

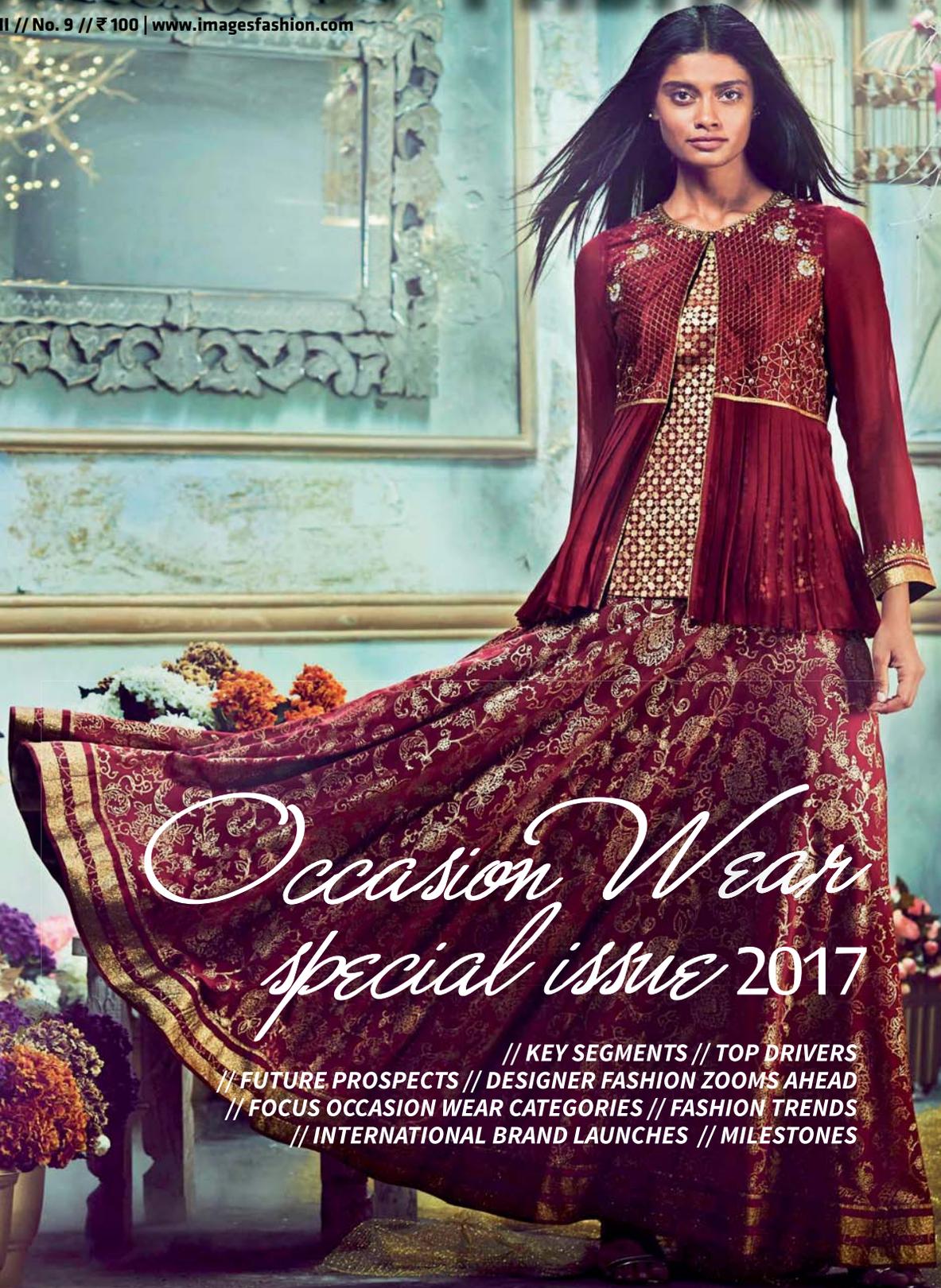
IMAGES

BUSINESS OF FASHION

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Issue No.



*Occasion Wear
special issue 2017*

// KEY SEGMENTS // TOP DRIVERS
// FUTURE PROSPECTS // DESIGNER FASHION ZOOMS AHEAD
// FOCUS OCCASION WEAR CATEGORIES // FASHION TRENDS
// INTERNATIONAL BRAND LAUNCHES // MILESTONES

Dear Friends,

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!



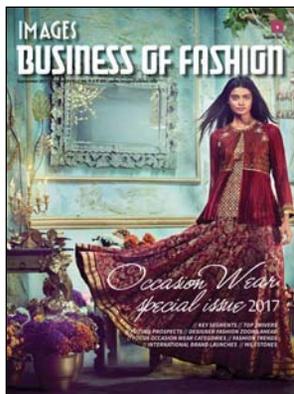
Amitabh Taneja

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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.

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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.

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MILESTONES

Soch Opens its 100th 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.

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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.

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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.

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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.

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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.

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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.





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.

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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.

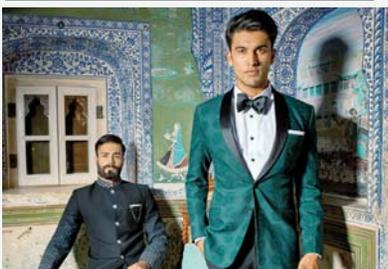
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RETAILER TALK

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.

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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.

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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.

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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.

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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..

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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.

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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



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

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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.

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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.

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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.

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Fashion Creation



Retail Trends

TRENDS IN OCCASION WEAR

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

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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

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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.

TWILLS

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