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BUSINESS OF FASHION

January 2018 | Volume XIX // No. 1 // ₹ 100

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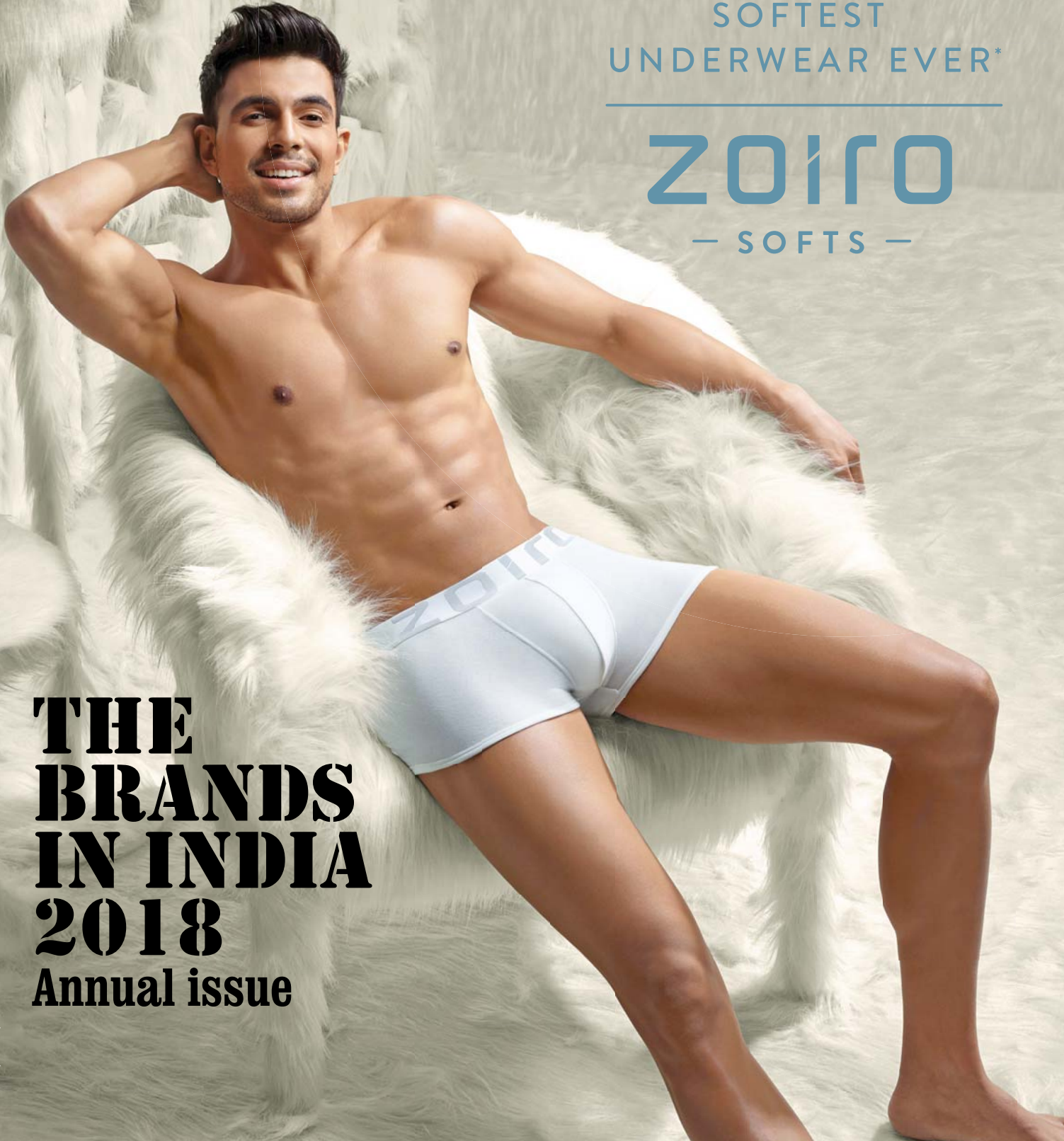
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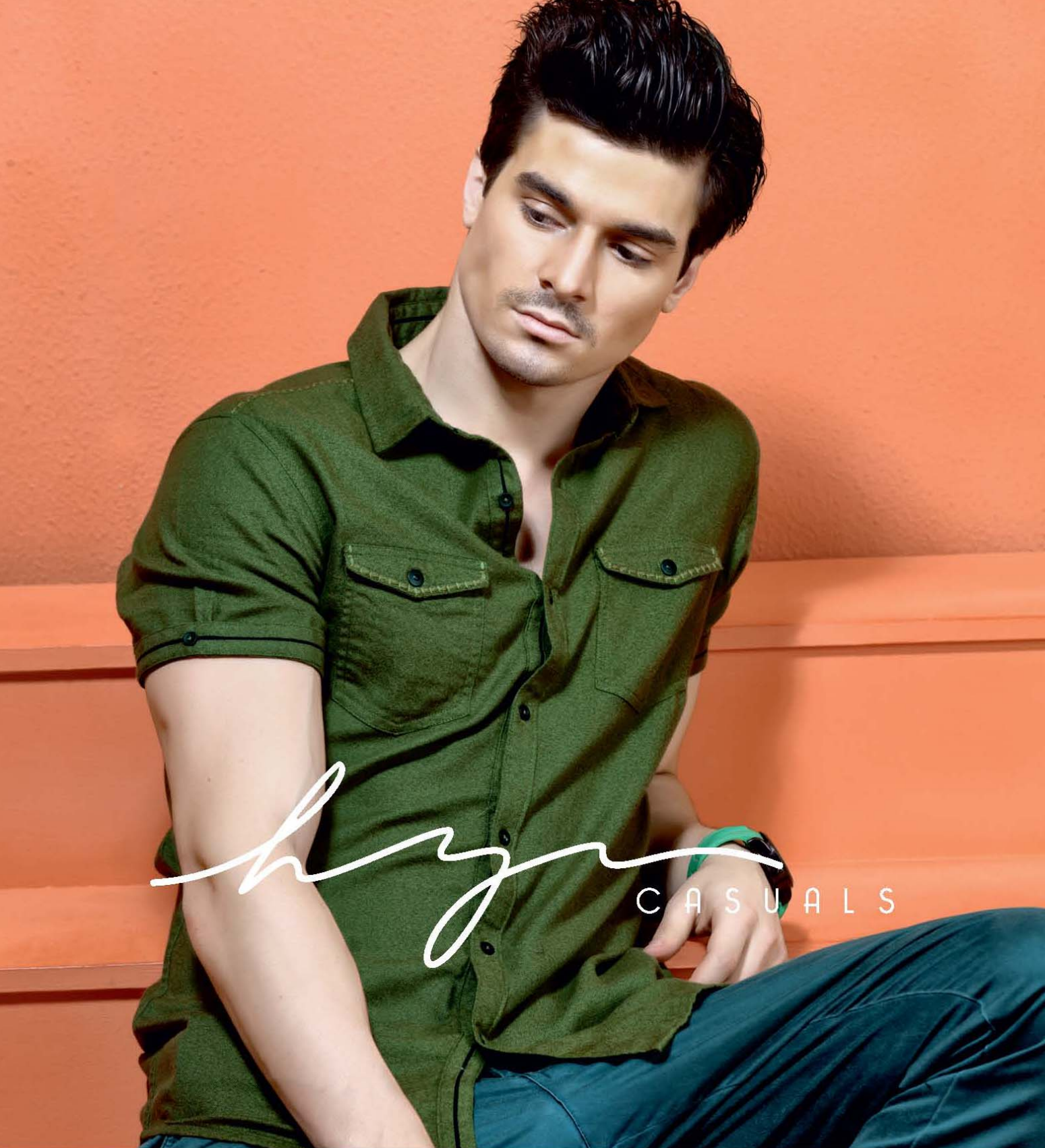
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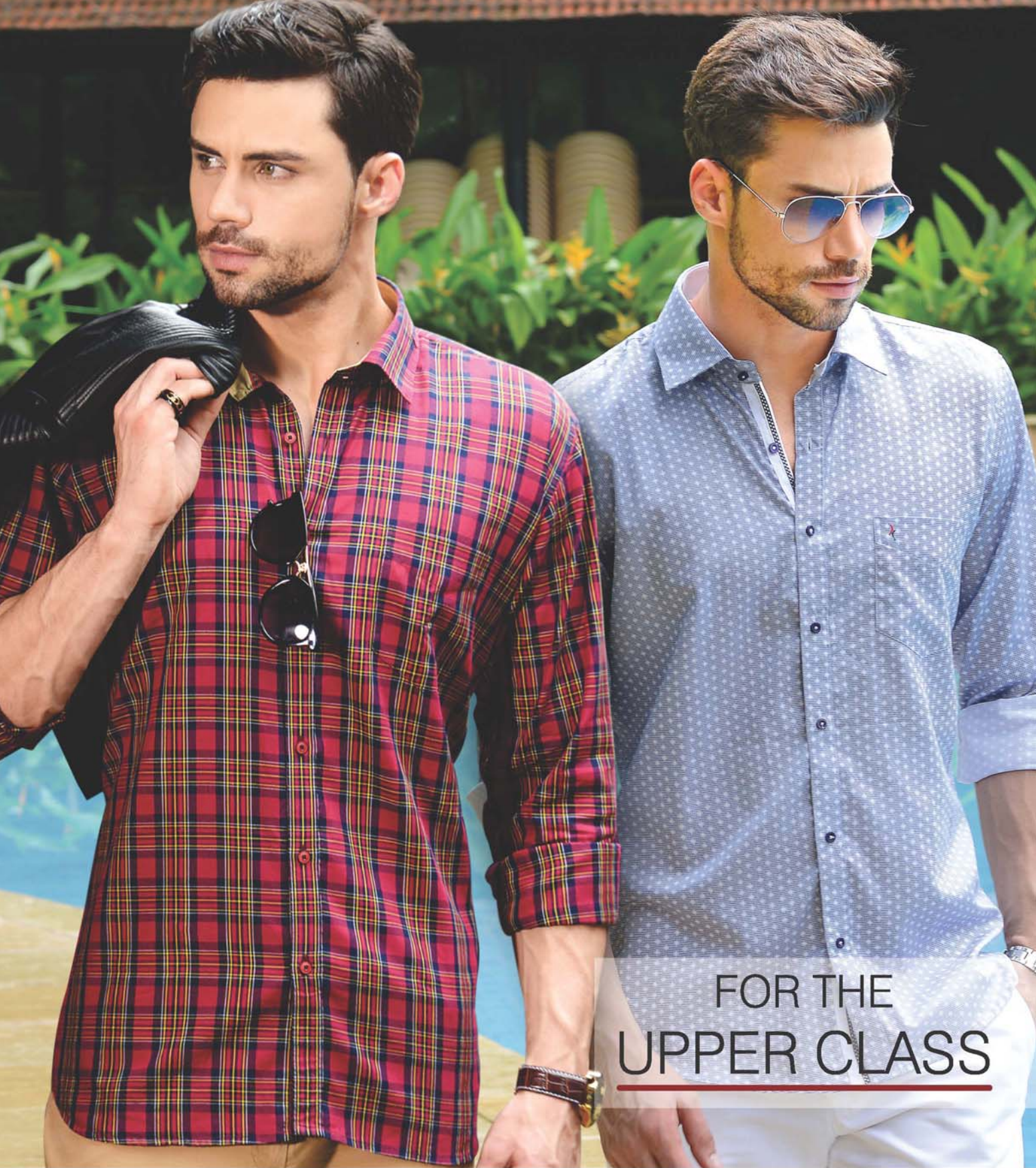


