

IMAGES

12

Issue No.

BUSINESS OF FASHION

December 2017 | Volume XVIII // No. 12 // ₹ 100

www.imagesfashion.com



YEAR-END FASHION ROUNDUP THE BEST OF 2017

GLOBAL
BRANDS
THAT ENTERED INDIA

BIG BRAND
LAUNCHES
& BRAND EXTENSIONS

THE BEST OF
INDIAN
FASHION
DESIGNERS

EXCLUSIVE

*Celebrity
Brands
in India*

Hand
Crafted

ROCKSTAR  JEANS



 twitter.com/jeans_rockstar

 facebook.com/rockstar.fashion

Toll free no.: 1800-120-7500

Email: sales@rockstarjeans.in



AW
AUTUMN WINTER
COLLECTIONS 2017



2000 Team Members | 28 Departments
5 Factories | 2 Crore Customers | 4000 Dealers
300 Large Format Stores
110 Standalone Stores | 72 Distributors
28 States | 7 Union Territories



Exclusive Brand Outlet @ Vizag, Tirupur & Coimbatore



T-SHIRTS | SHIRTS | TROUSERS | DENIMS | JACKETS | SWEATERS | LOUNGE WEAR | ACTIVEWEAR | INNER WEAR | ACCESSORIES

Exclusive Brand Outlets: Tamil Nadu: Avinashi | Chennai | Coimbatore | Chengapalli | Dindigul | Dharapuram | Dharmapuri | Gobichettipalayam | Kallakurichi | Krishnagiri | Karur | Karaikudi | Nagercoil | Palladam | Perundurai | Pollachi | Salem | Tuticorin | Tirupur | Thirumangalam | Udumalpet | Ulundurpet | Pondicherry: Chetty Street | Kerala: Kannur | Perinthalmanna | Palakkad | Karnataka: Bangalore | Bidar | Bagalkot | Bellary | Gulbarga | Hassan | Hospet | Hubli | Kolar | Mysore | Robertsonpet (KGF) | Raichur | Shimoga | Kollegal | Tumkur | Andhra Pradesh & Telangana: Godavarikhani | Hyderabad | Rajam | Mahabubnagar | Miriyalaguda | Srikakulam | Vijayawada | Maharashtra: Ahmednagar | Aurangabad | Jalgoan | Nagpur | Pune | Thane | Bihar: Muzaffarpur | Patna | Odisha: Angul | Balasore | Bhubaneswar | Brahmapur | Cuttack | Jajpur Road | Talcher | Rajasthan: Churu | Didwana | Jaipur | Jodhpur | Sikar | Udaipur | Haryana: Sonapat | West Bengal: Katwa | Baharampur | Habra | Gujarat: Vadodara.

Also available at: CENTRAL | globus | Myntra | TRENDS | Flipkart | amazon.com | Mynta | JABONG | MR VOONIK

The Chennai Silk | CHERMAS | & All leading Multi-Brand Outlets.

For Trade Enquiries Contact: South: 93604 55566 | East: +91 96299 96062 | West & North: +91 87547 49111 | For Franchisee Enquiries Contact: +91 93415 55582 | South: 97515 95566

Follow us on: www.classicpolos.com

BOOKING FOR
SS-18
COLLECTION
NOW OPEN



SWEET DREAMS[®]
sleep *and* home clothing

SHOPPERS STOP

lifestyle



CENTRAL

com

MYNTRA.com

JABONG

an

Follow us on:  



Home Clothing | Sleepwear | Activewear | Travelwear

SHOPPERS STOP lifestyle CENTRAL com MYATTA.com JABONG amazon.in Flipkart

Present in 3500 leading outlets across India. Also available in UAE & For Dealership and Franchisee enquiries : +91 9930889449, +91 9374

BOOKING FOR
SS-18
COLLECTION
NOW OPEN

SWEET DREAMS
WORKOUT



SWEET DREAMS[®]
sleep *and* home clothing



Home Clothing | Sleepwear | Activewear | Travelwear

fabrics never felt so

Fluid

liva™
natural fluid fashion



MASHUP



Enquiries for Distribution, Wholesale & Shop-in-shops solicited:
Half Ticket Apparels

192, Ready-Made Garments Complex, Pardeshipura, Indore-10
Cell: +91 7697288888, 8357022222 | Email: info@badboysclothing.com

Follow us:

[fb.com/mashupworld](https://www.facebook.com/mashupworld)
[insta-mashupboys](https://www.instagram.com/insta-mashupboys)





FRIENDZY
WINTER WEAR BY DEAL





mexico[®]

J E A N S



mexico Clothing Co.

110, Star Ind. Est., Near Sakinaka Telephone Exchange
Andheri Kurla Road, Andheri (East), Mumbai - 400 072

Tel: 28528173 Fax: 28521885

E-mail: mexicojeans@yahoo.com

Horizon
THE POWER TO MOTIVATE



SINCE 98

SPRING
SUMMER
Collection
2018/19



h CASUALS

 www.facebook.com/horizonjeans |  website : www.horizoncasuals.com |  e-mail : horizonjeans@gmail.com

SHANKHESHWAR DESIGNER PVT.LTD.

A/217,Guru Govind Industrial Estate, Jay Coach,Near Western Express Highway, Goregaon (East),Mumbai - 400 063. Mob : 9022011222



BONJOUR™

Slip into
the warmth
that looks
cool on you.



BONJOUR™

Woollen
Socks



www.bonjourretail.com



Vishal Creation

1A/217, sigma estate
(old zandu bldg),
near ashish ind estate:
sayani road,
dadar (west) mumbai-28

Email:
chasekids9@gmail.com
www.chasekids.in

<http://www.facebook.com/chasekidswear>



Corporate Office

HATS OFF APPARELS

264/2093, MOTILAL NAGAR No.1, ROAD NO.6, OPP VIBGYOR SCHOOL
GOREGAON (W), MUMBAI 400 104 (MAH) INDIA

TEL: 91-22-28734283 / 28731262

EMAIL : hatsoffapparels@yahoo.com

WEB SITE : www.hatsoffapparels.com



The Original Denimized Chinos

Poison[®]
jeans

*Trend setter, Slim fit, Custom tailored,
Versatile, Peached knit denim, Super comfort
a must have for every occasion*



VIDHI MOD FASHION

C/105, Balaji ind. Estate, Hanuman Nagar, Akurli Road, Kandivali (E), Mumbai- 400101 Ph.9322298108/9821151161

Email: poisonjeans@gmail.com / Website: www.poisonjeans.com

Style that
always **Gets**
Noticed

V VALENTINO®

Shoes & Accessories

www.valentino.in



Corporate Office: 7-8, Taj Enclave, Opp. Hotel Jaypee Palace, Fatehabad Road, Agra-282006, INDIA, Ph.: +91 562 2970400
• City-wise Distributorship Enquires Solicited • Buy online at : www.valentino.in
• For business enquires : business@valentino.in or call : +91 73510 15666 | +91 98370 30351
100% Genuine Leather footwear & accessories available at all leading footwear & fashion stores throughout India and selected countries.



ZOLA®

EARTHLY FASHIONS



REDEFINING COMFORT



Cool and breezy Healers footwear that eliminates heel pain and enhances foot comfort

H¹
TECHNOLOGY



H⁸
TECHNOLOGY

Stimulates 8 critical pressure points on your feet that heal your vital body parts

THE ART OF COMFORT
HEALERS

LIBERTY
FASHION IS COMFORT

This premium range is available at select Liberty Exclusive Showroom

www.libertyshoesonline.com

Follow us on



RIVER BLUE
THE WAY FORWARD

FROM THE HOUSE OF **RUFF**

EXCLUSIVELY AVAILABLE AT RUFF STORES MUMBAI : - IRLA-022 26282040, MULUND-022 21641006, VASHI-022 27668436

EXCLUSIVELY AVAILABLE AT :



MUMBAI



PUNE



SURAT



TAMILNADU & KERALA



GOA

ALSO AVAILABLE AT ALL LEADING STORES ACROSS INDIA

MFG. BY - D. S. CORPORATION, 143/145, DIMITMKAR ROAD, NAGPADA, BYCULLA, MUMBAI - 400008, INDIA.

FOR TRADE ENQUIRY CONTACT : RIAZ PATCA - 09820042996

सभ्यता
Sabhyata



Brand

Delhi (NCR): Lajpat Nagar, Sarojini Nagar, Gurgaon, Ghaziabad, Connaught Place, Kamla Nagar, I
Other Locations: Gwalior, Pune, Mumbai, Bengaluru, Varanasi, Jamshedpur, Patna, A
Agartala, Hisar, Ranchi, Ghaziabad, Gurugra

Email: sabhyatastore@gmail.com

Also Available on:

[amazon.com](https://www.amazon.com)

[Paytm](https://www.paytm.com)



ches

Rohini, GK-1, Rajouri Garden, Laxmi Nagar, Karol Bagh, Dwarka, Rani Bagh, Tilak Nagar, Noida, Allahabad, Bhopal, Lucknow, Indore, Amritsar, Bhatinda, Ludhiana, Dehradun, Rohtak, m, Siliguri, Kolkata, Muzaffarnagar, Sonipat.

Marketing: +91 8130019818
Customer Care: +91 9711117237

JABONG  **COM**

LIMEROAD  **COM**



Organised by:



THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

902, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026. Tel : +22-2353 8245 / 2353 8986

Fax : +22-2351 5908 | Email : info@cmai.in, ngf@cmai.in | Website : www.cmai.in

Follow us on :



CAPTURING OPPORTUNITIES

PRESENTING THE
66TH NATIONAL GARMENT FAIR



**29TH & 30TH
JANUARY 2018**

**BOMBAY EXHIBITION CENTER,
NSE COMPLEX GOREGAON (E),
MUMBAI - 400063.**

10:00 AM TO 9:00 PM



FOLLOW US ON

 <https://www.instagram.com/stranodenimco>

LIKE US ON

 <https://www.facebook.com/stranodenimco>



STRANO

DENIM CO. SINCE 2016

Suvidhi Enterprises Pvt. Ltd. 221, High Tech Ind. Estate, Caves Road, Jogeshwari (East)
Mumbai - 400060 Tel: 28206405 / 28240912 Email : suvidhi_entreprises@rediffmail.com

Elle Homme, the exclusive French spirit.
A modern, sophisticated & stylish
outlook on life.

Elle Homme presents
contemporary innerwear.

Launched in India
At select premium stores

INNER WEAR RANGE

| PRIME

| ELITE

| FASHION

For Trade Enquiry

| Mr.Ashok Mukherjee : 99030 -20152

| ashok.mukherjee@renfroindia.com



ELLE

H O M M E

the Parisians' lifestyle

INNERWEAR

ELLE HOMME

BOARD

Editor-in-Chief
Amitabh Taneja

Editorial Director
R S Roy

Publisher
S P Taneja

Chief Operating Officer
Bhavesh H Pitroda

EDITORIAL

Managing Editor
Rajan Varma

Bureau Chief (Mumbai) & Associate Editor
Gurbir Singh Gulati

Dy. Chief Sub Editor
Shivam Gautam

Sr. Correspondent
Rosy Ngaihte Sharma

Contributing Editors
Zainab S Kazi
Namita Bhagat

Conference Content
Mohua Roy

CREATIVES

Art Director
Pawan Kumar Verma

Sr. Layout Designer
Prakash Jha

PRODUCTION

Sr. General Manager
Manish Kadam

Asst. Manager
Ramesh Gupta

SUPPORT

Sr. General Manager - Administration
Rajeev Mehandru

SUBSCRIPTION

Dy. Manager - Subscriptions
Kiran Rawat

ADVERTISING

BUSINESS HEAD
Santosh Menezes,
COO
santoshmenezes@imagesgroup.in
Mobile: +91 9820371767

DELHI
Shivani Lorai
(Assc. Vice President)

Jatin Nehra
(Asst. Manager)

MUMBAI
Radhika George
(Sr. Manager)

KOLKATA
Piyali Oberoi
(Vice President & Branch Head)

Pragati Kumar Sinha
(Asst. Manager)

BENGALURU
Suvir Jaggi
(Vice President & Branch Head)

Smriti Bhagat
(Sr. Manager)

AHMEDABAD
Monark J. Barot
(Asst. Manager)

CONSUMER CONNECT

Anil Nagar,
Vice President
anilnagar@imagesgroup.in
Mob.: +91 9811333099

MEMBERSHIP TEAM

Priti Kapil
Sarika Gautam



For feedback/editorial queries, email to: rajanvarma@imagesgroup.in
For subscription related queries, email to: subscription@imagesgroup.in

IMAGES MULTIMEDIA PVT. LTD.
(CIN: - U22122DL2003PTC120097)

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

REGISTERED OFFICE: S 21, Okhla Industrial Area, Phase II, New Delhi 110020
Ph: +91-11-40525000, Fax: +91-11-40525001 Email: info@imagesgroup.in, www.imagesgroup.in

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

KOLKATA: 30-B, Anil Roy Road, Ground Floor,
Kolkata 700 029
Ph: + 91-33-40080480,
Fax: +91-33-40080440

Supersox[®]

MEN, WOMEN, KIDS & NEW BORN SOCKS

WINTER COLLECTION



SUPER KNIT INDUSTRIES

348, A to Z Industrial Estate, G.K. Marg, Lower Parel, Mumbai – 400013, India.

☎ : +91-22-40046920 | 📠 : +91-22-40046910 | ✉ : info@superknit.com | 🌐 : www.superknit.com | 🛒 : www.supersox.in



/SuperSoxIndia



/SuperSox_India



/SuperSox_India

Available on **amazon.in** **Flipkart** **JABONG** **COM**

For any trade inquires contact Mr. Vikram Deshmukh - Mob. : 7710055350

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH*

ORION
EAST



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

Catchment Areas:

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

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

Main Anchors:



Other Brands:



and many more...

www.orionmalls.com



* OPENING SOON

* AWARDED BY FRANCHISE INDIA

Dear Friends,

As the year concludes, we can't help but reflect upon how 2017 was a fruitful year here in the Images BoF base camp. Early in the year we launched the first ever book on *Women's Fashion Lifestyle in India*. This was followed by the *India Business of Fashion Report 2017* that was launched at the IFF. On the magazine front, a few special issues come to mind—*The Brands in India Special* (January), *Women Fashion Leaders* (March), *Meet The Masters* (April), and the *big Denims Special* (July). We worked round-the-clock for these ones; and justifiably they brought back the most overwhelming response from readers.

In this, our final work of the year, we embark upon a roundup of some significant events that occurred in the Indian fashion this year. The *2017 Fashion Wrap Up* encapsulates all the global brands that were launched in India along with the major brand launches and extensions by domestic players. We also begin the wrap up with an special overview of the best that came from the Indian independent designer's fraternity.

The year proved to be significant in terms of global brand launches although the economy was still reeling under the effects of the government's demonetization move. A long list of brands like Simon Carter, Bally, Under Armour, Miniso, Steve Madden, Kate Spade New York, Fruit of the Loom, Springfield, Women's Secret, etc., all launched themselves in India thanks to the relaxed policies and increasing confidence in India partners. The success of Bestseller's Indian subsidiary has encouraged the launch of more brands from their stable like Selected Homme and Junarose into India. Even brands like Mango and Espirit that had earlier exited the Indian market have been assuaged by belief in Myntra to relaunch themselves. We also look at which brands can be expected to come in next by looking at the entry applications that were made to the government. There was vibrant action in the domestic space too with a profusion of organizations launching new brands and

established brands extending themselves. This is a healthy reflection of the Indian consumers' new-found fashion awareness and penchant for branded apparel. All in all, there is now a concoction of new names including - Alcis, Berleigh, Game Begins, Glamour Mafatlals, Lingerie Shop, OPT, Rock, Steele, Wooba, XYXX, etc. The need for well positioned and focused brands was even felt on-line with Flipkart launching three brands of their own. Myntra chose to promote some. At Images BoF, our attempt was to present the launches and extensions in such a way so-as-to showcase what is critical to creating a fashion brand in India today. Apart from this, we also have a special feature that outlines why more and more online players are now choosing to establish themselves in the physical retail.

Another recent phenomenon in India is that celebrities no longer just appear in the advertisements but have begun taking active stake in our fashion industry. Do read the special feature to know what our divas like Deepika Padukone, Anushka Sharma, Shraddha Kapoor, Rhea and Sonam Kapoor, Kriti Sanon, and our most loved heroes like Sachin Tendulkar, Salman Khan, Hrithik Roshan, MS Dhoni, Yuvraj Singh, Virat Kohli, and Karan Johar, are up to, even as we welcome them into our fold.

I thank and congratulate all the contributors, participants and the entire Images BoF team for bringing out not just this mammoth December issue but for all their support throughout the year. I hope our readers enjoy this issue, as much as we enjoyed making it for you.

Here's wishing you a very Merry Christmas and a Happy New Year!



Amitabh Taneja

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi-110020 Editor : Amitabh Taneja

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

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



LETTERS TO THE EDITOR

The winter wear special issue of Images BOF presented a nice overview of the winter wear market, the new style trends, and also the interesting innovations and launches. The in-depth study and presentation was excellent. Keep it up IMAGES team!

-Chakrika Nair, Research Scholar, Kochi

The special feature on the worsted division of the Raymond Group in Images BOF Nov 2017 was very well presented. It was very interesting to read about their history, their achievements over the years, and how they became a global leader.

-Devendra Kumar Sharma, Fabric Retailer, Ahmedabad

Congratulations for coming out with another wonderful issue. It covered all aspects of winter wear apparel. However, I must share that despite global warming, the market does perform quite well in large parts of India that are in the hills. Next time you must highlight this opportunity for brands.

-Sharad Negi, Retailer, Shimla

It was interesting to read about the changing consumer trends and developments driving the women's fashion accessories category. About how lifestyle brands are venturing into new launches in this segment.

-Ruby Bhatia, Designer, Bengaluru

Shaswati Sen Gupta's feature on the winter wear fashion trends in your latest issue superbly depicted the latest experimentations being done in winter wear trends. A great guide for the stylists and designers indeed!

-Shruti Aggarwal, Pune.

ADVERTISER'S INDEX

<u>Front Gate Fold</u>	ROCKSTAR JEANS
<u>Inside Cover</u>	CLASSIC POLO
<u>Special Insert</u>	ETEENZ, MOMS LOVE, SOCH, DE MOZA
<u>Gate Fold</u>	SWEET DREAMS, COOL COLORS
<u>Inside Back Cover</u>	INDIAN RAYON
<u>Back Gate Fold</u>	TWILLS
<u>Back Cover</u>	FOCUS JEANS

9	LIVA	42, 43	INFINITI
10	MASH UP	45	BEINDI
11	DEAL JEANS	51	BODYCARE
12	MEXICO	59	WELCO
13	HORIZON	61	TURTLE
14	BONJOUR	63	YKK
15	CHASE	67	LYRA
16	HATSOFF	75	BODY X
17	POISON	77	DOTTED JEANS
18	VALENTINO	79	DUKE
19	ZOLA	85	SKECHERS
20	LIBERTY	89	NUMERO UNO
21	RIVER BLUE	99	CHIC
22, 23	SABHYATA	103	LONDON BRIDGE
24, 25	CMAI	109	LEAGUE
26, 27	STRANO	115	UFO
28, 29	ELLE HOMME	125	INFINITE SOLUTIONS
31	SUPERSOX	129	ONN
32	ORION MALL	137	KK FASHION
35	CLONE MANNEQUINS	179	RELAN
36	SAFEXPRESS	194	CHARCHIT
39	CRUSOE		



Courtesy: solite

Mannequins | Display Dummies | Dress Forms | Jiffy Steamers | Wooden Hangers | Display Accessories | Any Customized work

Mumbai Office - Ph: 022 24378548, 24220295
 Mobile: +91 9819739853, Email: mumbai@clonemannequins.com
Kolkata Office - Ph: 033 40086955
 Mobile: +91 9831033844, Email: kolkata@clonemannequins.com

The mannequins shown above are protected worldwide under IPR Laws in the name of above principles. Any unauthorized use of the same is an offence under the law

CLONE MANNEQUINS INC.
 A Unit of Modern Artistic Handicals

Phase-II, Okhla Industrial Area,
 New Delhi - 110020

E-mail: clone@clonemannequins.com
 Tel: +91-11-4064000
 Fax: +91-11-4064001



LOGISTICS WITH GST COMPLIANCE

Call The Experts

Assured Input Tax Credit

Partner with a Logistics Service Provider having 100% GST Compliance to get assured Input Tax Credit. Reduce your supply chain costs significantly. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering all 22110 Pincodes of India.



Call: 1800 113 113

info@safexpress.com

www.safexpress.com

Distribution Redefined

FASHION

BUSINESS



EXCLUSIVE: THE RISE OF CELEBRITY BRANDS IN INDIA

>> THE GEMS AND
JEWELLERY MARKET
IN INDIA

>> SPECIAL FEATURE:
BESPOKE SUITS RIDE THE
QUEST FOR EXCLUSIVITY IN
FASHION



Cover Picture Courtesy:Seven

Stores



Paralove

Paralove launches a new store in Delhi to showcase its awe-inspiring range spanning pret, fusion and accessories.

Pg No.44

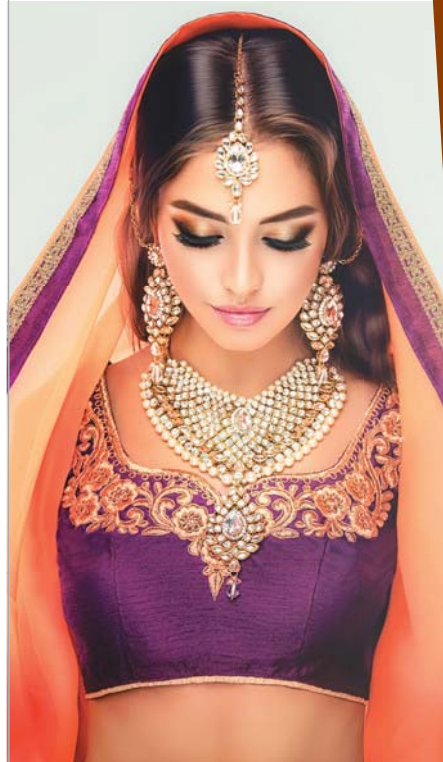


SPECIAL FOCUS: JEWELLERY

THE GEMS AND JEWELLERY MARKET IN INDIA - AN OVERVIEW

A special feature highlighting the current market dynamics of the gems and jewellery segment in India as well as analysing the future prospects.

Pg No.46-53



SPECIAL FOCUS: BESPOKE SUITS
Bespoke Suits Ride the Quest for Exclusivity in Fashion

Discovering the finer nuances of the bespoke suits segment, as it gets inherently more organised with the entry of several exciting ideas as well as players.

Pg No.54-62



**CELEBRITY BRANDS IN INDIA
The Arrival of Celebrity Brands**

Indian celebrities that have hitherto associated with brands only as brand ambassadors, are now taking up substantial interest and stake in the fashion lifestyle business. Images BoF highlights this amazing new development.

- 66 **All About You:** Deepika Padukone
- 68 **Being Human Clothing:** Salman Khan
- 70 **HRX:** Hrithik Roshan
- 71 **Nush:** Anushka Sharma
- 72 **One8:** Virat Kohli
- 74 **Rheson:** Rhea & Sonam Kapoor
- 76 **Seven:** MS Dhoni
- 78 **True Blue:** Sachin Tendulkar
- 80 **Tyaani:** Karan Johar
- 81 **USPL:** Incubating The New Yoneur
- 82 **Imara:** Shraddha Kapoor
- 83 **Ms.Taken:** Kriti Sanon
- 84 **Wrogn:** Virat Kohli
- 86 **YWC Fashion:** Yuvraj Singh




WHERE
WILL YOU
PLANT
YOUR
FLAG?



EXPLORE
SOMETHING
NEW

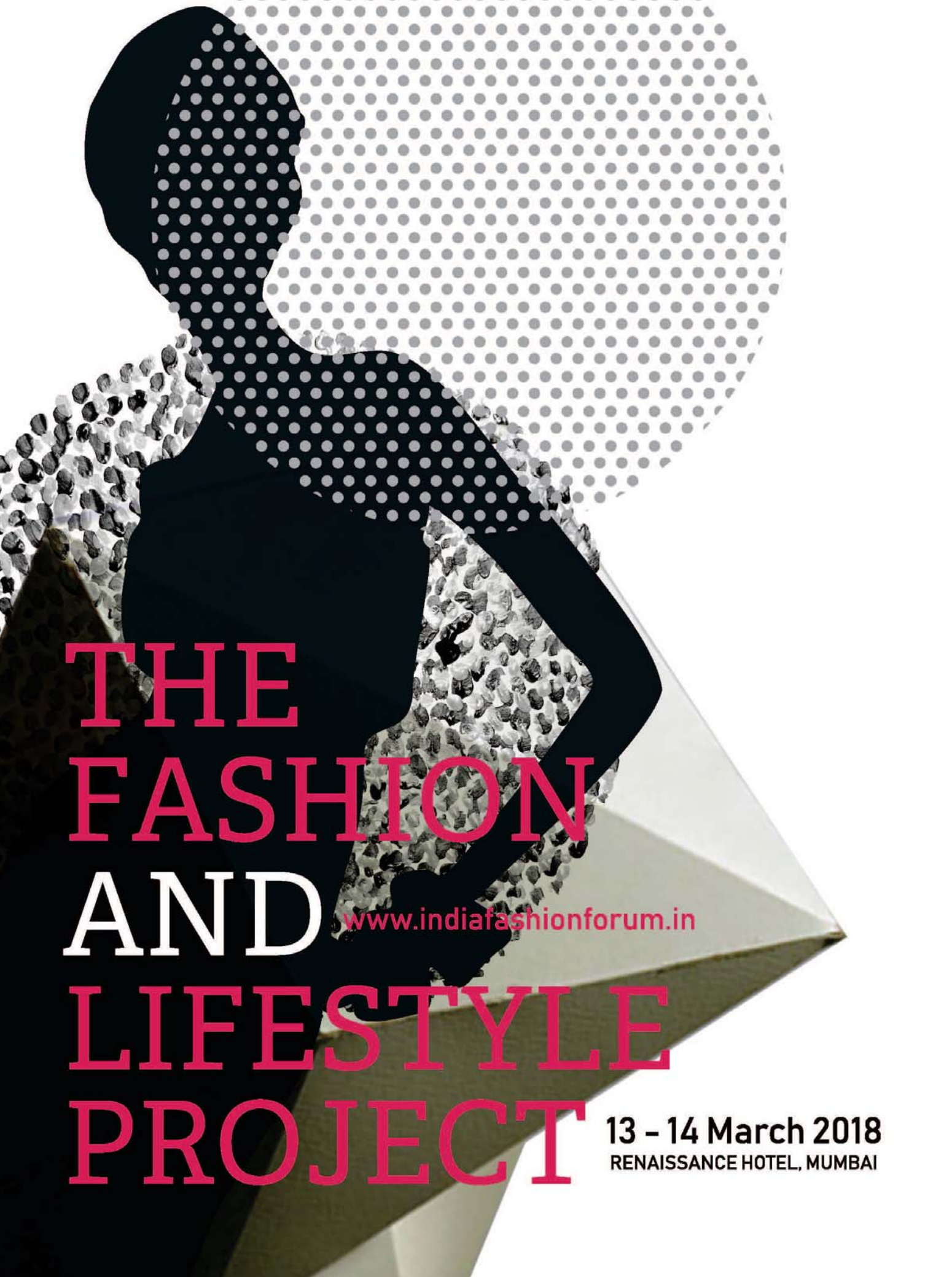
Black Sweat Life

Active-Comfortwear for Women

Shop online: www.crusoe.world.com
Email: crusoe@jtcl.in  [crusoe.world](https://www.facebook.com/crusoe.world)



Active Bra | Camisole | Tank Top | T-shirt | Shorts | Capri | Tracks | Leggings



**THE
FASHION
AND
LIFESTYLE
PROJECT**

www.indiafashionforum.in

13 - 14 March 2018
RENAISSANCE HOTEL, MUMBAI



INTELLIGENCE DESIGN RETAIL TECHNOLOGY

iff 2018



13
14

March

2018

Tailor-made

CONFERENCE
MASTERCLASSES
EXHIBITION
NETWORKING
& AWARDS

Renaissance Hotel
MUMBAI

*Book your
Dates*



future
shop



FASHION
THEATRE

Supported By



Charity of Choice



Official Media Partners

IMAGES
BUSINESS OF FASHION

IMAGES
Retail

Online Media Partner



International
Media Partner

RetailME

Organised By



For PARTNERSHIP & ASSOCIATION

INDIA FASHION FORUM

Santosh Menezes, +91 9820371767
santoshmenezes@imagesgroup.in

NORTH INDIA:

Shivani Lorai, +91 9811511038
shivaniilorai@imagesgroup.in

WEST INDIA:

Radhika George, +91 9833446767
radhikageorge@imagesgroup.in

CUSTOMER EXPERIENCE FORUM

Bhavesh Pitroda, +91 9867355551
bhaveshpitroda@imagesgroup.in

SOUTH INDIA:

Suvir Jaggi, +91 9611127470
suvirjaggi@imagesgroup.in

EAST INDIA:

Piyali Oberoi, +91 9831171388
piyalioberoi@imagesgroup.in

FOR DELEGATE ENQUIRIES

Sarika Gautam, +91 9717544226
sarikagautam@imagesgroup.in

Images Multimedia Pvt. Ltd.

CIN: U22122DL2003PTC120097

Registered Office:

S-21, Okhla Industrial Area, Phase-II

New Delhi - 110020, Ph: +91-11-40525000

Fax: +91-11-40525001, Email: info@imagesgroup.in

Website: www.imagesgroup.in

The one shopping destination
your brand can't afford to
give a miss.



Malad





The sheer range of leading brands and the size of quality footfalls make Infiniti Mall beyond compare. The ultimate shoppers paradise in Mumbai where your brand's presence is a must without hesitation.



Andheri

WESTSIDE

pantaloons

promod

FOOD BAZAAR

vijay sales

PVR ICON

TOMMY HILFIGER

U.S. POLO ASSN.

STARBUCKS COFFEE

BURGER KING

zaifran
TRENDY INDIAN DINING

Opening soon

PIZZA HUT

KFC
sogood

FUN CITY
AMUSEMENT

Wacoal

infiniti

The mall with infinite experiences

Andheri (W) • Malad (W)



www.infinitmall.com

Follow us on:

f /mall.infiniti t /infinitemall i /infinitemall



PARALOVE

Collection

The newly-opened store offers collections ranging from pret, fusion and accessories. Paralove offers a host of styling services such as wedding trousseau, wardrobe planning, personal shopper, corporate styling and gifting recommendations. The brand exemplifies attention to detail and provides complete wardrobe solutions. The brand is also a one-stop shop of carefully curated clothes and accessories, things that are handpicked to suit the client needs. Some brands at Paralove include, Anuj Bhutani, Azga, Birdwalk by Amrapali Singh, Charu Desi, Cord, 'ITR' by Khyati Pande, IYLA, Kalki by K, Label Ishana, Nimai, Paridhi Jaipuria, Sawan Gandhi, Shringaar, Vitasta, Zariin, and 1988.

Theme/Concept of the Store

Paralove is a styling boutique and a multi-designer studio. The term 'Paralove' originates from the expression 'Parallel Evolution', and as interpreted, is a single origin that evolves into distinct individuals with one common trait—the often-underrated emotion called love.

Store Interiors

The colour scheme of the store is kept contemporary and minimal in line with the various services and products it offers. With soft lightings in place, the merchandise are visible in all its detailing and intricacies. The well-lit, capacious store has wooden flooring and also features French windows for a more enhanced look.

Store Designer

The store is designed by Paralove's very own stylist Aaditya Walia. The brains behind Paralove, Aaditya Walia found his calling in the field of wardrobe styling almost a decade ago. He has worked with monumental media houses including various Condé Nast publications and has helmed shoots at Vogue India as a senior stylist. Armed with vast experience in the field of fashion editorials, print advertising, TV commercials and celebrity styling, he is now putting it all together in making Paralove an eternal paradise for fashion connoisseurs.

BRAND:
Paralove

PROMOTER:
Aaditya Walia

LOCATION:
S2, 3rd Floor,
Green Park (Main Market),
New Delhi

SIZE OF THE STORE:
1,200 sq.ft.





BE
indi

Available AT OVER 300 STORES ACROSS 100 CITIES

For Business and Trade enquiries:

Email: info@beindifashions.com

Website: www.beindifashions.com



Follow us on: [YouTube](#) [Pinterest](#) [Instagram](#) [Facebook](#) [Twitter](#)

THE GEMS AND JEWELLERY MARKET IN INDIA

AN OVERVIEW

From time immemorial, Indian jewelry was used in infinitely more complex ways than as mere decorations. Apart from its cultural and auspicious interface, jewellery has had many roles – as a social signifier, insurance policy, talisman, and even as a diplomatic calling card. The article throws necessary insight into the current market dynamics of the gems and jewellery segment in India.

By Shivam Gautam



Indian jewellery is as old as the Indian civilisation itself. The curiosity to adorn oneself with jewelry has been documented to have aroused in India about more than 5,000 years ago. The nation is known for its historical legacy of crafting jewellery, which can be traced back to the era of the Ramayana and the Mahabharata.

India has also been one of the most important jewellery markets in the world since antediluvian times. For more than 2,000 years, India was the sole supplier of gemstones to the world. Golconda diamonds, sapphires from Kashmir and pearls from the Gulf of Mannar were coveted and drew merchants across land and sea to India. Over the time, the the jewellery market has evolved tremendously just like the art from.

As per the report titled Gems & Jewellery Sector: Insights & Prospects by Care's Ratings, the Indian gems and jewellery industry has acquired undisputed prominence over the years given its dual utility of improving aesthetics as well as investment. It is a key market for gold jewellery and constitutes ~27 percent of the global gold jewellery market. The sector provides employment to over 2.5 million and is home to more than 5,00,000 players. The industry also contributes about 6 – 7 percent to the Gross Domestic Product (GDP) of the country. India still is the largest exporter of gems and jewellery and industry plays a vital role in terms of foreign exchange earnings.

But despite its colossal stand in the global arena, the current penetration of organized segment in India remains quite low. "Given the nature and composition of the industry that is dominated by unorganized players,

it is very difficult to quantify this segment. But we can very safely say that jewellery market is predominantly about women's jewellery," expresses Sunil Nayak, CEO, Reliance Jewels.

The same report also highlights that within the organised retail market, the contribution of national level players stands at a mere 6 – 8 percent of total gems and jewellery industry in India, whereas if the regional jewellery retail chains are included the figure rises to 16 percent-18 percent. However, the industry has witnessed emergence of many new players and expansion of existing players in the organized market in the recent past.

Also, myriad international jewellery brands are finding their way into India owing to favorable government policies. The Indian government presently allows 100 percent Foreign Direct Investment (FDI) in the sector through the automatic route. As per Department of Industrial Policy and Promotion (DIPP), the cumulative FDI inflows in the diamond and gold jewellery sector in the period between April 2000 and September 2016 was USD 851.34 million.

Chief Drivers

While adornment will always remain the main driver for jewellery in India, the new found penchant to look good and differentiate one self from others is one of the main drivers. "With more disposable income in hand and more and more women being self dependent, there has been a considerable rise in the women's jewellery market. Now women also prefer jewellery to make a fashion statement and are not only buying it as an investment or for special occasions. The online shopping trend is also adding to it," says Ketan Narendra Chokshi and Jatin Narendra Chokshi, Owners, Narayan Jewellers.



Narayan Jewellers



"Now women also prefer jewellery to make a fashion statement and are not only buying it as an investment or for special occasions. The online shopping trend is also adding to it."

-(L-R) Jatin Chokshi & Ketan Chokshi,
Owners, Narayan Jewellers

>



Narayan Jewellers



Narayan Jewellers



Dwarkadas Chandumal Jewellers



Carat Pearl

Another major boom that propelled this sector's growth has been the trend of light weight jewellery. The traditional jewelry of India has always been quite heavy consisting of voluminous gold pieces. However, with the change in times, the contemporary jewelry which is lighter in weight has gained a lot of popularity among the Indian women. "We have seen that over a period of time there is also a growing demand for light weight every day wear jewellery and this has invariably pushed the market," says Sunil Nayak.

Varied Segments

The gems and jewellery market in India can be segmented into wedding jewellery, daily wear jewellery and occasion wear jewellery. Although the segment is still dominated by wedding jewellery, daily wear jewellery is on the rise of late due to the increase in demand from teens, office goers and home makers. "Presently jewellery that complements the outfit being worn and makes the person chic and a modern day diva too are in vogue. Today, what gets the market rolling on a daily basis are light weight trendy and contemporary jewellery in daily wear segment," says Sunil Nayak.

According to Jatin Chokshi, the jewellery market can be segmented

into different categories including gold, jadau, diamond, platinum, silver and gems. "Gold is bought by the consumer heavily during festivals because of its traditional and auspicious value. Diamonds and jadau are the flavor for the wedding season," he adds.

Demand wise, earrings, rings, neckpieces, and bracelets have enjoyed evergreen demand in the Indian jewellery segment. "Of these the most famous category is earrings because it is a jewelry piece which goes with almost anything and can be easily teamed with both western and Indian outfits with panache. Sales and preference of earrings have increased over the years and today earrings are available in end number of designs, shapes and sizes," says Tanul Jain and Urvashi Sally, Founders and Co-Founder of Carat Pearl.

Jewellery preferences are extremely individual specific and given the diverse nature of the country, demands vary from being minimalist when the moment demands so, to over the top bling and from the gaudy yellow gold to white and rose pink. "The Northern states of the country have a distinct preference for polki (uncut diamonds set using 24 karat gold) and kundan jewellery. In addition to these



Dwarkadas Chandumal Jewellers



Carat Pearl



“Given the nature and composition of the industry that is dominated by unorganized players, it is very difficult to quantify this segment. But we can very safely say that jewellery market is predominantly about women’s jewellery.”

-Sunil Nayak,
CEO, Reliance Jewels

categories, these states are not averse to diamond jewellery in 18 karat gold. Plain gold jewellery created using the centuries old Filigree technique are preferred in the eastern and southern states. Diamond jewellery set in 18 karat gold is widely demanded in the West,” says Sunil Nayak.

Thanks to the traditionalist and customs abiding nature of the Indian consumer, the jewellery market witnesses unprecedented boost during the festive and wedding season, that starts from September till December. But over the years, the festive and occasion based purchases have been supplemented by a gradual and steady increase in non-occasion driven purchases. Yet, this change in the consumption pattern is still not spread equally throughout the year and the festive season in India (September -- December) still reigns as

the most important span for the Indian market. “Oh, definitely!! September – December, i.e., Q3, contributes to a significant percentage of our overall annual sales as these months are associated with Dhanteras and the wedding season,” shares Sunil Nayak.

Concurring his thoughts, Tanul Jain adds, “People prefer buying jewelry in the festive season because Indian people connect jewelry with emotions. During the festive season the sales sees a hike; an even higher spike is registered during the wedding season that follows.”

What’s In Vogue

The tradition of adorning oneself with jewelry has gained even more vigor in the modern days. But preferences are changing and so is the art form. “The festive time is here and the demand for heavy traditional jewellery is now on a rise. But nowadays, people prefer to go for minimal jewellery, teaming it with statement pieces or follow the trend of multi-layering,” says Rajesh Tulsiani, Director, Dwarkadas Chandumal Jewellers.

Today’s modern women prefer statement pieces or jewellery, which can be worn differently for different purpose to give them the value for their bucks. Also, a wide range of fresh products, that seem to resonate with the younger generation especially, are flooding the markets of late. “Tiara or mang tika, toe rings, earrings like



Dwarkadas Chandumal Jewellers



jhumkis, hoop earrings, drop earrings, earcuffs, etc., kada cum bracelets, exquisite rings, chokers, nose rings, waist bands, etc., are highly in demand.”

