jayanti Reddy brought the razzle-dazzle of the past onto the catwalk. The rich fabrics like silks, velvets and tulle were ideal for the creations but it was the construction and the colours that were the focal point of the garments. Deep hues of smoky grey, rich mustard, royal blue, elegant mauve, hot pink, pastel teal and dramatic black, gave intense style directions to the garments.

There were a variety of silhouettes with lehengas, jackets, shararas, blouses, shawls, tunics and pants. Lacy asymmetric kurti with flared long sleeves looked gorgeous with fuchsia brocade lehenga, gold gown was teamed with frilled sleeves, while peplum blouses with ruffled sleeves and majestic long skirts were regal. The electric blue velvet rectangular tasselled poncho with pristine white lehenga was an unconventional offering.





## AMIT AGGARWAL: GLOBAL BRIDAL WEAR

Inspired by the gorgeous island of Monaco on the French Riviera where the rich and famous rub shoulders, Amit Aggarwal's bridal couture collection called 'Monaco from the Heart of Kashi' was a lush story of glamour and style. The inspirations were from the art, culture and architecture of palaces and opera house of Monaco, the motifs, carvings and drapery was cleverly matched with the brocades of Banaras.

Sustainable couture was the core of the garments with the traditional Banaras brocades and sarees from around the country. Expert techniques of industrial pleating; latticing and inserting recycled polymer strips were the highlights of the ensembles; while zardosi embroidery in dual metal and yarns, hand pleated tape embellishments, thread work was blended with unconventional industrial yarns. The colour card had amber, sapphire, ruby, jade, black diamond, gold and silver.

Peplum blouse with flared sleeves was worn with geometrically cut deep green, velvet, skirt. The draped saree gowns, gold moulded blouses and electric blue 3D floral gold long skirt and jacket with brocade skirt were sensational. Silver moulded corsets and draped sarees, panelled gowns, velvet coats over midi skirts, off-shoulder ensembles, scintillating red corsets with an eye-catching drape and a gold gown with geometric strips completed the bridal wear story.

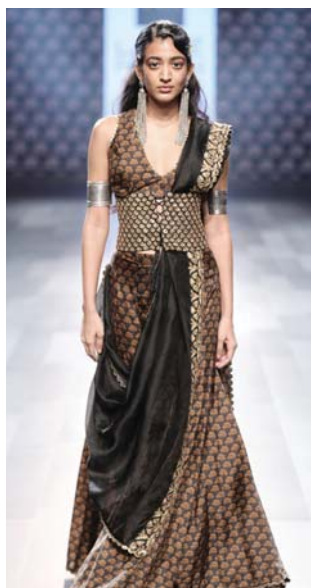
## MANISH MALHOTRA: BRIDAL INDULGENCE

An assortment of evening and cocktail creations in a selection of fabrics along with handcrafted embellishments could indeed be termed as 'Tales of Indulgence'. It was a breath-taking array of glitter, dazzle and glamour with crystals, sequins and zari along with giant beaded tasselled accents making dramatic style statements. Corsets were a popular choice, teamed with feathered skirts, slit gowns, ornate lehengas or as minis with long shoulder capes.



Manish Malhotra chose chrome, oyster grey and ivory with large doses of black to match the sunset apparel choices that were ideal trousseaux options. Fabrics moved from tulle to velvet, silk, lace, satin and brocade. The tiny seductive minis with never-ending trails and ornate leaf embroidery were worn with demure black long sheer coats. Long crystal drenched sensuous gowns, corsets with floral embellished lehengas and tulle capes and tasselled tiny blouses with multi-coloured leaf embroidered skirts were stunners.





## SVA BY SONAM AND PARAS MODI: BEAUTY FROM THE VALLEY

**I**nspired by the Chinar trees of Kashmir, the SVA collection by Sonam and Paras Modi called 'Naseem Bagh' was a study in intricate embroidery for unconventional silhouettes.

Created in luxurious velvets and silks, the characteristic chinar leaves and Himalayan bulbul were translated into

prints and embroidery. The palette comprised bold hues ranging from black and gold to tangerine, crimson and cobalt blue. Ideal for the winter weddings, the collection offered grand jackets, ornate kurtis with elegantly draped pants as well as the ever-popular luxurious lehengas and sarees. Lehengas with tiny blouses in matching prints

were cinched at the waist with similar corsets. Long-sleeved blouses looked grand with draped sarees, asymmetric ponchos were teamed with wide ghararas, while floor length plunge neck gowns and corsets looked grand. The bustier was a modern addition, while the one-shoulder black poncho blouse and stunning lehenga were eye-catching.