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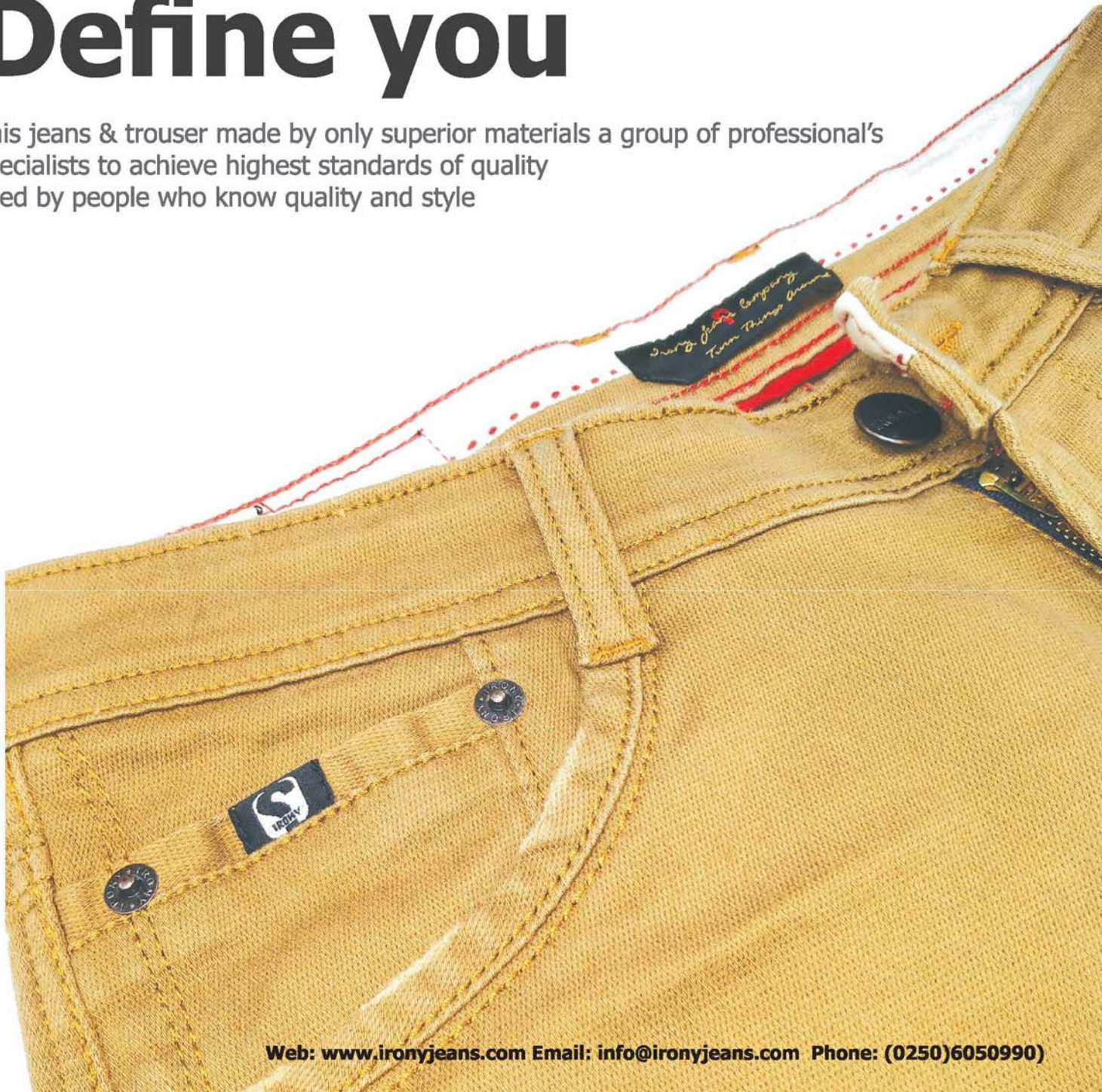
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Dear Friends