As times change, the modern, multi faceted and dynamic consumer is gravitating towards more innovative products that can effectively address their needs. In tune with this, a lot of cutting edge developments have taken place in the jewellery space over the years and brands are concentrating their efforts to come up with products that fuse functionality with stylish usage. Modern products like interchangeable jewellery, where parts of the products can be interchanged has been appreciated well by the target audience in the daily/work



“Diamond-studded is going to lead the trend this season. One of the most significant factors has been the shift from ‘locker’ jewelry to lightweight jewelry which led to the growth of diamond jewelry industry.”

-Rajesh Tulsiani,

Director, Dworkadas, Chandumal Jewellers

wear segment. Another development has been the introduction of modular jewellery - multi utility products which can transform from neckwear to pendant, chain, earring and bracelet. Light weight products crafted using efficient technologies such as sintering and electro forming methods to not compromise on the size of the product have been introduced in the recent past and has been met with overwhelming response. Play in diamond setting such as cluster setting and illusion setting to give an appeal of a larger diamond at an affordable price are also in vogue.

“We deliver jewellery masterpieces, which are designed with innovation, rarity of raw material, engineered technically with high aesthetic value. We were one of the first ones to introduce the concept of three finger ring. Our latest creations include stunning two and four finger rings. We have also designed masterpieces which can be worn in its entirety or worn separately to suit the occasion,” says Ketan Narendra Chokshi.

Season’s Trends

Industry sentinels are betting on statement pieces including multiple finger rings, multi-purpose earrings and neck-pieces, tennis bracelets and chandelier earrings. “Diamond-studded is going to lead the trend this season. One of the most significant factors has been the shift from ‘locker’ jewelry to lightweight jewelry which led to the growth of diamond jewelry industry. Fancy items like earrings, rings, palm bracelets, four finger rings and light bangles are expected to see heavy demand,” says Rajesh Tulsiani.

Carat Pearl’s latest collection is a perfect amalgamation of modernity and tradition. “Our collection of



Narayan Jewellers



Narayan Jewellers



Reliance Jewels



BODYCARE

WOMEN'S INNERWEAR



All New! Body by Bodycare
LOVE YOUR
“BODY”

PERFECT FIT | PERFECT COMFORT | PERFECTLY SOFT.

Manufactured & Marketed by : **BODYCARE CREATIONS LTD.**
D-30, Sector - 63, Noida - 201301, India | Tel: +91 120 4686400 | Fax: +91 120 4686401
CUSTOMER CARE: +91 120 4278669 | customercare@bodycarecreations.com

Shop Online: www.ebodycare.in

For Trade Enquiries: +91-9899241782 | hkjaiswal@bodycarecreations.com



Carat Pearl

Mohapatra's S/S 18 show. The collection is a fusion of femininity and boldness which ranges from ephemeral floral rings and chandelier earrings, to rose-gold and diamond neckpieces. The collection is inspired by the universal concept of solar system.

Reliance Jewels' newest offering encompasses a list of occasion based collections including Malini, Irissa, Charmz, and Aavaran. While Malini comprises both contemporary and classical pieces in gold and diamond and Irissa is an everyday jewellery collection, 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. Aavaran is a unique tech enabled jewellery collection that was launched on Women's Day.

contemporary fashion jewellery called 'Indo-Ameaa' in sterling silver studded with natural semi-precious stones is a treat to the eye. 'Indo' means Indian and 'Ameaa' means from all parts of the world which rightly complements our collection," say Tanul Jain and Urvashi Sally.



"A lot old trends are being reconstructed for the present generation and there are many more trends which can be brought so jewelry industry has a lot of more scope in the coming future."

-Tanul Jain and Urvashi Sally,
Founders and Co-Founder, Carat Pearl

Reliance Jewels' Aavaran, also deserves a special mention as it is a unique tech enabled jewellery collection. 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.

Collections

Dwarkadas Chandumal Jewellers is gearing up especially for the upcoming festive season. "We are witnessing increased demand for the bridal and heavy polki jewellery collection. We also received a high demand for diamonds as they are currently the leading trend in the market," says Rajesh Tulsiani.

Narayan Jewellers showcased its festive collection at the New York Fashion Week crafted with Forevermark Diamond for Bibhu

Beyond the Metros

The aspirational levels of the consumers in tier-II & -III cities are at par, if not higher, than their peers in the metros. They have an innate desire to be seen as equally conversant with everything that comprises of today and free flowing information has made this ever so true. Hence, tier-II and -III cities have today registered a radical shift in the consumption patterns. "Which is probably why more and more organized players are establishing themselves in tier-II and III cities. And the same is the case for their jewellery requirement - the ladies out there not



Narayan Jewellers



Carat Pearl



Carat Pearl



Narayan Jewellers

only want top of the line quality but they also seek an association with brands that will ensure that their aspirations are fulfilled. This has also been facilitated by increase in the disposable incomes of the ever growing middle class," says Sunil Nayak.

Also, as Tanul Jain and Urvashi Sally puts it, these cities have many hidden craftsmen who exquisite jewelry but at comparatively affordable prices. "But unfortunately, it's only the local people who know about. If these cities get the right platform to showcase their talents," says Urvashi Sally.

What the Future Beholds

Gems and jewellery hold high ceremonial significance in a plethora of cultures besides being bought as luxury items. As a result of this, the global gems and jewelry market has witnessed substantial growth over the past couple of years and is believed that within 5 years the jewelry market will take a big leap. "A lot old trends are being reconstructed for the present generation and there are many more trends which can be brought, so jewelry industry has a lot of more scope in the coming future," says Tanul Jain.

Especially in a country like India, where jewellery has a high traditional connect, the future seems extremely bright. "A lot of factors have a role to play in this," says Nayak. "Possession

of jewellery clearly defines the social standing of a person in that society. It is an adornment that makes the wearer stand out in a crowd no matter how big the crowd is and makes the person feel extra special. In a very small way, 'Stree-Dhan', as woman's jewellery is called, provides a sense of security, a "financial instrument" that can be easily and quickly liquidated for cash should one fall upon bad times," he adds.

According to the same report by Care's Ratings, favourable demographics and improved consumer sentiment coupled with increase in availability of gold and expansion of retail network by organized players would lead to about 5 percent - 6 percent growth in the gold jewellery demand in volume terms over the medium to long term. The jewellery segment in the country is expected to see double digit growth rate in revenue in FY18 on back of regulatory headwinds fading out and continued favorable demographics. Margins of retail players are expected to see improvement over medium term with availability of gold metal loans and increase in share of higher margins in diamond and precious stone studded jewellery. Branding would continue to gain significance and share of national and regional organized jewellery retailers is expected to grow. Overall, the domestic gems and jewellery demand would see a growth of 6 percent- 7 percent in volume terms over a medium term.



A man with a beard and dark hair, wearing a blue checkered suit jacket, a light purple shirt, and a purple patterned tie, is seated in a gold, ornate chair. He is looking thoughtfully to the left. The background is a dark, textured blue.

BESPOKE

SUITS RIDE THE QUEST FOR EXCLUSIVITY IN FASHION

The inherent need for exclusivity in personal fashion is coming to the fore in India and this has fueled the meteoric rise of the organised bespoke suits market. In an exclusive study, IMAGES BoF looks at the finer nuances of the segment, as it gets inherently more organised with the entry of several exciting ideas and players.

By Shivam Gautom

Creyate

Global bespoke fashion, once a prerogative of style connoisseurs with deep pockets, is fast becoming a growing trend amongst professional men around the world. As prices fall and awareness grows, this once inaccessible market finds itself impelled to the street level making it accessible to everyone developing their very own personal brand of fashion.

But in India, things were a bit different. The country has long harboured a rich bespoke tradition. Especially, when it comes to suits, bespoke was the norm and the only available option back in the day when the garmenting industry was restricted to small-scale manufacturing until the late 1990s. Also, due to lack of size standardisation in apparel, there were few ready-to-wear (RTW) options for consumers, who preferred to buy ready-to-stitch (RTS) fabric and then tailor the garment according to their size. With the entry and expansion of international and domestic apparel brands in the early nineties, the RTW segment increased in popularity, especially in urban centres, and ever since, the segment has grown rapidly and outpaced the RTS segment of the apparel market.



“Bespoke items are especially popular in India in the wedding season and for those who are looking for formals for work wear. It is also a great opportunity for people with unique body shapes and sizes to enjoy a no-body shaming atmosphere and buy whatever their hearts desire.”

Shraddha Sharma,
Co-Founder, Suit Up India



SS Homme studio

But a shift back to bespoke has been registered in the last few years mostly among the young, style conscious, financially stable men of today. “Over the last decade, there has been a growing demand for made-to-measure outfits. It can be customised to the ease of the customer’s choice, colour and design. This itself gives the customers a special touch to their suit with the fabric they would like to choose of their choice,” says Kabir Mehra & Samarth Hegde, Founders, Herringbone & Sui.

The Bespoke Crowd

A typical bespoke enthusiast is an evolved gentleman with elevated taste and believes in excellence in everything he does. Although the catchment is a mixed demographic, a common trait that separates a bespoke consumer is aspiration. “Our target customers are mixed in terms of income group but who are aspirational in nature,” says Naveen Pishe, Partner, P N Rao. Agreed that a major square of the clientele of a bespoke brand comprises the well-heeled of the society, but a fair section is also made up of modern young gents with an inclination towards fashion. “Our concept of offering premium men’s wear does shift the focus on the higher income strata of the society. However, also maintaining its agenda of introducing the mass customisation lifestyle in India, the brand always ensures to optimise the price point, to make the products affordable for the

largest audience base. Besides that, Creyate looks forward to the group of modern gents who have a certain individualistic taste in fashion, eye for detail and prefer to make a personal statement,” states Tejinder Singh, COO, Arvind Internet that launched Creyate, an omni-channel menswear custom clothing brand in 2014. Equipped with tech-driven stores across India and Japan, a 3D customisation engine, a luxury concierge service and an automated backend, Creyate aims to provide an unprecedented experience in men’s wear customisation.

Of late, a new trend of opting for bespoke suits especially for occasions has also been registered by brands around the country. “Bespoke items are especially popular in India in the wedding season and for those who are looking for formals for work wear,” shares Shraddha Sharma, Co-Founder, Suit Up India.

Why Bespoke

The simplest reason is FIT! Bespoke suits are completely customised with utmost attention given to even the tiniest of detail. It gives the consumer the best fit for his body type without compromising on the comfort factor, unlike RTW suits. Also, a bespoke suit is more personal than a readymade suit any day. Each curve and every nuance are taken care of in a bespoke item.





“We source fabrics from some of the best mills in Biella, Italy where their time- honored craftsmanship and latest technology make for fabrics that last you a lifetime. Each piece of clothing expertly crafted by Herringbone & Sui’s couturiers is made up of luxurious fabrics and the finest European techniques.”

-Kabir Mehra & Samarth Hegde,
Founders, Herringbone & Sui

“From extra pockets or no pockets to details and trends, you can make an item more suited to your personal style and body shape in a customised suit than in a readymade. Most formal suit companies follow European standard sizes and in a country like our, diversity can never be put on a standard scale. Our languages, food, culture and body shapes differ by every few kilometers! That’s what makes us so diverse and beautiful, hence bespoke!” says Sharma. It is also a great opportunity for people with unique body shapes and sizes to enjoy a no-body shaming atmosphere and buy whatever their hearts desire,” she emphasizes.

Suit Up India is India’s first and only 3D marketplace for tailors, designers and couturiers. It is an endeavour to bring bespoke sellers online and help them sell without having to make or photograph samples especially only for selling online. The brand utilises a unique 3D technology for customers to be able to design their articles online before placing their final orders which then reach the seller. Suits are a man’s closest companion, and they not only elucidate on his sophistication, but

also makes him confident. And thus, a bespoke suit is a valued investment, which can last for long time and can be passed on to the next generation.

ANATOMY OF A WELL-CUT SUIT

A World of Fine Fabrics

While there are several elements that craft the perfect suit, there’s no doubt that the fabric is the soul of a suit. Fabric is vital when it comes to suit appearance and believe it or not, it’s the fabric that can make or break a suit. So, it’s imperative that brands offer only the best fabric to their consumers. “At Herringbone & Sui quality fabric is in our DNA. We source fabrics from some of the best mills in Biella, Italy where their time- honored craftsmanship and latest technology make for fabrics that last you a lifetime. Each piece of clothing expertly crafted by Herringbone & Sui’s couturiers is made up of luxurious fabrics and the finest European techniques,” says Mehra.



“We have ties ups with prominent fabric houses such as Dormeuil, Huddersfield, Holland & Sherry and Scabal. We have an extensive variety of high quality English and Italian fabrics by Zegna, Loro Piana, Vitale Barberis Canonico, etc.”

-Sandeep Gonsalves,
Co-founder, SS Homme

Several brands also have tie-ups with fabric majors around the world to ensure that they have the best of fabric to satiate the sartorial buds of their consumers. SS Homme, a brand that draws inspiration from a mix of Savile Row London and European silhouettes to commemorate the art of reconstructing classic men’s wear, is one such brand. “We have ties ups with prominent fabric houses such as Dormeuil, Huddersfield, Holland & Sherry and Scabal. We have an extensive variety of high quality English and Italian fabrics by Zegna, Loro Piana, Vitale Barberis Canonico, etc.,” says Sandeep Gonsalves, Co-Founder, SS Homme.

Cuts, Styles and Accessories

Apart from the fabric, a well-tailored suit encompasses an array of other aspects like that demand detailed attention to bring out the best in a man. All SS Homme, all orders are finished with a 1/4th inch burgundy pipping. We use horse hair on the chest piece as well as lapels. For closures, we use the finest zips sourced directly from Japan,” says Gonsalves. At Creyate, every garment is manufactured with the help of an automated backend that incorporates all the data fed in by the customer. The canvas is decided basis the type of fabric chosen by the customer. “For instance, a lightweight, fluid fabric would require a heavy canvas to give the suit the right shape and structure while a stiffer fabric may not need the same,” says Singh.



Study by Janak store

Finally, the suit must be perfectly accessorised with accessories that will only compliment the suit. A wide range of options like lapel pins, cufflinks, tie bars, pocket squares, bags, shoes, bow ties and self-made bow ties, etc., are available to choose from. Herringbone & Sui also offer bespoke luxury accessories for men with a range of lapel pins, cummer-bands, bow ties, cufflinks and button-sets. “Get that dapper look with all your outfits and additionally get to choose the motifs to design customised shoes to compliment your outfit,” says Hegde.



Study by Janak store

Pricing Policy

A bespoke suit generally tends to be on the higher side of the price spectrum. But considering the time and attention to detail invested in the creation of a bespoke suit, its cost can be justified. “The customer decision to go for bespoke is basically about awareness—awareness about what true value a bespoke suit gets them. And, it’s all about comfort when it comes to bespoke—neither pricing nor fashion,”





P N Rao



Herringbone & Sui



“The customer decision to go for bespoke is basically awareness-awareness about what true value a bespoke suit gets them. It’s all about comfort when it comes to bespoke—neither pricing nor fashion.”

-Ayush Mehra,
Director, Study by Janak

asserts Ayush Mehra, Director, Study by Janak. Overall, the price of a suit depends on the fabric, style and accessories opted for. “The pricing policy is based upon the type of fabrics the customer prefers and the kind of design he would prefer on the garment. The bespoke process and the key focus of the brand being minimalism drives our customers towards our brand,” says Gonsalves. In sum, it must be noted that in the bespoke fashion world, brands deal mostly with a discerning clientele that focuses on the quality and fashion more than the pricing!

Technology Driving the Process

The basic modus operandi of a bespoke

brand is as follows—the customer visits the store and places an order by choosing from a variety of designs, styles, fabrics, accessories, etc.; post which his measurements are taken. As the process is initiated, the customer comes again for a trial and then to take delivery. The process takes anywhere between 10 days to 4 weeks depending on design, product and the detailing involved. Creyate offers a very unique, customisation journey to design one’s garment. Every customer is guided to a 3D customisation engine through which one can choose to customise different components of the product, right from fabrics, designs, to trims. “Once the selections are done with the help of our MTM specialists, 19 scientific measurements and over 40 body observations are noted to ace the perfect fit for the customer. Thereafter, all the specifications are sent to an automated manufacturing backend which works on the same. With a state-of-the-art finish from the factory, the garments are ready for collection at the store in about 7-10 days,” shares Singh.

To master the art of fit and detail required in any piece of formal clothing, a bespoke brand has to be armed with newfangled machinery and technology. Herringbone & Sui employ a revolutionary virtual measurement technology that maps body measurements in under 5 mins. All a customer must do is share 3 pictures and a couple of basic measurements and the proprietary technology will use artificial intelligence to compute 34 different measurements more accurately than a tailor. Creyate has launched a new feature in its app whereby an existing customer can repeat his purchase without having to go through the measurement process again. “We look forward to incorporating more such futuristic ideas to cater to the digital-friendly customer base,” says Singh.

*Best
interlining
solution
for
"The
Semi
Formal
Shirt"*





Study by Janak studio



“In business wear, lot of personalization in style is clearly noticeable, contrast buttonhole colours, wide lapels seem to be making a comeback as well. Shades of blue are the popular choice of colour, Green and purple are still the flavor of the season.”

-Naveen Pische,
Partner, P N Rao.

Mass Scale Manufacturing versus Bespoke

The mass scale ready to wear brands are well equipped when it comes to technology/machinery which results in immaculately manufactured products. The bigger question that has baffled many, including me, is that—has the bespoke industry, especially in India, evolved enough to match these production quality standards?

There is a clear difference between the two types of production based upon the purpose of the production,

the costs involved, the business model, and lead times. The difference ultimately boils down to one single point—manufacturers vs makers. The custom making process would have more human fabrication as opposed to mass production, which would rely solely on automation of machines. This enables bespoke brands to employ a plethora of option in terms of customisation, and allows them to create one-off novelty item products for an enthusiastic individual. “Bespoke is a craft. It’s like jewellery making. You need craftsmen to make it. Machines play a very minimal role in bespoke suits. Ready-to-wear gives you the numbers in production but it can never match the standards of suit making that a suit connoisseur is looking at,” asserts Mehra.

A bespoke specialist takes the client’s body type into consideration while producing the garments which gives him the upper hand over any technology. When it comes to fit and style on a personal level, nothing matches the perfection of a bespoke suit.

The Bespoke Suit Market in India

Over a period, the demand for customised suits has rapidly increased. The ready-to-wear apparel industry which was flourishing during 2000’s has now been challenged by bespoke tailoring. It has been recently noticed that the customised suit segment is growing at a very high rate, and its share is expected to increase even further over the next five years.

“As per a 2015 report by the Images Group, the size of the Indian luxury industry, which encompasses bespoke tailoring, is approximately USD 5.3 billion, with a nearly 20 to 25 percent contribution from apparel (US\$ 950–1300 million). Presently valued at US\$ 360 million, the market for bespoke



Herringbone & Sui

One of a kind. f/w2017
occasion wear collection

TURTLE

Available at 100+ EXCLUSIVE STORES, 1000+ MBOs, and also at

 CENTRAL BRAND NEW |  pantaloon |  TRENDS | SHOPPERS STOP |  MYATRA.com |  JABONG.com |  flipkart.com |  amazon.in

 www.turtleonline.in

Partnering  | Follow us on    



“India has always been an evergreen market for wedding wear, especially a lot of tier-II cities are showing immense potential for the growth of occasion wear. Today, we have already reached out to prospective tier-II cities including Amritsar, Pune and Kochi.”

-Tajinder Singh,
COO, Creyate (Arvind Internet)

clothing is growing at an impressive 15–20 percent,” says Singh. “While bespoke clothing accounts for 30 to 35 percent of the total luxury apparel market, it is dominated by menswear. Bespoke options for women are limited in India with few tailors offering this service,” he adds.

The growth of this segment within the Indian subcontinent is largely due to the emergence of the nouveau riche and the high net-worth individuals (HNIs). This section of society possesses an increased disposable income along with a keen desire for exclusivity. Apart from celebrating their personal and professional achievements, the owners of bespoke clothing often also see the exclusivity offered by a bespoke suit as an extension of their own personality.

The Potential in Smaller Cities

With a rapidly growing middle-class consumer base propelled by rising income, the Indian luxury market is experiencing strong traction even in the smaller cities. Today, riding the growing awareness amongst the youth with digital facilities has lifted the demand of bespoke suit services in the smaller cities as well. “The primary market for made-to-measure suits undoubtedly lies in the tier-I cities. However, as India has always been an evergreen market for wedding wear, a lot of tier-II cities are showing immense potential for the growth of occasion wear. Today, we have already reached out to prospective tier-II cities including Amritsar, Pune and Kochi,” says Singh.

Prevailing Trends

According to Singh, while check suits and co-ordinated suit separates have made a strong fashion comeback, peak lapels and slanted pockets are being preferred in style. Double breasted blazers with cuffed hems have also revived. The slim and athletic Italian styles are doing a successful round in the market, while soft shoulders of the American style are also in. “Our section of business casuals have also gained significant popularity in recent times, prompting the pairing of blazers with denims and chinos. We have taken this opportunity to promote blue collar essentials tweaked to suit the white-collar elites for boardroom sessions to after hours,” he adds.

Trends are more liberal these days and suits in classic slim fits to double breasted suits, all are in demand. A prominent choice these days are chalk stripes which is in close competition with the evergreen shades of blues. The current trends are structured suits, sharp razor cuts, precise attention to sub structured silhouettes and darker shades. “In terms of business wear,



2-piece and 3-piece are still ruling the roost. However, double breasts are making a comeback this season while fits are still slim. In business wear, lot of personalisation in style is clearly noticeable, contrast buttonhole colours, wide lapels seem to be making a comeback as well. Shades of blue are the popular choice of colour, green and purple are still the flavour of the season” revealed Pishe.

The Future

The Indian bespoke industry is thriving and growing despite the growth of ready-to-wear and branded segment of the apparel market. A slew of new brands, including a surprisingly large number of regional and online players, have emerged in the last few years in the domain, which reinforces the demand and potential of bespoke services in India. This also implies that, with increased competition, fulfilling consumer needs will be an important success factor for brands that will also have to design their go-to-market plan cautiously, identifying key pain points and ensuring that a superior experience is offered.



Safely with you, always

The products of the future don't just need to be earth-friendly. They need to be people-friendly as well. There is no compromising on quality in the name of efficiency or profits. Based on this belief, at YKK we make a point of only using safe raw materials that pass our own stringent standards. The reason is simple: If you put something beside a child, you want everything about it to be safe. As one of the world's leading manufacturer of fastening products, we are steadfastly committed to the development of safe products.





WROGN

BREAKAWAY YOUTH FASHION

CELEBRITY
FASHION
BRANDS
INDIA



THE ARRIVAL OF INDIAN CELEBRITY FASHION BRANDS

By Namita Bhagat

Famed Italian fashion designer Miuccia Prada once said, "Fashion is instant language". Well, who else can talk fashion better than the celebrities do? Forever in public glare, celebs are considered the perennial style icons. Like us mortals, they just cannot have a bad hair day or a fashion faux pas without making a headline – their entourage of experts and stylists ensure they are picture-perfect at all times. Fans emulate them, the fashion curious get inspired as well. What's more, celebrities' own personal style also becomes a talking point. Celebrities and Fashion are indeed inseparable and it was only time that the markets would realize the business potential of this heady mix, ushering the evolution of "Celebrity Fashion Brands".

The West and Hollywood have been the wellsprings of modern fashion culture and the phenomenon of celebrity-led fashion brands has also its roots in their very heart. Legendary American actress Gloria Swanson is said to have pioneered the trend with her own clothing line way back in 1950's. Various more celebrities have walked the path since then with varying degrees of success before fading into the mists of time. 2000 onwards, the trend started gaining serious momentum with a slew of Hollywood stars, International athletes, singers and supermodels making successful forays into the fashion business. From clothes to footwear to accessories, they are doing it all.

If international celebrities are doing it, can Indian icons be far behind? Of course not!

Of late, we have seen many A-listers in India turning fashion designers, fashion brand owners and entrepreneurs – some of them have launched their own fashion brands or lines in collaboration with established fashion companies, while others have made investments in or have set up their own fashion-focused businesses. With tremendous following, film stars and cricketers are the biggest influencers in India. Not surprisingly, nearly all celebrity fashion brands so far have come from them. John Abraham is the first Indian actor to release his clothing line in 2006. After a hiatus, Salman Khan launched his fashion label in 2012, followed by Hrithik Roshan in 2013 and Virat Kohli in 2014. The trend has been on the constant uptick from then on.

Celebrity advertisements and endorsements have always been there. We also have had celebs lending their name to products such as signature fragrances. But now, we are moving beyond the 'age of advertisements and endorsements' into the 'era of advocacy' wherein Millennials, Generation Z, Aspiration, Inspiration, Relevance, Resonance, Connection, Higher Purpose are the catchwords for brand success. Today's consumers don't just buy a product; they seek an idea or concept they can actually relate to. For celebrity brands, the celeb's persona, charisma and relatability are the USPs – the brand story, philosophy and core values are likewise significant, however.

Even as the celebrity-led brands enjoy the patronage of their fan base and have relatively an easy start, they also have to toil to gain wider audience and reception. There are so many brands out there and the consumers are spoilt for choice, literally. It goes without saying that the new breed of Indian celebrity brand owners is sagacious and diligent. They are making well-thought-out moves with brand concepts built around their persona, unique positioning, selecting right partners, passionate commitment and involvement, product differentiation, understanding the market and consumer, disruption and innovation, to cultivate great brands and sustain them. Most importantly, they acknowledge that the product is the real hero and no amount of celeb power can salvage a bad product.

Indian Celebrity Fashion has truly arrived!

And with this has evolved a new category in the Indian fashion industry. The celebrity brands are not only affirming their presence across offline and online retail channels in India, a few have already expanded into international markets also. As many more celebs continue to launch themselves into the fashion business, it seems that the phenomenon of celebrity-led fashion brands is more than a passing fad and is here to stay.

Images BoF spotlights some of the most recognized homegrown fashion and lifestyle brands curated and/or created by our very own Indian celebrities. These brands inarguably have a distinct advantage and a bright future lies ahead of them.

ALL ABOUT YOU

EFFORTLESSLY ELEGANT

DEEPIKA PADUKONE IS ONE OF THE MOST FASCINATING LEADING LADIES OF BOLLYWOOD WHOSE SARTORIAL CHOICES SELDOM GO WRONG. HER FASHION LINE 'ALL ABOUT YOU' ALSO LIVES UP TO ITS PROMISE OF BEING A COLLECTION THAT CONNECTS WITH YOUNG WOMEN. THE BRAND'S SUCCESS MANTRA LIES IN ITS PHILOSOPHY OF SIMPLE THOUGHTFUL DESIGNS THAT ARE EASY TO WEAR.

All About You is a premium women's wear brand co-owned by Bollywood actress and style icon Deepika Padukone and Myntra Designs Private Limited. This is not Deepika's first fashion venture. Earlier also, she had co-created a line exclusively for Van Heusen. After spending several months designing and perfecting the collection in association with French design agency Carlin and Myntra's in-house design team, Deepika had launched her first collection of All About You in October 2015. The brand has been growing from strength to strength as it goes on to expand its customer base across India.

THE BRAND CONCEPT

All About You offers both western wear and ethnic wear for women. It aims at bringing the point forward that women are their own strength and can deal with any ordeal in their lives. The clothes are simple, classic, elegant but most importantly comfortable and imbibe Deepika Padukone's inherent style. The brand brings not only fashionable casual wear but also formal wear. Hammered satin, jacquards,

blended knits, denims, and woolens are some of the special fabrics that have been embraced by this brand.

PRODUCT PORTFOLIO

Targeted at women aged 20-45 years, the All About You range includes suits, kurtis, tops, shirts, skirts, dresses and lots more.

THE CELEBRITY EFFECT

Known for her fashion sense, Deepika inspires millions of women who want to emulate her style. Daughter of India's Badminton legend Prakash Padukone, Deepika also pursued the sport during her teen years but soon found her calling in modeling that eventually became her springboard to movies. With a stormy debut in Om Shanti Om in 2007, the doe-eyed beauty went on to fortify her standing with many more hits like Cocktail, Peeku, Ram Leela and Baji Rao Mastani. Of late, she has made her Hollywood debut as well. She has also set up a foundation to champion the cause of mental health in India.

GETTING WIDER RECEPTION

Deepika's association with All About You has made the



brand popular among the youngsters. True to its motto 'Celebrate, have fun, because it is All About You', the brand caters to every young woman who believes in her individual style. The clothes from All About You go with the changing trend and are known for the comfort and balanced look that it provides. Also, the collections are reasonably affordable.

CURRENT PRESENCE

Currently the brand is available online only. The brand is exclusively retailed on Myntra and Jabong.



My Life
My
Lyra[™]
Leggings



A unique mix of style, comfort and quality - Lyra legging gives me the confidence to sport any look anytime, anywhere. Offering 100+ colours and perfect fit, Lyra not only enhances my beauty, but also frees me to enjoy life to the fullest.

And that makes me say proudly,
"My Life. My Lyra."

Pooja Chopra

150 + COLOURS

CHURIDAAR • ANKLE LENGTH • CAPRI

From the house of
LUX



An ISO 9001:2008
Certified Company



Gout. Certified
STAR EXPORT HOUSE



ASIA'S MOST PROMISING
BRAND - 2013-2015



MASTER BRAND
2014-2015



THE WORLD'S GREATEST BRANDS
& LEADERS 2015-ASIA & GCC



THE ADMIRABLE BRANDS
& LEADERS OF ASIA 2015

BEING HUMAN CLOTHING

FASHION WITH COMPASSION

BOLLYWOOD A-LISTER SALMAN KHAN'S "BEING HUMAN" CLOTHING LINE IS CELEBRATING FIVE YEARS OF SUCCESS. THE BRAND HAS CREATED A UNIQUE POSITIONING, VALUE AND APPEAL FOR ITSELF BY MARRYING CELEBRITY POWER WITH FASHION AND PHILANTHROPY. IT AIMS TO ENABLE PEOPLE TO "LOOK GOOD, DO GOOD".



Being Human Clothing was launched by Bollywood superstar Salman Khan and Mandhana Retail Ventures Ltd (MRVL) in 2012. The brand supports the twin causes of education and healthcare of Being Human – The Salman Khan Foundation. Salman Khan has been a key contributor in the making of the brand, actively giving design inputs, ideas or inputs with regards to the brand. MRVL has got exclusive global rights to manufacture, retail and distribute Being Human clothing. Says MRVL CEO Manish Mandhana, "Being Human is not a regular brand; it's a brand with a heart which has three USPs – philanthropy, celebrity and fashion. We were confident that when these three powerhouses are at the crux of a brand it will have a global acceptance in any language."

THE BRAND CONCEPT

"Being Human Clothing personifies six humane expressions: love, care, share, hope, help and joy. These positive and strong values are embedded in our DNA and reflect in our thoughts and action; apparels to store designs," describes



competitive positioning in terms of brand, product offering, pricing and target market. Mandhana apprises they have a strong in-house team of designers who work diligently to craft each garment on our brand portfolio with a deep understanding of customer aspirations and prevailing societal trends. He further elucidates, “Our customer base is of people who believe in international fashion, follows latest trends and wants to do good but indirectly. Being Human gives them a platform to “Look Good, Do Good”. We are associated with people of every age either by fashion or by our cause.”

Mandhana. The line is a personality extension of its founder, Salman Khan; simple and yet stylish. Targeted at mid to premium consumer segment, the brand covers the entire urban middle and urban mass, with age bracket of 18 to 34 as its core consumer. In line with the brand philosophy, a percentage of every sale of a Being Human product goes to the foundation.

PRODUCT PORTFOLIO

The brand caters to both men and women. The men’s range comprises t-shirts, shirts, polos, denims, tracks, shorts, chinos, sweaters including accessories like belts, wallets and caps. The women’s range has shirts, t-shirts, tops, skirts, dress, denims, shorts, pants, chinos, sweaters plus accessories like flip flops, wristbands and socks.

CURRENT PRESENCE

As of now, the brand has more than 600 points of sales across 15 countries including 29 exclusive stores in India. This also includes tie-ups with leading online fashion stores and many more and partnerships with popular retail chains.

EXPANSION PLANS

Being Human Clothing closed its business calendar for the retail year 2017 at ₹ 21,830.17 lakhs. MRVL plans to expand the brand’s physical retail presence by opening 40 to 50 exclusive stores in the next 2 to 3 years.

THE CELEBRITY EFFECT

An actor, producer, television personality, singer and philanthropist, Salman Khan is one of the most influential Indian celebrities whose fame has transcended beyond borders. Due to his close association, Being Human Clothing enjoys a wide recall value. Traits are an integral part of any brand – it is what defines a brand and makes it stand out in the market. As per Mandhana, “Salman Khan being our brand ambassador, we have to keep in mind the associations the consumers would attach to his personality and design the clothes as per that. Of course, there has to be a seamless coexistence of his traits and trends in the collection. For example, our athleisure line is very popular and it reflects the casual and comfort wear Salman Khan is often seen in.”

GETTING WIDER RECEPTION

Being Human Clothing over the years has meticulously architected its



HRX

FASHIONING A HEALTHY YOU

A MÉLANGE OF BOLLYWOOD MEGASTAR HRITHIK ROSHAN'S BRAND ATTRIBUTES AND CORE BELIEFS, HRX IS ONE OF THE EARLIEST AND MOST SUCCESSFUL HOMEGROWN INDIAN BRANDS IN THE ACTIVE LIFESTYLE SPACE. INCEPTED IN 2012, HRX TODAY COMPETES WITH LEADING GLOBAL SPORTS AND ACTIVEWEAR BRANDS PRESENT IN THE INDIAN MARKET.

An active and sports-inspired lifestyle brand, HRX is co-owned by Bollywood's actor Hrithik Roshan, Myntra and Exceed Entertainment. The brand is a mélange of Hritik's brand attributes and core beliefs. "I strongly believe in the philosophy of healthy living which is integral to the brand HRX - it is not just about being fit, but truly undergoing a transformation in your lifestyle and understanding the connection between mind and body. What is most remarkable about HRX is that it creates solutions for its customers through various partnerships like Myntra, Cure, fit and Xiaomi," states Hrithik Roshan. "Hrithik's mantra of pushing your extreme to become the best version of yourself is the foreground for this brand. We aim to revolutionize the fitness scenario in India, as a value-for-money, high-quality alternative to international brands," says HRX Co-Founder Afsar Zaidi.

THE BRAND CONCEPT

Targeted at both men and women, HRX caters to the fitness enthusiasts in the age group of 20-40 years. The brand takes off from various facets of Hrithik Roshan's lifestyle and fitness regime to create value offering for consumers in relevant categories. Products are also inspired by his personal experiences. For instance, shoes are designed and created keeping in mind the need

and feedback from a fitness enthusiast that Hrithik himself is - they are specialized to handle flat feet, are more efficient for runners, etc.

THE CELEBRITY EFFECT

Good looking, versatile and one of the finest actors, Hrithik Roshan is called the Greek god of Bollywood. Committed to a healthy lifestyle, his fitness journey from unfit kid to best physique in Bollywood is an inspiration for everyone. As per Zaidi, HRX is a platform for Hrithik to voice his own journey, inspirations, learning, failure and success. It is a medium to inspire people with almost two decades of learning from his career and personal growth. "Hrithik's involvement pans out from ideology to product to communication. He is the main guiding star for HRX, literally and figuratively," he underlines.

GETTING WIDER RECEPTION

HRX has been envisioned to serve as a platform for bringing like-minded people together to endorse his philosophy of becoming the best



version of them. The brand essentially draws on Hrithik's persona, however, Zaidi also adds, "Global trends in fashion are closely followed and integrated into design aesthetics, styling and quality or ensuring that the consumers are offered the best value for their money with every purchase. Product and design innovation with a continued focus on new category introductions will drive the sales."

PRODUCT PORTFOLIO

The brand offers activewear categories like workout tees, tracks, jackets, women's workout gear and footwear, among others. HRX forayed into women's collection a couple of years ago and is working on growing the category now.

CURRENT PRESENCE

Currently retailed online, HRX reaches pan India through Myntra, Jabong and their parent, Flipkart.

EXPANSION PLANS

Complementing its online presence, the brand has plans to go offline by late 2018.



NUSH

COMFY YET STYLISH

BOLLYWOOD STAR AND ENTREPRENEUR ANUSHKA SHARMA IS AN EXCELLENT BLEND OF BEAUTY, CREATIVITY AND BUSINESS ACUMEN. HER SIGNATURE CLOTHING LINE 'NUSH' AIMS AT GIVING A WOMAN THE OPTION TO STYLE HERSELF COMPLETELY. THERE'S A BIT OF HER FASHION SENSIBILITY AND SENSE OF STYLE IN ALL PIECES.

Model, actor and film producer Anushka Sharma had always wanted to extend her entrepreneurial ability to a sphere that is close to her heart i.e. fashion. Realizing her desire, she has joint-ventured with Suditi Industries to launch her own western wear brand 'Nush'. "For me, entrepreneurship was a natural ambition. A clothing line emerged as a good choice because I am inclined towards wearing comfortable, fashionable outfits. I love high street styles. More than strategic, it's a matter of interest to me," she tells. About the collaboration, Suditi Industries Chairman & Managing Director Pawan Agarwal says, "Our celebrity association is to deliver the buyers with something fresh and thus, create a new product

segment. Anushka for us has her own fashion appeal and is a very workable icon for an everyday style statement."

THE BRAND CONCEPT

The brand caters to girls and young women aged 18 years and above. It offers affordable western outfits with lengths, forms, fabrics and silhouettes that are more suitable to wear in India. As per Anushka, there's a bit of her fashion sensibility and sense of style in all pieces, and they have worked towards providing enough styles so that there's something for every woman at Nush. She has worked closely with Suditi's in-house team on almost every aspect of the brand creation i.e. from design to distribution. Agarwal apprises that it is a mutual know-how exchange and both parties continue to work together to enhance the brand reputation.

THE CELEBRITY EFFECT

The star of Hindi films 'PK', 'Sultan' and 'Rab Ne Bana Di Jodi, Anushka prefers sporting chic, comfortable fashion. The model-turned-actor has always loved good clothes that look stylish, enhance her personality and make her feel comfortable.

About the evolution of celebrity brands, she underlines that celebrity-led fashion labels and clothing lines have proliferated as celebrities are followed

and considered aspirations by many people, especially the youth. Anushka has a distinguished fashion appeal among the youth and her fashion sense is mostly relatable, feels Agarwal.

GETTING WIDER RECEPTION

Even though celebrity brand is a niche concept but it is not limited to their



fan base. There are many people who may not be die-hard fans of a celebrity but may still love what we create for them using his or her persona, Agarwal maintains. Anushka's on-screen persona enjoys a reputation for styling and fashion in clothing. "But in her real life, she identifies with the simplicity of styling and fashion in routine. Why will people not invest money in something so sketched for the ordinary?" he quips.

PRODUCT PORTFOLIO

Nush has made its debut with A/W 2017 collection that includes matching printed separates, midi dresses, short dresses, sweatshirts, embroidered denims and jackets.

CURRENT SPREAD

The brand is available at Shoppers Stop in the large format stores, online on Myntra and across various shop-in-shop stores pan India. In addition it will also be retailing via own website.

EXPANSION PLANS

Launched in October 2017, the brand is looking to establish itself as a notable presence in the Indian market. Says Anushka, "The response to Nush has been very positive but it's still early days for us. We hope to get bigger and better."