## FAABIANA BY: RAJASTHANI SPLENDOUR

**K**usum and Karishma Luharuwalla for their label 'Faabiiana' presented a mélange of unconventional textiles with their collection "Desert Rose". Inspired by Rajasthani royalty, the detailing had zardosi with mukaish chikankari, gota aari for the fusion silhouettes. Colours were shades of ash rose, blush, olive green and slate grey with bias cut tiny trapeze halter-tops with long skirts or capes with sarees. It was a mix of sharp tailoring, conventional fits and contemporary cuts with traditional sensibilities made the ensembles romantic yet feminine.

## JADE: RETRO BRIDAL LOOKS

**A**iyana' (ever blooming) presented by Amoh by Jade was cult fashion of the 60s and 70s eras. The bold palette consisted of tangerine, royal blue, ox-blood, mauve, chestnut, bottle green and a hint of gold to elevate the collection. The silhouettes ranged from well-tailored corsets and capes to floor length sheer jackets with scallop detail teamed with flared skirts and inventive drapes with cowl detailing. The sustainable fabrics were used to create strappy embroidered gilet teamed with flared fluid pants and grey tulle embellished long shrug. Grey was a favourite for an intensely embellished long skirt with a backless blouse, while scalloped ornate capelet over sheer, long gown and pants offered a great Indo-western look.





# *Designers' Favourite*

## OCCASION WEAR PICKS

Creating that perfect occasion wear outfit is a very involving and creative exercise. India's iconic designers have a huge body of work that spans decades, so we were naturally intrigued as to which occasion wear creation of their's they themselves were immensely proud of. We asked them to choose one wedding ensemble and one non-wedding that they felt best captured the spirit of occasion wear. In the following pages, Images BoF's Favourite Fashion Gurus share their picks.

# Anita Dongre's Treasured Ones



**In Non-Wedding Ensembles:**  
 "The blue floor length tunic teamed with a gold mesh skirt and an obi belt is my recent favourite."



**For Weddings:**  
 I have multiple favourite looks but the collection I feel most proud of is 'Tree of Love'. Every collection I create is an expression of what I feel. 'Tree of Love' brings together my love for music, trees and my respect for the Bishnoi community's spiritual reverence for nature. This expression took form in traditional weaves and embroideries in unusual colours and intricate handwork paired with tulle skirts. I loved putting these looks together and now that brides and their families have access to them, I'm enjoying watching their interpretation of my design even more."



Anita Dongre, Fashion Designer

Anita Dongre is a celebrated fashion designer who founded the 'House of Anita Dongre Ltd.' with her sister Meena Sehra and brother Mukesh Sawlani in 1995. Her brands include AND, Global Desi, Label Anita Dongre, Pinkcity and Grassroot. Today, the 'House of Anita Dongre' is recognised as one of the India's leading fashion houses reaching out to over 1,150 points of sale with more than 260 EBOs, over 900 MBOs in more than 110 cities across India; and two stores in Mauritius. Dongre has been featured amongst the most powerful women in business by 'Fortune' and 'Business Today'. She was recently covered as a significant contributor in the Growing India series by CNN.

# Archana Kochhar's Cherished Duo



#### For Non-Wedding Occasions:

"We created a beautiful white gown for one of our clients for her baby shower and she looked stunning."



#### For Wedding Wear:

"We had designed this beautiful lehenga for a client of ours for her wedding. The highlight was that the embroidery in the lehenga was created in a way, that it looked like a heritage monument with beautiful makbaras created with fine zardozi."



Ace Couturier Archana Kochhar is amongst one of the leading fashion designers in the country today. She started her journey 15 years ago and since then there has been no looking back. Known for her global design sensibilities, Archana has been showcasing her collection on national and international runways for over a decade now.

**ARCHANA KOCHHAR**, Fashion Designer

# Manish Malhotra's Most Loved



**In Wedding Wear:**  
 "It would be midnight blue lehenga that Deepika Padukone wore at my finale show in 2013. It marked a distinct coming-of-age of the label. To present a bridal outfit in a colour that was unconventional and made a statement about individuality was a big step for me."