A very happy new year and welcome to the very first issue of 2018. The mist of GST and the dust of demonetization has settled by now and I sincerely hope that this year turns out to be very prosperous for the fashion industry and for all its stakeholders.

As we do every year, we are pleased to present before you the 2018 edition of the annual Brands in India special issue of IMAGES Business of Fashion.

In fashion, creativity and business go together. While we showcase the best of brands, we also ponder upon the art of creating a brand. How does one turn a piece of garment into a composite entity that seemingly represents a whole range of emotions? Also, while creating a brand is ephemeral, the business attached to it is endlessly complex. In the following pages, we showcase a slew of young and rising upstarts as well as established stalwarts - both home grown and from across the world - who are in the process of creating a brand or have already successfully created one.

This special edition is a key part of our mission to catalyze fashion retail business in India. The issue helps in aiding retailers with a survey that

catalogues fashion brands, their collections and their current status in the markets. It also elucidates upon the brand identity and consumer cores they satisfy to help Indian fashion retailers choose from them and thus build a highly profitable business around them. It traces and presents dominant as well as emerging brands that are leading the latest definition of fashion.

As the featured brands introduce themselves to retailers, suppliers and associates. I hope that other brands also find the success stories of their peers inspiring.

In addition, the issue also encompasses two features wherein eminent fashion columnist Meher Castelino details the steady transformation of the shirt as a wardrobe staple for both men and woman.

Shaswati Sengupta, CEO, Ingene Insights Consultancy outlines the trends and styles that are expected to dominate in Spring Summer 2018. We also present SS 2019 textile and ingredient trends from the iconic Milano Unica.

This and lots more!!

I hope you find the issue meaningful.



Amitabh Taneja

>

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SS 2018 will feature a hint of boho feel, some airs of 70's glam and some smart individualistic layering. Shaswati SenGupta, CEO, Ingene Insights Consultancy elaborates on what all will be in vogue.

Pg No.56-68



FOCUS FEATURE

The Evolving Men's Shirts

Meher Castelino elaborates the steady transformation of the men's shirt from the basic long sleeved, regular collar, one pocket in white or blue colours into a variety of shapes, sizes, cuts and fits.

Pg No.70-75



FOCUS FEATURE

The Evolving Men's Shirts

Meher Castelino traces the evolution and the current trends of the women's shirt in terms of fabric, colours, detailing, silhouettes, etc.