ONE8

DIFFERENT STROKES FOR SUCCESS

ONE OF THE MOST CELEBRATED INTERNATIONAL CRICKETERS TODAY, VIRAT KOHLI IS PROVING HIS METTLE ON THE FASHION BUSINESS TURF ALSO. RIDING HIGH ON THE SUCCESS OF HIS MENSWEAR LABEL, WROGN, THE STAR ATHLETE HAS NOW COME UP WITH A NEW BRAND, ONE8. UNVEILED IN NOVEMBER 2017, THE BRAND HAS EMBARKED ITS JOURNEY BY LAUNCHING ATHLEISURE WEAR IN COLLABORATION WITH PUMA. SOON AFTER, ONE8 ALSO ENTERED INTO AN AGREEMENT WITH LUX INDUSTRIES TO LAUNCH INNERWEAR & SLEEPWEAR COLLECTION.

ONE8 X PUMA

India's leading athlete Virat Kohli is gradually evolving into a fashion powerhouse. Having tasted success with Wrogn, Kohli has now launched his new brand One8 - a collection of athleisure wear, reflective of Virat's personal belief. The launch of his brand is backed by the movement 'Come Out and Play', which aims to bring about a ground swell invoking Indians to adopt an active lifestyle, where playing is an integral part. One8 athletic leisure range has been developed in collaboration with PUMA, the fastest growing global sportswear brand in the world. PUMA is providing design, product, retail and communication channels for the One8 brand.

Says PUMA global ambassador and athlete Virat Kohli, "The One8 range is very close to my heart. It is my way of calling out to Indians to Come Out and Play, because



feeling fit and looking active is a simple step towards leading a more active lifestyle. The collection is very versatile and is a mix of fashion and functionality. I have been deeply involved in the design and ideation behind the products, with PUMA designers even browsing through my wardrobe for inspiration! Partnering with PUMA to create One8 is also great because the brand is such a fit with my personality and will ensure that 'brand One8' is constantly evolving."

"Virat Kohli is an inspiration and role model for the youth today. He has carved a niche for himself by pursuing his dreams and is the perfect example of how sport can make one a well-rounded individual. We believe collaborating with Virat is the right direction for both the brand and a movement as important as Come Out and Play," stated PUMA India Managing Director, Abhishek Ganguly.

THE BRAND CONCEPT

According to Ganguly, "The One8 collection is the perfect blend of style and sport - for every person looking to easily transition from work to play. It reflects Virat's effortless style, while staying true to his philosophy of an active lifestyle." The name of the collection, One8, is derived from Virat's jersey number, 18 - a number that is special to him and which he holds in high regard. The One8 logo is unique, quirky and stylish - reflective of Virat's persona. Each piece of the One8 collection demonstrates his bold and dynamic personality while staying true to his passion for pursuing an active lifestyle. By incorporating subtle branding, look and feel, PUMA has emphasized the simplicity of Virat's personal style, while bold graphics are infused to connect with Virat's on-field



persona. Across the collection, PUMA has used premium fabrics crafted with a contemporary style.

PRODUCT PORTFOLIO

While the One8 line currently comprises athleisure apparel, performance apparel, footwear and accessories will be introduced in the upcoming season.

CURRENT SPREAD

Besides PUMA stores across the country and on in.puma.com, Virat's exclusive One8 collection is also available on Myntra.

ONE8 X LUX INDUSTRIES

Following the launch of his One8 athleisure wear collection with Puma,

Indian skipper Virat Kohli has also signed an exclusive brand licensing agreement with Lux Industries to launch his own premium men's innerwear and sleepwear range under the brand name 'One8'. The partnership is similar to that with Puma wherein Lux Industries will design, manufacture and market the One8 innerwear and sleepwear range that includes socks, briefs, trunks, vests, boxers, sleepwear and socks.

On association with Lux Industries, Virat Kohli stated, "With One8 we intend to make a substantial inroad in men's premium innerwear segment and I am glad to partner with Lux Industries as they have the right expertise to augment growth. I am extremely passionate about One8 as a brand and now feel confident about establishing the brand and reaching out to the right audience in India and abroad."

The partnership between Virat and Lux Industries is clearly a mutually beneficial relationship for both. While the 10-year licensing deal marks Virat's entry into the premium men's innerwear segment, it is also expected to further strengthen Lux's market position in the Indian innerwear segment. The tie-up with Kohli's One8 brand will also give a fillip to Lux Industries' global ambitions of expanding its presence in international markets.



RHESON

TWICE THE FASHION

FOUNDED BY BOLLYWOOD CELEBRITY SIBLINGS SONAM AND RHEA KAPOOR, RHESON IS AN AFFORDABLE HIGH STREET FASHION BRAND THAT CATERES TO THE FASHION SENSIBILITIES OF MODERN INDIAN GIRLS. LAUNCHED IN MAY 2017, THE BRAND IS A COMPLETE EPITOME OF THE DUO'S STYLE STATEMENT AND PERSONA.

Bollywood actor Sonam Kapoor is inarguably India's quintessential fashionista. However, her uber chic appearances have been orchestrated and curated by a team of experts helmed by sister Rhea Kapoor. No wonder, the stylish siblings decided to launch their own brand 'Rheson,' which is a portmanteau of their names, phonetically pronounced reason. The duo has collaborated with Shoppers Stop for their brand. About the association, Govind Shrikhande, Customer Care Associate & Managing Director, Shoppers Stop Ltd, says. "Fashion and Bollywood are intrinsically linked and partnering with celebrities for fashion brands is a mutually-beneficial relationship. When India's leading fashion retailer collaborates with India's leading fashion icons, it's a match made in heaven."

THE BRAND CONCEPT

Targeted at young fashionistas, Rheson is a complete embodiment of Rhea and Sonam's style statement and personalities. Each piece of the collection is distinctive, unique and home-grown in the truest sense. Shrikhande elucidates, "The design sensibility and concept comes from the girls and our team executes what they have in mind. We do our best to bring their vision to life with our long-term retail experience. Together we work on sampling, manufacturing and finally bringing the products to a store near you."

THE CELEBRITY EFFECT

At the brand launch, Rhea Kapoor had stated, "Sonam and I wanted to create a brand keeping the Indian girl and her



sensibilities in mind. According to me, glamour should be accessible to you, no matter who you are. Sonam Kapoor said, "We wanted to work on something that is owned by us and had our personal touch on every level. We did not wish to create a couture brand. Our forte lies in the fact that our clothes should become your best friends. According to Shrikhande, "The celebrity fashion brands are usually inspired by the celebrity's style persona but also factor in overarching fashion trends and our customers' buying insights."

GETTING WIDER RECEPTION

The brand is meant for every Indian girl no matter her age or her body type. Rhea and Sonam Kapoor's style hugely coveted, but they are also very relatable. And that can be seen in the way Rheson has been conceptualized,



designed, priced and promoted. Shrikhande affirms "Rheson has been very successful since its launch so we believe it has nailed a hit formula. The brand already enjoys a huge amount of popularity and recall. In fact, during the first phase of our launch, we got calls from customers in many tier II towns enquiring about the brand."

PRODUCT PORTFOLIO

The brand offers both casual and quirky day wear and a mix of western and indo-western evening wear. The chic and peppy collection features wearable styles with modern silhouettes, all impeccably tailored from finest quality materials.

CURRENT SPREAD

Available in 55 Shoppers Stop stores as well as online on its shopping site, the brand is now also sold on Shoppers Stop's exclusive flagship store on Amazon.in.

EXPANSION PLANS

Apropos Rheson's further expansion, Shrikhande shares, "This should be one of the fastest growing brands for the next several years. The global expansion would be a priority, once we have established it across India".





BODY

MEN'S INNERWEAR

**SERIOUSLY
X-RATED**

BRIEFS | TRUNKS | VESTS

PRESENTING A PREMIUM RANGE OF MEN'S INNER WEAR, SO ATTRACTIVE THAT IT'S BARELY LEGAL. NOW, AVAILABLE AT A SHOP NEAR YOU.

Manufactured & Marketed by : **BODYCARE CREATIONS LTD.**

D-30, Sector - 63, Noida - 201301, India | Tel: +91 120 4686400 | Fax: +91 120 4686401 | CUSTOMER CARE: +91 120 4278669 | customercare@bodycarecreations.com

For Trade Enquiries: +91-9899241782 | hkjaiswal@bodycarecreations.com

Shop Online: www.ebodycare.in

SEVEN

A HOT BRAND BY 'CAPTAIN COOL'

ICONIC INDIAN CRICKETER MS DHONI'S SPORTS LIFESTYLE BRAND 'SEVEN' ENVISIONS REVOLUTIONIZING THE DEMOCRATIZATION OF SPORTS AND BECOMING ONE OF INDIA'S MOST VALUABLE BRANDS IN ITS CATEGORY. NOT JUST THE BRAND FACE, DHONI HAS ALSO PROVIDED HIS INSIGHTS AS AN ATHLETE TO PUT THE RANGE TOGETHER.

Former Indian cricket captain MS Dhoni has launched his sports and fitness brand 'Seven' with Rhiti Group. While unveiling the brand in 2016, Dhoni who is also Seven's global brand ambassador had stated, "The 'Seven' ambition is all about making fitness an intrinsic part of everyday life. I believe, you don't have to be a professional athlete to take your fitness seriously. All you need is the motivation to lead an active lifestyle. The thought process and positioning of Seven really excites me and I think it will strongly resonate with the youth of India as well. About the collaboration, Arun Pandey, CMD of Rhiti Group says, "Seven is inspired by MS Dhoni, one of the greatest sports legends of our country. We truly believe in justifying the brand salience of MS Dhoni and his pinnacle of achievements by becoming the countries number one homegrown sports iconic brand."

THE BRAND CONCEPT

Named after Dhoni's jersey number and his birth date, Seven aims at applauding the professional athlete but also

recognizes the amateur strife for excellence. The brand primarily caters to youth in the age group of 16 or older. Dhoni has been a continuous part of the products development procedure since inception. As per Pandey, "The products are designed keeping in mind industries latest trends and technologies. However, there is a touch of MS Dhoni in each of our product be it the print, the material, colours or the design."

THE CELEBRITY EFFECT

Referred to as 'Captain Cool', Dhoni is regarded as one of India's greatest and most successful cricket team captains. Seven is inspired by his journey and hard work from a small town boy to becoming a global brand. "Our belief is that 'Iconic brand builds Iconic brands'. MS Dhoni is the determinant of one the



highest level of performance, sport and fitness and Seven is a perfect reflection of these characteristics. Our brand personality and ideologies meet that of MSD's in positioning Seven as an enabler of a healthy and active lifestyle," affirms Pandey.

PRODUCT PORTFOLIO

The collections comprise a broad range of active lifestyle footwear, apparel and accessories for both men and women, with running and training being the current core categories.

GETTING WIDER RECEPTION

MS Dhoni's fan following inarguably falls across all

age groups. Pandey, however, also underscores that while conceptualizing a brand it is very important to have a focused target age group as the entire collection is designed as per their preferences and inspirations. "Hence, it's not just MS fans that we target at but also young enthusiasts who believe in leading an active lifestyle," he shares.

CURRENT SPREAD

With its first exclusive store opened in July 2017 in Ranchi, the brand's current distribution network comprises over 350 outlets and 45 plus key accounts stores. Seven is also sold online on Myntra, Jabong, etc, and its own portal, 7life.

EXPANSION PLANS

While increasing its reach across channels, Seven plans to have 200 exclusive brand stores by 2020. Moreover, the brand is also eyeing global expansion.



 **DOTTED
JEANS**

If it's Dotted, it's style



Any Enquiry :

**Head Off.: 6312, Block No. 6, Padam Singh Road, Dev Nagar,
Karol Bagh, New Delhi-110005**

**Branch Off.: 6363, Block No.7, Dev Nagar, Road No. 4,
Karol Bagh, New Delhi-110005**

E-mail: vikaskhandelwal2003@gmail.com

Contact: +91 9999986900, 01147024222

TRUE BLUE

STYLIZING THE GLOBAL INDIAN

CO-OWNED BY ICONIC CRICKETER SACHIN TENDULKAR, TRUE BLUE IS A PREMIUM MEN'S APPAREL AND ACCESSORIES BRAND OFFERING COLLECTIONS DESIGNED AND LED BY SACHIN'S PERSONA. THE BRAND, IN ESSENCE, IS A MODERN RE-INTERPRETATION OF CLASSIC INDIAN HERITAGE.

Bidding farewell to his 24 years of splendid cricketing career, the batting maestro Sachin Tendulkar decided to take a shot at the entrepreneurial world and how! Last some years have bore witness to the gradual transformation of Brand Sachin to Enterprise Sachin. The master blaster's current portfolio comprises a diverse mix of own, partnership and invested businesses, including SRT Sports, a sports management firm; Kerala Blasters, the Kochi ISL franchise; 'Sachins' and 'Tendulkar's' restaurants; Musafir, an internet travel firm; Smaaash, a sports simulation company; and celebrity merchandise and brand extension company, Universal Collectabilia. With the launch of True Blue menswear brand, Tendulkar has taken a direct plunge into the fashion business.

THE BRAND CONCEPT

Incepted in 2016, True Blue is a joint venture partnership between Sachin Tendulkar and Arvind

Group. Positioned as a premium men's apparel and accessories brand, True Blue re-interprets traditional Indian heritage in the modern context, making it relevant to the spirit of the global Indian - a modern traditionalist - comfortable in his skin and someone who seamlessly blends - in either New Delhi or New York. The brand's primary target audience is men aged between 28 and 40 years and it doesn't see itself expanding into women's fashion.

THE CELEBRITY EFFECT

True Blue is very subtle, with its own way of making a loud statement just like Sachin's own taste, what he likes to wear. The brand symbolizes modern India and Sachin being home bred, admired and loved by all over the world yet unchanged by success reflect the brand DNA. Designed and led by Sachin's personality, the collections showcase styles inspired from the heart of India. What's more, he has personally spent time with



the design team to create the collection. The brand seeks to engage men across the globe by dressing them in superior fashion.

PRODUCT PORTFOLIO

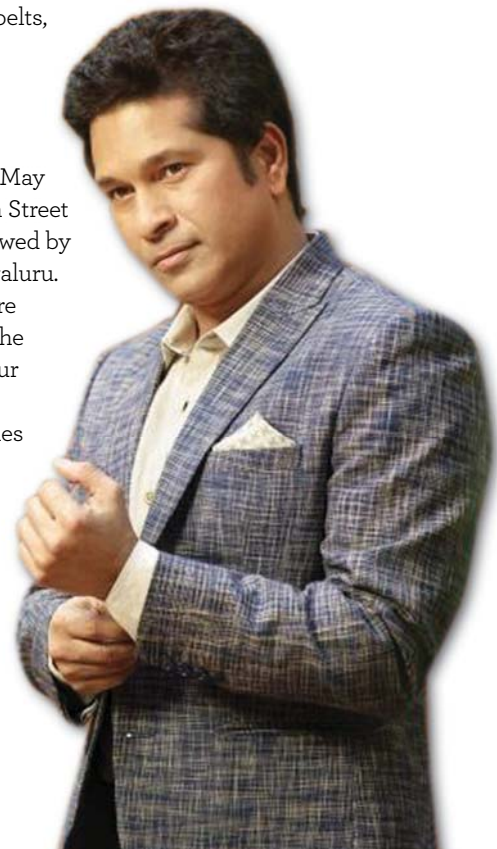
The brand offers an extensive range of men's wear, including t-shirts, finely-crafted shirts, slim-fit trousers, denims and luxurious blazers. In the future, more categories like accessories, footwear, belts, etc, will be added.

CURRENT SPREAD

True Blue's first offline store was rolled out in May 2016 in Mumbai (High Street Phoenix), quickly followed by a second store in Bengaluru. Having added two more locations in Mumbai, the brand presently has four stores. The brand's online presence includes NNNow.com, an Arvind platform and partner e-commerce portals Myntra and Amazon.

EXPANSION PLANS

While launching, True Blue had announced its plans to open 25-30 stores pan India in the near future. Once the business is established in the home market, the brand also has plans to go global.





NEW ARRIVALS
NOW IN STORES

DUKE
fifty years of great fashion



GO-ANYWHERE

Proudly presenting the impressive
FOOTWEAR
collection
2017 from the house of duke
f t i c i n



TYAANI

REIMAGINING 'POLKI'

EMINENT INDIAN FILMMAKER AND DIRECTOR KARAN JOHAR IS ALSO KNOWN FOR HIS LOVE AND TALENT FOR FASHION. HAVING ALREADY SHOWCASED HIS FLAIR AS A FASHION DESIGNER, KARAN HAS NOW CO-CREATED A FINE JEWELLERY BRAND TYAANI THAT FOCUSES ON PROVIDING THE INDIAN WOMAN WITH AFFORDABLE, WEARABLE POLKI JEWELLERY.

Bollywood's most celebrated filmmaker Karan Johar has recently launched his own fine jewellery line Tyaani in collaboration with Satyani Fine Jewels. Tyaani also prides itself as the world's first and only Polki jewellery store online. Shares Shraavan Satyani, Owner, Tyaani.com, "We had reached out to Karan to discuss creating a line of bridal jewellery inspired by his unique brand of cinema and the many iconic looks they have spawned. However, Karan believed that what the Indian woman really needs is a fast-fashion equivalent of jewellery. Jewellery that is traditional yet modern, Indian yet international and designed for everyday wear, not just for special occasions." Made of uncut natural diamonds, Polki jewellery by Tyaani reflects Karan's vision – to create a shift in the way Polki is worn and perceived.

THE BRAND CONCEPT

States Karan Johar, "Tyaani.com is an extension of me; it's a piece of my heart. The whole idea was to make sure that our brand travelled far and wide, and made jewellery accessible to millions of women across the world. The fact they're not worried and daunted that the jewellery is going to be overwhelming either look-wise or price-wise is the way forward for online shopping. When you go online you expect to get the best quality and also the best price and I think that's what we do at Tyaani." According to Shraavan, Karan's contribution

is not limited to conceptualization but even extended into jewellery designing, branding and distribution.

THE CELEBRITY EFFECT

A man of many talents, Karan Johar is a style icon, writer, producer, director, talk show host and so much more. Through the medium of Bollywood, he is able to touch the lives of people across the country, across genre, gender, age, economic strata, location, etc. Admired for his personal sense of style, Karan has also been a stylist and fashion designer. Shraavan underlines that when a brand is co-created with a strong dynamic personality like Karan, the brand reflects who he really is, with strong nuances of his personality.

GETTING WIDER RECEPTION

Tyaani's Polki jewellery is for everyone, no matter their gender, age, location, etc. With prices ranging from ₹10,000 to ₹1,50,000, every piece is EGL certified, making it one of the first Polki brands to be internationally accredited. With focus on quality and transparency, the brand controls the entire process right from design and manufacturing, all the way to the final distribution. "Our entire aim is to democratize Polki, bringing into the Polki category an element of



transparency that hasn't existed up till now," affirms Shraavan. This industry is a highly fragmented disorganized market place, and Tyaani is striving to bring order and transparency to the chaos. Thus giving rise, to a whole new way of doing business – protecting the end consumer, while enabling the artisan, he tells.

PRODUCT PORTFOLIO

The brand's women's collections include daily wear, party wear, bridal, festive, birthdays and anniversaries, with products like earrings, rings, necklaces, bracelets, pendants, tikkas and chandbalis. The men's accessories comprise cufflinks, buttons and sherwani buttons.

CURRENT SPREAD

Besides its own online store, Tyaani also has a flagship store in Mumbai.

EXPANSION PLANS

Besides tie-ups with franchisees pan India, Tyaani is also rolling out its products on other platforms, including B2B, retail standalone franchisee outlets, trade fairs across the country and retail shows across the world.



USPL

CREATING SUCCESSFUL CELEBRITY PARTNERSHIPS

STARTED IN 2012, UNIVERSAL SPORTSBIZ PVT. LTD. CONSOLIDATES THREE CELEBRITY FASHION BRANDS - WROGN (PRONOUNCED 'WRONG'), IMARA AND MS.TAKEN - UNDER ITS RETAIL UMBRELLA. THE COMPANY HAS RECENTLY RAISED FRESH INVESTMENTS WORTH ₹100 CRORES FROM EXISTING INVESTOR TO CROSS \$100 MILLION VALUATION.

Backed by Cricketing legend Sachin Tendulkar and Accel Partners, the Universal Sportsbiz Pvt. Ltd. (USPL) portfolio includes Wrogn, inspired and co-owned by Virat Kohli, Imara, a contemporary women's ethnic wear brand with Shradha Kapoor, and Ms.Taken, a women's western wear by Kriti Sanon. All these brands cater to the youth. Defining their idea of celebrity brands, USPL Founder and CEO Anjana Reddy states, "Since we are a youth-centric brand we wanted celebrities that appeal to the younger demographics and are discoverable faces as well. Credibility and discoverability are key factors besides the customer segment that brand caters to while deciding the brand concept. The brand's persona should match the celebrity's persona."

LEVERAGING CELEB POWER

About celebrity influence, Reddy notes, "There are several brands in the market. Especially when there are thousands of brands present online and you have our celebrities Virat, Shradha or Kriti [virtually] looking at you; you are bound to click on the brand endorsed by them. Celebrity acts as a discoverability source and also lends credibility to the brand face, which is an asset for the brand's value in the customer's mind." Convincing any large online or offline channel to accept an unknown brand is a challenge, as per her. The vendors are concerned about minimum order quantities issues also. USPL was able to overcome these challenges purely on the basis of products and credibility that the celebrities bring to the table.

GETTING WIDER RECEPTION

The company typically refrains from following market trends because it neither fits with its target audience nor does it adhere to their process. It has always believed in offering its customers the best product experience, with focus on improving it season-on-season. Reddy affirms the brand position is very clearly defined for all their brands and they ensure that customer gets the maximum out of his or her purchase. She also says no brand in itself can sustain growth based on celebrity endorsements, "At the end of the day, the brand should prove itself. The discerning Indian consumer today is spoilt for choice and can easily recognise good quality products; that is what is working for us."

WIDENING MARKET REACH

USPL brands are currently retailed at over 200 point-of-sale spanning 34 cities pan India. The company's own sales network includes exclusive brand outlets in 10 plus cities and brand websites, wrogn.in and Imara.in, whereas its partner network includes all Shoppers Stop outlets in large format retail channel besides Myntra, Jabong and Flipkart in e-commerce. Adopting an omni-channel strategy, USPL is targeting to expand its reach to over 1000 point-of-sale for its brands in the next three years. As per Reddy, "We have just begun and the ball is in the court now! We are now looking to further grow our brands by expansion on various channels of sales, along with additional categories for the respective brands. Yes, expansion into newer territories is also on cards."



×



A refreshing take on tradition, Imara is a women's ethnic wear brand designed and conceptualized by Bollywood actress Shraddha Kapoor. For her foray into the fashion business, the actress has found an ideal partner in celebrity fashion company Universal Sportsbiz Pvt. Ltd. (USPL). The launch of Imara in early 2015 is dream come true for Shraddha, a fashion aficionado herself who always wanted to create her own fashion line. Providing creative direction in terms of the design and the overall look of the collection, Shraddha has experimented with ethnic designs, offering a refreshing touch on fashion, for the young and the stylish.

THE BRAND CONCEPT

Imara is a modern Indian adaptation of classics themed across eight stories - Blue Pottery, Mughal, Spring Blossom, Damask, Monochrome, Lucknawi, Indigo and Boho. The brand is a seamless blend of fashion and mystique that brings together the elements of ethnic and chic designs. Imara is a fusion word which means strong and resolute for - a powerful, independent woman. The clothing line is meant for the woman of today who believes in writing and starring in her own stories, taking charge of her own life, in her own way.

THE CELEBRITY EFFECT

The multi-talented Shraddha Kapoor has starred in films like Aashiqui 2, Ek Villain, Rock On II, earning her a huge fan base. Her sense of style - subtle, easy yet elegant - mesmerizes one and all. Mostly seen in clean-cut designs combined with strong prints, her garments perfectly complement her petite figure and add to the felinity and the delicate beauty that she perfectly portrays. Her signature looks, generally comprise of neatly done hair, well-fitted silhouettes with minimalistic jewellery and glossy yet unostentatious make-up. With Imara, Shraddha shares her sense of style with her fans and admirers. The brand's collections are inspired by her persona making the lines an extension of herself.

PRODUCT PORTFOLIO

The brand has collections in tops, bottoms, accessories, jackets, sets and sweaters. The product portfolio includes short tops, kurtas, kurtis, kaftans, tunics, boleros, dresses, ponchos, knit churidars, patialas, palazzos, leggings, skirts, dhoti pants, shorts, trousers, capri, stoles, shrugs, jumpsuits, sweaters and so on.

CURRENT SPREAD

Apart from its exclusive brand stores in select cities, Imara also sells through Shoppers Stop stores across India. In the e-commerce space, the brand is available on its own website Imara.in and partner fashion portals, Myntra and Jabong.

EXPANSION PLANS

USPL is looking to further expand the retail horizon for Imara. Alongside exclusive stores, the brand plans to ramp up its presence by partnering with other large-format retailers and known regional multi-brand retailers also.



IMARA

A REFRESHING TAKE ON TRADITION

AN ACTRESS AND SINGER, SHRADDHA KAPOOR IS ALSO A FASHION AFICIONADO. EXPANDING HER CREATIVE BOUNDARIES FURTHER, THE TALENTED DIVA HAS TURNED DESIGNER WITH HER OWN FASHION BRAND 'IMARA'. CATERING TO YOUNG, STYLISH WOMAN OF TODAY, THE BRAND IS A CONTEMPORARY ADAPTATION OF TRADITIONAL INDIAN WEAR.

MS. TAKEN

BREAKING TRADITIONAL MOULD

BOLLYWOOD'S BUDDING ACTRESS AND STYLE ICON KRITI SANON'S SIGNATURE WESTERN WEAR LINE 'MS. TAKEN' CELEBRATES BOLD AND CAREFREE YOUNG WOMAN OF TODAY. THIS HOMEGROWN CELEBRITY FASHION BRAND IS LOOKING TO CARVE ITS OWN NICHE IN INDIA'S WESTERN WEAR MARKET.

Founded in 2016, Ms. Taken is a signature women's western wear line by Bollywood diva Kriti Sanon. For her maiden fashion venture, Sanon has collaborated with Universal Sportsbiz Pvt. Ltd. (USPL), which also has other celebrity brands Wrogn and Imara. She has worked closely with the brand's design team to curate her line. While launching her label, Sanon was quoted as saying that there are days when she simply wants to pair up a classic white tee with blue jeans and, for her, that is fashion. Ms. Taken is also a reflection of her sense and style. Though the women's western wear segment in India is fairly challenging, the brand aims to offer a strong and compelling proposition.

THE BRAND CONCEPT

A youth-oriented fashion line, Ms. Taken is for the bold and carefree woman of today. True to its tagline, "Life isn't serious. Live a little. Be #MsTaken", the brand epitomizes the young, self-assured and independent Indian woman who expresses her individuality and walks her own path. The brand, with its premium, progressive and carefree positioning, offers affordable western wear attuned to Indian sensibilities. It recreates a women's wardrobe for every day as well as special occasions.



THE CELEBRITY EFFECT

Starting out as a model, Sanon made her acting debut with southern films and eventually landed in Bollywood. With noted Hindi flicks Heropanti, Dilwale, Bareilly Ki Barfi under her belt, the gorgeous actress has also garnered much attention for her brilliant sense of fashion that has catapulted her to style diva status. Many young girls and women identify with her fashion philosophy that is effortless yet sophisticated. Her apparel line finds favour among the young, style-savvy and confident women who love wearing western outfits.



PRODUCT PORTFOLIO

The brand offers a broad assortment of casual and semi-formal women's wear with categories including tops, tunics, dresses, trousers, jackets, denims and more. The collections are eclectic and vibrant, exuding the brand theme in cuts, styles, silhouettes, fit and colours.

CURRENT SPREAD

Currently, the brand is available in shop-in-shops format in select Shoppers Stop stores. It is also available online on fashion portal, Myntra and Jabong.

EXPANSION PLANS

Ms. Taken has completed one year. USPL is now also looking at having exclusive brand outlets for Ms. Taken and scouting for the right property to open the brand's flagship store.





WROGN

SO FAR, SO RIGHT!

WHEN NOT ON THE FIELD, FIREBRAND INDIAN CRICKETER VIRAT KOHLI EFFORTLESSLY TRANSFORMS HIMSELF INTO ONE DAPPER MAN WITH A GREAT SENSE OF STYLE. HE FORAYED INTO THE FASHION INDUSTRY BY LAUNCHING HIS MENSWEAR BRAND 'WROGN' IN 2014, WHICH HAS TURNED OUT QUITE A SUCCESS.



Indian cricket youth icon Virat Kohli forayed into the fashion industry by launching his own menswear brand 'Wrogn' in partnership with Bengaluru's Universal Sportsbiz Pvt. Ltd. (USPL). Started in November 2014, Wrogn has swiftly established itself as one of the fastest growing Indian youth brand, with notable offline and online presence in India. States Virat Kohli, the co-owner/curator of USPL's brand Wrogn, "I am keenly looking forward to taking Wrogn to all the right places in India and beyond. I have always believed that Wrogn was the right decision for me."

THE BRAND CONCEPT

Wrogn is a break-away youth fashion brand which is inspired by the distinctive sense of style and the youth appeal of cricketing genius, Virat Kohli, and as such, it reflects his brand personality. The brand is targeted towards open minded and progressive young men, who like to make their own choices in life. Conceptualised by

Virat in collaboration with brand's design team, the collections are made with particular focus on fit and style. Wrogn is experimental in its ethos and product philosophy and encourages the male youth to question the status quo around them. Quintessentially quirky, the brand strives to give consumers good quality, keeping it affordable.

THE CELEBRITY EFFECT

Known for his on-field flamboyance, Virat is also fond of wearing good clothes and styling himself well off-field. He effortlessly transforms himself into one dapper man with a great sense of style. Wrogn, as such, is an extension of Virat's bold and dynamic personality which is expressed in each piece of clothing. In the nutshell, the brand is not only backed by Virat but its design philosophy is deeply rooted in his personal taste in fashion and style preferences. Riding on his distinctive sense of style and enormous youth appeal, Wrogn is set to

evolve into a big, consistent and trustworthy brand.

PRODUCT PORTFOLIO

The brand's product range is as diverse as shirts, t-shirts, joggers, shorts, trousers, jeans, sweatshirts, sweaters and shoes. The brand's funky philosophy is translated through trendy design quirks.

CURRENT SPREAD

Wrogn has recently expanded into the northeast market with its new stores in Siliguri and Guwahati. The brand now has 15 exclusive stores located in cities like Mumbai, Bengaluru, Hyderabad, Nagpur, Bilaspur, Vijayawada, Guwahati, Baroda and Siliguri. In addition, the brand is also retailed via Shoppers Stop stores besides being available online on its own website, Myntra and Jabong.

EXPANSION PLANS

Continuing to expand in the home market, the brand is now looking to spread its wings overseas also.






TM



SKECHER STREET™
LOS ANGELES

 [skechersindia](https://www.skechersindia.com)

For Franchise enquiries contact
manish.chandra@skechers.com
M: 9987034134

YWC

STYLE WITH CONSCIENCE



DEBONAIR STAR CRICKETER YUVRAJ SINGH'S PERSONAL TRYST WITH CANCER LED HIM TO SET UP AN NGO FOR CANCER AWARENESS. TAKING A CONSCIENTIOUS TAKE ON FASHION, HE ALSO WENT ON TO LAUNCH HIS OWN SPORTS LIFESTYLE BRAND 'YWC' THAT GOES BEYOND BUSINESS TO SUPPORT THE CAUSE.

India's star all-rounder Yuvraj Singh, known for his sporting prowess, has turned entrepreneur. The launch of his own clothing brand 'YWC' in September 2016 marked his entry into the business of fashion. The brand is born out of Yuvraj's personal journey through cancer that led him to start YouWeCan, an NGO, particularly for cancer survivors and patients. The objective of starting the fashion label was to ensure steady funding for the initiative and make it self-sustaining. Deeply involved in the creation of YWC label, Yuvraj has joined hands with Mumbai-based Suditi Industries who will license, and manufacture the brand.

THE BRAND CONCEPT

YWC is positioned as the homegrown premium sports lifestyle brand that includes lifestyle and fashion apparel for kids to adults. The brand conceptualised around Yuvraj's philosophy of 'Live, Dare and Inspire' incorporates the urban silhouettes and techniques to keep wearer's fashion game on point. Products are made from high-quality material with focus on innovation in production

and design. A part of the sale proceeds gets donated to YouWeCan foundation.

THE CELEBRITY EFFECT

Immensely popular among sports lovers, Yuvraj is recognized for his dashing and matured looks, which in turn, are accentuated by his dressing sense. YWC combines futuristic designs with a sporty style, underlining his signature style statement. The brand finds favour among dedicated fans as well as fashion-forward shoppers who admire his sense of styling. The first year into its operations, YWC fashion label had registered a top line of ₹ 10 crore in the financial year 2016-17.

GETTING WIDER RECEPTION

The core of the brand YWC is Yuvraj's own journey through a dreaded disease and coming out victorious. His daring, inspiring, spirited attitude and persona is endearing to people from all walks of life. The brand's key purpose is to nurture his philanthropic endeavours and it seeks to engage a larger audience to support, therefore. Nonetheless, the brand is for everyone who loves its products and styling.



PRODUCT PORTFOLIO

YWC is available in two different product lines -The Gold Line and The Core Line. The former features a designer wear by Shantanu & Nikhil, whereas the latter is a trendy activewear for everyday life. The brand offers an assortment of topwear and bottomwear for men, women and kids, with the bulk of collections targeted at men. The YWC Kids collections and accessories are the recent addition to the brand's wide portfolio.

CURRENT SPREAD

The brand is retailed offline across over a 100 store touch points. Its first-ever standalone outlet opened in Varanasi in August 2017. In online space, the brand is available on Myntra and Jabong besides its own portal, ywcfashion.com.

EXPANSION PLANS

YWC Fashion plans to roll out some more across key cities and ramping up its online presence. Eventually, the brand plans to expand nationwide.



FASHION

RETAIL

2017 FASHION WRAP UP

Simon's Pick

>> GLOBAL BRANDS
THAT ENTERED INDIA

>> INDIAN FASHION
BRANDS DEBUTS

>> MAJOR BRAND
EXTENSIONS

SPOTLIGHT ON
INDIAN DESIGNERS

Contents

'17

87-176

2017 FASHION WRAP-UP



DESIGNER MOVES:

2017 - THE YEAR THAT WAS

A wrap up of how Indian designers unleashed their creative extraordinaire and also impacted the global fashion arena.

Pg No. 90-98

GLOBAL BRAND LAUNCHES

THE GLOBAL BRANDS THAT ENTERED INDIA IN 2017

India continues to attract new global brands. We take a look at the most significant ones that have entered the Indian retail space in the year 2017.

- 102 **Simon Carter** by Aditya Birla Fashion and Retail
- 104 **Bally** by Reliance Brands Limited
- 105 **Kate Spade** New York by Reliance Brands Limited
- 105 **Scotch & Soda** By Reliance Brands Ltd.
- 106 **Mango** By Myntra
- 107 **Espirit** By Myntra
- 108 **Little Mac** By Myntra
- 110 **Selected Homme** By Bestseller India
- 111 **Junarose** By Bestseller India
- 112 **Fruit of the Loom** By Oban Fashions
- 113 **Miniso**
- 114 **Onitsuka** By Asics India Pvt. Ltd
- 116 **Springfield** By Tablez India
- 117 **Women's Secret** By Tablez India
- 118 **Under Armour** By Amazon
- 119 **Juicy Couture** Watches By Amazon
- 119 **Steve Madden Jewellery** By Amazon
- 120 **Luminox** By Helios Watch Store
- 121 **Elle Homme** By Renfro India

FDI APPLICATIONS

WHO IS COMING IN NEXT? IMPACT OF THE NEW LANDSCAPE OF SINGLE BRAND FDI IN RETAIL

A look at the impact that the recent reforms in FDI in the single brand retail trading sector and which are the new international players applying to enter India.

Pg No. 122-124

INDIAN BRAND LAUNCHES

INDIAN FASHION BRANDS LAUNCHED IN 2017

A look at some of the key Indian Brands that were launched in 2017 along with their respective positioning and strategies.

- 128 **ALCIS**
- 130 **STYLE QUOTIENT JEWELRY** by BEING HUMAN
- 131 **BERLEIGH**
- 132 **METRONAUT** by FLIPKART
- 133 **DIVASTRI** by FLIPKART
- 133 **ANMI** by FLIPKART
- 134 **GAME BEGINS**
- 135 **GLAMOUR MAFATLALS**
- 136 **JUST SCARVES**
- 138 **LINGERIE SHOP**
- 139 **MOM'S LOVE**
- 140 **OPTEES** by MADAME
- 141 **ROCK IT** by MONTE CARLO
- 142 **STEELE** by CHUNMUN
- 147 **WOOPA** by DA MILANO
- 148 **WOODS** by WOODLAND
- 149 **XYXX**



REPORT

CLICK TO BRICK: FLIPPING THE SCRIPT

A new wave of born and bred online retail brand are now concentrating on establishing their physical presence. We find out why.

Pg No. 150-153

INNOVATION

MYNTRA INCUBATION & ACCELERATOR PROGRAMS

The e-commerce giant is looking at forging strategic partnerships to accelerate the growth of local brands through technical know how, analytics and branding support from Myntra.

Pg No. 154-155

MYNTRA.com



2017 FASHION WRAP-UP



INNOVATION

LIVA PROTEGE TIES UP WITH AMAZON FASHION

Liva's one of a kind strategic alliance with Amazon will allow Liva Protege winners to showcase their collections exclusively on The Designer Boutique at Amazon.in.

Pg No. 156-157



BRAND EXTENSIONS

MAJOR BRAND EXTENSIONS IN INDIA

We find out what exactly is driving the extension ideologies in India today and showcase some of the interesting brand extensions of 2017.

- 160 **BE DESI** by NEERU'S
- 161 **URBAN F3** by BLACKBERYS
- 162 **PLATINA** by CAMBRIDGE
- 164 **CHIC** by CHAITALI BIPLAB
- 165 **FILA** ICONICS
- 166 **GENX STYLE INNERS**
- 167 **HAPPY SOCKS BOXERS & LOUNGERS**
- 168 **HORRA**
- 169 **LYRA INNER WEAR**
- 170 **MOON WALKER**
- 173 **N1 ACTIVE** by NUMERO UNO
- 174 **ONN PREMIUM WEAR**
- 175 **RELIANCE JEWELS KIOSKS**
- 176 **WOODLAND INNER WEAR**



N1 ACTIVE



JEANSWEAR | FOOTWEAR | ACCESSORIES

N NUMERO UNO
THE REAL DENIM

For enquiries contact: 0124-4555222, Extn: 333. | www.numerounojeanswear.com



Tarun Tahliani



Nakita Singh @ INIFD Gen Next at LFW SR 17



Manish Malhotra

2017 THE YEAR THAT WAS

A wrap up of how Indian designers unleashed their creative extraordinaire and also impacted the global fashion arena.

-By Meher Castelino



Rohit Bal



Manish Arora



Pallavi Singh



Pallavi Singh

2017 was an exhilarating year for fashion. From bright new names on the scene to awards in the West and collections for foreign audiences, Indian designers pushed their creativity not only into the domestic market with numerous fashion weeks but also the global scene. The most important fashion weeks were still Amazon India Fashion Week in Delhi organized by the Fashion Design Council of India and the Lakmé Fashion Week organized by IMG Reliance and Lakmé. The rise of resort wear gave the India Beach Fashion Week enough impetus to go into a bi-annual programme with its fifth edition in 2017.

Gen Next Makes An Impact

The rising new designers for 2017 were from the Gen Next shows at Lakmé Fashion Week Summer/Resort and Winter/Festive 2017:

Pallavi Singh - An Indo-Japanese Fusion

Noida's Pallavi Singh presented her label ARCVSH with a collection quaintly called "Tokyo-Delhi". The obvious inspirations were Indian and Japanese but it was the Japanese hand embroidery called Shashiko, very similar to India's Kantha and the hand block printing that was the cynosure of the creation. With indigo as the colour base and a fusion of cotton and Chanderi, the separates were a feast for the eyes.