**Manish Malhotra**, Fashion Designer

Couturier, costume stylist, entrepreneur, social media influencer and revivalist, Manish Malhotra's prolific career spanning 26 years has seen him redefine fashion for an entire generation of Indians. From his work with Bollywood's influential leading ladies to launching his eponymous label in 2005, Manish Malhotra tells design stories in a language profuse with elegance, ultra-femininity and unapologetic glamour. 2016 was a milestone year for Manish Malhotra as it marked 26 years of his association with Hindi cinema as a designer and stylist and 11 years since the creation of the eponymous label. Label Manish Malhotra is synonymous with opulent, contemporary Indian couture.

# Nachiket Barve's Two Dearest

## For Non-Wedding/ Festive Wear:

"For me, there has been a lot of memorable designs which are worn by celebrities on the red carpets as well as for the private parties. Something I would like to mention here would be my 'Tulip Mania' collection."



## In Wedding Ensembles:

"A particular lehenga that I designed for my wife for our wedding was one of my favourites. Besides, Saiyami Kher, who was my showstopper at the Lakmé Fashion Week wore a beautiful Greco-Roman inspired lehenga from my THEIA collection, and that was a memorable piece, I would say."



**NACHIKET BARVE**, Fashion Designer

Nachiket Barve is an alumnus of the National Institute of Design [NID] as well as a scholarship holder at Ecole Nationale Supérieure des arts Décoratifs (ENSAD), Paris and has interned with Céline (a part of the Louis Vuitton Moët Hennessy [LVMH] Luxury Conglomerate). Nachiket's work has appeared in all major publications and also been lauded by Suzy Menkes and Carine Roitfeld. He has been included in the book "Contemporary Indian Fashion" published by Damiani, Italy. He was the first Indian designer to be invited to show at Buenos Aires Fashion Week (BAAM) in Argentina, as well as at Coterie in New York. His fashion label stands for modern, progressive design that's clever yet commercial, timely yet timeless.

# Payal Jain's Prized Picks



**For Non-Wedding Occasions:**

"My Autumn/ Winter '17 collection called 'Garden of Love', is representative of the resplendent journey of love and the vast spectrum of emotions one experiences in love — from sadness, pain, longing and waiting to joy, fulfillment, ecstasy and bliss. The fabrics used are natural and organic with vivid, vibrant splashes of colourful embroidered flowers; much like an artist paints on canvas. The silhouettes are resonant of the Victorian times, recreating a vintage look with pinched waists, slender sleeves, voluminous hemlines and plunging necklines. They remind us of the glorious bygone times when women celebrated their femininity and carried themselves with poise and elegance."

**Among Wedding Ensembles:**

"I design for the modern day bride, who loves to make a unique fashion statement on her big day. She wants it to be special and created specially to compliment her physical attributes and personality. My designs blend the best of the east and west, be it colour palette, silhouette or surface treatment. I feel a bride's special day must be given great thought and deliberation to create a unique haute couture ensemble."



**Payal Jain**, Fashion Designer

Payal Jain's journey in the fascinating world of couture has a humble beginning from the lanes of Delhi, where she grew up in a childhood steeped profusely in art, culture and music. The years of intensive hard work cumulated when she graduated from Fashion Institute of Design and Merchandising, California and returned home to start a career in fashion. In the past decade, Atelier Payal Jain has become synonymous with classic and timeless contemporary clothing where each garment designed is a truly enriched synthesis of heritage fabrics and craftsmanship in a modern interpretation.

# Reynu Taandon's Chosen Ones



### For Non-Wedding Occasions:

"I don't create for any particular occasion, I design collections year round for my prêt, export and couture lines. All my collections are designed keeping in mind the trends running at the time and are special to me since no line is the same as another.

I try to customize the outfit according to the taste of the customer."



### In Bridal Wear:

"Whenever I start designing my new collection, I always have a theme around which I design the whole collection. This time, my collection was designed on peacock hues. And when a client buys any garment and appreciates it, it becomes the most memorable creation because my hard work pays off."



Reynu Taandon is a leading designer in the world of fashion. Reynu expresses her passion, spirit and energy through her work. She defines her USP as her flamboyant perspective of colours, contour and soft intricacy. She established her company Mynah Designs in the year 1999 in New Delhi and in a span of 15 years, she has established herself as one of India's leading designers. She has carved a niche for herself in the fashion business with her garments in the national, as well as international market.