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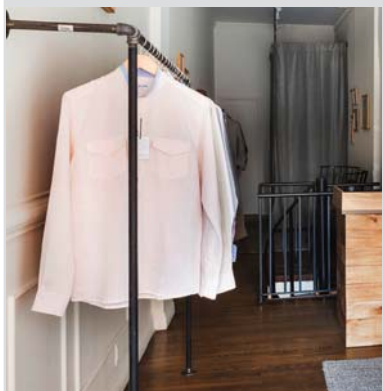
Milano Unica Spring Summer 2019 Trends

A sneak peek of the S/S 2019 trends presented at the iconic Italian trade show Milano Unica, a benchmark event for the textile and the fashion ingredients industry.

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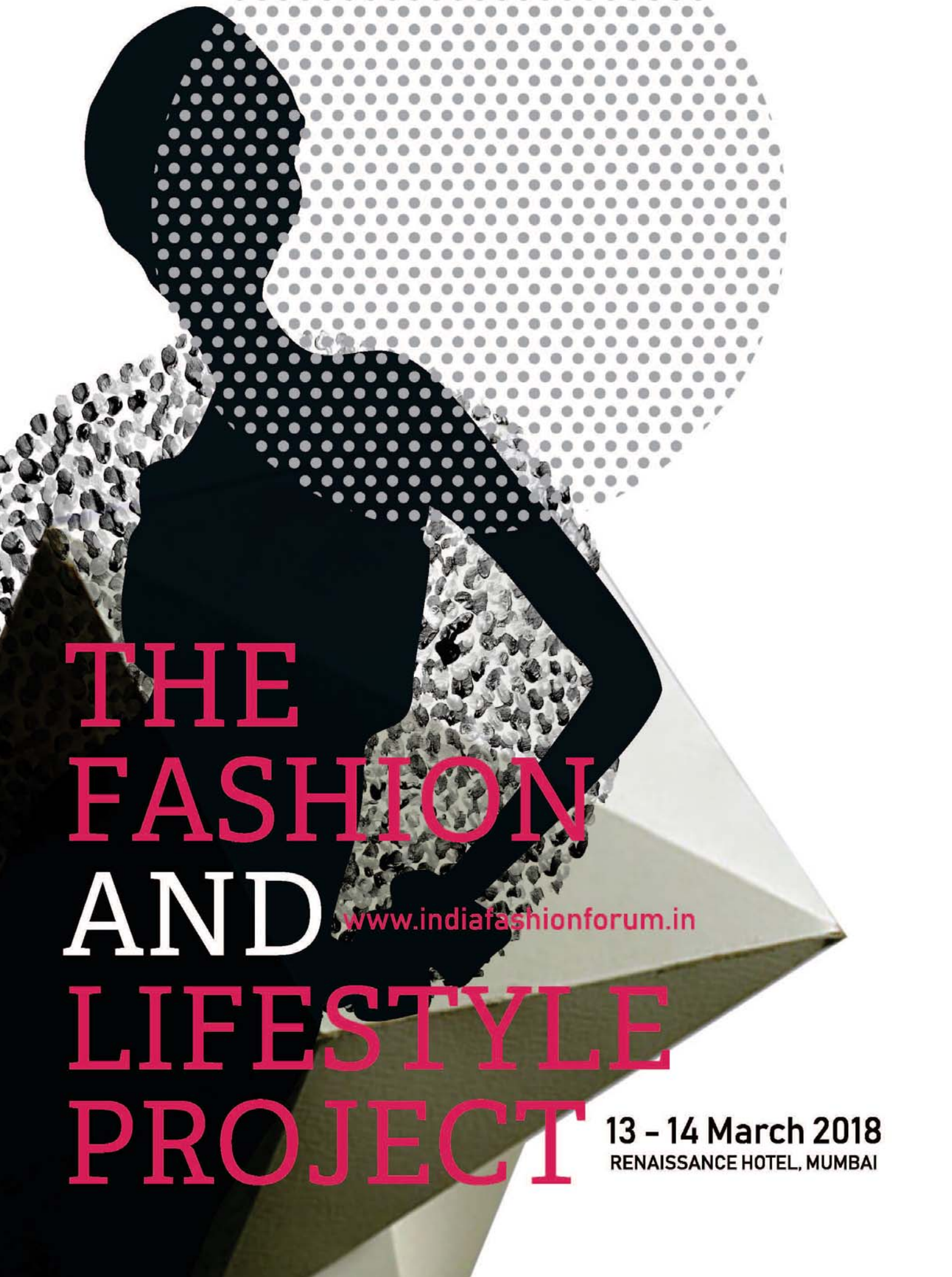
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BOMBAY SHIRT COMPANY

OPENS FLAGSHIP STORE IN NEW YORK

After its successful stint in Dubai's The Central Park Towers, DIFC (Dubai International Financial Centre) with the brand's international venture, Bombay Shirt Company launched its flagship store in New York. The store is located at 223 Mott Street in SoHo. Bombay Shirt Company has also simplified the reordering process, as a profile of each customer is created and his measurements are stored for the next time the customer places an order, whether it is placed online or at one of its stores. Likewise, if a customer has a shirt that fits well, he can send it to the company or bring it to one of its locations and its measurements will be taken and used for his Bombay Shirt Company orders.

Launched in 2012, Bombay Shirt Company offers its customers options to select from a wide range of custom details, from the type of cuff they want to the collar and cut they prefer, without affecting the price of the shirt or delaying the two week delivery time. Talking about the brand's international venture into Dubai and later to New York, Akshay Narvekar, Founder, Bombay Shirt Company, says, "One reason why we ended up in Dubai for our international debut is that the market in Dubai is similar to what we have in India and so it would definitely help us in some way. We were extremely excited to mark our first international venture; Dubai has always been on our radar and was the first obvious choice to set up base outside India. We hope that our existing and new clientele in Dubai enjoy the latest BSC experience. We are also excited to mark our first venture in the United States. We lay great focus on the provenance of our products. As far as responses from both these markets are concerned, it will remain good for every market who wants quality shirts at different price points; regardless of whether you are selling



in Mumbai, Hyderabad, Dubai or New York, the market will be welcoming basis your product quality.” Bombay Shirt Company had raised a funding of \$1 million (₹6.6 crores) in June, 2016, and the funding was used for investment in technology infrastructure, key hires and expansion through offline stores. In terms of its expansion plans, Narvekar maintained that the brand would witness launch of 3- 4 stores in India by the end of the financial year and is also planning for expansion in different geographies.