Nakita Singh @ INIFD Gen Next at LFW SR 17



Gen Next Poochki

Nakita Singh - Contemporary Quirky Styles

Featured in several fashion magazines in India and New York, Nakita Singh, Kolkata's new fashion star unveiled her collection "Outline" that was inspired by the outline forms of doodle and art. With nature as the theme, Nakita started with black/white creations and used embroidery on natural fabrics like Khadi and linen to present a cool, comfy, summer look. Maxi shirts were highlighted with black outlines on the bodice and cuffs, while the black/white jackets were great eye-catchers when teamed, layered and fringed with white midis.

Ishanee Mukherjee And Anirudh Chawla - Feminine Fashion Fantasy

Ishanee Mukherjee and Anirudh Chawla ensured that their label "Poochki" focused not only on Indian textiles and handcrafts but also projected their imaginative fauna prints with block carving and printing. The Delhi based designing duo projected the conservation of animals through the medium, which was at times inspired by the Orient. Sheer and opaque fabrics in pastel hues of light grey, pale blue and white were turned into relaxed drawstring pants, cropped tops with billowy layered printed sleeves and pretty, printed sheer summer dresses.



Soumodeep Dutta – Reverse Fashion Statements

Multi-award winner, Soumodeep Dutta was the star student of NIFT Kolkata and called his collection “Connecting Link”, which had a spiritual flavour that aimed to understand the basics of the Supreme Power. Presenting an innovative line of garments inspired by sari drapes, Soumodeep ensured that there was amazing continuity in the design sensibilities. Hence the versatile garments’ backs often turned into the fronts and visa-versa. The designer allowed the wearer complete freedom and encouraged creativity to change the shape and silhouette as per one’s desire.

Resham Karmchandani And Sanya Suri – Sustainable And Gender Fluid

“The Pot Plant” label by Resham Karmchandani and Sanya Suri believed in the dictate – fuss-free fashion with zero waste through up cycling. The silhouettes were crisp and linear with natural fabrics, which turned the garments almost into a second skin. The collection called “Beyond the Binary” was a gender fluid line with anti-fit as the basis of the silhouettes. Using pure cotton in fresh staple shades, the neutral cuts along with hand embroidered floral motifs were ideal for the steamy months. The men’s and women’s wear moved seamlessly through the show and could be interchanged by the wearers.

Akshat Bansal – A Traditional/Contemporary Blend

It was an amalgamation of techniques learnt from design gurus like Tarun Tahiliani, Dolly J, Bada Saab, Cad and the Dandy London that Akshat Bansal brought on the ramp with his label ‘Bloni’. The inspiration was unconventional – the snow clad mountains and science of nature that was cleverly recreated in a black/white monochrome look. Crochet as well as tie-and-dye gave an androgynous depth to the ombré loose Bermudas, kurtas, shirts and churidars. The fabric choice was a mix of Chanderi with Italian crêpes that turned the traditional and modern textiles into contemporary western silhouettes.

Deepak Pathak – Stylish Study In Techniques

With a thorough grounding in fashion from experts like Sabyasachi Mukherjee, Manish Malhotra and Patine, Deepak Pathak’s ‘Integument’ line was a stylish study in techniques like jacquard knitting and flock printing. Using a variety of fabrics - felt, wool blends, twill suiting and knitted tulle - the collection inspired by Bengali fishermen had clever drapes, twists, tucks and sharp tailoring. The clean, fuss-free silhouettes were highlighted only by black and grey but were further embellished with doodled artworks. Long-sleeved maxis moulded the body with sashes, while the sensuous shapes added to the feminine appeal of the ensembles.

IMAGES Business of Fashion





Gen Next-Suniram For Anaam



Gen Next - LFW SR 17



Gen Next - LFW SR 17



Gen Next - LFW SR 17 Saaksha And Kinni



Gen Next - LFW SR 17 Saaksha And Kinni

Sumiran Kabir Chawla – Fierce Fluid Fashion

Sumiran Kabir Chawla's 'Anaam' label, was inspired by 'Sonagachi' Kolkata's Red Light District. It was a look that evoked visions of rampaging warriors' army in flowing uniforms. Here was a strong, fierce, nameless, ageless, genderless, line of clothing that could move seamlessly from HIS to HER wardrobe. Using a mix of ingenious draping and pattern making techniques that ensured zero fabric wastage, the wool and wool blends were turned into black toga like maxis, unstructured midis and shawl covers.

Shenali Sema And Rinzin Lama – Oriental Visions

The label 'Untitled Co.' by Shenali Sema and Rinzin Lama has had the honour of an original design technique and concept selected by the globally renowned label Kenzo. Having worked with designers like Varun Sardana, Anna Sui, New York, Morphe as well as Reliance Retail and Creative Impex, the designing duo presented interesting embroidery techniques coupled with clever fabric manipulation that brought to the forefront the nostalgic Japanese print making art. Using treadle embroidered, single stitch technique, along with cutwork and heat-set micro pleating, the result was a feminine look. In addition, it was the double softened, washed, grainy, polyester, georgette, embellished with hand embroidered knotting technique on cotton mesh that added pizzazz to the garments.

Saaksha Parekh And Kinnari Kamat ww– Understated Glamour

The 'Saaksha and Kinni' label by Saaksha Parekh and Kinnari Kamat presented 'Amourage', which was a symphony in chiffon and Chanderi that merged beautifully with metal woven sheets and was highlighted with thread and cut work. Inspired by the life of Tomoe Gozen the 12th century warrior woman whose feminine Samurai attitude was a blend of grit, tenderness and grace along with temerity, the rigid stripes over dazzling creations were the designing pair's apt offering. Swirls of feminine navy sheers were dappled with delicate floral blossoms for a feminine maxi.

Global Accolades

Neeta Lulla created a fabulous ensemble for the First Daughter of the USA when Ivanka Trump visited India in November. The pioneering designing duo Abu Jani and Sandeep Khosla besides dressing up the doyen of Hollywood Dame





IFS 2017 presented by Mercedes-Benz India



Karishma Shahani Khan at IFS 2017



IFS Ragini Ahuja at IFS 2017



IFS 2017 Winners 2017



Ujjawal Dubey at IFS 2017

was an ode to one of India's most iconic pastoral nomads, Rabaris who are pre-dominantly based in Kutch. For Kaleekal by Alan Alexander Kaleekal, the Pastoral Community Inspiration was from Todas of Nilgiri Hills, South India. Ikai by Ragini Ahuja drew inspiration from the Pastoral Community in Drokpa, Ladakh northern India. PELLA by Priyanka Ella Lorena Lama was inspired by Lachen and Lachung tribes, Sikkim, North-East India. Antar-Agni by Ujjawal Dubey was inspired by the Van Gujjars, and Himalayas.

Jaspreet Chandok, Head of Fashion, IMG Reliance said, "Through initiatives such as the International Fashion Showcase 2017 we will present India's emerging talent on prestigious international platforms for global exposure. This victory showcases the true power of the young Indian designer mind that is breaking pre-conceived notions on Indian Fashion in the world."

IMG Reliance and British Fashion Council also gave three emerging Indian designers an opportunity to enhance business at London Fashion Week in September 2017. It was the first time that Indian designers participated at the Designer Showroom. The three award winning designers, Karishma Shahani Khan, Ragini Ahuja of Ikai and Ujjawal Dubey of Antar Agni, got a chance to experience the business happenings at an international platform.

Judi Dench also had their collection in the windows of Fenwick on Bond Street during Christmas. Designers Rohit Bal, Anamika Khanna, Krishna Mehta, Amit Aggarwal, Manav Gangwani, Ragini Ahuja, Riddhima Kapoor Sahni, Dhruv Kapoor, Varun Bahl and Prasenjit Das compiled a goodie bag for Justine Bieber and his mother during his visit to Mumbai comprising bomber jackets, shirts, embellished Indian instruments, shoes and jewellery.

IMG Reliance Initiatives

2017 was a great year for Indian fashion globally. The "Best Country Award" was won by India after beating 25 nations for an exhibit curated by IMG Reliance at the International Fashion Showcase during London Fashion Week at Somerset House. To celebrate India-UK Year of Culture 2017, IMG

Reliance in partnership with 6Degree and supported by Etihad Airways and British Council presented 'The Indian Pastoralists' – a special sustainable fashion exhibition.

The five designers were selected based on their contemporary Indian aesthetic that offered a global appeal. Each of the five designers created special looks that represented 'The Indian Pastoralists' theme conceived by IMG Reliance and aligned to the global theme of IFS in 2017 - Local/Global. The five Indian designers' creations drew inspiration from the multi-faceted ethnic lifestyles of India's nomadic pastoral communities. Their collections interpreted the deep heritage of Indian textiles and handlooms for a global audience.

For [KA] [SHA] by Karishma Shahani Khan the inspiration for the exhibit





Rahul Mishra



Nachiket Barve

Woolmark International Regional Winners

Every year Indian designers have been making a mark on the international fashion scene with the International Woolmark contest. It started with Rahul Mishra winning it in 2015 for his women's wear and then Saket Dhir in 2015-16 for men's wear. After that Nachiket Barve and Zubair Kirmani scored in the Regional contest in 2016. For 2017-18 Regionals it was Ujjawal Dubey's label Antar Agni that won in Dubai with his dove grey layered and draped men's wear collection inspired by India's Rabari people. Ruchika Sachdeva with her Bodice label won the women's wear spot with her hand-spun fabric mixing it with paper yarn along with Kantha embroidery.



Rahul Mishra



Nachiket Barve

The Sabyasachi Mukherjee/Christian Louboutin Combine

Another great East/West collaboration occurred between India's heritage fashion revivalist Sabyasachi Mukherjee and Christian Louboutin, the footwear designer with the iconic red shoes' soles. The pair announced the launch of men's, women's footwear and small leather goods designed from handcrafted sari fabrics created by India's ace designer.

Louboutin is keen on presenting to the world the luxury of Indian expertise; while Mukherjee wants to creatively marry couture with Indian craft. For women there is an exotic pair of thigh high boots with highlights called Tall and Deep; while for men there is the Dandelion Loafer - a Louboutin favourite but this time with an embroidered toe cap dreamt up by Mukherjee. An evening bag called Piloutin resembles a cute pillow designed from Mukherjee's sari ribbons and a Poupette handbag charm will adorn the bags.

Gaurav Gupta's International Haute Steps

Delhi's master of sculpted garments Gaurav Gupta launched his first unisex perfume 'Again' in November 2017 but earlier he tied up with New York based shoe designer Chloe Gosselin to create a shoe called 'Opia' that will retail at Level Shoes the 96,000 sq. ft. multiband show haven in the Dubai Mall Dubai. The shoe design perfectly reflected the Avant Garde style of Gaurav.

Anita Dongre Takes The Big Apple By Storm

Designer Anita Dongre moved speedily up the fashion ladder of success in 2017. She became the first Indian designer to open a flagship store in the Big Apple at Soho in August 2017. It was her 'Grassroots' label, which was launched in 2015 in India that created a stylish stir amongst the fashion followers in New York. The 1,500 sq. ft. store is housed in the historic 1890 Romanesque Revival building.

Anita also ensured that global royalty were dressed in her creations. Last year The Duchess of Cambridge wore



Anita Dongre at FDCI India Couture Week 2017



Anita Dongre at FDCI India Couture Week 2017





Cpm -Rohit+Rahul



AKAARO



Cpm - Tanieya Khanuja



CPM - EKA



Padmavati

Chauhan, Pratima Pandey, Tanieya Khanuja and Rina Singh of EKA had a great show on the ramp. Meera Mahadevia, Nidhi Yasha, Ashlife, Nitin Bal Chauhan, Rimi Nayak Pranami Kalita, Amit Wadhwa and Shweta Kapur of the label 431-88 displayed their collections to an appreciative line of buyers.

Of course Rahul Mishra has been a constant at the Paris Fashion Week for several seasons and in 2017 his Fall collection called “Handmade in India” and his Spring/Summer 2018 line called “The Fourth Dimension” won him global accolades that have turned him into India’s most recognized designer in the West retailing at top fashion stores around the world.

her pretty pink and pale green block printed midi during her visit to India. In November 2017 Queen Mathilde of Belgium during her Indian tour sported the UKPounds 445 sequined Chanderi cotton deep blue and gold maxi from the ‘Tree of Love’ collection.

The European Impact

Pushing the Indian fashion juggernaut into Europe the Trade Promotion Council of India with the support of the Ministry of Commerce and Industry organized the India Pavilion in August at the Collection Premier Moscow show where designers Rohit Gandhi and Rahul Khanna, Priyadarshini Rao, Gaurav Jai Gupta of Akaaro, Samant

Bollywood And Fashion

One of the biggest fashion happenings was probably the designing of the costumes for “Padmavati” the magnum opus by Sanjay Leela Bhansali and this assignment was handed over to designers Rimple and Harpreet Narula who did a splendid job of dressing the lead stars in the role of Rani Padmavati, Allauddin Khilji and Maha Rawal Ratan Singh. The costumes were researched carefully and are opulent and grand, befitting the spectacle of the movie.



Madhu Jain Ikat



Wendell Rodricks



Wendell Rodricks

When Wendell Rodricks handed over the reigns of designing for his label to Schulen Fernandes, his protégé did an admirable job. The “Cubic Rose” collection had the Rodricks inspirations; while the “Indigofera” line confirmed that Schulen was firmly set in the ethos of the label. The “aLL-Primero” collection for aLL—the Plus Size Store further proved that Schulen Fernandes was a designer to watch out for.

Sanjay Garg’s “The Cloud People” had a fantastic venue - The Royal Opera House and his collection was just perfect with lavish use of Chikankari silks and brocades for clothes that had the traditional touch with a western sensibility.



Sanjay Garg



Rohit Bal



Tarun Tahiliani

Anita Dongre stunned the fashion lovers with her Grand Finale collection called “Liquid Gold” in February comprising ethereal white chikankari creations displayed in the magical surroundings of the Bandra Fort. On the other hand she dazzled with her Couture Week Collection called “Tree of Love” with lavish Gotta work for the bridal wear.

Rohit Bal’s “Khush-Posh” collection was a study in intense craft that could only be viewed with great reverence and would be treasured for decades by the wearers.

Tarun Tahiliani has been a constant creator of grand couture creations; as well as stunning Red Carpet ensembles. His “Tarkanna” line was pure extreme haute couture; while his “Chashme Shahi” collection was a symphony of fusion and draped garments.

Sunita Shankar returned to the ramp after a decade but her collection “Beyond Tradition” was a masterpiece in Indian crafts with Bandhani being in the forefront.



Sunita Shankar



Sunita Shankar

Eye-Catchers In 2017

There were memorable collections that created an impact on the ramp at fashion weeks taking the designers’ creativity onto a firm upward graph.

Madhu Jain the Queen of Ikat once again proved that research and years of dedication pays when she presented her Bamboo-silk fibre collection. The natural hues of the fabrics turned her ethnic garments into heirlooms that will be cherished for several years.





Gaurav Jai Gupta's Akaaro label brought "Irreverence" to the ramp with blends of steel, wool and silk for creations that offered a unique look for silhouettes.

Anavila has moved smoothly up the fashion ladder from linen saris to garments that speak of a very sustainable fashion story so her collection "Blur" favouring black was a dramatic presentation.

Manish Arora celebrated his 10 years on the Parisian ramp with a futuristic show called "Cosmic Love" that had all his quirky, kitschy, touches with unlimited dazzle not only for the clothes but also the makeup, hair, footwear and accessories.

It is difficult to fathom how Manish Malhotra can produce glitzy, stunning, collections month after month for dozens of shows in 2017. The Couture

Week collection called "A Sensuous Affair" and "Tales of Indulgence" left the audience breathless. Of course the unstoppable Manish showcased all over India as well as Dubai, and Kenya besides creating the costumes for the magnum opus stage musical Mughal-e-Azam and several Bollywood movies like Mom, Badrinath Ki Dulhania and Judwaa 2. While Sabyasachi may not have had a ramp show his bridal wear collections, which he displayed on Instagram, are the most followed and watched. The "Udaipur Collection" has got brides swooning after it; while his bridal jewellery - The Baroda Collection, Sabyasachi Collective and the Rani Sahib's Diamonds have mesmerized women.

Pearl Academy Of Fashion And Amazon India

A first of its kind tie-up between a fashion institute and an international

online fashion portal took place when the 25-year-old Pearl Academy of Fashion Delhi, Noida, Mumbai and Jaipur joined hands with "The Designer Boutique" at Amazon.in to showcase graduating students' and alumni's creations

Nandita Abraham, CEO, Pearl Academy, said, "For the last 25 years, it has been our constant endeavour to provide the best of platforms and opportunities to our students and help further their career goals. This opportunity will act as a Launchpad for young designers and alumni to showcase their creations at Amazon.in."

With such a power packed and exciting 2017 will 2018 be more fantastic, only time will tell!





The all new
Chic



CHIC[®]

W O M A N

Since 1987

Panties • Sleepwear • Loungewear

Avon Enterprises Tel: 92-23-604100 / 603100 Email: admin@avonenterprise.com www.chicwoman.in

SIMON CARTER

LONDON



THE GLOBAL BRANDS THAT ENTERED INDIA IN 2017

India's promising consumer ecosystem has bolstered its attraction as a top emerging consumer market. The nation, over the past few years, has opened its gate to some of the biggest brands in the fashion world and their success has continually enticed others to explore the opportunities. The Indian consumer market grew fiercely post liberalization. And, after the global financial crisis of 2008, while the world's major consumer markets – the US, Europe and even the Middle East – were reeling under immense pressure, the Indian market has not just been more stable but quite resilient. Naturally, it catches the fancy of foreign retailers and an increasing number of brands came forth to try their luck in the calmer Indian waters.

Apart from India's rapidly expanding economy and consumption boom, one of the foremost drivers that propelled the nation to this vantage is the government's continued support to relax FDI regulations in key areas of the retail sector. The UPA Government, since it came to power, has been concentrating to make India a much more open economy to the world, and has brought in radical changes to boost FDI and create a suitable climate for foreign investors. The measures seem to have borne some fruits, with India surpassing China and 29 other countries to top the 16th edition of Global Retail Development Index (GRDI) of 30 developing economies, for ease of doing business.

As expected, the big global fashion brands that enter India find comfort in partnering with major national incubators like Reliance Brands, Arvind Brands, ABFRL, Amazon, Myntra, etc. And these have been instrumental in facilitating the passage of the largest list of brands into India this year too. All, except Arvind Brands which had already announced that 2017 would be a year of consolidation and not of launches for them. While Reliance Brands helped the entry of brands like Bally, Kate Spade New York and Scotch and Soda, ABFRL brought in Simon Carter, and Amazon made available to the Indian consumers a slew of influential brands like Under Armour, Steve Madden and Juicy Couture. Espirit, that had exited the Indian market in 2012 after a lukewarm response has returned in partnership with Myntra. So too has Mango. Interestingly, Myntra will not only retail their products online but will also help the brands establish their offline presence. A select few brands have also entered India directly via their Indian subsidiaries, or found value in partners that can extend support across the value chain from manufacturing to retail.

In the following pages we feature some of the most significant fashion brands that have entered the Indian retail scene in the year 2017. Apart from these, the media was also abuzz with reports of the entry of a few other brands like Saucony, Bovet, Isaia, etc., who reportedly also launched themselves in India this year, but, unfortunately we failed to elicit their participation/confirmations by time of going to print.



SIMON CARTER

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

INDIAN PARTNER

Aditya Birla Fashion and Retail Limited (ABFRL) brings together the learnings and businesses of two renowned Indian fashion icons, Madura Fashion & Lifestyle and Pantaloons Fashion and Retail. ABFRL is India's No 1. Fashion Lifestyle entity with a combined revenue of ₹6,633 crores for FY17, growing at a

rate of 10 per cent and EBITDA of ₹476 crore for FY17 that has grown at 18 per cent over the last year.

GLOBAL RETAIL PRESENCE

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

PRODUCT BASKET

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



from classic wools and linens is best suited for the fast-paced lifestyle of a contemporary global man. The complete range, including the India collection is priced between ₹3,000 - ₹14,000.

INDIA SPECIFIC COLLECTION

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



"I'm proud to partner with Aditya Birla Fashion and Retail and so happy to bring authentic British style to India. I believe India suits Simon Carter and Simon Carter will most definitely suit India, with its high quality, witty and eclectic style of dressing for the modern Indian men,"

-Simon Carter,
Founder and Designer.

BRAND UPDATE

- > Parent Company: **SIMON CARTER LTD.**
- > Date of Launch of First Store: **SEPTEMBER, 2017**
- > Location: **PHOENIX MARKET CITY, KURLA, MUMBAI**
- > Total Stores: **3**



LONDON
BRIDGE

L3

Shirts | Trousers | T-Shirts | Denims

Exclusive Stores @ Asansol | Baruipur | Belgaum | Bhubaneswar | Burdwan | Chandannagar | Cuttack | Gangtok | Gorakhpur | Guwahati | Howrah
Jamshedpur | Kanchrapara | Krishnanagar | Kolkata | Namchi | Patna | Raipur | Sambalpur | Shyamnagar

Also available @ [MYNTRA.com](#) | [JABONG](#) | [flipkart](#) | [amazon.in](#) | [TRENDS](#) & other leading menswear stores

contact@turtlelimited.com | Follow us on [f](#) [i](#)

[www.londonbridge.in](#)

BALLY

Bally is a Swiss luxury brand established in 1851, anchored in an exceptional heritage of shoe-making. Bally was founded by Carl Franz Bally and his brother Fritz in the basement of their family home in Schönenwerd in the Canton of Solothurn, Switzerland. Bally is known for its cutting-edge design and engagement with contemporary architects. The idea was originated when he decided to buy a pair of lace-up booties for his dear wife in Paris. By the 1870s, the company was known all over the world as the leader and pinnacle of footwear industry. At present, the company is headquartered in Caslano, Ticino, Switzerland and has boutiques in almost all the major cities and countries across the world. Today the brand offers unique and vibrant designs across accessories, ready-to-wear and eyewear.

INDIAN PARTNER FOR BALLY, SCOTCH & SODA AND KATE SPADE NEW YORK

Reliance Brands Limited is part of the Reliance Industries Group. The company began operations in October 2007 with a mandate to launch and build international and domestic brand equity in the premium to luxury segment across apparel, footwear and lifestyle business.

PRODUCT PORTFOLIO

Bags, belts, shoes, jackets, and accessories are the main attraction and although the brand has a ready to wear line, its classic accessories were chosen to test the waters of the Indian market.

GLOBAL PRESENCE

As a heritage luxury brand, the brand is present in all the major cities and countries of the world China, Japan, Hong Kong, India, Malaysia, Vienna, Berlin, Hamburg, Munich, Ingolstadt, Dusseldorf, London New Bond Street, London Heathrow, Bicester, Hackney,



Manama, Kuwait, Olaya street in Riyadh, Abu Dhabi and Dubai, Atlanta, Beverly hills, Boston, Costa Mesa, Honolulu, Houston, Las Vegas, McLean and New York City.

FLAGSHIP STORE IN INDIA

Bally launched its first flagship store in New Delhi's renowned luxury shopping destination DLF Emporio Mall. The store has launched with 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. The New Delhi store incorporates 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.

BRAND UPDATE

- > Brand: **BALLY**
- > Parent Company: **JAB HOLDING COMPANY**
- > Indian Partner: **RELIANCE BRANDS LIMITED**

"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. Indian consumers are very discerning and have an appreciation for quality and craftsmanship, the demands for which Bally is perfectly suited to meet."

-Frederic de Narp, CEO, Bally.



KATE SPADE NEW YORK

It all started back in 1993, when Kate Brosnahan Spade, a former accessories editor at Mademoiselle, set out to design the perfect handbag. Debuting with just six silhouettes, she combined sleek, utilitarian shapes and colorful palettes in an entirely new way. and so Kate Spade New York was born. Women and fashion editors fell for the fresh, modern sensibility alike and the brand's first shop in New York city swiftly opened in 1996. As the company grew, its graphic approach and trademark wit created a visual shorthand for a brand recognizable

the world over. Today Kate Spade New York has grown into a global lifestyle brand, and aims to inspire colorful living through its range of handbags, apparel, jewelry, shoes, stationery, eyewear, baby, fragrance, tabletop, bedding and gifts.

GLOBAL PRESENCE

Apart from the USA and Canada, Kate Spade New York has its retail footprint across the world including Australia, Cambodia, Chile, France, Hong Kong, Indonesia, Ireland, Macau, Mexico, the Middle East, New Zealand, Phillipines, Saipan, Singapore,

Okinawa, Taiwan, Turkey, Vietnam, etc.

RETAIL PRESENCE - INDIA

Kate Spade New York was launched in India in April 2017 in DLF Emporio, Vasant Kunj and Select City Walk, Saket. The store's collections include handbags, small leather goods, shoes, jewellery, fashion, tech accessories, watches, eyewear and stationery from the brand's latest Spring 2017 collection, which has a Moroccan feel. It also is available online with selected e-commerce portals.



SCOTCH & SODA

Scotch & Soda has been around since the '80s, but the Amsterdam based fashion brand, as we know it today, originated in a brave new start in 2001, when three new owners joined forces and gave it a complete facelift. Today, the brand has become synonymous with unique styles driven by an infinite curiosity in the world and free-spirited, irreverent thinking. The brand's search for eclectic, worldly inspiration manifests itself in collections that mix

and clash eras, classics, places of inspiration; meshing unexpected fabrics and patterns. The stories in the collections - the sign of quality and craftsmanship. Men's, women's and children's collections are all created and crafted to the last button, stitch and detail.

GLOBAL PRESENCE

Scotch & Soda currently boasts over 160 mono-brand stores worldwide, more than 7,000 other sales points and a fully up to date online presence with and

integrated webstore, blog and social media

RETAIL PRESENCE - INDIA

Under the long-term master franchise agreement, Reliance Brands will set up Scotch & Soda stores in all major cities in India by 2017. As of now, the brand is present in Palladium Mall, Mumbai and Mall of India, Noida. Reliance will grow the brand through other channels of sale in India, such as ecommerce, travel commerce, and leading multi-brand department stores.





MANGO

Mango was founded in 1984 and is today one of the leading fashion groups in the world. Based in its city of origin, Barcelona, the company has an extensive store network of 2,200 stores (over 800,000 m²) in 110 countries. From its “El Hangar” Design Centre in Palau-solità i Plegamans, every year it designs 18,000 garments and accessories for wearing the season’s trends. The company, which owns the Mango Woman, Man, Kids and Violeta lines, closed 2015 with sales of 2.327 billion euros, representing a 15 percent increase on 2014.

GROUP HISTORY

Mango is an internationally famous multinational which designs, manufactures and markets women’s and men’s clothing and accessories. The brand is best known for dressing the modern, urban women for her daily needs. Mango bases its logistics on an in-house system which has developed progressively since the opening of its first store in 1984 until the present day, in which Mango has become Spain’s second largest textile exporter.

INTERNATIONAL RETAIL MAPPING

Mango currently has a total of 2,731 stores in 105 countries worldwide. Their expansion continues with the recent openings have taken place in cities of the stature of Tokyo, Beijing, Erlangen, Verona and New Delhi.

RETAIL STRATEGY

Mango’s expansion plan consists of 25 store openings in India over the next 5 years. Its first store was launched in October 2017 at Select Citywalk Mall, Saket, New Delhi, with the second store expected at Phoenix Mall very soon. To enhance the shopping experience, all Mango stores in the country will feature integrated inventory and the concept of Endless Aisle, enabling customers to browse the Mango collection on a tablet, check out product details and availability, and have goods from other stores delivered to their doorstep. Customers will also be able to skip queues at billing counters, using the Assisted Checkout feature on tablets.

PRODUCT PORTFOLIO

Mango’s offerings are in three differentiated lines - Casual, Suit-



“This is the beginning of an expansion plan in India that will cover the next 5 years. We have an excellent relationship with Myntra and their expertise has allowed us to reach virtually every corner of India and increase our customer base exponentially as a result.”

-Daniel López, Executive Vice President,

BRAND UPDATE

- > Indian Partners: **MYNTRA**
- > Date of opening first store: **OCTOBER 2017**
- > Where: **DELHI (SELECT CITYWALK)**

Evening, and Sport-M.N.G jeans. While casual features an informal collection to mismatch, the Suit-Evening collection offers a safe bet for a style that is both formal and very feminine, rising to special occasions with sophistication. Sport-M.N.G, the sport collection, marks the season’s trends, with unmissable fashion items. All the lines in the Mango collection can be combined with different accessories - shoes, bags, belts, costume jewellery.

OMNICHANNEL ACTIVATION

Myntra will now be responsible for managing Mango’s omnichannel presence including Mango.com, offline stores in the country as well as the brand’s presence on its own platform. Myntra’s position as the leading fashion and lifestyle destination with over 18 million monthly active users along with Jabong as well as its ability to use technology to create unique customer experiences helped establish it as the partner of choice for Mango. The move compliments Myntra’s offline strategy and will serve as a distinguishing platform by creating the right omnichannel experience for customers.



ESPRIT

Founded in 1968, Esprit is an international fashion brand that pays homage to its roots and expresses a relaxed, sunny Californian attitude towards life. Esprit creates inspiring collections for women, men and kids made from high-quality materials paying great attention to detail. All of Esprit's products demonstrate the Group's commitment to make consumers "feel good to look good". The company's "esprit de corps" reflects a positive and caring attitude towards life that embraces community, family and friends - in that casual, laid-back Californian style. The Esprit style.

GROUP HISTORY

Esprit is an international fashion brand that represents style and quality since 1968. Founded in San Francisco by Susie and Doug Tompkins, Esprit works on a basis of creativity and responsibility, fused with a sunny Californian attitude. Effortless style, authenticity and easy-going living are at the heart of the brand's philosophy. These positive values shine through at every level, from the laid-back tailoring to the made-to-last quality, use of natural materials and responsible production. Esprit's aspiration is to be the best casual fashion brand with an outstanding price-value proposition: capturing market trends and newness in colour, quality fabrics and shapes, and expressing them in the effortless, relaxed and comfortable Esprit style.

INTERNATIONAL RETAIL MAPPING:

Esprit has a presence in 40 countries with 761 directly managed retail stores and over 6,332 wholesale points of sale, including franchise stores and sales spaces in department stores, who share the company's quality standards and brand essence, with inspiring collections for women, men and kids. The Group markets its products under two brands, namely the Esprit brand and the Edc brand.

PLANS IN INDIA

As of now, Myntra retails a wide collection of Esprit apparel and accessories. But as part of the alliance, Myntra is also expecting to manage at least 15 offline stores across India for Esprit over the next five years. The brand will also be sold online on Myntra owned fashion retailer Jabong.

OMNICHANNEL ACTIVATION

Esprit has performed extremely well on Myntra's platform. This partnership will enable Myntra to leverage its data driven insights to establish and strengthen Esprit's omnichannel presence in the country. The move compliments Myntra's offline strategy and will serve as a distinguishing platform by creating the right omnichannel experience for customers.

"This partnership with Myntra shows our commitment to re-enter the Indian market in an innovative and ambitious manner. It is also a vital step to expand our business in high potential countries as planned."

-Jose Manuel Martínez,
Group Chief Executive Officer of Esprit,



BRAND UPDATE

- > Date of announcement of entry: **NOVEMBER 2016**
- > Date of opening of first store: **SEPTEMBER 2017**
- > Where: **MYNTRA & JABONG**
- > Store Format: **ONLINE**





LITTLE M.A.C



M·A·C (Make-up Art Cosmetics), a leading brand of professional cosmetics, was created in Toronto, Canada in 1984 and is part of The Estée Lauder Companies, Inc. The company's popularity has grown through a tradition of word-of-mouth endorsement from makeup artists, models, photographers and journalists around the world. M·A·C is now sold in 110 countries/territories worldwide. Little M.A.C is a new line of M.A.C products available in travel-ready sizes. This is the first time the collection is available in India.

PARENT COMPANY

The Estée Lauder Companies Inc. is one of the world's leading manufacturers and marketers of quality skin care, makeup, fragrance and hair care products. The company's products are sold in over 150 countries and territories under brand names, including: Estée Lauder, Aramis, Clinique, Prescriptives, Lab Series, Origins, Tommy Hilfiger, M·A·C, Kiton, La Mer, Bobbi Brown, Donna Karan New York, DKNY, Aveda, Jo Malone London, Bumble and bumble, Michael Kors, Darphin, Tom Ford, Smashbox, Ermenegildo Zegna, AERIN, Tory Burch, RODIN olio lusso, Le Labo, Editions de Parfums Frédéric Malle, Glamglow, By Kilian and Becca.

INDIAN PARTNERS

Myntra is India's leading platform for fashion brands and pioneer in

m-commerce play. Myntra has partnered with over 2000 leading fashion and lifestyle brands in the country to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pin codes across the country. With the largest in-season product catalogue, 100 percent authentic products, Cash on Delivery and 30-day Exchange/Return policy, Myntra is today the preferred shopping destination in India.

PRODUCT PORTFOLIO

M.A.C Cosmetics' new collection, Little M.A.C is a selection of M.A.C's favourite products available in travel-ready sizes. This is the first time the collection is available in India. Little MAC offers some of its classics in tote-able and airport-friendly size of 30ml or less, starting at ₹900.



"The Estée Lauder Companies India and M·A·C Cosmetics are delighted to partner with Myntra. M·A·C, is the prestigious makeup leader in India and with this association we are pleased to further expand our footprint and reach out to a larger consumer base across India. This business collaboration with Myntra will help in realizing our vision of making M·A·C easily available to all aspiring consumers."

-Rohan Vaziralli, General Manager, Estee Lauder Brands

BRAND UPDATE

- > Parent Brand: **ESTÉE LAUDER BRANDS**
- > Indian Partner: **MYNTRA**
- > Date of announcement of entry: **2017**
- > Date of opening of first store:
- > Where: **MYNTRA & JABONG**





FOR DISTRIBUTORSHIP , FRANCHISEE AND TRADE INQUIRES , CONTACT : 66612500 / 66662070
MOBILE : +918454881636 , E-MAIL : kamlesh@sgel.in , jyotsana@sgel.in , WEBSITE : <http://leaguefashion.com>

SHREE GINGER ENTERPRISES LTD.

Ginger House 3rd floor, Raghuvanshi mill compound, lower parel, Mumbai - 400013

(A KRISHNA GROUP PRODUCT)

BESTSELLER[®]

SELECTED HOMME

Established in 1997, Selected Homme is premium menswear fashion brand, with a strong focus on quality, premium fabric and fit. The brand is all about premium fabrics and classic styling with a strong focus on quality and epitomizes good taste in every shape and form within modern men's wear. The brand stands for a unique interpretation of the contemporary man, who is both individualistic and confident in his style. The collection complements the modern lifestyle and seamlessly adapts to the fashion preferences of young as well as mature men. The brand target consumer is a global traveller, urban and laid back cool man. He mixes and matches his existing wardrobe with the season's newcomers in order to create a distinctive, exciting look.

INTERNATIONAL RETAIL MAPPING

The brand has 2,700 branded chain stores across 38 markets worldwide and the products are sold in approx. 15,000 MBO's and department stores. Selected is available on online shops as well.

RETAIL MAPPING INDIA

Selected Homme launched its first store on the 5th of May 2017, at Palladium Mall, Mumbai and currently has 40 shop fronts, spread across 14,3992 sq.ft, in both metro cities and tier -II and -III locations such as Bhubaneshwar, Ludhiana, Jaipur and Vijayawada etc., that spreads out across the country. The brand is also present in the online space via Jabong and Myntra.

PRODUCT PORTFOLIO

Powered with three distinct philosophies - Identity, Indigo and Heritage, the brand offers superior styles for the evolved customer with impeccable sense of taste and quality. The collection appeals to fashion conscious men who have a keen sense of their personal style. Inspired by the original values of tailoring, the Identity line provides a sophisticated yet modern approach to stylish menswear where attention to detail and fitting is visible in every garment. A lasting impression of class and elegance is conveyed leaving behind a polished and refined look. Created around the colour Indigo and authentic jeanswear, this contemporary line includes a selection of

items, besides denim, that convey an edgy yet controlled style with a cool and tough attitude. A laid back and easygoing theme sets the tone for this Heritage line where refined, yet casual garments are made. Inspiration from vintage menswear is visible through the use of rugged and subtle designs, which convey a relaxed and contemporary look.

FUTURE PLANS INDIA

Bestseller India looks forward to expanding Selected Homme in India in a very aggressive manner. Globally, it has seen a very promising growth for the brand and hopes to replicate the same in India. For the next couple of years, it has planned to add around 15 shop fronts in multiple markets. It especially is looking forward to expanding in markets like Delhi, Pune and Kolkata.

×



BRAND UPDATE

- > Name of parent Company: **BESTSELLER**
- > Indian Partners: **BESTSELLER INDIA**
- > Date of opening of first store: **05TH MAY 2017**
- > Location: **PALLADIUM MALL, MUMBAI**





JUNAROSE

Junarose is a European plus size fashion brand that is dedicated to design for sizes 38 to 54. It is a fast fashion brand offering trendy and well-fitting clothes for the young, trend-conscious plus size woman. Each of the items in the collections are carefully tailored with flattering cuts and details ensuring that each style embraces the female silhouette perfectly. Key product categories are dresses, tops, jeans, bottoms, knit, outerwear and swimwear.

INTERNATIONAL RETAIL MAPPING

Junarose is present in 10 European countries as well as in the Middle East, India, North and South America. The brand can be found in independent stores, department stores chains as well as on online shops.



BRAND UPDATE

- > Name of Parent Company: **BESTSELLER INDIA**
- > Date of opening of first store: **1ST APRIL, 2017**
- > Location: **DLF PLACE, SAKET, NEW DELHI**

ABOUT BESTSELLER INDIA

Bestseller India currently has 195 exclusive brand outlets and is present in over 812 SIS in external multi-brand stores throughout India. The company markets and sells the five Bestseller brands Jack & Jones, Vero Moda, Only, Selected Homme and Junarose. Worldwide, Bestseller is present in 46 countries through more than 2,800 chain stores and 12,000 external multi-brand stores.

RETAIL MAPPING INDIA

The first shop front of Junarose was opened in DLF Place, Saket, New Delhi. Junarose is currently present in Mumbai, Bengaluru, Chennai, Delhi, Gurgaon, Ludhiana and Jaipur. The strategy at Junarose is to not to focus only on urban markets. The brand is also available on e-commerce portals like Myntra and Jabong.

PRODUCT PORTFOLIO

The AW'17 collection by Junarose is extremely stylish, feminine and internationally chic. Divided into 5 distinct looks – Campus Uniform, Luxurious Femininity, Folk Uniform and Warm Winter Coolness, the collection ensures that the plus size woman of today is spoiled for choice, no matter the occasion or her mood!