REYNU TAANDON, Fashion Designer



# Rhythm Goyal's Preferences



**Among Non-Wedding Collections:**  
 "I had done a gown for a cocktail ceremony which I loved a lot. I designed a satin brown gown for a bride for her cocktail function which had horse wire drape in it, with little embellishment of stone work, and it had a huge flare of almost 10-12 meters. We also did a mehendi wear for the bride which was a crop top and skirt with a long cape."

**In Wedding Wear Collections:**  
 "This attire was designed for a client's sagan ceremony. It's done in pastel pink and blue shade with a lot of hand embellishments. We have used florals and extremely breathable fabrics for the piece."



**RHYTHM GOYAL**, Fashion Designer

With a fine taste in fashion and a passion for designing, Rhythm Goyal, transformed from being from a journalism background into one of Delhi's most popular gen-next names in fashion today. Her collections are available at the Haute Couture By Rhythm store in Pitampura. The store has a vintage appeal to it with antique shades of gold, beige and bronze interiors. Rhythm's new collection at Haute Couture By Rhythm store is all set to make you rock an amazing night or a day out. All you need to look fabulous this month in the season's sexiest styles is available here.

# Ritu Kumar's Twin Favourites



## In Wedding Wear:

"This lehenga is from our Festive/ Winter 2017 collection and is a reinterpretation of our classic bridal 'parampara lehenga'. Made on deep coral silk blend with aari embroidery, this lehenga features benarasi weave motifs."



## For Non-Wedding/ Festive Wear:

"The cold-shoulder, flared gown in gold is from our recent Festive/ Winter 2017 collection. It is made in net with a gold lame lining. It has intricate tiki work done with lighter alternatives to heavy dhapkas, to create gossamer, tulle like effect. In essence, the technique on heavy velvets for coats made for the Amir of the Sultanate era is now translated into a craft used in its most feminine form."



Ritu Kumar, Fashion Designer

Ritu Kumar is one of India's foremost designers, who has developed a unique style of her own, reflecting the ancient traditions of Indian craftsmanship in a contemporary vocabulary. With a background in art history and museology, her understanding of ancient designs and the innovative use of traditional crafts has created a new classicism. While Ritu Kumar's forte lies in traditional Indian clothes that draw heavily on the textile and embroidery heritage of India and remain classics of their kind, she has evolved another style for the young buyer, a collection that, in her words, has "redefined traditional handwriting to meet the changing needs of the new generation". The inspiration of these garments is basic Indian motifs, prints and embroideries but with the usage of a wide range of western silhouettes mingled with Indian styles.

# Sneha Mehta's Top Picks



**For Weddings:**  
 "We did capes in royal velvets with heavy work embroideries inspired from the classic Mughal architecture two years back, when we started. We still get orders on those and they have always been in demand to go with the wedding ensembles."



**In Non-Wedding/ Festive Wear Range:**  
 "Bollywood actress Jacqueline Fernandez wore one of our velvet dress in beautiful emerald green last season for one of her episodes of Jhalak Dikhlai Jaa on Colors TV. That dress till date remains one of the most cherished style that I will always treasure."

Holding a Masters degree in Marketing and Management Studies from London and a passion for textiles and fashion, Sneha Mehta began her journey with Kukoon in 2014. The brand is a culmination of her global experience and keen sense of aesthetics. She has seen first-hand vibrant diversity of lifestyle and fashion in places as distinct and unique as Europe, Middle East, Asia and even the Americas. Kokoon is a culmination of all that inspired and moved her. Sneha is known to wear her heart on her sleeve and she wants Kukoon to be the same way – an expression of modern luxury that is bold and flirts with inventions.

**Sneha Mehta,**  
 Fashion Designer





Picture Courtesy: Manyavar



Picture Courtesy: Aurelia

# TRENDS IN OCCASION WEAR

From risqué slits to asymmetrical hemlines, drop waists, double high slits, button-downs, mandarin-collar and etc., occasion wear is constantly absorbing trends from elsewhere in the fashion world everywhere. A sneak peek into the emerging trends in occasion wear.