Collection:

The new store will showcase casual and formal shirts ranging from solids in a variety of textures, to stripes, checks and quirky prints in dynamic colour palettes. The brand is offering the finest Egyptian cottons, linens, denims, flannels and more, sourced from some of the finest mills in India, Italy, Japan, Portugal and Turkey.

Feel of the Store:

Contemporary and minimalist.

Store Interiors:

All Bombay Shirt Company stores are designed in almost the same fashion though there are a few changes at every outlet but a basic theme is always followed; like in terms of materials used, in terms of colours used, etc. The newly opened store is in soft or earthy natural tones, comprising of light wooden fixtures. Lightings are warm yellow giving a comfortable shopping experience to the customers. The wooden shelves have delivery bags and swatch books on them and the store also showcase artwork from Kulture Shop and photos by Aaditya Pawar, a photographer and blogger based in Mumbai. The atelier is designed in line with BSC stores’ minimalist and understated aesthetic, incorporating wood and stylish interiors that reflect the brand’s contemporary sensibility.

Who has Designed the Store:

The newly opened store is designed by Manisha Amin, President –Americas, Bombay Shirt Company and Interior Designer Megan Hopp.

BRAND:
Bombay Shirt Company

LOCATION:
New York City

SIZE OF THE STORE:
450 sq.ft. + 200 sq.ft. basement



WOMEN'S FASHION TRENDS

SPRING SUMMER 2018

The Spring Summer 2018 will reflect a transitional time, bursting with multiple trends from subtle exposure to swirling drapes to a hint of kinky breeze. This SS 2018 will be going to witness individualistic dressing phenomena with intelligently layered up dresses to glammed up jumpsuits to wearing bustier tops with statement jackets! The season will throw a total attitude of 'peek-a-boo' with the flowy semi-transparent chiffon dress, transparent lacework dress/tunics, slit dress, newer way of wearing slip dress and playful layering to match the mood and persona. This season will also show an affinity towards kinky PVC and affinity towards transparent plastic.

Here in India, we are going to see the following trends for SS2018. The season will witness an array of innovative ways to wear summer shirts, precisely layering over shirts with simple tees or transparent tops (Trend- Smart Layering). A dominant trend will be seen as 'work leisure' trend as wearing well cut jackets with shorts. The shorts will be either in satin, chiffon or in PVC.

Satin shorts with folded hem or high waist short to accentuate shape will take the centre stage. The statement jacket will rock this summer as will do the dressed-up jumpsuits. The glam avatar of jumpsuits is going to be the Rockstar this SS2018. There will be revival of summer trench dresses as wrap around or tie up dresses. Silhouettes will be dominated by easy breezy flowy to waist hugging. For the A line silhouettes there will be playful bell sleeves. Among the sleeves, the puff sleeves, voluminous sleeves to one shoulder style will be dominant along with sleeveless and off shoulders from last season. There will be strategically playful transparency to flash skin under waist arena and mostly long dresses will either have one sided long front slit or asymmetrical hem with long trail.

The major colours will be Lavender, pink, white, yellow, light green, light blue, nude and the classic black and white combination. The glam factor will be high on trend with embellishments with silver texture, big to small sequin works and mirror works. The rocking materials

will be chiffon, satin, fine cotton, romantic lace works, Bohemian crochet works, semi-transparent materials, transparent plastic and PVC. In prints small flowers and polka dots will be there majorly along with vertical stripes and colourful checks will be seen.

This season high waist will be the dominant trend from shorts to trousers to skirts to culottes. The culottes will be steady this season also with flowy trousers. Pencil skirts will be back this season. Denim will be playful with 'denim on denim' and with lots of surfacing like embroidery, lace adding and fringes. The semi-transparent tunics or long tops will be more visible as well as statement jackets to add on the personified style. The dresses will be seen glammed up by laces, layers, fringes, waves, twisting and playful drapes. The dominant trend of hemline will be seen as asymmetric hemline. In short the SS 2018 will be with the hint of boho feel, with some airs of 70's glam and with some smart individualistic layering trend.

ABOUT SHASWATI SENGUPTA

Shaswati Sengupta is the CEO of Ingene Insights Consultancy. She has worked on both trend and market research for Nike, British Council Library, Vodafone, Facebook, NTT Data and with various other international research agencies. She is an avid lover of travel, cultural studies, art and human psychology. She is proactive as a social facilitator and is engaged in managing a charitable trust (Inklink Charitable Trust www.inklinktrust.wordpress.com) which is for the education of underprivileged children and skill up-gradation for the crime affected women.

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TREND: SUMMER ICE-CREAM



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Aalto

TREND: TRENCH DRESS



Michael Kors



Pallavi Dhayani



Christian Dior

TREND: PEEK-A-BOO



TREND: SHINE-ON



TREND: GO SHORT



TREND: DELICATE FLOWER



TREND: FRILLS, TWIST & DRAPES



TREND: DENIM TWIST



TREND: BUSTIER KINK



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SHAHAB DURAZI



KEN FERNS

THE EVOLVING MEN'S SHIRT

-By Meher Castelino

From the basic long sleeved, regular collar, one pocket in either white or blue colours, the shirt has evolved steadily into a variety of shapes, sizes, cuts and fits. IMAGES BoF takes a look at the available shirt options, trends, patterns, colours, and detailing today.