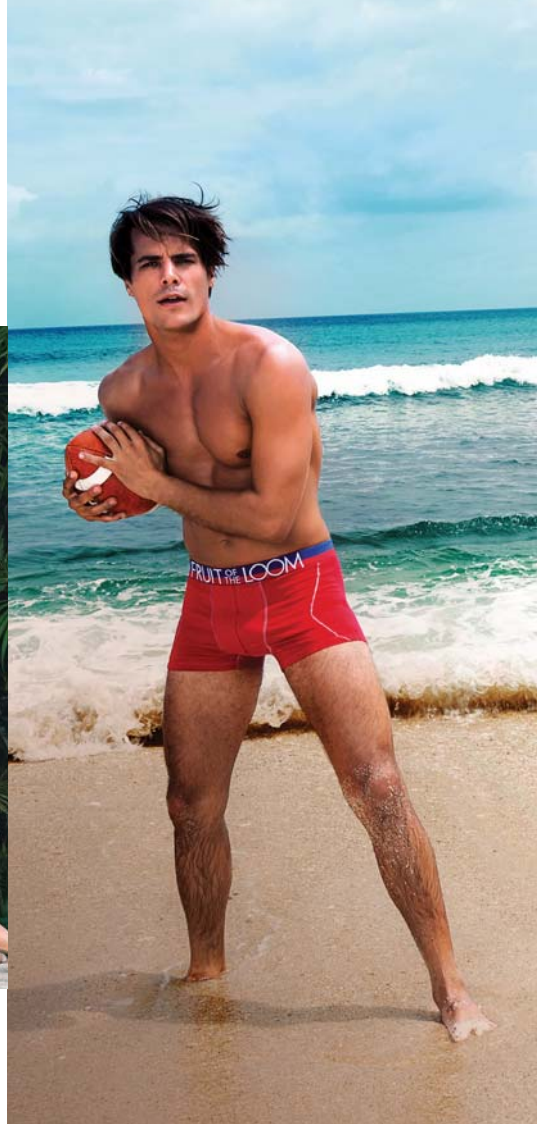
FUTURE PLANS FOR INDIA

The company has an exciting vision for Junarose in India. It wants to make the plus sized women switch from simply functional clothing to trendy fashionable outfits. Never compromising on quality and comfort, Junarose will continuously present a fresh take on seasonal trends and fashion must-haves.



FRUIT OF THE LOOM

Fruit of the Loom is one of the oldest brands in the world with the trademark being registered in 1871 which makes it older than even Coca Cola. The American brand is built on a foundation of high quality products based on iconic product design. All of this is delivered at a price that delivers great value. Fruit of the Loom is positioned as a family brand with products targeted towards the entire family. Robert Knight, the founder of Fruit of the Loom started the company in 1851. With growing recognition of the product, he registered the brand making it the 1st trademark registered in the American patent office. Fruit of the Loom gradually spread across Europe in the post world war years till 2001 when it was bought out by Berkshire Hathaway.



INDIAN PARTNERS - OBAN FASHIONS

Oban Fashions is a wholly-owned subsidiary of Rupa and Company Limited, the number one knitwear company in India. Oban fashions was launched with the vision to give consumers a life of quality, comfort and style by giving them access to international brands. It started off operations in 2016 with the launch of FCUK underwear and in 2017, it successfully acquired the license to market and distribute Fruit of the Loom in India.

INTERNATIONAL RETAIL MAPPING

The brand's strongest market still lies in the USA, where it is sold across Walmart, Target, Kohl's and Amazon.

PRODUCT PORTFOLIO

Fruit of the Loom in the USA broadly caters to 3 categories - men's and boy's underwear, women's intimate wear and casual wear for men, women and kids. For the Indian market, Oban Fashions has launched 2 broad categories

under Fruit of the Loom - men's and women's, which are further divided into underwear, innerwear, outerwear, sleepwear and lounge wear. These products are made from 100 percent ring spun super soft compact yarn thereby giving a premium look and feel to the products. All Fruit of the Loom products in India are equipped with 'INTELLIFRESH' technology from Dow Chemicals, USA to keep the garment odour-free and give it an antimicrobial and stay-new finish. Also we have used the fits, cuts and silhouettes considering the Indian body type. Like USA market, the products in India products will be sold with 100 percent satisfaction guarantee with no questions asked Exchange/Retun Policy.

RETAIL STRATEGY

The brand aims to make Fruit of the Loom a household name in India through distribution, large format stores, e-commerce portals and exclusive brand store across the nation.



BRAND UPDATE

- > Parent Company: **FRUIT OF THE LOOM INC.**
- > Date of announcement of entry In India: **MARCH 17**
- > Where: **METRO CITIES**

"India is one of the youngest countries in the world and is expected to get younger by the day as a result of the growing economy. As the 8th largest economy in the world, the current economic growth rate is in excess to 7 percent and the GDP will grow five times in the next 20 years. It is the perfect destination for a brand like Fruit of the Loom."

-Siddhant Agarwal,
Director, Oban Fashions.



MINISO

Established in Japan in 2013, Miniso is a Chinese low-cost retailer and variety store chain that specializes in household and consumer goods including cosmetics, stationery, toys, and kitchenware. Today, the brand has evolved as an innovative retail giant, specializing in products over twelve categories to target every aspect of life. Steered by the philosophy of “simple, natural and quality” and a brand proposition of “back to nature, return to basic”, the brand devotes itself to providing customers with quality, creative and low-price products. By virtue of its excellent designs and high quality, Miniso becomes an iconic figure for global “intelligent consumer products”, with popularity trending upward among millions of consumers, accumulating more than 20 million followers on global social media accounts.

FIRST STORE IN INDIA

Miniso launched in India on 18th August in Ambience Mall, Vasant Kunj, New Delhi. Spread over 2,000 sq. ft.,



PRODUCT BASKET

The Indian store sells products in 12 categories including health, beauty, stationery, gift items, creative homeware, boutique package decoration and digital accessories. With prices starting from ₹150, the brand features simple yet functional products and low prices, earning love from the major consumers aged from 18 to 35.

“India has a good market expansion opportunity. The brand is all about fashion and lifestyle; life is moving fast in metro cities, so will Miniso. Keeping in mind the fast-paced lifestyle, we will be starting with metro cities first Delhi, Mumbai, Bengaluru, Chennai, Kolkata, Hyderabad, Jaipur and so on.”

— Miyake Junya,
Global Co-Founder and Chief Designer.

GLOBAL PRESENCE

Miniso generated USD 1.5 billion in 2016. Nearly 2,000 MINISO stores have been set up globally with an average growth rate of 80-100 stores per month. Currently, the brand has established subsidiary corporations in many countries, such as United States, Canada, Russia, Singapore, the United Arab Emirates, Korea, Malaysia, Hong Kong (China), Macau (China), Germany, Brazil, South Africa, Indonesia, the U.K, India, Egypt and Pakistan, creating over 20,000 job opportunities throughout the world. By 2019. As of now Miniso has reached strategic cooperation agreements with more than 50 countries around the globe and has plans to open 10,000 stores in over 100 countries, with annual revenue reaching USD 15 billion.

BRAND POSITIONING

Miniso is positioned as a fast fashion brand and is deemed as “the strongest competitor” by Muji, Uniqlo and Watsons. It also is labelled as the “NO. 1 Competitor” by Apple distributors in the Chinese market.

FUTURE PLANS - INDIA

Miniso plans to open 210 stores by the end of 2018 and take the count up to 800 by 2019. It also is eying at ₹10,000 crores revenue in by the end of 2019.



ONITSUKA TIGER

Onitsuka Tiger celebrates Japanese craftsmanship and focuses on sophisticated design and luxury details. Appreciated the world over for its heritage and modern flair, Onitsuka Tiger is a sport inspired fashion brand that has designs ranging from updated classics to refreshing new styles and collaborations with like-minded artists. Constantly branching out and collaborating with a variety of creative souls from visual artists to fashion designers, the spirit of Onitsuka Tiger has uplifted its sport fashion trademark into the fashion and lifestyle scene. The fashion conscious, and the avid sneaker-collector, all three segments are drawn to the Onitsuka Tiger brand because it is all those things and more.

GROUP HISTORY:

Established in 1949, the company was started by Kihachiro Onitsuka in Kobe Japan, under the Onitsuka Corporation name with a humble idea that sport had the power to transform lives. A pioneer in the market for decades, the company developed innovative ideas and technology actively until 1977. In 2002, Onitsuka Tiger was revived with a more refined style as a sports fashion brand.

INDIAN PARTNER

Asics has been developing sports shoes and apparel for more than 60 years now. In this time innovation has been the key to the brand's introduction of design philosophies that have revolutionised the world of sports. At its research and development centre in Kobe, Japan, it works in close collaboration with male and female athletes to create highly innovative sports product solutions.

PRODUCT PORTFOLIO

With a retail space of 74.3 square meters, the Onitsuka Tiger store at Palladium Mall stock the brand's signature

collections as well as the perennial and popular footwear, accessories, apparel for both men and women.

Quintessential and exclusive Onitsuka Tiger collections in store include the Onitsuka Tiger x Andrea Pompilio 2017, Mexico 66, Tiger Corsair, and the premium Nippon Made series.

INTERNATIONAL RETAIL MAPPING

Onitsuka Tiger's rich heritage and Japanese craftsmanship, combined with its timeless aesthetic is now increasingly worn and seen on the streets around the world. The brand is currently present across 25 countries with about 200 stores worldwide. Footwear is the lead category contributing to about 90-92 percent of total sales, while apparel is close to 7-8 percent. Globally, it is aiming a sizeable growth in the apparel category.

RETAIL MAPPING INDIA

Asics India Pvt. Ltd. has partnered with Burgundy Hospitality in India for the distribution and operations to launch Onitsuka Tiger's first-ever-mono-brand store in India. The response has been overwhelming and the company sees huge potential in other metros and tier-I cities such as Mumbai, Delhi, Bangalore, Hyderabad, Chandigarh, Pune, etc.

FUTURE PLANS - INDIA

Asics India Pvt. Ltd., will focus on establishing mono-brand stores in the country under a partnership with franchisees. Eventually, we will be ramping up distribution of products through regional distributors and e-commerce portals. The company also plans to double digit the Onitsuka Tiger store count in next three to four years, achieving a sizeable growth by 2020.

×



BRAND UPDATE

- > Date of announcement of entry: **JUNE 2017**
- > Date of opening of first store: **22ND SEPTEMBER 2017**
- > Location: **PALLADIUM MALL, FIRST FLOOR, MUMBAI**

"As a fast-growing economy dominated by consumers with distinctively higher preference towards luxury fashion brands, India is one of our most important markets. Utmost level of detailing and planning has gone into the opening our very first store, from its location at the elegant Palladium Mall to the merchandising strategy at the store. We see a great potential for growth in India."

– Rajat Khurana,
Managing Director,
Asics India Pvt. Ltd.





CC Creative
GROUP



FOR TRADE ENQUIRIES PLEASE CONTACT: MR. ABHISHEK AGARWAL
+91-99000 26212

SPRINGFIELD

Springfield was founded in 1988 with the objective of dressing urban and cosmopolitan young men. The brand's focus is to deliver well-made natural and easy care clothing that can be mixed, matched and easily adapted to different styles. Since 2006, Springfield has also targeted the female market with its range of its smart casuals. Today, Springfield works with a team of more than 2,000 professionals who take immense pride and care over every detail of the design, production and sale of its fashion.

Springfield is owned by the Grupo Cortefiel, which 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'secret and Fifty Factory.

PARTNERS IN INDIA - TABLEZ INDIA

Tablez India, part of LuLu Group International, has introduced leading global brands in F&B, toys, lifestyle and apparel to India. It holds the master franchise rights for Springfield and

Women'secret in India and Sri Lanka. Tablez currently operates more than 35 outlets globally and plans to expand to 250 outlets by 2020.

RETAIL PRESENCE

Springfield has presence in 941 stores across 73 countries around the world. The brand launched its debut store in India in July 2017 in Phoenix Market City Mall, Whitefield, Bangalore and added its second store recently in December in High Street Phoenix, Mumbai. The brand is retailed in India through a mix of large format flagship stores and exclusive brand outlets in India.

TARGET GROUP AND PRODUCT PORTFOLIO

The brand offers international fashion targeting the young and young at heart urban audience between 25 years to



late 40s with aspirations to achieve social prestige and material success.

As an urban casual wear brand, Springfield stores harbour a wide range of contemporary essential

items, fashion basics, smart collections and accessories along with the main categories like shirts, trousers, polos and dresses.

FUTURE PLANS: INDIA

Springfield aims to expand its retail presence in India to 9 stores by 2018. It also aims to reach a store count of 75 by 2021 and focus specially on the SIS format.

"To enter India has been our long intention as we see a tremendous potential for brand retailing in India. The young demographics of India and emergence of the fast fashion segment offers opportunity for rapid growth for both the brands."

-Adeeb Ahamed,
Managing Director,
Tablez India



WOMEN'S SECRET

Women's secret is a Spanish innerwear brand that offers lingerie, sleepwear, beach wear, home wear, accessories and swimwear for today's woman. As a brand created for and by women, it brings forth exciting new ideas to make life simpler and more fun. A part of the Grupo Cortefiel, Europe's fifth biggest textile group. Women's secret was created in 1993, and the first store opened in the centre of Madrid, Spain. The objective was to become a leader in creativity, efficiency and sensitivity in the intimates sector. Its success has been unstoppable and in 2001 the firm embarked on its international expansion strategy.

INDIAN PARTNERS - TABLEZ INDIA

Tablez India, part of LuLu Group International, has introduced leading global brands in F&B, toys, lifestyle and apparel to India. It holds the master franchise rights for Springfield and Women's secret in India and Sri Lanka. Tablez currently operates more than 35 outlets globally and plans to expand to 250 outlets by 2020.

RETAIL PRESENCE

Globally, the brand is present in more than 630 stores

across 50 countries. The brand debuted in India in July 2017 with it's first store in Phoenix Market City Mall, Whitefield, Bangalore. After warm response from Indian consumers, the Women's secret successfully launched its second store in High Street Phoenix, Mumbai.

TARGET GROUP AND PRODUCT PORTFOLIO

The target customers for Women's secret are wide spectrum of women who are in the age bracket of 25-45.

Women's secret offers a wide range of women's lingerie, swimwear, beachwear and sleepwear in styles that are stylish yet comfortable and Women's secret innerwear collection is exquisite, seamless and sensuous which ensures no visible lines. The collection is pretty, comfortable and at the same time sexy.



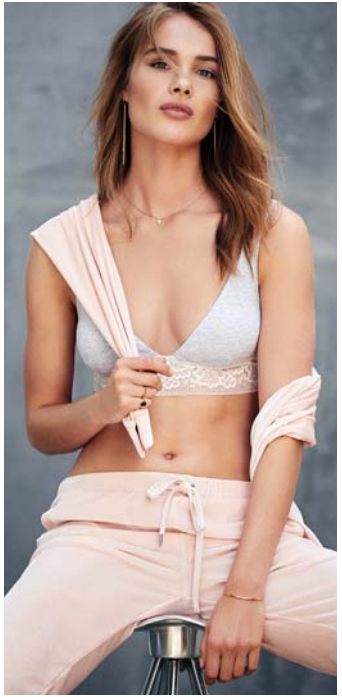
FUTURE PLANS - INDIA

The brand plans to open 42 Women's secret stores which would be spread across Metros including Delhi, also we would be present in the cities like Pune, Ahmedabad and Chandigarh.



BRAND UPDATE

- > Parent Company: **GRUPO CORTEFIEL**
- > Date of first store launch in India: **JULY, 2017**
- > Location: **PHOENIX MARKET CITY MALL, WHITEFIELD, BANGALORE.**



UNDER ARMOUR

Under Armour, Inc. is an American company that manufactures footwear, sports and casual apparel. Under Armour's global headquarters are located in Baltimore, Maryland with additional offices located in Amsterdam. Under Armour is one of the fastest growing sports brands globally and has rapidly grown over the past few years. It has taken on the likes of Nike and in fact overtaking the adidas Group in US thereby becoming the No.2 Sportswear brand in the US. The brand debuted in India with Amazon Fashion in 2017.

HISTORY

Under Armour was founded in 1996 by Kevin Plank, a then 23-year-old former special teams captain of the University of Maryland football team. As a fullback at the University of Maryland, Plank got tired of having to change out of the sweat-soaked T-shirts worn under his jersey; however, he noticed that his compression shorts worn during practice stayed dry. This inspired him to make a T-shirt using moisture-wicking synthetic fabric. Plank initially began the business from his grandmother's basement in Washington, D.C. He spent his time traveling up and down the East Coast with nothing but apparel in the trunk of his car. His first team sale came at the end of 1996 with a \$17,000 sale. Plank soon perfected the design creating a new T-shirt built from microfibers that wicked moisture and kept athletes cool, dry, and light. Major competing brands including Nike, Adidas and Reebok would soon follow in Plank's footsteps with their own moisture-wicking apparel. Under Armour received its first big break in 1999 when Warner Brothers contacted Under Armour to outfit two

of its feature films, Oliver Stone's Any Given Sunday and The Replacements. In Any Given Sunday, Willie Beamen (played by Jamie Foxx) wears an Under Armour jockstrap. Leveraging the release of Any Given Sunday, Plank purchased an ad in ESPN The Magazine. The ad generated close to \$750,000 in sales, and nine years after starting the company, Plank finally put himself on the payroll. The following year, Under Armour became the outfitter of the new NFL football league, gaining even more attention during the league's debut on national television. Following this, the brand successfully raised USD12 million from Rosewood Capital in 2003 and USD 153 million as it IPOd on the NASDAQ in November 2005.

RETAIL MAPPING - GLOBAL

In late 2007, Under Armour opened its first full-line full-price retail location at the Westfield Annapolis Mall in Annapolis, Maryland. It has also opened several specialty stores and factory outlet locations in Canada, China, and 39 states including the opening of its first Brand House in Baltimore in 2013 and second Brand House in Tyson's Corner, Virginia

PARTNERSHIPS AND ASSOCIATIONS

Over the years, the brand has been officially associated with a slew of events and institutions including 2014 Winter Olympics, North American Soccer League, UCLA, Major League Baseball, Cal Ripken World Series, University of Notre Dame, along with NC State, Arizona State, and other

"India is a very important market for us. Amazon has a strong retail presence in the country and the 340 million smartphone users give us a young and vibrant customer base."

-Andrew Donkin, Chief Marketing Officer.



Division I football teams. The brand is also known for its partnerships with prominent sports personalities, esp NBA athlete Stephen Curry and PGA golfer Jordan Spieth. Originally signed to Nike, Curry joined with Under Armour in the 2013 offseason. He eventually went on to become a two-time NBA Most Valuable Player Award winner and one of the most popular athletes in the world.

INDIA STRATEGY

As sports is emerging as a fast growing fashion category in India, this is one of the most important brand launches in India for some time in the sports segment, especially considering the popularity of the brand in the US. The brand is extensively banking on Amazon to shape their India strategy by providing data on size, colour and assortment which do well in the Indian market. The brand started retailing on Amazon India with core apparel, footwear and other offerings and is expanding the catalogue eventually. The brand aims to market the product offering with global athletes it is associated with and go on to associate with local sports teams and athletes to educate them about the brand.



JUICY COUTURE



Known for its signature LA style to women all over the world, Juicy Couture is a glitzy and fun lifestyle brand. Embracing its LA heritage, Juicy discovers the couture in the every day, and delivers an element of surprise in all of its designs. Founded by Pamela Skaist-Levy and Gela Nash-Taylor in 1997, the brand turned into a global seller with their signature velour tracksuits that it designed for Madonna in 2001. Madonna. Juicy Couture is a global fashion fad when it comes to contemporary smart informal wear and dress clothing has also been proudly flaunted by pop icons like Jennifer Lopez, Britney Spears, and Paris Hilton. The brand's product basket also encompasses apparel, handbags, shoes, intimates,

swimwear, fragrance, accessories, sunglasses, yoga and babywear.

GLOBAL PRESENCE

Juicy Couture Black Label Collection is available in approximately 200 Juicy Couture Stores, Juicy Couture Outlet Stores and select department stores in approximately 60 countries throughout North America, Europe, Asia, Latin America, Africa and the Middle East.

INDIAN PORTFOLIO

The brand has launched only its range of watches in India. The entire range consists of over 100 Juicy Couture watches and will be available for one day or two day guaranteed delivery through Amazon's membership program Prime.

INDIAN PARTNER FOR UNDER ARMOUR, JUICY COUTURE STEVE MADDEN JEWELLERY-AMAZON FASHION

The Amazon.in marketplace is operated by Amazon Seller Services Private Ltd, an affiliate of Amazon.com, Inc. Amazon.in seeks to build the most customer-centric online destination for customers to find and discover virtually anything they want to buy online by giving them more of what they want - vast selection, low prices, fast and reliable delivery, and a trusted and convenient experience; and provide sellers with a world-class e-commerce marketplace.



STEVE MADDEN JEWELLERY

Steve Madden revolutionized the fashion industry with footwear and other accessories and consistently continues to set trends, merging many years of experience with unique and creative designs. The brand's innate understanding of trends and unparalleled willpower have resulted in millions of customers worldwide and propelled his designs to the forefront of fashion. Drawing inspiration from rock n roll and his New York roots, founder and designer Steve Madden

launched the eponymous brand in 1990 to provide fashion conscious men and women with an outlet to express their individuality. Today, the brand has expanded into a true lifestyle and destination for footwear, handbags and accessories, sold in over the world.

GLOBAL PRESENCE

Globally, Steve madden products are retailed across 80 countries including Baharain, Chile, China, Belgium, UAE, Greece, Jordan, Peru, the UK, Venezuela, Kuwait,

Macau, Honduras, Hong Kong, Egypt, Guatemala, Dominican Republic, etc.

RETAIL PRESENCE IN INDIA

The brand was launched on 10th of July 2017 exclusively on Amazon. The brand has made available a new and fascinating range of jewelry ranging from earrings, bracelets, necklace, chokers, chain, keychains, pendants, rings and charms for its Indian consumers.





LUMINOX

Luminox, the original self-powered luminous watch brand, is the watch of choice for U.S. Navy SEALs, Lockheed Martin's F-117 Nighthawk™ stealth and other jet fighter pilots, elite forces worldwide and professional divers. Luminox watches glow up to 25 years in any light condition. Always visible, tough, powerful and accurate, Swiss-made Luminox is the ultimate night vision gear for rugged outdoorsmen and other peak performers.

INDIAN PARTNERS: HELIOS WATCH STORE

Helios is a chain of watch stores by Titan Company Limited that houses the widest range of international watch brands in one destination. The retail brand's stellar collection is a fine showcase of masterpieces that exhibit craftsmanship and designs that represent timeless tradition, and embrace innovation. Helios has over 57 stores in India across 27 cities offering more than 40 international watch brands in swiss, premium, high fashion and fashion segment.

TARGET GROUP

Luminox's core target group encompasses style conscious men in the age group of 25-45 year old, especially those enthusiastic about outdoor sports and is inclined towards modern gadgets. It also is preferred by professionals in security, search and rescue, and self-defense-area, including police, security-personal as well as quality Swiss watch connoisseurs.



BRAND UPDATE

- > Indian partners: **HELIOS THE WATCH STORE**
- > Parent Company: **MONDAINE WATCH LIMITED**
- > Date of announcement of entry: **NOVEMBER 2017**
- > Date of opening of first store: **23RD NOV 2017**
- > Location: **HELIOS THE WATCH STORE, AMBIENCE MALL, GURGAON.**

BRAND POSITIONING IN INDIA

Luminox is positioned as an adventure and outdoor watch for young Indians who want to experience super strong and high performance Swiss sports watches. It has very affordable price points so the brand is optimistic about sales.

PRODUCT CATEGORIES

The brand offers a wide range of watches in four series – Sea, Air, Land and Space. For most of its watches series, Luminox uses a special material called Carbon Compound that results

in very rigid and hard finish cases with that are light weight and scratch resistant.

Luminox watches are always visible and that is the sole USP of the brand. The unique Luminox Light Technology ensure at-a-glance visibility – in fact, the technology Luminox watches provide a constant glow 24/7, no matter what the conditions are, for up to 25 years.

INTERNATIONAL RETAIL MAPPING

Globally, the brand is available at about 3,500 retailers with the USA being the biggest market, housing about 800 points POS. It is distributed via 60 distributors around the globe.

INDIA STRATEGY

The brand's retail partnership with Helios allows it tremendous flexibility to decide how to position the brand and how to plan its sales strategy. The brand operates through SIS format with excellent in-store promotion using video displays and high emphasis on staff training and events involving adventure activities.

RETAIL STRATEGY:

Luminox would start by being present in 12 POS across the 8 metros. This would be the roll out in the first 12 months. The plan is to then open 24 more POS depending on the markets that are receptive to the brand, and Helios' recommendation.



ELLE HOMME

Elle Homme is a Modern and sophisticated style and outlook on life. Based on the 3 core concepts of stylish, contemporary and urbane, the brand proposes business and casual collections with simple and fashionable design. Elle Homme represents exclusive French spirit of the brand Elle in classic and unique style is distilling this unique Elle Parisian lifestyle, a blend of elegance, audacity and nonchalance. The Elle man is always on the go; dashing here, there and everywhere from business meetings to exhibition trips, from the movies to a dinner with friends or a date with his woman. He is urban and trendy, dynamic and optimistic and is creative albeit with rational.

GROUP HISTORY

Elle was founded by Hélène Lazareff on November 21st, 1945. The Russian-born, Paris-raised journalist began to develop her own concept for a women's magazine whose key editorial approach was "to open women's appetites". The brand's cornerstone was its underlying tone of irony in seriousness, and seriousness in frivolity. It was the first fashion magazine to display the connection where high fashion and the street meet making, it a global brand today. The international roll-out of Elle began in the United States in 1985. It presently counts 45 editions around the world, with more to come. The Elle brand collection has Elle Homme bodywear which includes innerwear and lounge wear for men, women's apparel, handbags, eyewear, hair accessories, décor, and spa and salons.

INDIAN PARTNERS

Renfro India is the largest manufacturer of socks in India with a commanding presence in the domestic and international markets. It is a joint venture with Renfro Corporation, the largest socks company in the world that was founded in 1921. Renfro Corporation is headquartered in U.S.A and has a

wide distribution network, offices and facilities around the world - including the U.S., Canada, Mexico, Europe, India and Japan. Renfro India holds the license to manufacture and market the Elle Homme innerwear and socks.

INTERNATIONAL RETAIL MAPPING

Elle Homme, as of today, is present throughout the globe, including a very strong presence in the markets of Australia, Canada, China, Europe, Japan, Korea, Latin America, Malaysia, Taiwan, Thailand, USA, etc. The brand boasts of 20,000 POS, 140 licensees and 37 websites worldwide as of date.

RETAIL MAPPING INDIA

Renfro India launched Elle Homme in Fall/Winter 2017. The brand is available across 8 tier -I and -II cities and 200 point of sale, especially LFSs, and also is retailed online through all major e-commerce sites.

FUTURE PLANS - INDIA

The brand aims to consolidate its presence both in LFSs and MBOs across the country in the next few years. It aspires to be present across the top 25 cities and 2,500 point of sales in the near future.

PRODUCT PORTFOLIO

Elle Hommes Indian offering is in line with the international collection. For Elle Homme, it is important to present the international line to the global Indian at the same time as it is launched in the other parts of the world. The brand also keeps in mind the regional sensitivities and the product portfolio is representative of that. As of now, the products basket includes trunks, briefs and vests in core and fashion.

"India is a growing market. Rising affluence, higher disposable incomes, brand and fashion responsiveness and youth power has facilitated the entry of Elle Homme into the Indian market."

-Chandan Kumar,

Director - Sales & Marketing





FOREIGN DIRECT INVESTMENT

WHO IS COMING IN NEXT?

IMPACT OF THE NEW LANDSCAPE OF SINGLE BRAND FDI IN RETAIL

A look at the impact that the recent reforms in foreign direct investment (FDI) in single brand retail trading (SBRT) sector and the new role of DIPP in the liberalization and rationalization of the FDI policy has had on the aspirations of global fashion brands of doing business in India.

By Shivam Gautam

In June 2017, India achieved a milestone when it surpassed China and 29 other countries to top the 16th edition of Global Retail Development Index (GRDI) for ease of doing business.

Apart from India's rapidly expanding economy and consumption boom, one of the foremost drivers that propelled the nation to this victory is the relaxation of FDI rules in key areas of the retail sector.

Within the last few months, the Department of Industrial Policy & Promotion (DIPP) has approved as many as 17 single-brand retail proposals worth nearly ₹4,900 crore for food product and single-brand retail trading, including those of Amazon, Grofers and Urban Ladder. The fashion retail sector too registered significant attendance with the DIPP approving single brand retail proposals of a slew of brands like Louis Vuitton, Chumbak Design, Daniel Wellington, Actoserba Active Wholesale (Zivame.com), etc.



Sorbis / Shutterstock.com



TY Lim/Shutterstock.com



Vytautas Kielaitis/ Shutterstock.com



Carmen Murillo / Shutterstock.com



Rahul Ramachandram / Shutterstock.com



Allmy/Shutterstock.com

While Louis Vuitton's proposal is for addition of products, Karnataka-based Actoserba Active Wholesale Pvt. Ltd wants to undertake single-brand retail trading and e-commerce of Zivame branded lingerie products.

Chumbak Designs, that sells Indian-inspired wallets, bags and other accessories and apparels, had applied to operate a combination of its own stores and ecommerce website. Chumbak, which is funded by Matrix Partners and SeedFund, and is a foreign-funded homegrown brand and its SBRT entailed an amount of USD 8.62 million. Actoserba Active Wholesale's application was made for single brand retail trading (SBRT) of Zivame brand in addition to existing business of wholesale.

In October, Reebok's proposal to undertake single-brand retail trading of Reebok branded products in India was also approved. This entails an FDI inflows of ₹20 crore. These success stories have prompted various other international brands to follow suit.

In the latest reported move, Japan's fashion brand Uniqlo has applied to the government for single brand retail business, completing the triumvirate of global fashion mega-icons in India along with Spain's Zara and Sweden's Hennes & Mauritz (H&M).

Benetton India Pvt. Ltd. has also sought approval of the government for single brand retail trading in India. Benetton India's application also envisages undertaking e-commerce mega trading of imported goods

The New Mechanism

As per FDI statistics released by the DIPP for the span of July to September 2017, the amount of FDI inflows in the retail sector was ₹7,011.99 crores, constituting 0.31 percent of total inflows. It also has more than 48

THE FASHION RETAIL SECTOR TOO REGISTERED SIGNIFICANT ATTENDANCE WITH THE DIPP APPROVING SINGLE BRAND RETAIL PROPOSALS OF A SLEW OF BRANDS LIKE LOUIS VUITTON, CHUMBAK DESIGN, DANIEL WELLINGTON, ACTOSERBA ACTIVE WHOLESAL (ZIVAME.COM), ETC.



pending applications on single-brand retail and food retail following the abolition of FIPB. As a whole, FDI into the country grew 9 per cent to USD 43.47 billion in 2016-17.

In terms of the FDI Regulations, FDI in SBRT is permitted up to 100 percent in the following manner:

- FDI up to 49 percent is permitted under the automatic route (i.e. such investment does not require the prior governmental approval)
- FDI in excess of 49 percent falls under the approval route (i.e. such investment requires the prior approval of the government).

The proposals for FDI beyond 49 percent in the SBRT sector were processed and approved by the Department of Industrial Policy and Promotion (DIPP) and the Foreign Investment Promotion Board (FIPB).

The Modi Government, since it came to power, has been concentrating to make India the most open economy in the world and has brought in radical changes to boost FDI and create a suitable climate for foreign investors. In line with it, even the the Foreign Investment Promotion Board (FIPB) was disbanded to increase FDI inflows.

The Department of Industrial Policy & Promotion (DIPP) released a memorandum and Standard Operating



IMAGES Business of Fashion



Procedure (SOP) that stated that FDI approvals would now be granted by the concerned administrative ministries/ departments with the DIPP being the nodal department for all FDI proposals requiring government approval. Also, in order to ease the whole process, the entire approval process to take approximately 8 weeks from the date of filing of a complete application with the Competent Authority and about 10 weeks for applications requiring security clearance.

Cent Percent FDI in Multi-Brand Retail

India is considering a proposal to lift a cap on foreign direct investment (FDI) in local supermarkets, according to sources. The proposal to ease rules has other riders attached. Foreign retailers will have to spend at least \$50 million

on storage and logistics infrastructure and employ 1,000 people for every \$100 million of investment, apart from sourcing 30 percent of their products from small companies, the people said.

In June 2016, the FDI Regulations were amended to include a relaxation for an “Indian manufacturer”, whereby the Indian manufacturer was permitted to sell its own branded products in any manner, i.e. wholesale, retail, including through e-commerce platforms. However, for any entity to qualify as an “Indian manufacturer”, it is required to manufacture in India, in terms of value, at least 70 percent of its products in-house, and source at most 30 percent from other Indian manufacturers.



INTRODUCING



Your 1stop shop for all your
Retail Visuals & VM Needs
We also undertake
turnkey projects



Courtesy: Calvin Klein

- Signages
- Printing
- Production
- Execution
- Carpentry

IN5NITE SOLUTIONS

No.3/2, 54, K Narayanapura Main Road, Kothanur post, Bangalore, Pin-560077

Enquiry: info@in5nitesolutions.com | Website: www.in5nitesolutions.com

Contact :+91 98802 71380, +91 96633 66116

INDIAN
BRAND
LAUNCHES
2017



INDIAN FASHION BRANDS LAUNCHED IN 2017

With fashion sensibilities evolving in India at a lightning speed, the consumers are willing to experiment with fashion across a wide spectrum of options. But mere fashion is not their idea. A large majority of consumers want to be seen wearing branded apparels. This duality of intrinsic opportunities saw emergence of many new domestic brands in the Indian market in the year 2017.

A couple of decades ago, there were not many well-known Indian brands. We did have significant brands in the menswear like Zodiac, Van Heusen, Raymond, Colour Plus, Peter England and a few more. In the women's category, there weren't any at all in the western wear category. In the ethnic wear category, we just had Biba, W and Fab India competing against the unorganized sector for capturing the wardrobe. It was only a few years ago that brands like Global Desi, AND, Mineral, etc. have entered the scene and paved way for others to follow. And, after that phase the proliferation of brands has been tremendous.

At the same time, with online retail catching momentum and with the massive shopping indulgences being extended by players like Myntra, Flipkart, Jabong, Amazon, and a host of general and specialized e-retailers, we suddenly saw the influx of a storm of national and domestic players, all being given a ready all-India platform to reach every nook and corner of the country. Apart from online players offering opportunity to the new names, we also have the emergence of many more malls; many of which are also offering alternative retail spaces in form of flea markets or pop up stores to give these new brands a feel of operating in a physical retail environment. The country has become retail friendly and it is up to the brands how well they tap the opportunities being provided to them.

And while it may be said that opportunities abound both in the consumers' willingness to experiment, as well as in the much better availability of channels, it is also true that the competition today is much more intense. Hugely evolved, experienced and empowered international brands are also pertinent players in the Indian market today. Having said that, Indian enterprise has also now come into its own. An array of young and young at heart Indian entrepreneurs are launching brands with collections that are at par or even better than those offered by the international brands. And, unlike their predecessors they are not the copycats who replicated or minorly innovated upon sample pieces picked up from international shops. This new generation is very glued onto the nuances of fashion, and fashion design and manufacturing. They even perhaps understand the Indian market and aspirations better than their international counterparts. Indeed, they have an uncanny ability to pick up the best from both the worlds - international fashion trends and the innate ability to blend them with fine Indian touches.

In this the annual wrap-up issue, Images BoF takes a look at some of the key Indian Brands that were launched in 2017.

In the pages that follow read about the launch Alcis - a 100% homegrown and 100% genuine performance sportswear brand (no sir, Alcis is not casualwear trying to pass off as sportswear); Being Human Jewellery by Style Quotient Jewellery Pvt. Ltd.; Horra by PB Global Ltd. offering a range of luxurious watches, bags and wallets; Just Scarves by Kishorilal Shyamsunder; Lingerie Shop the innovation launched by Veremente Enterprises Pvt. Ltd.; Optees launched by Jain Amar to provide affordable European fashion to urban women; Rock It range of apparel for the youth by Monte Carlo Fashions Ltd.; XYXX Apparels offering innerwear at affordable prices; Glamour Mafatlal by Mafatlal Industries Limited; Woods launched by the Aero Group, offering trendy shoes, attire and accessories for women at one-stop stores; Steele by Chunmun offering fashionable clothing for the Indian men; Metronaut, a menswear label by Flipkart India Pvt. Ltd.; Divastri, women's ethnic wear brand launched by Flipkart India Pvt. Ltd.; Anmi launched by Flipkart India Pvt. Ltd. for kurtas/kurtis; Berleigh, a luxury multi-brand footwear and accessories brand launched by DAR Group and Heel & Buckle Luxury Pvt. Ltd.; Wooba, an accessories brand by Da Milano for the trendy and fashion conscious women, and more. This feature is not exhaustive and indeed there may be many more that were launched in 2017, however, what was more critical for us was to present them in such a way that showcases what is critical in creating a fashion brand in India today - *Clarity in Positioning and Well-Rounded Strategising.*

ALCIS

ABOUT THE DEBUTING BRAND

Alcis Sports is a premium cutting-edge Indian performance wear brand born to celebrate uniqueness and authenticity when it comes to performance and sports. Each Alcis apparel is a combination of technology and craftsmanship embedded to make them fully functional. Presently, the brand caters to men and women but plans to enter the kids segment very soon. The brand targets the middle of the Indian consumer pyramid spread across tier -I, -II and -III towns and cities in the age group of 14-30 years.

GROUP HISTORY

Alcis is the brain child of Roshan Baid, a pioneer in the Sports Apparel Industry, who started two decades ago with a small production unit and today has 5 manufacturing plants and a fabric mill, manufacturing over 45,000 sports apparel a day for the world's most respected brands. Core partners in Alcis include Rahul Singh (Beer Café) and Ravish Nanda along with a team of veterans from the apparel, footwear and retail field with over 200 years of cumulative experience.

MERCHANDISE PARTNERS

Alcis has an exclusive tie-up with FIFA as official merchandise partner for both U-17, WC and for 2018 Russia WC. It also makes fan wear for NBA in India which is retailed through various offline and online channels.

MARKETING STRATEGY

Alcis initially marketed its products through key MBOs and digital platforms like Jabong and Myntra. The brand today incorporates a 360-degree marketing approach; with focus on EBOs, franchisees, LFSs, MBOs, distributors, online, as well as institutional and corporate sales.

The brand is concentrating primarily on TV and digital in terms of ATL

IMAGES Business of Fashion

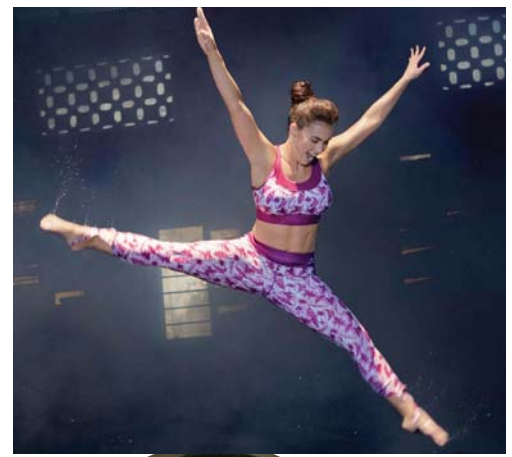


- > Date of opening of first store: **14TH DECEMBER 2017**
- > Location: **LULU MALL, KOCHI**
- > Format: **EBO**

spends with PR and retail marketing comprising of BTL spends. Alcis has also invested in brand ambassadors like Shikhar Dhawan, Lauren Gottlieb and Karan Tackerthat which has helped the brand to create a premium imagery and influence its target group. It also launched its TVC Ad featuring Lauren and Karan on Sony Ten during the U-17 FIFA WC in India.

RETAIL PRESENCE

Alcis is available at over 150 LFSs including Shoppers Stop, Globus, Central, Sports Station, Emerge, Pothy's, Saravana, CMR, RS Brothers, Jayalakshmi and over 400 MBOs across the country. It also retails through Myntra, Jabong, Amazon, PayTM Limeroad and own website. Alcis will be listed and available soon at TATA Cliq, AJIO, Flipkart and Snapdeal too. The brand has invested heavily on the SIS concept. The brand is launching its first



"India still needs some homegrown sports wear brands with colours, fabrics and price-points curated solely for the Indian audience. Alcis Sports was born last year to cater to this huge segment, as a premium cutting-edge Indian performance wear brand, yet priced aggressively and attractively."