By Manisha Bapna with inputs from Rosy Ngaihte Sharma



Picture Courtesy: Ethnix (Raymond)



Picture Courtesy: W & Wishful



Picture Courtesy: W & Wishful



Picture Courtesy: Manyavar

While a decade ago, Indian fashion-lovers saved traditional wear for festivals, weddings and other special occasions, it is no longer the case. It's all about fashion as per occasion today with the right modifications in colour, fabric, style, texture, season and of course occasion, etc. Whether it is pairing a regular crop top with a traditional woven skirt or an anarkali suit up-cycled from grandma's old saree, there's no denying we're increasingly experimenting with our clothing. Occasion wear is becoming the most important part of the modern Indian wardrobe, with retailers customising products to suit the needs of the customers.

### Trending Looks in 2017

In the world of fashion, it is imperative to keep an eye on the ongoing trends. "This year our focus is on pathanis, jackets for the youth with an emphasis on pastel colours on bright simple fabric. The youth also have an eye for experimental garments such as printed patialas, slim fit trousers and fancy printed kurtas," says Shilpi Modi, Director, Manyavar.

One of the most noticeable shifts in Indian traditional wear has been the move away from reds and maroons and focus is more on the pastel shades. While 2015 and 2016 showcased traditional wear in fun pop colours, 2017 brought in beige lehengas (long skirts) to pastel pink sarees. "At Ethnix we have worked on classic sherwani, long cuts, pastel shades, rose pink, turq and mint green along with traditional colours like beige, gold and shades of red. All different traditional embroidery and embellishment techniques along with very new digital printing techniques are setting trends," says Nameet Srivastava, Business Lead, Ethnix (Raymond). "In India, all bright and happy colours are always in vogue especially in this category and when it comes to silhouettes asymmetric hemlines and long silhouettes are in," believes Arindam Chakravorty, Brand Head, Aurelia.

Festive dresses are bringing in prominence of bright fuchsia, red, teal, green, bright yellow, gold and silver metallic foil and glitter prints along with the silhouettes ranging from streamlined easy shapes to voluminous and layered. "The embellishments have 3D in look and feel; some have a bohemian feel, while others have metallic touches," states Sreyashee Datta, Head Design, W & Wishful.

### Planning for Occasion wear

"For our brands 'W' and 'Wishful', the product language is contemporary and fusion juxtaposed with modern elements. There is a lot of focus on details as our product categories include both separates and ensembles. Apart from this we also keep in mind the wedding and festive season to ensure that we provide appropriate colours and styles" says Datta.

>



Picture Courtesy: Ethnix (Raymond)

Aurelia re-defines Indian ethnic by staying in the realm of tradition, yet adopting some modern influences. Choosing the right outfit for an occasion can prove to be a tricky task for anyone. “We strive to create a product line that is perfect for every occasion. There is a lot of focus on details as our product categories include both separates and ensembles. Apart from this we also keep in mind the wedding and festive season to ensure that we provide occasion appropriate colours and styles,” says Chakravorty.

Indian customers today are extremely aware and all the more value conscious owing to access to both modern and traditional trade format. Commenting upon the cost-benefit efficiency of occasion wear promotions as compared to other promotions; i.e. discount sales, fashion campaigns, etc., Datta shares, “At W, we witness higher sales during the festive season. The entire focus is to ensure that the customers have right merchandise at the right place and time.” “I believe that the cost benefit efficiency of occasion wear promotions are always higher than the other promotional campaigns running through the year, as they are instant and leave a direct impact on the consumer,” says Srivastava.

“Apart from our 360 degree promotional campaigns which include outdoor, print, TV, theatre and digital, we also design visual merchandising displays for important occasions. For example, recently for independence day we had dressed the in-store mannequins as father and son wearing the same ethnic outfit to encourage the youngest to the eldest member of the family to wear ethnic on independence day,” says Modi. “Through interesting cross-platform campaigns like ‘This is It’ and ‘Unethnicals’ for the independent, spirited and smart Indian women we have not only attracted the attention of our target customers but this has also increased the footfalls at our stores,” shares Datta. “Customers have a reliable value for Raymond and that is the first step for any customer to make them shop from us. As Ethnix is a new category for our Raymond stores, we are focusing more on developing and educating our sales staff to sell this product with a few campaigns and hoardings,” says Srivastava.

Aurelia’s product line is a combination of fashion, comfort, style and quality. “We plan our collections months in advance and provide the range for the festive season to fulfill the requirements” says Chakravorty. The brand, Aurelia has always inspired

conversation as a pioneer in the category of fusion wear and established instant connect with the customers. “We will continue coming up with such campaigns in future as well,” he adds.