ROHIT GANDHI RAHUL KHANNA

Our grandfathers often said, “A clean collar and a decent tie will see you through the day.” Which is fine for basics but there’s far more to a shirt than a collar – clean or otherwise. The length of the collar point and the width of the cuffs have varied with the vagaries of men’s fashion but the basic shirt still prevails. From the basic long-sleeved, regular collar, one-pocket, white or blue shirt, the garment has steadily evolved into a variety of shapes and styles in the 21st century.

SHIRT CATEGORIES

The contemporary male has more shirt options than ever before. It’s not only the corporate or business shirt that is still the most favoured but the stronger sex now has the tunic, cowboy, wing-collar, tuxedo, safari, buttoned, Oxford, bowling, Hawaiian to add to the list of shirt.

THE FABRIC CHOICE

There is no doubt that pure cotton is the most popular choice but although ideal for fit and comfort it tends to wrinkle so the best bet would be a 65 percent x 35 percent polyester blend for day wear. Business shirts look good in blends as well as Oxford broadcloth and also in denim, corduroy, flannel, wool or knit.

THE COLOUR STORY

It is believed that the best selling shirts are either white, often called “The Great White Hope” or blue. These are two colours that men are drawn to automatically but with men’s fashion moving at break neck speed, the colour card has turned into a vibrant rainbow of hues starting with pretty pastels and then moving to hotter hues like red, emerald, turquoise, purple, lilac,

pink, (yes it is a great seller and no long restricted to women’s wear) black, brown, grey, indigo, ink, rust, saffron, yellow, ochre and magenta. The concept of Friday Dressing has brought in a lot of colour that enables a man to dress so that he can effortlessly move from 9 am to 9 pm with the greatest of ease.

PATTERNS, SILHOUETTES AND DETAILING

The most acceptable patterns are checks and stripes or pin checks and stripes for formal shirts. For more casual wear, the sky is the limit with florals, abstract, multi-coloured stripes along with pencil, shadow, Bengal, Railroad and even candy stripes making an impact. The latest trend of logos for Spring/Summer 2018 is the best seller for the coming season. The shape of the shirt has moved fast from the tapered and comfort fit to the tunics and the kurta shirt, which could be short or knee length.

When it comes to detailing it’s the collars and cuffs, which are affected. The different collars that dominate the shirts are spread, regular, button-down, club/golf, cutaway, tab, pin, wing tip, band/mandarin and Cuban/Hawaiian, while the cuffs are square, notched, arrow or French cuffs. Every season, the length of the collar point sets the fashion trend and has moved from 3 centimetres to even an exaggerated 8 centimetres in the past, though right now there are no restrictions and it depends solely on the moods of the designers and the wearer. The width of the cuff normally matches the length of the collar point.

THE DESIGNER TOUCH

No longer does the Indian male hesitate from prints or even the print-on-print story, which is very evident in Ajay Kumar’s collections, which he has been



RAJESH PRATAP SINGH

>



AJAY KUMAR



ANUJ BHUTANI



ANTAR-AGNI



DHURUV VAISH AIFW SS 2017



KEN FERNS



DEV R NIL

presenting for several seasons. His extreme print inspirations have turned the shirt into a canvas of colour and a unisex garment that is often coveted by the fairer sex. Ajay's prints very often match the trousers and jacket thereby creating a trio of fashion medley. At times his prints are strategically placed to create visual interest on an otherwise plain white shirt.

The Antar-Agni label stays sober with the grey band collar shirt matching the tonal pant and could be topped with a one-button shawl collar jacket. The Anuj Bhutani shirt resembles a tunic and could be worn solo or with a jacket. The new Gen Next label Bloni brings in black/white Shibori accents on silk for a dramatic look. The Dev-r-Nil label prefers to stay clean with a spread collar, basic shirt, which can be worn with a variety of jackets. Colour blocking is a favourite with designers Pratham and Gyanesh who specialise in men's wear. Pawan Sachdeva's oversized shirt for Spring/Summer 2018 reveals how the shirt silhouette will be.

Designer Dhruv Vaish goes for the double-breasted collar shirt to give the basic garment an interesting twist; while at other times it is simple checks with an asymmetric hemline that is ideal for the male wardrobe. Dhruv also feels an extra long length with a double-button collar gives an innovative twist to the shirt.

Designer Wendell Rodricks has created casual as well as formal shirts for men of varying sizes and informs how important the shirt is for the modern man. "The T-shaped tunic has been around since 8000 years, since Sumerian Mesopotamia and Babylon. What we have today has come from the cradle of civilization.... the land between the Euphrates and the Tigris. The fact that this has been with us and survived as a clothing legacy for





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millennia proves that the shirt will always stay as part of any wardrobe.”

He gives his perspective on the evolution of the shirt when he states, “The basic shirt has not changed much in shape or detail in the 21st century. Men being creatures of habit do not want much change. But in India, the Kurta shirt that I designed in 1991 has taken the country by storm ever since. I stripped off the cuffs, the buttoned-down open front and within months it was everywhere literally from Dior to Delhi. We stay with natural fibres mainly cotton and linen as they are ideal for our weather occasionally we do Silk and Wool crêpe. Malkha cotton is my personal favourite. Woven from unballed cotton, Malkha has a ‘spring’ and airy quality that is unique and luxurious on the body.”

Informing about the silhouettes, Wendell continues, “Our shirts don’t have too much silhouette variations apart from length. We focus on details such as mother of pearl buttons, contrast stitching, tactile surface treatments and most importantly custom weaves that are not available in the market and on other designer racks. I insist on using Indian fabrics.”

When it comes to styling a shirt Wendell is a little unconventional when he says, “The best way to style a men’s shirt is to put it on women. That is when one can style it best.”

But he doesn’t believe in trends, “I don’t care about trends, for me style rules over trending fashion. That applies to shirts as well. Wear a shirt style that



SAHIL ANEJA



PRATHAM GYANESH

suits you.” When it comes to the funky casual shirts with roll collars and wild Hawaiian prints, nobody can beat Ken Ferns who offers them with matching shorts or cool beach pants. From large poppies to abstract prints, Ken offers a colourful smorgasbord of men’s fashion that can move from beach to brunch. The Indigene label has shirts with a more Zen like touch and can be layered perfectly since they are with or without collars. The Khanijo label keeps it very basic with long-sleeves, round neck and front buttons. Designers Rohit Gandhi and Rahul Khanna dress their men in denim ombré shirts with rivets or keep them striped to match the jacket.