-Anuj Batra, President, Alcis

EBO in Lulu Mall, Kochi and the second one by end of December at Phoenix Mall, Mumbai.

PRODUCT PORTFOLIO

Alcis' product portfolio comprises t-shirts, polos, sweatshirts, jackets, shorts, track pants and suits for both men and women. It aims to soon introduce a unique range for kids as well. Alcis Apparels offers a very specific range for running, training, yoga, football, racquet sports and cricket.

FUTURE PLANS

Alcis plans to launch sports apparel for the age group 4-14 very soon. It also has plans of opening 5 company owned and operated, Alcis Exclusive stores within the current financial year. The brand plans to achieve a target of ₹500 crores by 2022.



ONN
STRETCH



150% COMFORT

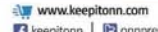


**95% COTTON &
5% SPANDEX**

FOUR-WAY STRETCH FOR EXTRA COMFORT

Super combed cotton fabric infused with 5% spandex for unmatched comfort & ultimate flexibility.

Available on:



BEING HUMAN JEWELLERY

ABOUT THE DEBUTING BRAND

Being Human Jewellery is positioned as jewellery with heart. It's the brainchild of Being Human - The Salman Khan Foundation. Style Quotient Jewellery is the exclusive global licensee of Being Human Jewellery to design, manufacture, and retail the brand globally. The brand boasts of a modern and funky fashion jewellery range that was exclusively launched on the national television show Big Boss. The fashion jewellery range has multiple categories such as rings, earrings, chokers, bracelets, pendants, lariats, neckwear, etc., that resonates with the style requirements of the modern consumers.



- > Brand: **BEING HUMAN JEWELLERY**
- > Parent Organisation/Group/Company: **STYLE QUOTIENT JEWELLERY PVT. LTD.**
- > Date of launch: **DECEMBER 2017**
- > First Store: **CURRENTLY WORKING WITH SHOP IN SHOP CONCEPT**

GROUP HISTORY

Being Human, a clothing line with a heart was launched in 2012 by Mandhana Industries Ltd. The idea came into realization when Salman Khan met Manish Mandhana, MD Mandhana Industries Ltd and the latter undertook to convey the values of and contribute to the Being Human - The Salman Khan Foundation through the language of fashion.

The new jewellery brand was launched after the initial success of the Bajrangi Bhaijaan pendant, based on the super hit Salman Khan film Bajrangi Bhaijaan. The superstar's huge appeal among the masses prompted the company to launch the Being Human Jewellery.

MARKETING STRATEGY

The brand is very optimistic about the future and envisions to become a truly global brand. With its differentiated offering and brand positioning, the brand has received an overwhelming response and it is in the process of increasing its retail base as well as online availability. The brand hopes to be greeted with similar response from the untapped markets that it plans to expand into.

RETAIL PRESENCE

The brand is already available in more than 35 locations of Shoppers Stop, Central, Being Human Clothing stores and Kapsons. It also has a strong

e-commerce presence in all key sites like Amazon, Flipkart, Myntra and Styleq.in to reach out to the customers from any corner of India. It also has recently launched Being Human Fashion Jewellery on souq.com - a major online platform in the Middle East to cater to Salman's fans there.

PRODUCT PORTFOLIO

Being Human Value collections are inspired by brand's core values as well as Salman's macho personality, based on relevant international trends. An entire range is for fashion conscious customers. It not just enhances their look but also offers them a perfect platform to contribute to society's underprivileged by just shopping for their favorite brand.

FUTURE PLANS

Being Human Jewellery aims to be a truly global brand. It aims that every person that comes under its target group should own at least one piece of Being Human Jewellery.

"Our business is entirely in line with the idea of spreading love and hope by supporting the twin causes of education and healthcare for the underprivileged. Being Human Jewellery is inspired by 6 core brand values Love| Care| Share| Help| Hope| Joy. This is a perfect offering for new age, modern and a conscious human being."

-Prasad Kapre, CEO & Director



BERLEIGH

ABOUT THE DEBUTING BRAND

Berleigh is a luxury multi-brand footwear and accessories retailer which brings together the finest products from celebrated luxury brands around the world. Berleigh aims to bring brands and products that are a novelty in India and have kept the brand offerings very niche and precise in terms of craftsmanship and superior quality. The core target consumers are the modern Indian luxury consumer with a discerning taste. The main product categories are – footwear and accessories.

GROUP HISTORY

The year 1945 marked a watershed in the history of the Indian mining industry. With increasing industrialisation, Mica mining has transformed from 1980's. The foundation of the DAR group of companies in 2012 added another venture in the real estate industry. DAR group of companies aims to become the leading developer in housing, hospitality, aviation, hydroponics and luxury fashion.

RETAIL STRATEGY

Currently, Berleigh has stores in Mumbai and Delhi, and they are available pan India through their e-commerce platform, www.berleigh.com.

PRODUCT PORTFOLIO

Berleigh is currently housing, Andrés Sendra, a 100 year old brand from Spain that handcrafts men's luxury shoes including leather boots, oxford shoes, sneakers and suede brogues. Duke & Dexter is an English brand that makes handcrafted premium loafers designed for utter comfort and style. Magnanni is a luxury shoe brand from Spain,



- > Brand: **BERLEIGH**
- > Parent Organisation/Group/ Company: **DAR GROUP**
- > Date of opening of first store: **APRIL 2017**
- > Location: **MUMBAI (VEER NARIMAN ROAD), DELHI (AMBIENCE MALL, VASANT KUNJ)**
- > Format: **BRICK & MORTAR AND ONLINE**

OMNI-CHANNEL ACTIVATION

Berleigh has always got a great response through online sales. Store sales have also been quite great ever since the launch. Having great responses online, their customers really prefer the prive service by Berleigh.

VISION FOR INDIA

Berleigh is looking at a few more stores in India and in the next two years they will be going international. They will also launch their in-house brand Heel & Buckle London Signature collection.



run by the founding family since 80 years. They offer comfortable oxford shoes, luxury loafers, monk strap as well as double monk strap shoes, suede shoes and tassel loafers, to name a few. They have recently launched Schutz, a contemporary Brazilian brand of leather shoes for women. The entire collection is curated keeping in mind the market they are in. Each of this collection is specially designed for Berleigh, e.g., Andrés Sendra makes shoes for Berleigh which has the name Andrés Sendra for Berleigh written on the sole of the shoes.

"Berleigh was launched to solve a very simple but crucial problem. Despite the growth in Indian markets, it was a struggle to find brands in India that were of superior quality and had great craftsmanship. Inspired by our customers' love of international travel, we select products that are in tune with the latest fashion trends. Berleigh aims to position itself as the premier go-to destination footwear store,"

–Payal Bathija, Creative Head at Heel & Buckle Luxury Pvt. Ltd.





Anmi

Anmi is Flipkart's brand of kurtas and kurtis for the contemporary woman. It offers fashion for women who are young, happy, lively, and who love their unique selves - because their designs are beaming with positivity that celebrates the Indian woman. By studying everything from most desired colours, to styles, fits, trims, motifs, trends and patterns, data patterns have been arrived at, which give an in-depth understanding of what the online shopper is looking for. This brand brings trustworthy quality with the trendiest designs to the customers.

DATE OF ENTRY

Oct 2017

DIVASTRI

Divastri is India's only online brand for unstitched traditional wear for women. It takes inspiration from celebrity and designer trends to deliver an affordable range of sarees, dress materials and jewellery.

DATE OF ENTRY

Jun 2017



METRONAUT

Metronaut is an authentic range of everyday city wear to cater to men who thrive on impossible challenges and uneven contests as they overcome them with a special power - optimism - it is fashion that is unpretentious, contemporary and smart. Its product range extends from casual clothing (shirts, tshirts, jeans, winterwear) to fashion accessories and footwear.

DATE OF ENTRY

July 2017

Flipkart LED LAUNCHES

GROUP HISTORY

Flipkart is India's largest e-commerce marketplace with a registered customer base of over 100 million. Flipkart offers more than 80 million products across 80+ categories including smart phones, books, media, consumer electronics, furniture, fashion and lifestyle. Launched in October 2007, Flipkart is known for its path-breaking services like cash-on-delivery, experience zones and a 10-day replacement policy. Flipkart was the pioneer in offering services like in-a-day guarantee (50 cities) and same-day-guarantee (13 cities) at scale. With over 1,00,000 registered sellers, Flipkart has redefined the way brands and MSME's do business online.

INDIA STRATEGY

The brands have been launched for exclusive retail on Flipkart.com. Over time, these line of private labels will enable Flipkart to hold greater control of the brands sold on the platform and build stickiness among its customer base.

FORMAT

Online

VISION FOR INDIA

Over the next one year (2018-19), all the three brands will occupy a dominant position in terms of business on Flipkart.



-Rishi Vasudev,
VP, Flipkart

RISHI VASUDEV ON THE RAISON D'ÊTRE OF THE BRAND LAUNCHES

*"Men's apparel has been one of the largest and fastest growing categories in the online lifestyle space in India. Flipkart has been a dominant player in this category with close to 40 percent market share. Men shoppers are brand seeking shoppers with a high affinity to shop online. Hence, most men's apparel brands are increasingly choosing the online business route. Most brands do not offer great range and selection at the price points sought by the urban youth. Flipkart is launching its first private label for men, **Metronaut** - which will address the market gap with assurance of quality and unpretentious style."*

*"Women's ethnic-wear fashion in India is largely a fragmented and non-branded market. There is also lack of quality standardization. With an average market size close to ₹70,000 to ₹80,000 crores per annum and with an online penetration of 1.5 to 1.7 percent, women's ethnic-wear has a lot of untapped potential. In order to bridge these branding and quality gaps, Flipkart Fashion has partnered with top sellers and manufacturers to launch its first private label, **'Divastri'** for women who are constantly on the lookout for the latest Bollywood and celebrity inspired looks online."*

*"Very few national brands in this category like W, Biba, etc. appeal to a much more premium, mall shopping customer. However, for the value customer, kurta kurti still form a bulk of their wardrobe, however, there are almost no brands catering to their needs. With this in mind, **Anmi** was conceptualised in-house by Flipkart. Through several customer studies, the Flipkart team unearthed the insight that women, often look for designs online and go to their local tailor to get it stitched. Flipkart has solved for every pain point highlighted by this insight - better fit, better quality and latest trends."*



GAME BEGINS

ABOUT THE DEBUTING BRAND

The sports wear brand for kids, Game Begins is among the first brands in kidswear to be launched in sportswear segment. Targeting kids between 1 to 16 years old, it offers a full category of sports wear including tees, tracks, joggers, shorts, track suits and many more in functional fabrics such as clima cool, dry fit, cotton single jersey, lycra, jacquard, etc.

GROUP HISTORY

Game Begins is being launched by Dhananjai Lifestyle Ltd. Established in 1977, the company boasts of having over four-decades of experience and in-depth understanding of the kidswear market and its needs. It has been dealing in character merchandising and now it has entered the kids sportswear segment. The company aims to cover each and every segment in kidswear segment.

DATE OF ENTRY

May 2017

FORMAT

Brick & Mortar and Online

RETAIL STRATEGY

The brand, Game begins is available at all Eteenz stores. It has also tied up with 140+ distributors across the country. It is also retailed online through Hopscotch, Amazon, etc.

PRODUCT PORTFOLIO

The brand caters to all categories that a growing kid needs. It offers sleeveless t-shirts, half sleeve t-shirts, activewear jerseys, sports uniforms, track pants, joggers, track suits, collar t-shirts, zipper t-shirts, hoodies, coordinated sets and many more items.

OMNI-CHANNEL ACTIVATION

The company has plans to make Game Begins available across the country through every possible sales channel such as distribution,



wholesale, retail and online. The company does not want to leave any stone unturned in case of visibility and availability of the brand.

VISION FOR INDIA

The company aspires to serve its customers' need with proper quality and right pricing keeping designs and product updated. Since, Game Begins caters to a specific segment i.e., sportswear, so getting a space in daily shopping cycle is their biggest challenge. The brand will have to generate interest of the customers who are yet to get into trend and at the same time the biggest opportunity lies in serving those customers who were waiting for this type of product.



"Today's generation has more sport enthusiasts and we realised that there is a need for sportswear in kidswear segment. Game Begins was launched to balance the demand and supply of sportswear merchandise. We aim to compete with international brands that already exist in the sportswear category"

– Monidipa Nandy,
Brand Head, Game Begins



- > Date of announcement of entry: **10TH JULY 2017**
- > Date of opening of first store: **30TH SEPTEMBER 2017**
- > Where: **AHMEDABAD**
- > Format: **BRICK & MORTAR**



GLAMOUR MAFATLAL



"Women contemporary Indian wear market was growing at an exponential rate and MIL foresaw a great opportunity and decided to launch its very own brand, 'Glamour Mafatlal'. It satisfies the need of women for something modest yet comfortable, at the same time being trendy and fashionable. In future, the brand hopes to have a strong foot hold not only within the country, but abroad as well."

-M B Raghunath,
President, Sales & Marketing

ABOUT THE DEBUTING BRAND

Glamour Mafatlal is a smart blend of occasion wear and day to day essentials which combines the essence of contemporary and classic styles. The brand targets the style conscious women within the age group of 25 to 40 years looking for classy Indian ethnic wear. Positioned as a classy and contemporary brand, Glamour Mafatlal's product basket encompasses a wide range of kurtis, floor length dresses, palazzo sets, salwar kameez dupatta sets, heavy ethnic range, leggings, etc.

GROUP HISTORY

Mafatlal Industries Limited the flagship Company of the Arvind Mafatlal Group has been a leader in the textile industry for over 100 years. Mafatlal has been a household name in India for over decades. It has all major certifications and has been conferred with countless awards including No. 1 Brand, Most Promising Brand and Influential Brand during the year 2014-2017.

MARKETING STRATEGY

Glamour Mafatlal was officially launched in July 2017 at the 65th National Garment Fair organized by CMAI. The purpose was to introduce the brand to agents, dealers, retailers and competitors in attendance at the largest garment fair in the country. The brand has currently appointed dealers and agents in various parts of the country to reach out to the masses.

RETAIL STRATEGY

Currently the brand has 3 franchise stores operational with the plan of opening a total of 50 franchise stores in the upcoming two years pan India. Also, it plans to penetrate the market through Shop-In-Shop format and MBOs to extend its reach. Moreover, having received an over-whelming response in the U.A.E market, three more franchise stores of the brand are coming up in Dubai by the end of next month.

PRODUCT PORTFOLIO

A one stop wardrobe solution for the ethnic wear needs of the women, the brand's product categories consist of a wide range of kurtis, floor length dresses, heavy ethnic wear, patialas, salwar kameez dupatta sets and bottom wear like leggings, palazzos, lounge wear, and poplin pants. The kurta range consists of short tunics, mid-length kurtis, long kurtis, etc.

FUTURE PLANS

Glamour Mafatlal plans to include accessories like imitation jewellery, scarves, dupattas, etc. to its existing product categories. The brand's target revenue for the upcoming year 2018-2019 is ₹25 crores and for the year 2019-20 is ₹50 crores.





"As the economy of India is increasing, every girl's spending power has also increased. And we know for girls, shopping is the first thing which comes in mind when they want to spend. Today, accessories play a major role in their shopping list. We see scarves as the next emerging market in India and it will become a must have in near future in every girls wardrobe."

-Deep Agarwal, CEO, Just Scarves

JUST SCARVES

ABOUT THE DEBUTING BRAND

Just Scarves is a pioneer in manufacturing trendy and fashionable scarves. 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.

GROUP HISTORY

Just Scarves is launched by the company Kishorilal Shyamsunder, which was established in 1969. The company has been exporting its products to Europe, the USA, Japan and Australia. Netherlands was the first country it had exported to. Over

the last four decades, their clientele has spread globally, catering to international wholesalers as well. The company also manufactures scarves for brands like Zara, Massimo Dutti, Steve Madden, Anthropologie and many more.

INDIA STRATEGY

The company aims to make the brand available in every state and city of the country. Being based in Kolkata (West Bengal), it began its distribution from East India and have now expanded to 110 distributors all over India. At present, the brand has presence in over 2,000 renowned retail stores.

DATE OF ENTRY

January 2017

FORMAT

Brick & Mortar and Online

RETAIL STRATEGY

The brand is being retailed primarily through distributors in their respective areas. It is present in over 2,000 retail stores all over India and in all leading e-commerce websites. Its immediate plans are to expand to over 10,000 retail stores in the country.

OMNI-CHANNEL ACTIVATION

The brand has received good response from the market, which has motivated them to be present in all platforms. Online retail is a new step for the brand, which was just started a few months back.



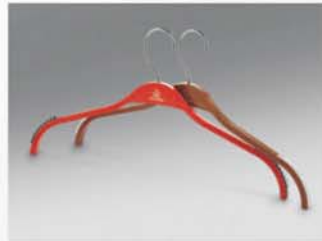


Anti Skid Hangers



Quality is not an act, It is a habit

With many wise minds and expert hands behind it, KKPL is committed to manufacture finest hangers with highest quality standards to enrich lifestyles. We aspire to further become one of the strongest brands in the hanger manufacturing industry while opening new horizons of innovation and concepts in it .



KK FASHION HANGERS



MAKE IN INDIA

No.1,Raj Nagar Enclave, Pitampura
(Near Britania Chowk) New Delhi -110034 (INDIA)
T. +91-11-27181991, 27184838
M. +91-82220 99976, 9811 292924
E. info@kkfashionhangers.com
W. <http://www.kkfashionhangers.com>

LINGERIE SHOP

ABOUT THE DEBUTING BRAND

Lingerie Shop aims at breaking the stereotype in intimate wear by offering bespoke products with a serious mix of fun, sex appeal, fit and comfort. The brand's aim is to reach out to women online via lingerie vending machines, a first time ever in India. The product category includes intimate wear like bras, briefs, sleepwear and shapewear. Our first all-black collection, Be Mine, is crafted to inspire the chic and sexy in their 16 - 50 years.

GROUP HISTORY

The Veremente Enterprises Private Limited started 2 years ago, and under that wing came along the Lingerie Shop. The company is best known for the Be Mine Vending Machine - a machine all stacked up with #fiftyshadesofblack bras and panties. It has recently been launched at VAMA stores on Peddar Road, inside Di Bella coffee shop.

INDIA STRATEGY

So far, the Lingerie Shop vending machine has been launched only at VAMA stores on Peddar Road, for an annual promotion with their Australian franchise coffee shop called Di Bella. Banking on the widespread promotion in terms of deals, the brand is running a special deal called Waffle Wednesdays all of December. The brand also soon plan to be virtually present across all malls and mom-and-pop stores by March 2018, touching at least 50 such market places in Mumbai.

RETAIL PRESENCE

Apart from the vending machine in Vama, the Lingerie Shop products are present across all major e-commerce websites, including Nykaa, Amazon, Flipkart and the brand's own site.

PRODUCT PORTFOLIO

The brand's first collection is called Be Mine. It focuses on bespoke

shapewear where the colors are all black because it is focused on the hashtag #50shadesofblack. It plans to launch 2 new innovations called 'Period Panties' and 'Booby Trap Bras' very soon.

FUTURE PLANS

With a plan to be part of everyone's wardrobe, Lingerie Shop will be launching its second sub-brand called Hello Sugar, with designs in candy colors like popsical and candy floss.



"There is a stereotype attached to buying lingerie in public. I want to break that. Lingerie Shop has been conceptualized and created to be a brand which makes women feel confident, comfortable and so sexy that you can't resist but flaunt it,"

-Radhika Goenka, Founder.



> Date of announcement of entry:
MAY, 2017

> Date of starting operations:
MAY 19TH, 2017

> Online:
WWW.LINGERIESHOP.COM

> Vending machine:
VAMA, PEDDAR ROAD, MUMBAI





MOM'S LOVE

ABOUT THE DEBUTING BRAND

Mom's Love is a kids wear brand for parents who are looking for stylish and fashionable clothes in superior quality and is value for money. The brand aspires to make baby clothes that parents will love for their kids. They not only offer innovative stylish designs in vivid colours, but also give top priority to quality and safety, and uses sterilised fabric and eco-friendly dyes.

GROUP HISTORY

Mom's Love is being launched by Dhananjai Lifestyle Ltd., the company is a major player in the readymade garment industry. Ansul Agarwal, their managing director brings forth a vision of great quality and promises great fashion with state-of-art infrastructure for the little bundles of joy.

INDIA STRATEGY

In today's times, every mother wants

their child to wear stylish and trendy clothes as they are wearing but do not want to spend much since kids outgrow in no time and as a result constantly need new collection in the wardrobe. The brand has launched the onesies category and it will be adding up few more categories which will be launched soon.

DATE OF ENTRY:

May 2017

FORMAT:

Brick & Mortar and online

PRODUCT PORTFOLIO

Mom's Love gets on board with special ready-to-wear solution for infants in rich colours and attentive detailing. The brand is offering rompers, sleep suits, body suits, tutus, dungarees, tees, shorts, skirt, jumpsuits, frocks, etc., at the best prices to assure the fashion quotient of the baby.



OMNI-CHANNEL ACTIVATION

Mom's Love aims to be a leading player in infant garment. At present, the brand is retailed through multi-channel route such as wholesale operations, online market places like Firstcry, Hopscotch, Amazon, Snapdeal, Flipkart, etc.

VISION FOR INDIA

The company intends to drive the next level of organic growth by expanding markets of both online and offline marketing. Their strategy is to continue leveraging on leadership position in kidswear manufacturing as well as expand their market in the country by forward integration.



"House of Dhananjai Lifestyle Ltd., has launched the infants and kidswear brand Mom's Love to satisfy the huge demand and need of the Indian parents who are looking for the best solution in fashion at affordable prices. Whatever trends we have seen in the Indian kidswear retail industry are not because of the demand realities, but rather because of the supply constraints."

— Piyanka Sharma Jhunjhunwala,
Brand Head, Mom's Love





OPT

ABOUT THE DEBUTING BRAND

Opt is a well-crafted feminine brand from Jain Amar. The brand offers a collection of women's tops, shirts, dresses, denims, sweaters and cardigans in fashion-forward colours and with cool statement prints.

GROUP HISTORY

Jain Amar is a family owned clothing and accessories company. Founded in 1939, the company is a promoter of multiple brands including Madame under its group. It has recently launched another women centric brand called Opt.

INDIA STRATEGY

The brand was launched through shop-in-shop stores and is available in all major online market places. The collaboration with high-end retail houses and the brand's presence on online market places created a win-win situation for them.

RETAIL STRATEGY

At present, Opt is present in about 400 point-of-sales. With a retail space of 8,000sq.ft., through shop-in-shop formats, the brand has plans to open 20 exclusive brand stores by 2020.

PRODUCT PORTFOLIO

The brand, Opt's product range comprises dresses, jackets, pullovers, shirts, shrugs, sweatshirts, tops, etc. Slit

detail, robe, sweatshirts, etc., are the new fashion trends available in the brand.

OMNICHANNEL ACTIVATION

The brand is being retailed through brick-and-mortar and online. Its availability on online market places has helped in generating more number of sales.

VISION FOR INDIA

The brand has plans to increase its product category. It has plans to introduce bottom wear that are fashionable and affordable as the brand envisages a large market for it with the Indian consumers.



"The brand Opt was introduced to provide an affordable European fashion to urban women. India is an immense market for apparel industry, in fact it is a diamond mine waiting to explode."

-Parika Rawal, Brand Head, Madame



THE FRENCH STYLE

ROCK IT

ABOUT THE DEBUTING BRAND

Rock It is the latest offering from the winter wear moughals, Monte Carlo. A workout and sportswear brand, it targets the fashion conscious youth. Featuring chic designs and a contemporary appeal, it is slated to be retailed through exclusive and popular e-commerce channels initially.

GROUP HISTORY

Monte Carlo was formally launched in 1984 through MBO's. The main products were woollen pullovers and jackets but in 1999 it launched men's t-shirts. Today, the company is ranked as the numero uno t-shirt and sweaters brand in the country. In 2003, it started its exclusive brand outlets and also reached to the level of 240 stores as on date. Today, Monte Carlo, stands tall as a complete apparel brand offering a complete range in ladies, gent's and kidswear.

MARKETING STRATEGY

Rock It was launched with an exclusive tie up with Myntra. The brand's launch also was buttressed by aggressive social media campaigns on Facebook and Instagram. Rock It is also available on Monte Carlo's own website www.montecarlo.in.

FORMAT: Online

PRODUCT PORTFOLIO

The Rock It portfolio includes jackets, sweat pants, knitted lowers, woven lowers, knitted shorts, sandows, along with polo, crew neck and V neck t-shirts.

OMNI-CHANNEL ACTIVATION

Realising the importance of omni channel in today's competitive retail environment, the brand is in the process of implementing this channel soon.



"In 1984 Monte Carlo was a significant step in the evolution of the branded garment industry in India, for it was the first time that someone had stood up and challenged the might of the unbranded and unorganized sectors."

-Sandeep Jain, Executive Director.



STEELE

ABOUT THE DEBUTING BRAND

Steele is a premium men's clothing brand, devised to elevate the style quotient of Indian men. Launched by Chunmun, Steele has been conceptualised by Sagar Suri and Surya Suri, with an aim to create an electric atmosphere where men's fashion would rise beyond the said constraints of plaids and stripes.

GROUP HISTORY

Founded by Late Smt. Satish Suri in 1980, Chunmun (CnM) has humble beginnings starting out as a single store in Delhi (Lajpat Nagar) in 1980. Under the leadership of her son, Sharad Suri, Chunmun has become a sort-after household brand, valued by customers for its memorable shopping experience. Today, Chunmun has carved a niche as a premier shopping destination serving the denizens of Delhi-NCR and Punjab regions. Combining their expertise in fashion and design, they provide a unique range of apparel and lifestyle products customised to their customer needs and the latest fashion trends. Housing both in-house and international brands, their retail stores cater to the demand of the complete family with a wide range of products including fashion accessories, footwear, beauty products, home & living and much more.

INDIAN STRATEGY

Chunmun will promote Steele everywhere and will be doing fashion show in 2018. Their aim is to cover reputed areas of North India region and to collaborate with reputed companies existing in the market for the promotion of Steele.

DATE OF ENTRY

July, 2017

FORMAT

Brick & Mortar

IMAGES Business of Fashion

RETAIL STRATEGY

At present, Steele is being retailed at all Chunmun retail outlets. The brand would be occupying space of more than 50 stores in next 2 to 3 years.

PRODUCT PORTFOLIO

Positioned as a premium brand, Steele offers a wide range of categories including shirts, trousers, coat suits, coats, jeans, party wear, etc.



"Chunmun is thrilled to present Steele amongst the eclectic crowd of fashion. Fashion has always been considered as a prerogative of the fairer sex, with the launch of Steele we aim to change that. The brand's mission is to provide global fashion at Indian premises, for Indian men to savour. We endeavour to consistently deliver as per our commitment to our customers for a seamless shopping experience,"

—Sagar Surya and Surya Suri, Founders





COOL COLORS®
CASUALS





COOL COLORS[®]
CASUALS



THE GRAND GETAWAY

theotherside.in

2nd Cross, Lalbagh Road, B'lore - 27 | T: 080 2263 4700 | M: +91 96111 13000
E: sales@bafnaclothing.com | www.coolcolors.in

AVAILABLE AT ALL LEADING STORES ACROSS INDIA

South: Andhra Pradesh, Telangana, Tamil Nadu & Puducherry, Kerala, Karnataka & Goa

West: Maharashtra, Rajasthan, **East:** West Bengal, Orissa, Bihar, Jharkhand

North: Punjab, Delhi, Haryana, Uttar Pradesh, Uttarakhand, Madhya Pradesh, Chhattisgarh

ALSO AVAILABLE ACROSS THE MIDDLE EAST AND SINGAPORE


COOL COLORS®
CASUALS

WOOBA

ABOUT THE DEBUTING BRAND

Wooba is a contemporary leather accessories brand from the house of Da Milano appealing to the fashion conscious, effervescent and forward looking youth seeking quality products at pocket friendly prices. Currently, the brand is offering a small product portfolio which includes handbags, wallets, sling bags, card cases and laptop bags. Targeted at youth in the age group of 18 to 35 years, who are cosmopolitan and well versed with global trends.

GROUP HISTORY

Designed as a utility with style range, Wooba is a selection of accessories for daily use encompassing flair of the West carrying a playful panache. Initiated by Sahil Malik, the face behind the famous leather accessories brand, Da Milano. Wooba started as a continued experiment with leather at a lower price bracket.

INDIA STRATEGY

The launch strategy was all about letting the product make its noise and being noticed through various touchpoints. Wooba's first exclusive store was launched at Ambience Mall, Gurugram and the brand was also introduced at a few Rosso Brunello exclusive outlets. Soon other marketplaces shall also be operational.

RETAIL STRATEGY

The strategy would revolve around creating a seamless shopping experience between online and offline consumers through various touch points. Da Milano intends to make it more personalised with integrated technological advancements like tablets, web apps and a strong digital presence to market its new launch, Wooba.

PRODUCT PORTFOLIO

Wooba is offering international silhouettes. Totes, Hobo bags work very well with the brand.



OMNI-CHANNEL ACTIVATION

A 360 degree seamless shopping experience approach is extremely important specially with Wooba, which is catering to a younger audience; engagement through digital tools such as website, Facebook and Instagram is the primary aim of the brand.

VISION FOR INDIA

Da Milano aims to make Wooba a ₹100 crores brand in next 4 to 5 years with multiple retail touch points and exclusive stores in key markets of tier-I and online marketplaces will be a key distribution driver for tier -II and -III towns.



"We noticed a gap in the market for quality accessories that are fashionable yet price sensitive hence the idea of a mass oriented label was born. Wooba is a new concept with a distinctive idea that appeals to the trendy and fashion conscious,"

-Sahil Malik, MD, Da Milano.



- > Brand: **WOOBA**
- > Organisation/Group/Company: **DA MILANO**
- > Date of launch: **OCTOBER 2017**
- > Location: **AMBIENCE MALL, GURUGRAM**
- > Format: **BRICK & MORTAR**



WOODS

ABOUT THE DEBUTING BRAND

Woods was initially launched as a sub brand of Woodland in 2001 by Aero Group. The brand offers premium range of fashion leather goods and accessories for both men and women focusing immensely on quality and fine craftsmanship. The brand is now positioned as a separate brand with its exclusive stores across the globe.

GROUP HISTORY

The parent company of Woods, Aero Group is a well-known name in the outdoor shoe industry since the early 50's. Founded in Quebec (Canada), it entered the Indian market in 1992. Before that, Aero Group was majorly exporting its leather shoes to Russia. After the division of Russia into various states known as the USSR, the group decided to launch some of its products in India. Hence, the first hand-stitched leather shoe was launched, which took the entire shoe market by storm.



"India is becoming a big market for this fashion-cum-lifestyle segment, which has just shown the tip of the iceberg. Buyers' pattern is changing. People especially youngsters have disposable income to spend on trendy shoes, attire and accessories. Women customers of Woods have grown exponentially. Woods will exactly cater to this segment with its one-stop stores."

-Harkirat Singh, MD, Woods

RETAIL STRATEGY

Aero Group has started positioning Woods as a stand-alone brand and launched exclusive stores for Woods. The brand already has exclusive stores of Woods in Delhi and Mumbai. They are looking forward to introducing multiple stores for Woods in metro cities in the next 2 to 3 years.

PRODUCT PORTFOLIO

In Woods, the brand has a collection of premium range of footwear and accessories for both men and women. The latest 'On the Go' collection from Woods exhibits footwear for every occasion. The collection includes party wear shoes, high heels, bellies, boots, sneakers, sandals and formal shoes. This collection also includes various styles of handbags and wallets.

VISION FOR INDIA

With Woods products, the brand always looks forward to provide a better experience of fashion as well as comfort to its consumers. This year, they look forward to open 10 to 12 exclusive stores in tier-I cities in 2 to 3 years.





MARKETING STRATEGY:

An e-commerce only brand, the majority of the sales are through its own website www.xyxxcrew.com. The brand is also available at all major e-commerce portals such as Myntra, Flipkart, Amazon etc. XYXX is positioned as a contemporary and vibrant brand that appeals to the sartorial needs of the new age men.

PRODUCT PORTFOLIO:

XYXX currently offers men's briefs, trunks and boxers. The brand utilises highly specialized MicroModal fabric to make all its inner wear. MicroModal is the most luxurious fabric for inner wear across the world and is three times softer than cotton, making the wearer feel that the inner wear is a part of his/her body. In addition, it is 50 percent more moisture absorbent, which makes it the most suitable fabric for Indian weather.

RETAIL EXPANSION PLANS

Currently, XYXX is completely focused on increasing its market share in e-commerce. It strives to be one of the market leaders digitally in the next 18 months.

BRAND'S VISION

A recent Morgan Stanley report said that the e-commerce market in India will grow 1200 percent by 2026 so the brand is extremely optimistic about the growth. Currently, it is selling around 8,000 men's inner wear every month with almost 30-40 percent repeat customers. In the shorter term it is targeting the number to reach 30,000 per month digitally. It also plans to complete its product portfolio by adding new products such as pyjamas and t-shirts in addition to aggressive product introduction in the existing line of inner wear.



ABOUT THE DEBUTING BRAND

Targeted at the young urban male, XYXX is positioned to disrupt the mundane men's innerwear market by its pop designs, personalized customer service, and functional fabric. XYXX's current portfolio includes trunks, briefs, and boxers, and the brand is on the verge of rolling out a new line of lounge wear early next year.

HISTORY

XYXX is a startup founded by Yogesh Kabra. Yogesh returned to India after completing his post graduation from the US. XYXX was founded on the promise that men do not like dull/dark/boring innerwear which was exactly what all the major retailers were selling. Since its launch, the brand has sold more than 40,000 products with over 30 of its customers being repeat buyers.



"The brand was launched with the simple mission to make the most comfortable innerwear which is fun and exciting at affordable price points. Men's innerwear market is going to double itself by 2022 and this growth is fostered by the growth in the premium segment. The new generation customers will be more demanding; we think that is a big addressable market and therefore a unique opportunity for all brands in this space."

-Yogesh Kabra, Founder.





CLICK TO BRICK FLIPPING THE SCRIPT

This digitization of shopping has created a tectonic shift in shopping behavior and ways of doing business. While establishing digital presence was the craze till now, a new shift in the trend has been apparent of late. Images of BoF looks at the latest wave of born and bred online retailers that have now extended into brick and mortar stores in India.

By Shivam Gautam

E-commerce is easily the most disruptive force to have hit the global retail industry. Growing at a sweltering pace, the e-commerce industry, within a very short span, has revolutionised the way people shop. The impact was especially acute in India. At the time that it arrived, organized retail in India was still green and hard at work trying to go beyond the cities when it rapidly began losing its lustre to online retail. With advantages such as convenience, wide assortment of products, easy returns, along with great services and discounts; and unencumbered by huge retail real estate costs, the number of online retailers began exploding at a scorching pace. Soon after, even cheaper connectivity, growing penetration of the internet and the rapid spread of smart phones helped e-commerce metamorphose into what changed the way people did business in India - m-commerce. M-commerce transformed businesses and lives alike in the country. It was omnipresent, touching every facet of human life, from arranging a cab to ordering food and meeting their fashion needs. Eventually, retailers operating in the traditional format had no choice but to embrace this new format and a new trend of focusing on digital presence came in vogue. This trend was especially compelling for fashion retailers as apparel is the most searched shopping category on Google.

But even as traditional retailers are busy creating digital avatars to take on their new-age rivals, a new trend of born-and-bred online retailers venturing into physical retail stores is now picking up.



Undisputed champions of the digital retail space, Amazon opened its first bookstore in Seattle in 2015, followed by more than 30 pop-ups throughout the country. The e-commerce leader also disclosed plans to open permanent stores in Boston, San Diego, Chicago, and Portland. Google just launched its “Made by Google” pop-up store in New York to much fanfare and press. Meanwhile others like Warby Parker, Bonobos, Ministry of Supply, Birchbox, and Rent the Runway have taken the plunge with stores and showrooms.

Some online retailers view the physical presence as a critical way to move beyond simply selling goods to providing an experience. In March 2017, Myntra launched its first retail store for online brand Roadster. “Myntra had already set the stage for an established online brand like Roadster to have an omni channel presence. It’s entry into the offline segment will further boost its prospects,” Myntra and Jabong CEO Ananth Narayanan told reporters.

The store features several new elements to engage customers, including a video wall, controlled by shoppers through a futuristic, multi-action touch-interface to showcase the intricate details of Roadster products and provide an update on key international trends and communicate the brand story. The store is also equipped with multiple touch screen displays and the unique ‘Scan & Go’ purchase mechanism

“Myntra had already set the stage for an established online brand like Roadster to have an omni channel presence. It’s entry into the offline segment will further boost its prospects.”

-Ananth Narayanan, CEO, Myntra & Jabong

allows shoppers to add their favourites to their shopping cart on the Myntra App, doing away with shopping bags, checkout counters or billing queues.

In early 2015, propelled by the success of their web based baby care brand Babyoye, Mahindra Retail decided to launch its physical stores. In line with this, the company renamed its maternity and childcare stores as ‘Babyoye by Mahindra’, dropping the name ‘Mom & Me’. Mahindra

had acquired Babyoye in early 2015 and this move was touted as the first time ever that an Indian retailer had adopted the name of an online entity for its brick and mortar stores. Later in 2016, FirstCry (BrainBees Solutions Pvt. Ltd) acquired BabyOye, with the merger, the combined entity, called FirstCry.com-A FirstCry Mahindra Venture, had its footprint across 300 physical stores in 125 cities.

It may be interesting to note that, away from apparel, Pepperfry the online furniture retailer had opened its first store in Mumbai in 2014, and has since then vastly expanded its growth avenues. The company plans to double its store count with a vision of 10 new stores in India. Pepperfry opens stores based on customer purchase data of the previous 24 months, which helps it zero-in on pin codes with high





customer density is currently present even in a few tier-I and -II cities as well. India Circus a brand of accessories, wall arts, home décor, fashion products, and utilities was launched in 2012. Now well-known for its quirky and contemporary slant started offline stores at airports in the early part of this year. With the management and support of the Godrej Group, India Circus will be foraying into nine offline stores to widen its reach. Touch and feel of a product is still the priority of a large section of Indian consumers and this has led Lenskart launch its first store in Alakananda in South Delhi. In one of their researches, it was revealed that the lack of trust in people opting for lenses online resulted in lower sales, and that was despite the fact that the brand was one of the most visited websites on search engines.

Coming back to apparel fashion, it seems that there is no denying that physical stores are a better medium when it comes to consumer interaction and getting the consumer closer to a brand. This realisation prompted Yepme.com to launch its first store in NCR in January 2016. The sprawling outlet in DT City Centre Mall, Gurgaon features no price difference from its online store and offers customers an omni-channel experience wherein consumers can either buy their products from the store or online and get it delivered at their doorstep.

Aurelia expanded its operations via a franchise business model to now have its own physical stores. Aurelia continues to push boundaries and extend consumers' access through its physical channels in India. The brand now has its outlets across 42 cities in India which are growing with a high pace.

The online route was a boon for the Indian lingerie industry and e-commerce was emerged as the preferred medium for lingerie retail in India. Yet, Zivame, one of the pioneers and most successful brands in this domain, chose to expand via the offline route and launched stores extensively across the nation. If founder CEO and Richa Kar is to be believed it's all about the experience. "Each store is designed to suit the lingerie needs, dreams and desires of every woman, offering a personalized shopping experience with Zivame Advisors and comfortable changing rooms," explains Kar. Another brand that has aggressively been exploring the offline route is Nykaa, India's largest multi-brand e-commerce beauty platform.