### Occasion Wear Looks Watch – Recent Hit Collections

The Manyavar ‘kurta and jacket’ combination has seen good response on Rakhi and Independence Day. “We had designed special tri-coloured pocket squares for the independence day which too saw very good sale,” discloses Modi. “One of our most successful recent collections – ‘Saahitya’ from the SS’17 – was inspired from the ancient Islamic architectural prints and patterns and ‘Ishfahaan’ launched in SS17, a premium collection of ‘W’ mainly targeted at day occasions,” says Datta. “Our recent collection was inspired from the meenakari artwork of India, in which the design details and inspiration was taken and implemented from it,” says Srivastava.



Picture Courtesy: W & Wishful

BIBA's Festive 2017 range is crafted out of rich fabrics such as glorious chanderis, soft cottons, modals, velvets, brocades, silks and royal benarasis redefining beauty of Indian women beyond expectations. To add drama to the collection, the range subtly balances between warm and cold hues. "It features strong berry tones, bright pink and emerald green, infuses glamour to the traditional silhouettes. Intricate embroidery and distinctive patterns are beautifully weaved in every single piece making it perfect for

the festive season," shares Siddharth Bindra, MD, Biba.

"In the recent past, SKD (Salwar Kameez Dupatta) sets from our SS'17 and Festive'16 collection have witnessed a high demand amongst our customers. Our collection speaks of India and its authentic style and we lay a lot of emphasis on embellishments and cuts that suit the Indian women," says Chakravorty.

#### **What's Coming?**

"Our Durga Puja Collection themed 'Upoharer Pujo' is currently available in all our stores and website," shares Modi. She adds that the collection comprises kurtas, jackets, churidaars, patialas and ofcourse pathanis in bright festive colours like yellow, red and maroon.

Datta discloses, "Our upcoming collection Monsoon Festive '17 will see a whole gamut of new collections inspired from Mughal manuscripts and murals, the Art Nouveau Movement, and Antique suzani textiles and built around the colour palette of fuchsia pink, red, aqua blue, orange, dress blue, green and wine. The silhouettes vary from voluminous flared kurta to layered jacket styles to skirt-top sets coordinated with fashion bottoms like dhoti pants, shararas etc., making the entire set unique." "We are working on a collection called to India from India, where we are making an exclusive collection, inspired from Indian traditional techniques and art forms" says Srivastava.

"This season, we have come up with a collection that speaks of India and its authentic style. Bazaar, Naqashi, Roshanara and Gulbagh - is an interesting combination of bright colours, golden highlights perfect for Indian skin, draped in urban and easy to wear silhouettes, embellished with the finesse of elegance and shine," says Chakravorty.



Picture Courtesy: Biba

# NEXT ISSUE

IMAGES  
BUSINESS OF FASHION  
OCTOBER 2017

The issue will present a comprehensive report on:

- > The Women's Wear Market in India
- > Top Drivers of Growth
- > Challenges & Opportunities
- > Top Retail Trends
- > Top Fashion Trends
- > Investments & Funding in Women's Wear
- > Women's Western Wear
- > Women's Ethnic Wear
- > Women's Fusion Wear
- > Women's Winter Wear
- > Designer Bridal Couture
- > Women's Innerwear, Shapewear & Sleepwear
- > Women's Denims, Jeggings & Leggings
- > Women's Apparel
- > Women's Footwear
- > Women's Fashion Accessories
- > Women's Watches & Jewellery
- > Top Women's Wear Brands
- > Women's Wear Sections of Top Retailers
- > Women's Wear Collections of Mega Brands
- > Innovative Fabrics for Women

# THE BETTER ISSUE

## WOMEN'S WEAR SPECIAL

CELEBRATING THE RISE OF WOMEN'S WEAR!

Women's apparel currently contributes 38 percent to the total apparel market of the country and has been growing at a faster pace than men's wear. The first obvious driver of this boom is the increased participation of women in both work and academics. The increased penetration of internet has led to greater fashion awareness, high brand consciousness and this, when coupled with the increase in purchasing powers, has catalyzed a fashion boom. The dynamic women's wear market in India still has massive potential and is witnessing major innovations every single day. Indeed, for the business of fashion, women's wear is surely the better half.