Shahab Durazi’s shirts are classic and elegant as he explains, “As a designer I would look at the purpose of it first; either day or evening, then as an inner or outer garment. The function it serves would determine my approach to its application in the wardrobe as well as part of any collection. Shirts are usually

the first thing one notices in the way a man dresses and hence, it is imperative it speaks a language that is in sync with the wearer. I would definitely prefer to structure the silhouette in keeping with the current trend of slimmer, fitted shirts. I would keep the armholes snug and sleeves slim. The collar and shoulder should be precise, in keeping with the overall proportions and a classic fit is always timeless. I would definitely use the raglan sleeve as an evening option. Although it is almost synonymous with sportswear, infusing the raglan into mainstream evening fashion would be very interesting and distinctive.”

Commenting on the evolution of the shirt, Shahab adds, “I think the single most prevalent change one sees is the role of functionality. Keeping this in mind, the shirt has evolved into a



PERO at LFW SR 17



THE POT PLANT

wardrobe staple that has been pruned and priced for optimum functionality. It is clearly far less fussy, well cut and styled, with a remarkable edge in quality, which is a contemporary trademark of 21st century fashion for men."

His fabric choice and colours are varied. "Although cotton, ramie and linen have been eternal favourites, I do use a lot of silk georgette for evening shirts as well as light weight summer wools. Egyptian cotton and Irish linen are perfect for day wear, while Dupion silk and handkerchief linens are used extensively for evening shirts. The crimped georgette crêpe also works extremely well for evening as it drapes beautifully and has a luxurious fall and feel. I prefer neutrals although I have used colours but confine them to muted pastels or dark neutrals. Bone, ecru, buff, dove grey, powder blue, taupe,

biege, sand, slate, old rose, celadon and aqua are some of my favourites for day. For evening I favour darker shades of indigo, amethyst, aubergine, topaz, azure blue, chestnut brown, coffee and charcoal grey. I usually don't embellish my shirts, as I prefer a cleaner more uncluttered look.

Detailing plays an important part for Shahab as he states, "I love using tailoring techniques like pin tucks, pleats, flat-felled seams and silk threading to add a touch of glamour. I also experiment with the style and fabric used for collars and cuffs. From the classic wing tip collar for tuxedo shirts, to the buttoned-down regular collar and the mandarin collar, I play with size, structure and proportion to lend a special feel to the shirt. I also use different types of threads including a high-twist silk yarn for top stitching. Pockets are crucial to design and we use patch, single welt and double welt pockets creating a combination of

styles for both day and evening wear." Shahab feels the shirt is perennial. "I don't think the shirt will be replaced with anything for a long time to come. It has been entrenched in the style space as the most versatile yet vibrant piece of men's clothing for decades. Men start dressing keeping in mind which shirt they will wear and work the other pieces around it. It is the focal point and determines the look for men and how they aspire to be perceived simply by choosing the perfect shirt," he added.

The perfect shirt according to Shahab is, "Sleek. Fitted. Well finished. Cut from the highest grade of fabrics and always, having a design element that lends it an edge. It is difficult to encompass my view of what would seem a contemporary trend but if the shirt has any or all of the above it sets the bar higher and can be worn with practically anything. In the world of men's fashion, the shirt is a comfort zone that defines his signature style and sets him apart from the rest."

Narendra Kumar is adventurous with zippered mandarin collar or a satin version with contrast insets. Rajesh Pratap Singh brought the white shirt to the forefront many years ago with interesting detailing and now offers blends of checks/solids for trendy options. His asymmetric white draped shirts have created a trend in men's wear.

Pero's striped tunic shirt can be worn tucked in or out, while Sayantan Sarkar works with double collars and slubbed fabrics. The Pot Plant mixes black/white checks creatively with Bandhani for a new look. Sahil Aneja's shirt collection moves from thigh length to large collars for a white belted version or stark black ones.



THE FEMININE SHIRT VERSION

By Meher Castelino

Women moved into men's closets several decades ago. It is believed that sometime in 1919, Luisa Capetillo was the first woman in Puerto Rico to wear trousers in public. If trousers go the feminine way, then so must the shirt, since the duo is perfect together and cannot be too far apart.

So the shirt is now a staple in every woman's wardrobe, right from the crisp white long-sleeved version with the conventional two-piece collar, to the more stylised ones that have evolved over the years. However in the 21st century there seems to be a very thin line between the women's shirts and the blouses, which are fussy, frothy and totally feminine.

What makes a shirt such a hot favourite is the fact that it can be dressed up or down depending on the occasion and the mood of the wearer. So a simple classic shirt when teamed with a rich shimmering long skirt can be the perfect choice for a formal evening. But the same shirt when teamed with jeans for a quick visit to the supermarket makes it the ideal option. It's the versatility and the image of a shirt that has pushed it up the fashion charts and turned it into an iconic garment that will never go out of style.



MASABA



SANCHITA



SREEJITH JEEVAN



SANJAY GARG



SUNITA SHANKER

THE FABRIC FANTASY

What makes a shirt for women different from the one a man wears, is obviously the fabric and of course the front placket. While it is cottons and blends for the stronger sex, for women the sky is the limit. From sheer sexy georgette, chiffon, lace, tulle, organza and voile, the choice can move to cotton, polyester, linen, silk, tussar, brocade, denim, canvas, Dupion, scuba or even neoprene. There is no limit to the type of fabrics that women's shirts use as their base.

THE COLOUR STORY

White has always been the most favoured colour for shirts but for women it's vibrant hues that make an impact although the staple white shirt is a "must have" in every wardrobe. So the rainbow shades take over for women's shirts along with colour blocking, monochrome and multicolours being used to create an impact.