& CEO CaratLane during the launch. And, though their categories differ, this splurge of stores at Caratlane pales in comparison to Voylla, which has launched in surplus of 240 stores throughout the length and breadth of the country since its first store launched in December 2015.

There is indeed value in brick and mortar stores. According to retail management and software solutions firm iQmetrix, 60 percent of consumers would choose to shop in-store if online services were provided there, and several retailers have successfully bridged the online and offline worlds. Also, paradoxically, the rise of online shopping has made in-person experiences even more valuable to consumers.

In a recent Forbes piece, titled Why Warby Parker Is The Poster Child For The Store Of The Future, contributor Nitin Mangtani makes a case for physical stores because consumers want the personal interaction and hands-on experience when buying certain products. It's tough to buy apparel online if you need to try it on first, for example. Making an even stronger case for digital merchants to have a physical presence, research firm IDC says that consumers that shop both online and in-store have a 30 percent higher lifetime value than those who shop using only one channel.

The idea of running a single medium store by either opting digital or physical store is no longer a viable philosophy in retail space. Retailers are realizing that having both a digital and physical presence allows them to make deeper, more significant connections that can benefit their bottom line. Successful merchants will be those who innovate by blending their growing online presence with state-of-the-art brick and mortar stores. We are sure to see more brands follow suit as retailers continue to compete for shoppers' attention as well as revenue.



“Each store is designed to suit the lingerie needs, dreams and desires of every woman, offering a personalized shopping experience with Zivame Advisors and comfortable changing rooms.”

-Richa Kar, CEO, Zivame

“With an exclusive Solitaire Lounge to assist you with all the solitaire queries, a Customisation Desk to turn your dream jewellery into reality, the virtual try-on ‘magic mirror’ for those ‘just looking’ moments, our signature store will indulge you all the way.”

-Mithun Sacheti, Founder & CEO CaratLane

In-line with the e-commerce player’s omni-channel approach to beauty retail, the brand has 9 stores as per their site.

Even online jewellery brands are taking the off-line route to give consumers a healthy omni-channel experience. At the vanguard of this domain is Caratlane, which recently opened its 30th store in India at Delhi’s South Extension. “With an exclusive Solitaire Lounge to assist you with all the solitaire queries, a customisation desk to turn your dream jewellery into reality, the virtual try-on ‘magic mirror’ for those ‘just looking’ moments, our signature store will indulge you all the way,” said Mithun Sacheti, Founder

MYNTRA'S BRAND INCUBATION & BRAND ACCELERATOR PROGRAM



Myntra is India's leading specialized platform for fashion brands and pioneer in m-commerce play. Myntra has partnered with over 2,000 leading fashion and lifestyle brands in the country such as Nike, Adidas, Puma, Levis, Wrangler, Arrow, Jealous 21, Diesel, CAT, Harley Davidson, Ferrari, Timberland, US Polo, FabIndia, Biba and many more to offer a wide range in latest branded fashion and lifestyle wear. Myntra services over 19,000 pincodes across the country. It has the largest in-season product catalogue, 100 percent authentic products, offers cash-on-delivery and 30-day exchange/return policy. Myntra's technology innovations, exclusive brand associations, omnichannel play as well as initiatives such as the brand accelerator program have helped it maintain a steady growth rate of 50 percent YOY and a leading market share of 40 percent along with Jabong.

INDIA STRATEGY

As part of a new initiative, Myntra, India's leading destination for fashion and lifestyle online, announces the

launch of its Accelerator Program. Through this initiative, Myntra is looking at forging strategic partnerships with about 10 to 15 local fashion brands that have a strong founding team and unique design sensibility. The program is designed to accelerate growth of these brands through technical, know how, analytics and branding support from Myntra. As a part of this program, Myntra has signed partnerships with two brands, Chemistry and AKS and has five more brands in the pipeline.

DATE OF ANNOUNCEMENT :

June 2017

RETAIL STRATEGY

An online-first approach ensures that brands scale much faster and at better economies compared to an offline model. Through this program Myntra will help partners to build their brand online through Myntra and Jabong and also leverage data from the 18 million monthly active users to get insights on customer behavior and product assortments.

"We believe that the next 3-5 years will see the emergence of many new national brands. As the leaders in the fashion & lifestyle space in India, Myntra and Jabong are well positioned to work closely with some of these emerging brands to propel them to the national stage. The brands will be able to leverage our core strengths - largest mass premium customer base and data driven insights on consumer, while also getting operational support. We are looking at creating about USD 1 billion incremental valuation for the Myntra Accelerator brands over the next 3 years."

-Ananth Narayanan,
CEO, Myntra-Jabong



NAVIBHU

A HANDLOOM BRAND BY MYNTRA

Myntra has launched its own handloom brand 'Navibhu' with a view to tap the niche but expanding customer interest in the India Handloom Brand promoted by Ministry of Textiles to support weavers and promote India's traditional handloom industry. The brand was unveiled on the 2nd of November 2017, at Myntra's 6th Annual Brand Summit - Tech Threads 2017 by Hon. Minister for Textiles Smt. Smriti Irani. Myntra will provide a platform for more than 250 styles of traditional hand-woven saris, dupattas and other handloom products for its customers. Speaking on the occasion, Hon. Minister for Textiles Smt. Smriti Irani said, "I wish Navibhu - a brand born with the richness of our culture and textile heritage - great success ahead." Hon'ble Minister for Textiles also expressed happiness that M/s. Myntra also agreed to bear 25 percent of the cost of education of handloom weavers and their ward through National Institute of Open Schooling (NIOS) and Indira Gandhi National Open University (IGNOU). She underlined the rapid growth in sales of niche India Handloom Brand products on e-commerce platforms which touched over ₹260 crores within two years. Ananth Narayanan, CEO, Myntra & Jabong, said, "As a front runner in the fashion industry, we are proud to be part of the Government of India's initiative to preserve and rejuvenate our traditional handloom art forms. We continually strive to provide our customers and brand partners an enhanced customer experience."



CHEMISTRY

ABOUT THE DEBUTING BRAND

Chemistry is a trendy fashion brand for women, who want to stand apart from generic fashion. The brand refuses to define fashion by age, instead focusing on honest, individualistic attire that durable and trans seasonal fashion to live in and love.

GROUP HISTORY

Clothing label Chemistry belongs to Chemistry Design Ltd., which keeps abreast of global trends, bringing women fashion that trendy, clean and entirely uncomplicated. Their expertise, captive capacity, investment in research and development, professional design team, quick prototype development, and emphasis on creativity has given them a strong presence in the region. This experience inspired them to start the brand, Chemistry, which today has close to 50 outlets pan India.



"Being an offline brand with a strong foundation, our association with Myntra opens up a new world of opportunities for us in terms of reach, visibility and volumes through the online channel. Myntra's expertise in building successful online brands over the years, backed by strong technological support will aid us in shaping the future of Chemistry and establishing it as one of the foremost fashion brands in the country. We expect the online sales to become 50 percent of the brand sales in 3-5 years."

-Sunil Jhangiani, CEO, Chemistry

AKS

ABOUT THE DEBUTING BRAND

AKS by Yuvdhi Apparels is an ethnic wear brand for the modern day Indian women. Targeted at young ladies and girls from 18 to 35 years of age, students and working women, AKS offers a vast range of ethnic women's wear, including kurtas, kurtis, palazzos, ethnic sets, anarkalis, leggings and Mojri (traditional footwear).

GROUP HISTORY

While pursuing fashion designing course in Italy, Nidhi Yadav thoroughly studied the business model of the iconic brand, Zara. Inspired by their success, she decided to replicate it in AKS. With small seed capital of ₹3.5 lakhs and a small warehouse of less than a thousand units, AKS was conceptualised. In a very short span of time, AKS with a team of highly professional management is heading towards continuous expansion and incorporating latest business practice to serve customers.



"As an online-first brand, we started small with a passion for design and identity. By associating with Myntra, we are taking the first major step towards creating a national brand. Myntra's ability to build brands through digital marketing, capture and provide insights on customer behavior and enable reach to 8 million+ women shoppers will be a game changer for our brand."

-Nidhi Yadav, Founder, AKS





LIVA PROTÉGÉ TIES UP WITH AMAZON FASHION

LAUNCHES COLLECTIONS OF 2017 WINNERS



“Liva Protégé is an excellent initiative which showcases young fashion designers to be mentored by renowned designers and gives them an opportunity to be industry ready”.

-DILIP GAUR,

Business Director, Pulp and Fiber Business, Aditya Birla Group & Managing Director Grasim Industries

Liva Protégé is a unique talent hunt competition which gives young fashion designers an opportunity to showcase their talent to the fashion industry. This year, the scope of the competition went bigger as the Liva Protégé 2017 winners will launch their collections exclusively on The Designer Boutique at Amazon.in and enjoy an easy access to millions of nationwide customers. The third edition of Liva Protégé received over 3,000 applications from across 190 institutes.

Dilip Gaur, Business Director, Pulp and Fiber Business, Aditya Birla Group and Managing Director, Grasim Industries said, “Liva Protégé is an excellent initiative which showcases young fashion designers to be mentored by renowned designers and gives them an opportunity to be industry ready”.

Over 190 institutes participated in the 3rd edition of Liva Protégé Talent Hunt which had entries from across 50 cities with over 3000 students applying for the competition. In addition to the major metros, this year had participation from tier -II cities like Ambala, Ludhiana, Kanpur amongst others. There were two rounds of short-listing the candidates. The students were divided in 6 zones and were allotted an ace designer as a mentor. Nida Mahmood (Delhi), Pallavi Singhee (Kolkata), Anand Kabra (Hyderabad), Anshu Arora Sen (Bengaluru), Priyadarshini Rao (Mumbai) and Purvi Doshi (Ahmedabad) nurtured the finalists for the grand finale.

The young designers had to showcase 5 evening looks designed by them at the finals who were judged by the eminent jury comprising of Bollywood’s fashionista and Miss India International 2007 Esha Gupta, socialite and fashion icon Parveen Dusanj Bedi, and Narendra Kumar Ahmed (Nari), Creative Head,



Amazon Fashion. The top finalists, this edition, were from IINIFD Pune, NIFT Mumbai, Pearl, GIFT Kolkata, WLCI College Kolkata, INIFD Chennai, Hamstech, Hyderabad and NID, Gandhinagar.

At the grand finale ceremony held in Mumbai recently, Abhishek Tibrewal won the prestigious Liva Protégé 2017, Sonika Pulluru, Hamstech, Hyderabad and Dibyani Mishra, GIFT Kolkata were the 1st and 2nd runners respectively.

“The third edition of Liva Protégé has had a record participation and has grown to become a much sought out competition in the short duration with fashion institutes and students,” informed Rajeev Gopal, Chief Marketing Office, Pulp and Fiber Business, Aditya Birla Group. “This year’s highlight is our exclusive association with Amazon Fashion that will enable these designers to launch

their winning Liva Protégé collections on Amazon.in, thereby giving them a unique opportunity to build and market their brands,” he added.

Commenting on the tie-up with Liva Protégé, Arun Sirdeshmukh, Business – Head, Amazon Fashion said, “We remain strongly invested in creating the right infrastructure to help create, position and highlight designers/ brands to Indian customers. By giving this exposure to the Liva Protégé 2017 winners, Amazon will not only allow them to accelerate their career growth but also give them an opportunity to focus on their inherent talent and build national brands. As part of The Designer Boutique at Amazon.in, we want to identify young designers and give them an opportunity to reach millions of our customers, and in turn help us democratize designer wear and make the segment more affordable in India”.





MAJOR FASHION BRAND EXTENSIONS OF 2017

A brand extension was the perpetual darling of board rooms drunk on the invincibility of their own beliefs. The history of marketing has rarely seen anything more damaging to brands than a not-thought-through extension. Bad brand extensions have killed many a brand by the diversion of critical resources and dilution of core identity. But then, since it is easier to extend than to build a brand it is a low-lying fruit that the lazy will always try to lap up.

Today, in an era where even the concept of a constant brand core is under scrutiny, brand extension has emerged as a viable tool to remain relevant in an age of fluid brands.

What remains true is that brand extensions of the parent brand can help widen the market, provided they are well thought through. In today's age, the needs and fashion sensibilities of people are very dynamic. So, it is not just about widening the market as much as about moving it. Categories are in state of flux—moving off-center and into expanding fringes. Fusions are emerging at a speed like never before, and therefore, extensions add variety to the brand's product portfolio, drive better margins for the brand, and help in keeping the loyal customer base loyal indeed. They put in that regular rekindling zing every relationship needs.

So, what exactly is driving the extension ideologies in India today? We guess the most obvious driver is the opportunity for big retailer brands to complete themselves and become one-stop shops for their category. The scale and space they possess empowers many of them to experiment with these allied retail concepts.

For some it is an attempt to reinvent themselves—at rebirth—a protozoan reproduction whereby a new core splits from the mother organization that is young healthy and shall rise forth, even as the old reaches the end of its brand life-cycle. For others, it is in fact, it is the opposite—an attempt to revive dear past. Albeit at a premium.

In the pages that follow Images BoF showcases some of the interesting brand extensions that took place in 2017.



MAJOR
BRAND
EXTENSIONS

2017

BE DESI BY NEERU'S

ABOUT THE MAIN BRAND

Neeru's, the treasure house of fashion was launched in 1971 and since then it has carved a distinct niche for itself in the growing fashion market. In 1979, Neeru's established one of India's first retail outlets exclusively devoted to ladies dress wear. 'Neeru's Textiles' was established in 1983, supplying superior quality fabrics to over 1000 retailers India-wide. With

over 55 stores in India and one in Dubai, a retail space of 4 lac sq. ft. Neeru's also retails through big format stores like Central and Life Style.

GROUP HISTORY

Neeru's was set up in 1971, offering superior tailoring and intricate embroidery of women's apparel in Hyderabad. Since four decades the brand has been a treasure house of fashion, offering the latest and the best Indian ethnic wear collections created with superior quality fabrics, eloquent designs, colours and styles with elegant tailoring. Reaching out to a wide age group of women, the brand showcases exquisite bridal finery, occasion wear office outfits, daily cottons and much more.

CURRENT RETAIL MAPPING

Currently Neeru's is sold through 42 EBO's and 22 MBO's in more than 20 Indian cities and also through their first international store in Dubai. The brand has a clientele from all over India and NRI's mainly from UK, USA, Canada, Middle East, etc.

BRAND EXTENSION

Neeru's has created few brands under its parenting brand like - Yuva By Neeru's for fashion accessories, footwear and bags; Neeru's Menz for men's wear; Little Neeru's for boys and girls; and Be Desi by Neeru's for women's ethnic wear.

EXTENSION DETAILS

Be Desi By Neeru's is a fashion brand for casual/formal/fusion ethnic

women's wear. The brand features best of fusion and desi styles curated in most amazing designs for both elders as well as the young. The collection comprises kurtis, tunics, fusion wear, crop tops, skirts, leggings, palazzos, jeggings and fashion accessories like scarves, dupattas and fashion jewellery.

PROMOTION STRATEGY

Neeru's has always focused on mix marketing TTL. Neeru's promotes through newspaper press ads, magazine ads and hoardings in India. Neeru's has always had grand launch plans which includes celebrities, various on-ground activities and above-the-line marketing activities. Neeru's comes up with a new campaign every month. Currently, Bollywood actress, Sonam Kapoor is Neeru's brand face.

RETAIL FORMAT EXTENSION

The company aims to expand its presence pan India with store size ranging between 500 to 900 sq. ft. approx. The company plans to have a deeper penetration across leading malls and high streets. Apart from EBO's, the brand will also be present across the Large Format Stores (LFS) pan India and will also be available on online market places.

RESPONSE FROM THE MARKET

The brand has got a positive response from the consumers and from the industry because of a strong product mix and the parenting brand.



BLACKBERRYS URBAN F3

ABOUT THE BRAND

Blackberrys menswear is India's leading fashion clothing brand, providing wardrobe solutions with diverse style options in premium quality fabrics for progressive men. Blackberrys offers definitive wardrobe essentials for work, party, casual and street style for 18 to 40 years old male consumers. The product category comprises shirts, t-shirts, khakis, denims, suits, jackets, shoes, accessories and inner wear.

GROUP HISTORY

Blackberrys was founded in the by-lanes of Chandni Chowk, Delhi in 1991, by Mohan brothers (Nikhil Mohan and Nitin Mohan). Pioneering in suits with impeccable fit, it expanded with introducing wrinkle-free khakis in 1996. In 2000, it introduced dress line trousers for the first time in India, and in 2006, it became the first Indian brand to source fabric globally. Then in 2014 it launched its certified 'whitest shirt in India'. Blackberrys in 2013 launched its streetwear brand Urban to cater to the younger crowd.

CURRENT RETAIL MAPPING

Blackberrys has a robust retail presence with 178 exclusive brand stores out of which one store is dedicated to Urban. It also has presence in 205 MBOs and 181 SISs, where 18 SOS belong to Blackberrys Urban. It also retails through



franchise route and has 39 FOFO stores of which six stores belongs to Blackberrys Urban. It is available in major online market places such as Flipkart, Jabong, Myntra and its own site www.blackberrys.com. Blackberrys has plans to add more than 150 EBOs, MBOs, SIS formats and franchise operated stores in tier -I, -II and -III cities.

BRAND EXTENSION

Blackberrys launched SS 2017 collection, 'Linen House', where linen shirts, trousers and blazers in summer shades were introduced; and AW 2017 collection 'F3' (Faster, Fitter, Flexible) in formal range with shirts, trousers and blazers, with style and comfort being its highlight. The Urban expansion was meant to appeal to men with an unrestricted attitude and enjoy wearing clothes that were stylish and exhibited their spirited personality.

EXTENSION DETAILS

Blackberrys introduced F3 collection for the go-getter fashion conscious men

comprising formal shirts, trousers and blazers in breathable, wrinkle resistance, anti-microbial fabrics. The collection also offers a wide range of khakis, lightweight knit blazers, casual shirts and trousers for office and evening wear. The range is travel friendly, comfortable and trendy. Blackberrys also introduced new silhouettes in Urban such as grindle, slub, jacquard, cut-and-sew, and mix-and-match. The highlights of the collection were PU jackets, knit t-shirts and sweaters in seasonal colours.

PROMOTION STRATEGY

Blackberrys has opened stand-alone stores for Urban and has plans to reach their valued customers to the last mile. They wish to get closer to the consumers and talk to them in their language and hence the brand aims to go local. The brand would be using a 360-degree marketing approach and exploring all media vehicles with huge presence on digital

space. Fulfilment through various channels, catering to discerning consumers across age groups, defines their distribution, hence a mix of company operated franchise stores and presence in large formats with an equal focus on online platform will be their primary action.

RETAIL FORMAT EXTENSION

Blackberrys plans to open over 200+ footprints in the next 2 to 3 years, which would be a mix of exclusive outlets and franchise stores. They are aiming to penetrate to tier-III markets as well.

RESPONSE FROM THE MARKET

The SS 2017, Linen House collection established Urban as an authoritative Indian menswear brand with innovation, design, quality and taste. While, the AW 2017 collection F3 has been a huge hit as it not only covered the style essentials but understood the comfort need of the progressive men.



CAMBRIDGE PLATINIA

ABOUT THE MAIN BRAND

Cambridge Apparels has been grooming its customers with elegant clothing at affordable prices. The brand's product categories range from shirts, trousers, tee-shirts, blazers, suits, jackets, jeans, cotton trousers, ethnic wear to accessories. The brand targets men from the age group of 25 and above who are looking for premium quality at reasonable prices.

GROUP HISTORY

The company began operations in 1960 and 20 years later, it started manufacturing and exporting garments and accessories for men to countries in the Subcontinent and the Middle East. It was the first to set the trend by launching 'White Collared Shirts' in 1989 and introduced blazers and suits in the market in 1990. Since then, the brand has been conferred with the Best Formal Wear Brand thrice, between 2000 to 2010 and have been voted as the Most Trusted Brand as well.

CURRENT RETAIL MAPPING

The brand currently has 83 EBO's pan India and over 200 MBO's

across the country. They recently launched their first exclusive store in Mangalore, Karnataka and have planned further expansions in a few other states. The company is getting ready to launch its website and to showcase its exclusive product collection at online marketplaces, so that they stay tuned for that.

BRAND EXTENSION

This year, the company launched Platina, a new portfolio of premium quality cotton shirts at affordable prices for the existing customers. It has also introduced jacquard jackets for the first time to its collection along with reintroducing stylish check trousers. The objective behind these new introductions was to fill the void in the market with quality and fashionable apparel at really affordable prices and re-ignite fashion trends.

EXTENSION DETAILS

Platina shirts are all pure cotton shirts and are available in formals and business casual styles. Formal trousers are designed with unique fabric properties like stretch and also premium mill made blends. Pure cotton shirts are priced at ₹1,099, formal trousers

at ₹1,099, jeans and cotton trousers for ₹1,499 onwards.

RETAIL FORMAT EXTENSION

The company is open to the idea of partnering with like minded MBOs in locations where its EBOs are not present. By 2019, the brand plans to have stand alone outlets for Platina that will house the complete range.

DATE OF ANNOUNCEMENT OF BRAND EXTENSION

February 2018

RESPONSE FROM THE MARKET

Response has been encouraging from all retail formats. Customers have appreciated the product as it is a fashionable product and available at affordable prices.

×



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING.com



THE **A TO Z** OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE YOU **NEED IN RETAIL**

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac** + unique visitors, on website, per month
- > **5.5 Lac** + page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to **1,50,000+** retail professionals?

INDIARETAILING.com



Advertise Now!!



To discuss how best to plan your campaign on IMAGES Group's Digital Platform, Please talk to our Digital Campaign Advisors"

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



CHIC BY CHAITALI BIPLAB



ABOUT THE MAIN BRAND

The label Chaitali Biplab believes, nothing is backdated if the application is proper and interesting. The brand has become synonymous with timeless wear where luxury blends with comfort. Inspired by natural fibre and the kaleidoscopic heritage of Indian arts, crafts and cultures, the brand loves to create balancing outfits which are a balance in colour, texture and overall aesthetics. A complete blend of innovative ornamentation of embroidery, prints, etc. The brand was launched to provide more and more employment to the rural women and house wives and to create a high-quality designer collection at most pocket friendly prices.

GROUP HISTORY

The brand under the ownership of Butique Dishari, was launched by end of 2016 to cater to women of 20 to 40 years age group. The brand was launched to revive grandma's forgotten needlecraft. The collection comprises ready-to-wear outfits specially designed for the highly fashionable working and highly active women who cannot carry over done designs and heavy clothes. It is a perfect choice for the women who prefer a touch of Indian smell and heritage feel in their collection at a pocket-friendly price ranging from ₹500 to ₹15,000.

CURRENT RETAIL MAPPING

Chic by Chaitali Biplab has a strong presence in metro

cities and sells through multi-brand outlets and distributors. The brand is also retailing through many online stores and by order.

BRAND EXTENSION

Chic by Chaitali Biplab encompasses a designer urban pret line consisting of tops, kurtas, shirts, jackets, dresses, maxis, skirts, pants, palazzos, scarves, capes, batuas, salwar sets, lehengas, saris, etc. Where each product features a balance between natural and man-made fibre with intricate craftsmanship and high-quality finishes. The brand is planning to introduce party and occasion wear saris at a lower price range. It also aims to add authentic thread craft and enhance its print range.

RETAIL FORMAT EXTENSION

The company aims to increase its presence in multi-brand outlets and large format stores. It also plans to take a franchise route and expand its presence pan India within next 2 to 3 years.

RESPONSE FROM THE MARKET

The brand has received an overwhelming response from the market for its wearable, safe and chic silhouettes. The customers are highly appreciative and satisfied. The brand is also proud of generating employment to more number women. They have also won the Benchmark Trust India 5000 Best MSME Awards for quality excellence 2017.



FILA ICONIC

ABOUT THE MAIN BRAND

With a philosophy of innovation and a commitment to performance and sophistication, Fila continues to make a statement with style that is novel in aesthetics and effective in function. Fila as a brand is accessible to everyone and is known for its mix of fashion with sports. It offers a broad assortment of footwear, apparel and accessories.

GROUP HISTORY

Cravatex Brands Ltd., founded in March 2017, is a subsidiary of Cravatex Limited, the listed arm of the Batra Group. Proline, the first sportswear brand in India was launched by the Batra Group founded in 1949. The Group today has a presence across the globe with headquarters in Mumbai and London. Cravatex Brands Limited (CBL) owns a long-term license to design, manufacture and distribute FILA brand footwear, apparel and accessories in India, Sri Lanka, Bangladesh and Pakistan.



CURRENT RETAIL MAPPING:

Fila currently has 4 standalone stores across Mumbai and Bangalore and is planning to expand in existing as well as new cities with a retail design concept. The brand is also building its omni-channel format to service Indian shoppers across mobile, e-commerce and brick-mortar retail formats. In addition to its own stores, Fila has over 1,200 retail touch points through 250 large format lifestyle stores (such as Shoppers Stop, Lifestyle, Central and more) and a national dealer network of MBOs across India. The brand is sold online through multiple e-commerce portals such as Myntra, Amazon, Jabong, Flipkart, and Koovs. The brand plans to launch Fila flagship stores in top cities of the country by next year. In addition to brand owned stores plans are to expand through a franchise



network of stand-alone stores.

BRAND EXTENSION

Fila has also introduced the Fila Iconic range of apparel and footwear in India for more sartorially more matured and fashion forward audience in top metros. The range targets sneakerheads and streetwear enthusiasts between the age of 22-35 years who have connect with the global legacy and are evolved consumers of streetwear as a category.

EXTENSION DETAILS

The Fall/Winter 2017 Iconic collection pays homage to Fila's storied history, featuring styles from the 80s and 90s with a roster of retro styles and modernizes them reviving archival elements and fusing some of the brand's most memorable silhouettes. In addition to FILA's signature navy, the collection includes red and white color palette, seasonal hues like burgundy and dark teal, as well as muted shades of dusty pink and skyway blue. The collection encompasses classic tees, dresses, track suits, knits sweaters and outerwear. The apparel range is priced from ₹999 to ₹8,999, and footwear between ₹5,999 to ₹12,999.

PROMOTION STRATEGY:

The campaign as well as the launch event of Fila Iconic at Famous Studios, Mumbai took one back to the 80s. An indoor museum created by the brand took consumers through Fila's rich history, showcasing original archive pieces and the brands leading ambassadors like Bjorn Borg and Michael Schumacher during the days when Fila made its mark firmly in sportswear.

RETAIL FORMAT EXTENSION:

The brand plans to open 10 new stores in 2018 and 50-60 stores across India in the next 3 years.

DATE OF ANNOUNCEMENT OF BRAND EXTENSION

Spring Summer 2017 and Autumn Winter 2017(7th October 2017).

RESPONSE FROM THE MARKET:

So far the response has been extremely good. With targeted marketing and limited drops of product in partnership with retailers, the brand has managed to gain a strong sell through. Its digital and BTL activations have helped support the building of the brand.





GENX STYLE INNERS

ABOUT THE MAIN BRAND

GenX Style Inners, the stylish-yet-affordable innerwear brand from the house of Lux, has been strengthened with a trendy casual wear range called Energy. Marketed as an economic brand, the entire range has been manufactured after specific conceptualization and designing in order to conform with the style and comfort requirements of today's youth.

GROUP HISTORY

Launched in the year

2000, GenX was introduced in the market with an aim to satiate the gap between the stylish inners and economical inner wears. Crafted with the best quality material, the product line of GenX style inners have successfully marked their position in the innerwear market by satisfying the demands of the youth with their innovative styles and designs.

CURRENT RETAIL MAPPING

With a huge pan India distribution network, GenX enjoys a wide presence in almost all states of the country. As of now, it is estimated to be retailed across more than 1,00,000 retail outlets. The brand also has a very strong digital presence in online portals like Flipkart, Amazon, Snapdeal, etc.

BRAND EXTENSION

GenX has recently introduced a new casual range named Energy aimed at the youth of the country. Tailored utilising top-notch quality materials, the Energy series comprises of cool shorts and stylish track pants ideal for relaxed and comfortable

environments. It is available in a slew of bold colors and designs that are in line with the requirement of its target group.

EXTENSION DETAILS

Comfort, perfect fit and style are the three parameters which were mainly considered in manufacturing new GenX Energy series. Made from soft, breathable fabric, the entire series is extremely comfortable and features a range of contemporary colors and designs.

PROMOTION STRATEGY

Lux has aggressively invested a massive amount in advertising and communications. Emphasis on advertising, promotion, packaging and branding of each product is done with great concern, so that they look more desirable. The company also banks on print media, and social media platforms to promote their products.

RESPONSE FROM THE MARKET

Due to good quality, perfect fittings and economical pricing, the products from the Energy Series have enjoyed good response from the consumers.



HAPPY SOCKS BOXERS & LOUNGERS

ABOUT THE MAIN BRAND

As a brand, Happy Socks speaks for itself by offering quality socks and underwear. Positioning itself as “the playful pioneer” of the socks world, Happy Socks has taken what was once regarded as a clothing item unworthy of creativity and transformed it into a canvas of endless possibility. Featuring an extensive variety of models and designs in a wide spectrum of colour combinations and patterns, there’s a pair of high quality socks and underwear for every occasion, mindset and style.

GROUP HISTORY

Happy Socks began in 2008 when friends Mikael Soderlindh’ and Viktor Tell in Sweden came up with a vision to spread happiness by turning an everyday essential into a colourful design piece with a rigid standard of ultimate quality, craftsmanship and creativity. This concept is now brought to life by the creative Happy Socks collection.

CURRENT RETAIL MAPPING

Happy Socks is available all across the globe in over 90 countries. In India, Happy Socks has 11 concept stores across the country and is expanding fast.

BRAND EXTENSION

The all-new Happy Socks Boxer and Lounger range is born carrying the same values of affordable creativity and quality. Happy Socks Boxer and Lounger comes in a variety of signature patterns and colours as a true continuity of the core values and aesthetic of the brand. The brand also has successful collaboration with icons like the Beatles, Steve aoki and Megan Massacre.

EXTENSION DETAILS

The Happy Socks Boxers which have been recently launched are definitely

a must have. The cotton woven boxers for men have a fly opening and elastic waistband for a relaxed fit and casual look. They are made of 100 percent cotton and are available for a MRP of ₹599.

PROMOTION STRATEGY

Happy Socks promotion strategy emphasises on keeping the customers up to date with the latest collaborations and ensures that they are made available easily. Happy socks is known for having the most happening collaborations and is a must have in any wardrobe. Happy Socks can be spotted across magazines and newspapers all the time and is a favourite among B-town.

RETAIL FORMAT EXTENSION

Currently Happy Socks concept stores are spread across India and are also available online. In 2018 Happy Socks will be available at leading national and regional department stores across India such as Central, Lifestyle, Shoppers stop, Iconic, Kapsons, Sport Station, etc.

DATE OF BRAND EXTENSION

The collection consists of men’s boxers and loungers offered within a range of five different patterns and colors. They are available on www.happysocks.in, at Happy Socks concept stores, pop up stores and with the retailers.

RESPONSE FROM THE MARKET

The market has responded well to this word of spreading happiness. Their customers love the patterns and colourful variety the brand offers.





HORRA

ABOUT THE DEBUTING BRAND

Horra is a youth-centric everyday-luxury fashion brand. Its designs embody the culture of fun and spiritedness. The brand enables people to “feel good” every day through highly-accessible (affordable) top quality products that are trendy with a twist. It targets millennials in metros, tier -I and -II cities who are fashion-conscious and at the same time are digital-savvy.

GROUP HISTORY

Horra is the brainchild of Anant Berlia and Parimal V Mehhta, of PB Global. The PB Group was established in 1960 as Pesticides Limited and has since then expanded exponentially to become a fast-growing diversified conglomerate with presence across sectors such as pesticides &

agrochemicals, chemicals distribution, electronics & telecom and warehousing and recently in fashion distribution. The company’s network spans the globe with international offices in Hong Kong, China and Dubai.

CURRENT RETAIL MAPPING

Horra was launched exclusively in leading online marketplaces in 2016. The brand has strong alliances with portals like Flipkart, Amazon, PayTM, Snapdeal, TataCliq, The Bagtalk and Shopclues. It recently held its first territory launch in Gujarat through multi-branded outlets like The Shoppe in Vadodara and Bag Cottage in Ahmedabad.

RETAIL EXTENSION

Though the focus of growth has been online marketplaces, Horra will soon open doors in large format stores

and will soon open its first flagship store in a tier-I city. It also aims to increase its distribution channels in tier -II and -III cities through MBOs and eventually have their own exclusive brand outlets.

EXTENSION DETAILS

The brand Horra believes in being close to its target market i.e., the youth. Today, millennials live and thrive on the internet, and social media is their playground. But at the same time, omnichannel approach is something that the brand aspires. Its goal is to streamline consumer experience through the products that it offers. The brand aims at expanding to other product categories such as apparel and other accessories. It will also be present in more doors pan India.

DATE OF BRAND EXTENSION

2017



LYRA LINGERIE

ABOUT THE MAIN BRAND

Lyra is a complete women's wear brand manufactured by Ebell Fashion Pvt. Ltd, a sister concern of the Lux Group Company. Launched in the year 2012 christened then as Lux Lyra, the brand was the first legging brand in the country targeting women from 18-40 years. After becoming the undefeated market leader in the legging segment, Lyra is now exploring possibilities in loungewear, leisurewear, and lingerie category.

GROUP HISTORY

Lyra was launched in 2012 with three different styles of leggings — Indian Churidaar, ankle-length leggings and capris. With time, the product range of Lyra expanded to winter leggings, kids leggings, track pants, loungers, jeggings and palazzos. The brand's association with Bollywood celebrities like Parineeti Chopra and Prachi Desai has also helped a lot in successfully establishing its foothold in the women's wear market.

CURRENT RETAIL MAPPING

Lyra is available in approx 20,000 stores across the country, through a vast distribution network. With their online presence in almost all leading online portals like Flipkart, Amazon, Snapdeal etc., Lyra has become a common name among the consumers even in the online market.

BRAND EXTENSION

After successfully conquering the legging market, Lyra has forayed into the lingerie market this year. The main reason behind launching Lyra lingerie is to make Lyra a complete women's wear brand and lifestyle partner of females in the country.

EXTENSION DETAILS

At present, Lyra has come up with 8 different styles of bras comprising of padded bra, cross-over comfort bra,

t-shirt bra, encircled bra, etc., in versatile colours and designs. About 4 different designs of panties including hipster and bikini briefs are also included in the Lyra lingerie collection.

PROMOTION STRATEGY

Marketing initiatives taken by the brand for the launch of Lyra lingerie comprises of innovations in media buying and execution. Scientific mapping of the target customers and devising 360° strategy will be used by the company to make the launch grand and successful.

RESPONSE FROM THE MARKET

So far, Lyra has received an overwhelming response from its consumers chiefly due to its commitment to quality. Even the newly launched products have successfully managed to meet the expectations of the consumers.



MOON WALKER

ABOUT THE MAIN BRAND

Moonwalker is a men's fashion brand known for its concept "Live to Lead". Over the journey of seven years, Moonwalker has positioned itself as a mid-premium brand with core target on people from the age of 21 to 45 years. Moonwalker is mainly into knits as of now planning to step into woven wear after two seasons.

GROUP HISTORY

The group began its successful journey from Tirupur in 1969, the same year astronaut Neil Armstrong landed on the Moon, by the name of Armstrong Knitting Mills. Today, it is one of the leading groups from Tirupur, with various international brands under its roster and export markets in the US and Europe.

CURRENT RETAIL MAPPING

Currently Moonwalker is sold through a distribution channel in the states of West Bengal, Orissa, Assam, Bihar, Gujarat, Andhra Pradesh, Rajasthan, Uttar Pradesh, Delhi, Kerala and Tamil Nadu. Primarily it is available in around 600 MBO's. The company has now decided to expand through SIS model in select cities before opening it's EBOs.

BRAND EXTENSION

The company has revamped the entire brand recently -- right from it's logo to the entire presentation of Moonwalker. Till recently the product line encompassed only 100 percent cotton t-shirts in stripes and solids but from the coming Spring/Summer '18, Moonwalker will concentrate mainly on the fashion category with various contemporary blends of fabric.

EXTENSION DETAILS

The whole collection of Moonwalker is now divided into three different sub brandings, the core will be known as ASTA, which is under ₹399, the mid segment, Cosmoss is priced below ₹799 and the price of the top of the line collection, called Galaxy, will go upto ₹1499. The brand will include the knitted bottoms, hoodies and other categories from the next collection onwards.

PROMOTION STRATEGY

At present, Moonwalker is concentrating more on point of sale promotions along with various press and media promotion campaigns.

RETAIL FORMAT EXTENSION

The company aims to take its distributor count to 30 from the present 15 soon, for a



deeper penetration. It also aims to expand its presence to 200 MBOs across India banking on the new collection.

RESPONSE FROM THE MARKET

After repositioning the brand with the newer and fresher look, the company has registered tremendous market response.

DATE BRAND EXTENSION ANNOUNCEMENT:
2nd November 2017.





soch

RED
DOT
SALE

Upto
50% off

Till 29th Jan

www.soch.in

Kurtis • Tunics • Sarees • Salwar Suits • Unstitched

BANGALORE | 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 | BHUBANESHWAR | JAMSHEDPUR | RAIPUR | RANCHI | AHMEDABAD | VADODARA | CHANDIGARH | DAVANAGERE



De Moza

NOT JUST BASICS!

TREGGINGS

Leggings, Fashion Bottoms, Tops and Inner Wear for Ladies and Kids
Bangalore | Chennai | Hyderabad | Vizag | Mumbai | Pune | Jaipur

www.demozastores.com

sales@demozastores.com | PH: +91 8880288188



N1 ACTIVE BY NUMERO UNO

ABOUT THE MAIN BRAND

The renowned denim wear brand, Numero Uno emphasises on product quality, good fit and designs, appealing to the fashion conscious middle-class young generation. Started with men's denim and slowly moved into other categories, the brand targets young, aspirational and upward mobile consumers who are self assured with access to technology and propensity to spend on lifestyle. The product range includes denims, trousers, shirts, t-shirts, jackets, sweatshirts, sweaters, footwear and accessories.

GROUP HISTORY

Numero Uno, one of India's first indigenously manufactured denim labels, was incorporated in 1987 by Hi Fashion Clothing Co, the flagship brand of Numero Uno Clothing Ltd. Since then, it has managed to build a strong brand in an industry which is otherwise difficult to penetrate, with most other Indian players operating in a few local markets and having a regional brand name. This

year, it completed 30 glorious years in the industry.

CURRENT RETAIL MAPPING

Numero Uno has 210+ EBOs. The brand is present in over 600 MBOs across India and has SIS format stores in 32 Shoppers Stop stores. The brand aims to be present in all metros and tier-I cities in the next 2 to 3 years. For them, markets down South and most of the East are still untapped and it is steadily expanding in these regions. It focuses to expand in South India and strengthen its hold in the western part of the country as well.

BRAND EXTENSION

Numero Uno has expanded its product category and introduced a new range of athleisure wear called 'N1 Active'. With the launch of athleisure wear, it intends to capture new age fitness for sports lovers who don't want to compromise on the style quotient. This year, it has also re-launched footwear and accessories range. The new range emphasises on quality and comfort along with great styles.



EXTENSION DETAILS

N1 Active, the athleisure wear has elements like reflective branding and functional features like inbuilt gloves in sweatshirts sleeves' for cycling. In footwear, it has tried to cater to all types of footwear needs by making stylish and quirky yet affordable boots, loafers, sneakers, brogues, etc.

PROMOTION STRATEGY

Numero Uno has set-up exclusive stores as well as placed its new footwear range at its existing exclusive apparel stores. It has made an elaborate plan to promote it through mix of outdoor and radio campaigns. Also a lot is being talked about it in the press releases, point-of-sale and the social media pages.