In the next issue of BoF we study this sunshine category and its top segments, present its top trends and showcase the innovations and growth stories of the leading women's wear brands and retailers.



### ALSO IN THE ISSUE:-

New Wave: **Celebrities & Their Fashion Brands**

Special Report: **Milano Unica 25<sup>th</sup> Edition**

TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:

**BUSINESS HEAD:** Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

**NORTH:** Shivani Lorai, +91 9811511038, shivanilorai@imagesgroup.in

Jatin Nehra, +91 7042671306, jatinnehra@imagesgroup.in

**EAST:** Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

**WEST:** Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

**GUJARAT:** Sunil Vadadoria, +91-9730475021, sunilvadadoria@imagesgroup.in

**SOUTH:** Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

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## MEMBERSHIP FORM

The Indian fashion industry is today a very fast-moving, challenging category. Technology and consumer behaviour are forcing fashion retailers to constantly evolve and adapt to these changes.

And that is where India Fashion Forum (IFF) comes in. It is India's largest fashion market intelligence hub, and its members have unparalleled access to every connection, information and research that they need to ensure informed and profitable growth of their businesses.

**Membership of India Fashion Forum Privilege Club** – India's largest fashion retail network – offers:

- Pan-India networking and business development openings for top leaders and industry influencers.
- Multiple routes to optimise brand visibility and marketing reach.
- Instant access to IFF's multiple knowledge platforms and a broad network of top-level decision makers and business owners.
- Connecting them to the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) round the year.
- Privilege access to **India Fashion Forum** annual fashion retail intelligence event, including an exciting blend of Conference sessions, CEOs Roundtables, workshops and masterclasses, zoned exhibitions and industry awards.

### HOW TO ENROLL?

Choose your category/ies from below:

- Fashion Retailers
- Fashion Brands, Exporters & Manufacturers
- Suppliers to Fashion Brands, Retailers, Exporters & Manufacturers

A group operating in more than one category may enroll its different companies in their respective categories. To know the applicable fee and entitlements please refer to the table IFF Annual Membership Fee & deliverables. Service tax will be levied as applicable which at present is 15%. A proforma invoice can be mailed on request.

IFF Annual Membership Fee may be paid by draft/ cheque payable to Images Multimedia Pvt. Ltd. or bank transfer (details below).

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### MEMBER INFORMATION

Company Name	
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#### OTHER REQUIREMENTS:

- Please send brand / organization logo along with high resolution pictures of key people, products & services. The pictures can be sent through yousendit or wetransfer. All visuals should be of 300 dpi.
- Please send a separate Company Backgrounder of about 350 words. This should be in PDF or MS word format.
- Please send a separate note on outstanding achievements. This should be in PDF or MS word format. All visuals should be of 300 dpi.

#### IFF CONTACTS FOR MEMBERSHIP:

- **Anil Nagar**, +91 9811333099  
E: anilnagar@imagesgroup.in
- **Priti Kapil**, +91 9868801869  
E: pritikapil@imagesgroup.in
- **Sarika Gautam**, +91 9717544226  
E: sarikagautam@imagesgroup.in

#### NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IFF PACKAGES

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## IFF ANNUAL MEMBERSHIP & DELIVERABLES\*

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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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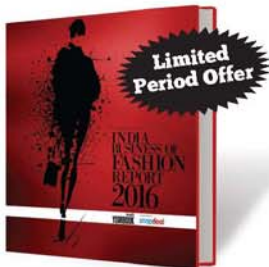
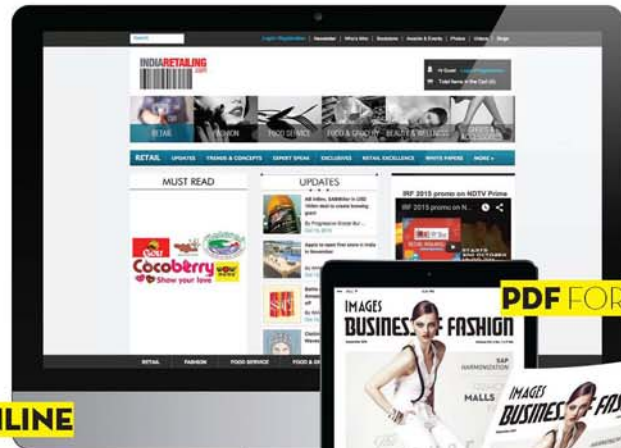
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