RETAIL FORMAT EXTENSION

There is a lot of potential in tier -II and -III cities. With digital India initiatives expanding its reach across, now youth in these geographies are more aware today than ever. Also the new

start-up culture is spreading to these cities. Youth there know what they want and how to achieve and fulfill their aspirations. Brands are now moving towards these cities to tap this potential. Numero Uno is expanding in cities like Jaunpur, Faizabad, Chindwara, Gaya and Muzzafarpur and are willing to expand in more such tier-III cities.

DATE OF ANNOUNCEMENT OF BRAND EXTENSION:

September 2017

RESPONSE FROM THE MARKET

The N1 Active range is doing well. Numero Uno has received an overwhelming response for its footwear range. Both, the customers and the trade have appreciated the new range of footwear with improved quality, style options and price points. Feedback has been positive and encouraging. The brand intends to add more features and styles in future.





onn PREMIUM WEAR



ABOUT THE MAIN BRAND

ONN is the premium men's innerwear and casual wear apparel brand from the house of Lux. Keeping pace with the latest fashion and trend, ONN boasts great quality and international styling with its wide product range comprising of innerwear, loungewear and outerwear.

GROUP HISTORY

Launched in the year 2010, ONN Premium Wear has very soon garnered substantial amount of market share in the premium innerwear segment. ONN was once promoted by the leading Bollywood actor Shahrukh Khan which has helped it in creating a strong position in consumer's mind. Strong demand from the retail fraternity and the consumer have been the key factors for the success of ONN.

CURRENT RETAIL MAPPING

With the retail reach of 14,000 outlets across different cities and towns in India, ONN Premium Wear is emerging as one of the fastest growing brand's in the segment. The brand's dealers, distributors and marketing agents are widely present in almost every corner to penetrate further in the market.

Talking about their online presence, one could easily find the products of ONN Premium Wear on all major online shopping sites like Amazon, Flipkart, Jabong, Myntra, Homeshop 18, along with its own online store www.keepitonn.com.

BRAND EXTENSION

In an endeavor to consolidate its

market position and develop a relationship with its loyal customer base, ONN Premium Wear has extended the brand portfolio with the launch of a new series named Active. With the new Active series, ONN has forayed into a range of casual wear and presents a stylish range of track pants with the clear intent of capturing the A and A+ retailers.

EXTENSION DETAILS

The entire Active range promises to satisfy the consumers on three parameters -- comfort, style, quality and affordability. ONN Active brings forth the stylish outer wear products comprising of modern fit track pants and joggers which could be worn as both sportswear and loungewear.

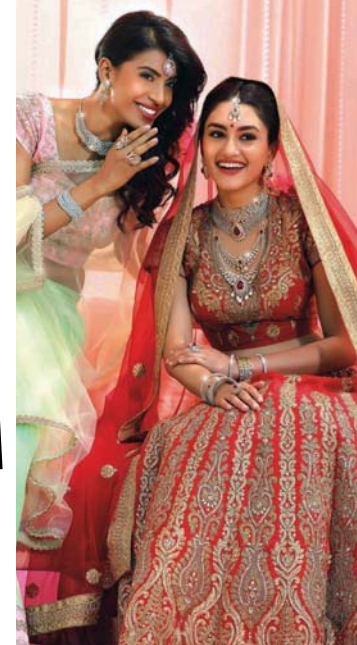
PROMOTION STRATEGY

The company aims to promote the new ONN Active range extensively on digital platforms which will definitely help boost sales. Along with these, the entire range is also being aggressively promoted through other channels like print media, electronic media, BTL, etc.

RESPONSE FROM THE MARKET

ONN has always received a positive response from consumers as it provides the best quality products and also satisfies their fashion needs. In the test market conducted by the brand, ONN Active has been appreciated for their fit and styling, especially by the health conscious youngsters who love to flaunt their style everywhere.





RELIANCE JEWELS KIOSKS

ABOUT THE MAIN BRAND

Reliance Jewels is the retail jewellery division of Reliance Retail Ltd. With a decade of crafting excellence, Reliance Jewels premium jewellery showrooms present across the country offer the widest range of stunning designs in gold, diamond, platinum and silver. “Be the Moment” as its brand philosophy, the brand breaks the conventional way of showcasing jewellery and emphasises on the importance of living every moment while capturing the infinite moment across their patrons’ lives. The brand has 59 showrooms across 39 cities in India. Its primary target customers are women in the age group of 25 to 45 years old. Its secondary target customers comprises males between 25 to 45 years and females in the age group of 18 to 25 years.

GROUP HISTORY

Reliance Retail is the retail initiative of Reliance Industries Ltd. It has in a short time forged strong and enduring bonds with millions of consumers by providing them unlimited

choice, outstanding value proposition, superior quality and unmatched experience across all its stores. Reliance Retail has adopted a multi-pronged strategy and operates chain of neighbourhood stores, supermarkets, wholesale cash & carry, specialty stores and online stores. Serving the food and grocery category Reliance Retail operates Reliance Fresh, Reliance Smart and Reliance Market stores. In the consumer electronics category Reliance Retail operates Reliance Digital, Reliance Digital Express Mini stores and Jio stores, and in fashion & lifestyle category it operates Reliance Trends, Trends Women, Project Eve, Reliance Footprint, Reliance Jewels and Ajjio.com in addition to a large number of partner brand stores across the country. Reliance Retail has also emerged as the partner of choice for International brands and has established exclusive partnerships with many revered international brands such as Diesel, Superdry, Hamleys, Ermenegildo Zegna, Marks and Spencer, Paul & Shark, Thomas

Pink, Kenneth Cole, Brooks Brothers, Steve Madden, Payless Shoesource, Grand Vision and many more. Reliance Retail reported a turnover of ₹33,765 crore for the financial year 2016-17. As on 30th September 2017, Reliance Retail operates 3,679 stores across 750 cities with a retail area of over 14.20 million sq.ft.

CURRENT RETAIL MAPPING

Reliance Jewels has 54 exclusive brand outlets and 5 shop-in-shops (also called Reliance Jewels Kiosk) inside Trends outlets. By January 2018, the brand aims to expand its footprints to 65 showrooms in 44 cities (57 EBOs & 8 SISs).

BRAND EXTENSION

Reliance Jewels introduced a shop-in-shop format called Reliance Jewels Kiosk situated in Trends stores. The shoppers can shop for light wear, every day wear and work wear jewellery at these kiosks, which is elegant and affordable. The brand offers an exclusive set of merchandise which is only available at these kiosks.

Jewellery at Reliance Jewels Kiosk ranges from ₹. 5,000 to ₹40,000.

PROMOTION STRATEGY

The brand employs a combination of the traditional media (e.g. print, radio, etc.) with digital reach using social media and other channels to create an emotional connect with the audience.

RETAIL FORMAT EXTENSION

The brand aims to expand in better performing areas like Punjab and reach out to younger audience as well as secondary age groups. Reliance Jewels is exploring new markets to expand further.

DATE OF BRAND EXTENSION

October 2017

RESPONSE FROM THE MARKET

Reliance Jewels Kiosks have received an overwhelming response from the youngsters for their light weight, and affordable jewellery.





WOODLAND INNER WEAR

ABOUT THE MAIN BRAND

Woodland was started for making winter boots. The success of shoes encouraged the company to enter into new segments like clothes, handbags, and the likes. Woodland products are strong, meant for tough conditions and have a different style. The brand has its USP of being long-lasting and sturdy and has been synonymous to adventure sports and outdoor gear for years now.

GROUP HISTORY

Woodland's parent company, Aero Group, has been a well-known name in the outdoor shoe

industry since the early 50s. Founded in Quebec (Canada), it entered the Indian market in 1992. Before that, Aero Group was majorly exporting its leather shoes to Russia. After the division of Russia into various states known as the USSR, the group decided to launch some of its products in India. Hence, the first hand-stitched leather shoe was launched, which took the entire shoe market by storm.

CURRENT RETAIL MAPPING

Currently, Woodland has a chain of over 600 company owned stores and presence in over 5,000 multi-retail outlets in the country. Globally, the brand is present in more than 40 countries. Woodland is planning to set up 30 to 35 more stores this year majority in tier -I, -II and -III cities. The brand has recently expanded its business in collaboration with Aokang International to enter China. During the initial stage, it will sell through 150 Aokang outlets. It is planning similar collaborations in South African countries and Canada.

BRAND EXTENSION

Woodland has introduced a new segment of inner wear for men in its product range. The range includes trunks, briefs, vests, round and v-neck t-shirts and shorts. The brand looks forward to extend the same range for women. In the segment of outdoor gears and

equipment, Woodland has introduced mountain bikes in its product range and to expand this segment further, the brand is launching accessories and safety kits required with bikes. It is also planning to come up with gear and equipment required for water sports including kayaks, surfboards and diving watches.

EXTENSION DETAILS

The inner wear range is made from special yarns which have anti-bacterial and quick-dry technologies. Woodland has introduced 5 different varieties of mountain bikes including down-hill, up-hill, all hard tail and beach mountain bikes.

PROMOTION STRATEGY

Woodland is planning a strong marketing push to build its appeal among the target audience. It currently spends 7 to 8 percent of the total turnover on advertisements and promotions.

RESPONSE FROM THE MARKET

Woodland has always received an encouraging response from the market for its products. The brand feels outdoor is a very important category and they are right in the middle of it. Market is experimenting with new things, so they looked into the category of outdoor gear as they have seen lots of youth getting engaged with these sports.



FASHION *CREATION*



**DOWN
WITH
DOWN:**
TOWARDS A
MORE ECO-
FRIENDLY ERA
IN FASHION

**SILK
DENIMS:**
COMBINING
THE BEST OF
TWO WORLDS



TEXTILE INNOVATION
**SILK DENIMS: BLENDING THE
BEST OF TWO WORLDS**

Bharti Sood of Images BOF, Shri K.M. Hanumantharayappa, Chairman, Central Silk Board and Silk Mark Organization of India spoke about how silk denim is adding a new dimension to denim and the fashion world.

Pg No. 184-186



Ingredients Watch

Pg No. 180-182

DOWN WITH DOWN

Today, with technologies and production process that enable the production of warm and stylish, yet totally cruelty free down alternative winter wear, it's time we say good bye to down production and products. IMAGES BoF lists seven technically advanced alternatives.

Primaloft®

Primaloft® synthetic microfiber thermal insulation is the choice of many for features like water-resistance, lightweight and highly packable.

Thermal R

Marmot's polyester-based proprietary insulation is now widely used in their garments, sleeping bags and gloves.

Omni-Heat®

Columbia Sportswear's proprietary brand of thermal insulation is touted as the highest heat retention synthetic insulation ever.

Recycled Polyester

Patagonia uses recycled polyester in their jackets that does not lose insulation even when wet.

Cocona Insulation

A unique rechnology that utilises coconut husk and other waste to make fibers.

Wool

Wool is making a comeback in outdoor apparel and fashion wear.

Milkweed Plant

A Canadian company has developed a lightweight, effective-when-wet, very warm woven fabric made from milkweed.



THE FABRIC OF THE FUTURE IS HERE.

PRESENTING SPECIALTY FABRICS FOR FASHION & ACTIVE WEAR. BORN OUT OF EXTENSIVE INNOVATION AND CUTTING-EDGE TECHNOLOGY. GARMENTS WITH THE RIELAN™ NAME ON THE OUTSIDE, HAVE SOMETHING EXCEPTIONAL ON THE INSIDE.



Utopia/R/Elan/17037

R | Elan™
Fabric 2.0



DOWN WITH DOWN

Today, with technologies and production processes that enable the production of warm and stylish, yet totally cruelty-free down alternative winter wear, it's time we say good bye to down production and products. IMAGES BoF lists seven technically advanced alternatives.

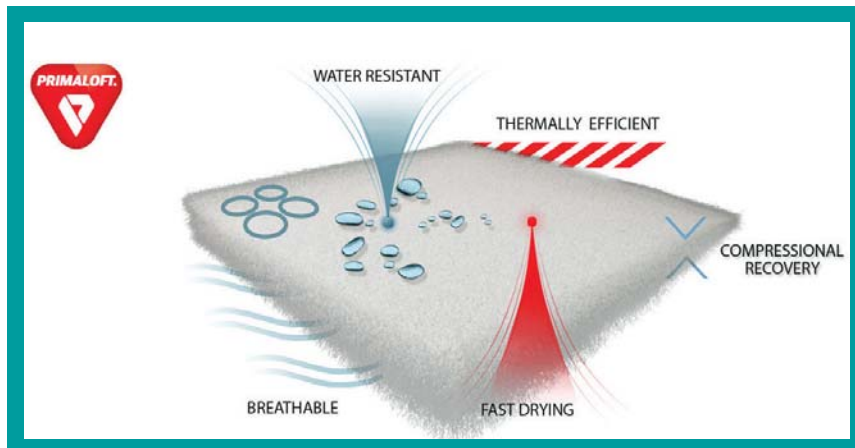
By Aarti Kapur Singh

When it comes to insulated winter jackets, down is considered the best insulation. Not only does it keep you warm and toasty, but it is also light and compresses very well, making it easy to roll up and stuff into the smallest spaces. But the production method of down is so cruel, it definitely makes a case for going down with down.

Down is the soft layer of fine feathers from the breast of a goose or duck that is closest to their skin and grows to form quill, but does not have the hard quill shaft found in the outer feathers of birds. Down feathers act as a natural thermal vest for birds by trapping air and preventing the loss of body heat. This is also what makes them a very popular filler material in comforters, pillows and jackets. The lightest and warmest down is grown by a sea duck found in the frigid waters of the North Atlantic and Arctic Oceans, the common eider. Eider down is obtained from wild birds, but not by the usual way of plucking it directly from the duck. The eiders use their own down to line their nest, and trained harvesters visit nesting colonies where they pick up a portion of the down feathers found in each nest. This sustainable practice has no negative effects on the eiders' nesting success, but it yields only about 44 grams of down on average per nest, and much less once it's sorted and cleaned. Eider down is of course very expensive and is used mostly in high-priced comforters and luxury clothes.

However, down is literally picked from birds after they are slaughtered for meat and in some cases, by forcibly restraining the animals while they are still alive. In both situations, the birds involved generally live short, miserable lives and die painful deaths for purposes that can absolutely be deemed unnecessary.

It is for this reason that major brands are either shunning down or looking for alternative material and practices. Animal protection lobbies, and conscientious members of the fashion industry are now creating alternatives to fur, leather and



down. Active clothing giant The North Face obtains the majority of the down it uses through the in-house Responsible Down Standard certification. Similarly, outdoor clothing manufacturer Patagonia has a program called Traceable Down which sources down from farms where the waterfowl are not live-plucked. Patagonia also offers jackets and vests made with recycled down obtained from used comforters and pillows. The feathers are sorted, washed, and dried at high temperature before it is sewn into new products.

Not just that. Today, technologies and production processes enable the production of warm and stylish and yet totally cruelty-free down alternative winter wear. The synthetic insulation materials within these coats are far superior to down — lasting much longer than their feathered counterparts. Several remarkable progresses in these vegan alternatives, also include a company that has created a non-woven textile called Piñatex made from pineapple leaves.

From reliable and comfortable winter clothing for skiing in snow-clad mountains to looking chic despite the chill, these are the best of the best for 2017.

PrimaLoft®

This patented synthetic microfiber thermal insulation was originally developed for the US military in the 1980s for use in clothing and sleeping bags. The goal was to develop a material that (unlike down) would not lose its insulation when wet, but would retain the lightness, softness, suppleness and compressibility found in down insulation. This makes jackets lined with PrimaLoft® insulation water-resistant, lightweight, very soft, highly packable and a lot less bulky than jackets made with down insulation. PrimaLoft® is undoubtedly the leading name in the synthetic insulation field, with several big brands using PrimaLoft® insulation products for their garments.

Thermal R

This polyester-based insulation is the brand Marmot's proprietary insulation that is used in their garments, sleeping bags and gloves. Thermal R is almost as light as PrimaLoft®, and provides excellent warmth and is very durable. Most of the clothing using this material features a zip-out insulation layer along with an outer waterproof and windproof shell.





Omni-Heat®

This is Columbia Sportswear’s proprietary brand of thermal insulation, which is advertised as the highest heat retention per gram of synthetic insulation in the industry. Jackets made with this technology are very soft and down-like, and are made out of eco-friendly synthetic materials. Unfortunately, not all Columbia Sportswear jackets using Omni-Heat are free of animal products. Several use down and feathers. But, these are the ones that don’t, thankfully.

Recycled Polyester

Patagonia uses recycled polyester in their jackets, which is made by weaving polyester fibres with used soda bottles, unusable second quality fabrics and worn out garments. The fleece woven through these recycled fibres may not be as warm as down, but it has the



significant advantage of not holding water and not losing its insulation value when wet.

Cocona Insulation

This technology, used by clothing major Nau, is rather unique in that it is made of lightweight and breathable fiber that is crafted from coconut-husk waste that has been discarded by the food service industry. So Nau’s coats are not only animal-friendly, but also eco-friendly.

Wool

Good old wool remains warm when wet. It has been used for centuries, and while its popularity declined after the development of synthetic products, wool is making a comeback in outdoor apparel and fashion wear. Merino wool in particular is sought after for its softness and wicking properties. A sustainability certification program, named ZQ, exists for wool from New Zealand Merino sheep.



Milkweed Plant

It is hard to believe that Milkweed (commonly known as Aak in India) has been used as a hypoallergenic pillow fill. Apparently, it also has insulation properties and the leaves were used in ancient India for that purpose. Figuring out how to use it for clothing insulation had proven elusive until recently when a Canadian company developed a lightweight, effective-when-wet, very warm woven fabric made from milkweed. For now, it comes in limited applications and at a steep price, but as a bonus the commercially grown plant is only harvested after it has served as food for the monarch butterfly larvae.

With companies and technologies that enable the production of eco-friendly and environmentally conscious winter wear, being warm, stylish and green is all possible.



Next Issue: JANUARY 2018

IMAGES
BUSINESS OF FASHION

STAND TALL

MAKE YOUR
BRAND A PART OF

THE
BRANDS
IN INDIA
2018

Annual issue

Issue to be
launched at the
Mega Garment Fair
in Mumbai.



As the year concludes, it's time for us to curate the 10th edition of the Encyclopedia of Fashion Brands in India — the Brands in India 2018. A one-off handbook, Brands in India is the reference manual that guides and helps:

- Retailers to choose their best selling brands
- Investors to identify brands to invest in
- Retail space owners to seek out the best tenants
- Support partners choose their client brands
- E-retailers to select their fastest selling brands

In short, it is the indispensable guide book that the entire fashion value chain refers to while strategizing their annual master plan.

BE A PART OF IT | GET NOTICED

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

SOUTH: Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

*A Not To Be
Missed Advertising
Opportunity*



SILK DENIM

BLENDING THE BEST OF TWO WORLDS



– Shri K.M. Hanumantharayappa,
Chairman, Central Silk Board and Silk Mark
Organisation of India

Silk Denim, developed by the Central Silk Technological Research Institute (CSTRI), Bangalore, is giving a new dimension to both denim and silk segments of the textile sector. Being extremely soft in touch, very light in weight and comfortable to wear in all seasons, the fabric has a lot of potential. In an interview with Bharti Sood of Images BOF, Shri K.M. Hanumantharayappa, Chairman, Central Silk Board and Silk Mark Organisation of India spoke about how silk denim is adding a new dimension to denim and the fashion world.

What initiatives are you taking to promote silk denims?

Central Silk Board has taken great initiatives in promoting the silk denims through technological intervention and translating this information with the entrepreneurs to commercialize the same through them. Central Silk Board has got developed the power loom denim fabrics through Cauvery Fabrics, Bengaluru, and has also got the commercialization of the handloom silk denim products both in plain and in jacquard designs through Five P's Venture Private Limited, Erode, Tamil Nadu. The silk denims produced by them have already been sold both in domestic and export markets.

Central Silk Board had undertaken all the activities relating to the development of denim fabric, like, sourcing of yarn and technology dissemination and coordination with the entrepreneur. Central Silk Board has also commercialized these silk denims through Raymond and Neelima Silks.

Recently at Textile India 2017 held from June 30 – July 2, 2017 at Gandhinagar, Gujarat, an MOA was signed between the Central Silk Board and Five P's Venture Pvt. Ltd., Erode and with a well-known Designer Deepika Govind of Bengaluru for further development, promotion and marketing of Silk Denim products. Awareness of the Silk Denim is being created on regular basis by holding workshops, designer meets, interaction with exporters and manufacturers at places like Bengaluru, New Delhi, Chennai and Mumbai and also by displaying



the silk products developed by Central Silk Board and sharing of technical parameters associated with them and commercialization of the products. Silk denim products are exhibited in the theme pavilions in the exhibitions organized by SMOI across India such as Pravasi Diwas at Bengaluru, Trade India 2017 at Gandhinagar, North-East Exhibition at New Delhi and Shillong, India International Silk Fair at New Delhi, etc. to enhance the awareness levels amongst the entrepreneurs and the visiting public about the silk denim products developed by the Central Silk Board.

What are the different varieties of silk denim fabrics?

Silk Denim fabrics are available in following varieties- 100 percent Eri Silk Denim; 100 percent Mulberry Silk Denim; Eri and Wool combination Denim; and Eri and Mulberry combination with cotton and linen as union denim fabrics.

What all products are made in silk denim?

The product range in silk denim consists of men's shirts, trousers, jackets, kids wear, ladies wear and tops. Silk denim is also used in ladies' handbags, pouches, blazers, etc.

How well has the market accepted silk denim?

Though silk denim is costlier than cotton ones, the niche market has accepted the silk denim garments because of their special features like, soft to touch, smooth feel, light in weight, comfortable to wear in all seasons. The Eri silk has good thermal properties, which make the garments feel warm in winter and cool in summer. The silk x cotton and silk x linen union denim fabrics are most cost-effective without losing their comfort and silky appearance.

What are the challenges faced by this fabric?

Initially, the development of silk denim with Eri and mulberry had problems in yarn preparation and also in the dyeing process. These were overcome through sustained R&D intervention by the Central Silk Board over a period of time and now it has been possible to get required uniform yarn for silk denim of international standard and the problems associated with dyeing have been addressed.

Where is the silk denim range showcased?

The Central Silk Board supports the manufacturers and entrepreneurs in marketing their products by offering space in its marketing outlets i.e., Vanya Shoppes for vanya products in designated metros like, New Delhi and Bengaluru.





What initiatives are being taken to tie up with major brands in India for silk denim?

Central Silk Board has tied up with few major brands like Raymond.

Do you have any plans to tie up with the international brands to promote silk denim?

At present, Central Silk Board is involved with the development of clusters and the entrepreneurs and is helping them to improve their livelihood through design intervention leading to higher value realization.

What is the benefit of tying up with the designers?

Tying up with fashion designers helps to convert silk denim into fashionable garments, which will add a new dimension to the silk denims and to the fashion world. Silk and silk blended denim apparels, made-ups and other lifestyle products would open up a whole new range of fabrics to the younger generation. The recently signed agreement with Deepika Govind ensures further development and promotion of silk denim products.

Do you have any plans of selling silk denim products through online stores?

CSB is not directly involved in the production and marketing of silk denim or any silk for that matter, on its own. Manufacturers and entrepreneurs interested in promoting these products may avail the services of gocoop, a marketing portal supported by Central Silk Board.

What is being done to increase the production capacity of silk denim?

The Central Silk Board is on regular basis conducting interaction programmes with the entrepreneurs, designers, and manufacturers, organising collaborative projects with NIFT, NIFT -TEA, AIFD and also working in clusters to give a thrust to increase the production capacity of silk denim.

The Central Silk Technological Research Institute (CSTRI), Bangalore has been engaged in development of innovative products in silk and silk blends. The Cocoon – a Product Design, Development and Diversification (P3D) Cell under the institute, established with broad objectives of quality upgradation, investment generation, technology upgradation, productivity improvement and employment generation, is involved in revival of traditional products as well as development of innovative silk products, meeting the consumer preferences and market needs. CSTRI spoke to Images BOF about their journey and their initiatives in developing silk denim:

Denims have made their way into our everyday lifestyle. Today, millions of people still wear their jeans to work, not only to the mines, but also into the boardrooms. Denims are generally made from cotton yarn and have been largely popular. Nowadays it has become the fabric from which various fashionable garments are made. Among four commercial varieties of silk, Eri silk is

only spun and has an appearance similar to cotton but it has other qualities of silk fiber like softness and luster. Till 1990's most of the Eri cocoons were spun in takli and charaka, hence the yarn quality was very poor. These Eri yarns were traditionally used for chadar in North Eastern states.

During the year 2005-06, Central Silk Technological Research Institute (CSTRI) took up a project for development of technology for Eri spinning and developed processes and technologies required for the Eri spinning in organized mill sector. To transfer the Eri spun technology, three numbers of spun silk mills were established in the North East and Andhra Pradesh under the CDP/ CSS schemes. This resulted in production of high quality Eri spun silk yarn of finer counts. It paved the way for the development of various items including silk denim made of Eri fiber. The main concern of CSTRI was to upgrade cotton denim to Eri silk denim. Traditionally the cotton denim was made/dyed with indigo in a high alkaline conditions. Adopting similar process was detrimental

to the strength of the Eri silk yarn as it would have got damaged by the high alkaline conditions. In order to address these issues CSTRI standardized the processing of Eri silk yarn with natural indigo dyes and eco-friendly chemical dyes, with the development of above said two important technologies and more varieties of garments/fabrics were made from the Eri silk yarn. Further as full fledged spinning mills were established for production of spun yarn, it was essential to bring in luxury and novelty for the new products generated out of Eri spun silk and also to test the performance of the new yarn.

Various denims were made, which include - those using different count Eri yarn/different GSM; Eri and mulberry combination; Eri and lycra combination; Natural dyed (indigo denims); Enzyme finish (Alkaline and acid condition); Laser print design denims; Pigment print block and screen print design; Embroidery design surface ornamentation; and soft and silicon finish denims.



The Complete Destination for Kids & Infant Apparels



Authorised Official Licensee of:

The Best Value Kids Wear Brand in India
www.eteenz.in | info@dhananjai.in



Our Other Brand:



WILDWOODS™

GAME BEGINS™





Character
Merchandise also
available in
Superman, Batman,
Tom & Jerry, Dora-
the Explorer, Sponge
Bob and Looney Tunes

Product Range:

- Bodysuits
- Rompsuits
- Sleepsuits
- Jumpsuits
- Frocks
- Dungarees
- Bottoms
- Co-ordinated Sets
- Gift Sets
- Bibs

Mom's Love™

Every Mom's Choice

DHANANJAI
LIFESTYLE LTD.

'STERILIZED' is a registered mark of DLL
customer care line : info@dhananjai.in or call us at 8100-33-2628

493 B, G.T Road (S), Bengal Jute Mills Compound,
Module No. 22 A,
Howrah- 711102 | Phone 81000 32627



★★★★★★
**IFF PRIVILEGE
 MEMBERSHIP OFFER**
 ★★★★★★

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).

Current Account No: 02482000004779 | **Account Title:** Images Multimedia Pvt. Ltd. | **Bank:** HDFC Bank Ltd.
| Branch: S-355, Panchsheel Park, New Delhi 110 017 | **RTGS Code:** HDFC0000248 | **MICR:** 110240029

MEMBER INFORMATION

Company Name	
Category	
Address for communication	
Name of the person responsible for IFF communication and coordination	
Designation:	
Ph:	
Cell:	
Email Id:	

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

IFF SECRETARIAT

IMAGES MULTIMEDIA PVT. LTD.
 CIN:- U22122DL2003PTC120097
 S-21, Okhla industrial Area, Phase 2,
 New Delhi 110020.
T: +91 11 40525000
F: +91 11 40525001
W: www.indiafashionforum.co.in

NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IFF PACKAGES

Name:	Designation:	Phone:	Mobile:	E-Mail:

Signed by CEO / Director / Owner
 Name:
 Designation:

Company stamp/ seal



IFF ANNUAL MEMBERSHIP & DELIVERABLES*

**YOUR
ACCESS
TO THE
FUTURE OF
FASHION**

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

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.

Additional Benefits:

- ▶ Special Packages to join IFF delegations for national & international retail trade shows.
- ▶ Special packages for members for Print Ads in relevant magazines.
- ▶ Speaker/Panel discussion opportunities subject to availability of slots
- ▶ Priority in processing of your application for 'TRUSTED MARK' Certification.
- ▶ CEO's picture & profile in 'Who's Who' page on indiaretailing.com website
- ▶ Support & connect with potential partners.



INDIAN CONSUMERS
SOON TO LOOK FOR
THE 'TRUSTED MARK'
BEFORE THEY SHOP
ONLINE OR OFFLINE



Go for it!



APPLY TODAY

For
'TRUSTED MARK'
certification scheme
In accordance with
ISO/IEC 17065:2012

WORLD'S 1ST CUSTOMER CENTRIC
MARK FOR **RETAILERS**

Hypermarkets | Super Markets | Department Stores
Speciality Stores | E-Retailers | Restaurants
Jewellers | Pharmacies | Salons | Spas | Wellness
Centres | Cineplexes | Family Entertainment Centres



Contact:

Priti Gupta

M: +91 8826415472 E: pritigupta@irftrustedmark.org

IRF TRUSTED MARK
THE INTERNATIONAL RETAIL FORUM SETTING 'CUSTOMER CENTRIC' STANDARDS IN RETAIL

IRF TRUSTED MARK SECRETARIAT
S-21, Okhla Phase II, New Delhi, 110020 INDIA
Tel: +91-11-40525000, Fax: +91-11-40525001
IRF Trusted Mark LLP (LLPIN: AAI-2150)

Certification Bodies Approved by
IRF Trusted Mark Certification Scheme



www.irftrustedmark.org

INSIGHTS TO EMPOWER YOUR BUSINESS

Now easily accessible in a format
that you prefer

BUSINESS OF FASHION

INDIA'S LEADING
FASHION BUSINESS
MAGAZINE SINCE 1992



ONLINE



PDF FORMAT

PRINT FORMAT



Limited
Period Offer

Special Combo Offer

Pay ₹3600/- and get

India Business of Fashion Report 2016
worth ₹2500/- with 3 Years Print Subscription.

SUBSCRIBE NOW

Term	PRINT			PDF + ONLINE		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹1200	₹2400	₹3600
Saving	15%	20%	25%	25%	30%	40%
Discount	₹180	₹480	₹900	₹300	₹720	₹1440
You pay	₹1020	₹1920	₹2700	₹900	₹1680	₹2160
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

YES, I WOULD LIKE TO SUBSCRIBE FOR PRINT VERSION PDF + ONLINE COMBO OFFER

PAYMENT OPTION 1

Please charge my card

Amount _____ Card Expiry Date _____

Card No. _____

Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring Images Multimedia Pvt. Ltd., payable at New Delhi

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

OTHER GROUP PUBLICATIONS



Terms & Conditions: Rates & offer valid in India only. Please allow 4-6 weeks for processing of your subscription. In case of non receipt of the publication, please inform the Subscription Department within 30 days. IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion. No request for cancellation of subscription will be entertained after three months of subscription. Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

Please fill up the subscription form & mail with your remittance to:

Subscription Department, Images Multimedia Pvt. Ltd.

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001 | E-Mail: subscription@imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059. Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

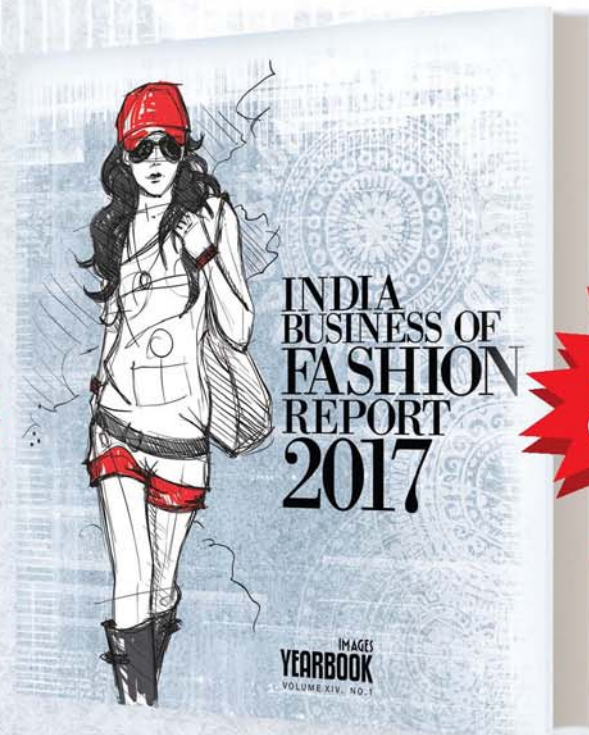
Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075. Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: 30-B, Anil Roy Road, Ground Floor, Kolkata 700 029. Ph: +91 33 40080480, Fax: +91 33 40080440

FOR ONLINE SUBSCRIPTION, PLEASE VISIT **SHOP.INDIARETAILING.COM**

THE ORACLES HAVE SPOKEN!

For 14 years now, the **INDIA BUSINESS OF FASHION REPORT 2017** is the definitive book that captures the evolution of the business of fashion in India and prophesises the shape of the things to come.



COVER PRICE:
₹2500 | **US\$ 100**
for orders within India | *for orders outside India*
Cost includes courier charges

This year, the book's quest for fashion divination finds support from many leading global fashion and technology pundits. The list that shed their light and deep research insights include gurus from the below organisations; amongst many others.



To refine the magic mantras of your business & to make it future proof, book your copy today! Limited copies available.

To order your copy, contact:

Anil Nagar: Mobile: +91 9811333099 | E-mail: anilnagar@imagesgroup.in

Kiran Rawat: Mobile: +91 9953525535 | E-mail: kiranrawat@imagesgroup.in

Or visit <http://shop.indiaretailing.com/product/india-business-of-fashion-report-2017>

A man with a beard and sunglasses, wearing a dark hat and dark jeans, stands shirtless on a blue rickshaw with orange seats. He is holding a yellow rope. The background is a bright blue sky with light clouds and a hazy landscape.

Lg | Legend®
CASUAL WEAR

CHARCHIT APPARELS PVT. LTD.

Milan House, Old Milan Cinema, Opp. Ashok Wadi, Saraspur, Ahmedabad - 380018.

Phone: +91 79 22929077, 22929055 | Fax: +91 79 22929091

Email: charchitapparels@yahoo.com



100% NATURAL



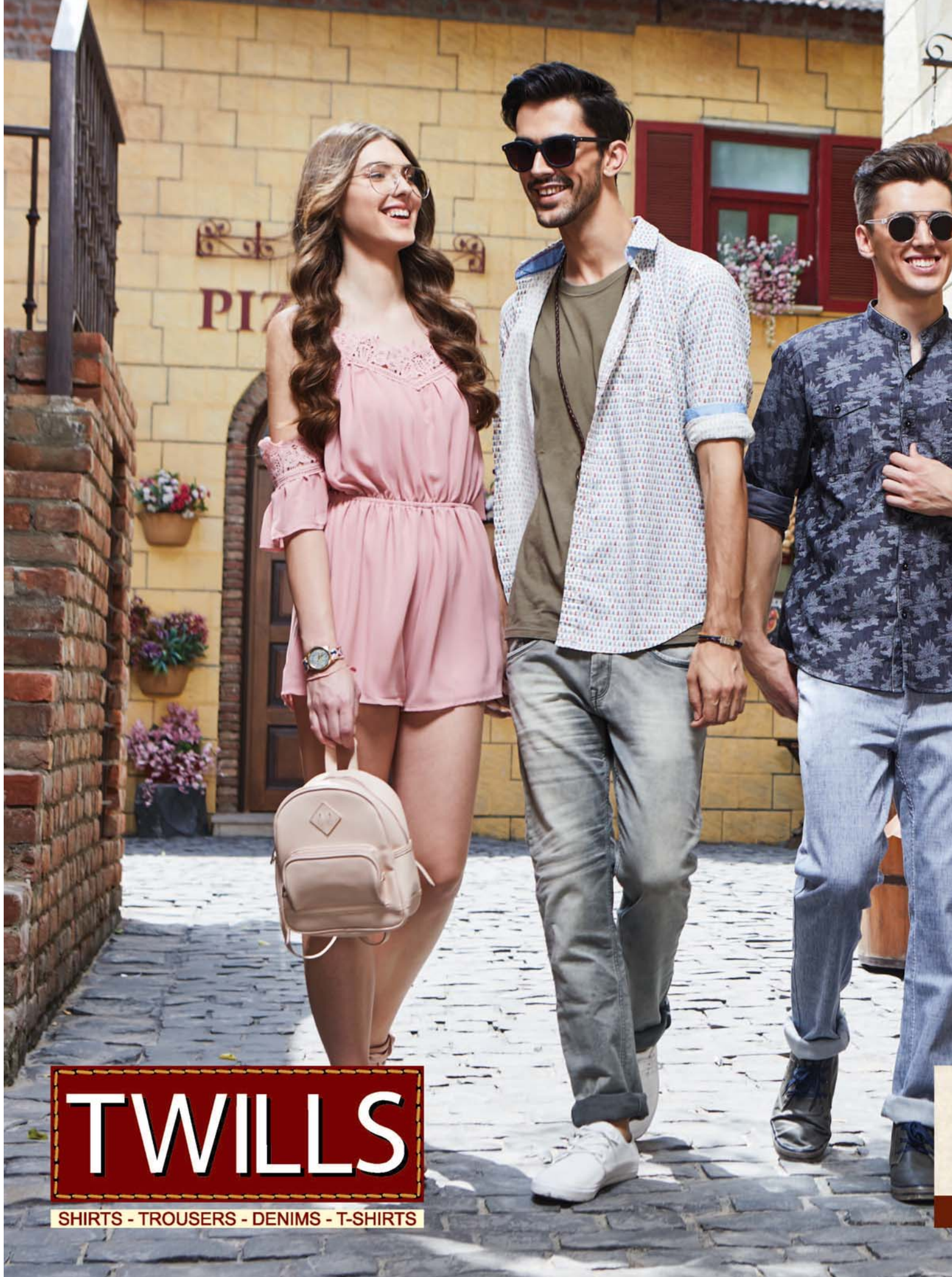
RAYSIL. ADDS ELEGANCE TO FASHION. The superior quality VFY from Indian Rayon.

Presenting Raysil. The versatile yarn that helps create the best of georgettes, crepes and chiffons that flow and drape well. Go ahead, try Raysil and feel the difference it makes to fabrics.



Raysil[™]
The fashion yarn

For details, call: Mumbai: +91 22 66917930 / 31, Surat: +91 261 4003362 / 64 | Email: raysil@adityabirla.com



TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS



HIRAJIBATTUDESIGNS

TWILLS Clothing Pvt Ltd.

**VIJAYAWADA Off : No 172/A, Opp Lane Tankasala Kalyana Mandapam, Kanuru Donka Road, Enikepadu
Vijayawada - 521108 Andhra Pradesh Ph. : 0866 - 2845500 /1/2/3/4**

MUMBAI Off : Gala No. : 19, Shreeji Indl. Estate, Jogeshwari (E), Mumbai Ph : 91-9811959052

www.twills.in www.twillsonline.com

Available in 90 Exclusive stores & all leading MBO across the country.

RNI NO: DELENG / 2000 / 02804

INTERNATIONAL BY STYLE. INDIAN BY HEART!

Over 150 styles in different washes and fits to suit every mood of contemporary Indian women.
Available in more than 3000 outlets across the country.



focus
jeans®

Passion, Jeans & More.

B. ENTERPRISES: 120, Atlantic Plaza, Garage Galli, Dadar (W), Mumbai 400 028.
Tel: +91 22 2436 6050 | Telefax: +91 22 2436 6080 | Email: info@focusjeans.co.in | www.focusjeans.co.in

Scan to know more



www.againsttheflow.in. - 9820708887