MERA KI PROJECT

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A WHITE SHIRT IS A “MUST HAVE” IN EVERY WARDROBE. SO THE RAINBOW SHADES TAKE OVER FOR WOMEN’S SHIRTS ALONG WITH COLOUR BLOCKING, MONOCHROME AND MULTICOLOURS BEING USED TO CREATE AN IMPACT.

DETAILING DATA

While the men’s shirt may not go in for too much detailing except when it comes to the white wing collar tuxedo shirt, women’s versions are replete with accents. The most popular detailing would be pin tucks, pleating, ruching and gathers. Add to that embellishments like embroidery, smocking, appliqués, patchwork, Zardosi, Kantha, chikankari, Gota Patti, bead, Resham work and the shirt turns into a great ornate garment that can move effortlessly from casual to formal wear.

THE SILHOUETTE SCENE

What is the most popular silhouette when it comes to a shirt? The long-sleeved, one pocket, regular collar is the ideal basic one that is classic and safe when one is not sure. Of course, the casual open collar version works well and then it’s a profusion of collars that range from mandarin, ruffled, frilled, Peter Pan, choir boy and round that add a feminine touch to a shirt. For more stylish options, it’s the round, asymmetric, slashed, straight hemlines that give a varied look. Next in line, is the shape that moves from baggy to fitted and then onto printed and empire line that can give a stylish slant to a shirt.

PROFESSIONAL SHIRT TALK

The shirt is a “must have” for women in professions that demand a strict uniform code. So women pilots, those working in the armed forces, also in factories, hospitality industry, beauty and corporate positions, often feel the shirt commands respect with its classic forms. So the pantsuit or the skirt and jacket demand that the shirt is part of this look when appearing for board meetings or at the helm of large corporate companies.

DESIGNER DIRECTIONS

Shirts have become a popular addition in most designers’ collections though they may be tweaked a little to turn

them into high-powered looking garments for the fastidious dressers. Designer duo Abraham & Thakore's shirt offering is a white long-sleeved version with a Peter Pan collar and teamed with a black/white appliquéd skirt. Teaming a shirt with a lehenga has turned into quite a big trend for formal and bridal wear. Designer Payal Khandwala for her first bridal wear collection during Lakmé Fashion Week Winter/Festive 2016 moved completely away from the traditional lehenga, choli, dupatta trio and only concentrated on rich silk basic long-sleeved shirts with brocade maxi skirts, floor length shrugs, wide palazzos and button less jackets.

Tarun Tahiliani too ensured that a half placket, collar, shirt with three-quarter sleeves is worn with a lush brocade lehenga. Archana Rao gave thumbs up to classic, white, shirt teamed with a pearl embellished pale pink floor kissing skirt.

The Chola label stayed true to its quirky asymmetric treatment for garments and turned the white shirt into a trendy one with an uneven hemline featuring small or exaggerated collars.

Designer Sunita Shanker who has been in the business for over two decades is a craft specialist working with Bandhani, Shibori and traditional embroidery. Her latest collection for Lakmé Fashion Week Winter/Festive 2017 called 'Beyond Traditions' featured some interesting styles in shirts.

"I don't include shirts that often but my recent collection at the fashion week had it in different interpretations. I designed them in silk, handloom cotton, Tussar, Chanderi, linen, organza, silk crêpe and other organic blends," informs Sunita. There were a line of cropped shirts, basic fitted, loose contemporary, long shirts with pleats, pin tucks, interesting patterns, tunics etc. "It is a continuous process to design a new style every season," she adds.

According to Sunita, the basic shirt has come a long way, with innovative interpretations of shirts, which is to the credit of the



SREEJITH/JEEVAN



Tarun Tahiliani at LFW SR 17



CRAZIA SHOW



SUNITA SHANKER



PAYAL KHANDWALA





designer. “Perhaps the interest to wear something new and different has encouraged one to innovate. Women seem to enjoy wearing short, cropped, and fitted, shirts or shirts with peplums to loose, long, non-fussy and not to forget the Zen look. With women opening up to wearing and trying new things, the simple shirt has manifested itself in various avatars or forms,” explains Sunita.

Her favourite embellishments for the shirts are pin tucks, embroideries, Bandhani, woven details, layered look, prints, dip dyes and of course working on various lengths. “Cutting it close to the body as well away from the body, along with fasteners, buttons, stitched lines gives numerous as well as various possibilities,” she informs.

Sunita feels the shirt is one of the most flexible garments in a woman’s closet. “It is a versatile garment that can be both informal as well as formal. It is the most fitting piece to be worn from

9 am to 9 pm. With a little change like adding a scarf, jewellery or knotting it transforms a shirt dramatically from an office wear to a formal one. One can really play around with a shirt. It can be stylishly knotted and worn over a lehenga, skirt or could be tucked in and one could add a beautiful neckpiece. A shirt could be knotted over a dress, or worn over Tees, as an over garment over slacks or skirts. A buttoned-down shirt tucked in or worn out with a beautiful scarf as an accent is very stylish. A gilet or a waistcoat could add so much style. A shirt can transform from a basic office wear to a formal evening wear,” concludes Sunita.

The De Belle label too gives a shirt and long skirt duo some formal touches with shimmering embroidery on cuffs and collar. At the Grazia show during Lakmé Fashion Week Winter/Festive 2017, the shirt turned into a dress with two side pockets, while Hemant and Nandita created an embroidered overshirt with bold colours. The Huemn label goes for the conventional shirt but in parrot green satin for a jade pantsuit. Masaba showed a printed shirt and

pant combo with a bralet or added a keyhole accent under the collar when worn with a white/gold lehenga.

Nothing looks trendier than a knotted shirt in twill weave and cute prints as shown by the Meraki Project. Sahil Aneja’s lacy long-sleeved shirt with a belted waist is the perfect formal look.

Nakita Mhaisalkar’s shirts in saffron look great with a slate, grey, long, slit, skirt. Sanchita’s pyjama inspired printed shirt and pant only speak of extreme comfort. Sanjay Garg’s latest collection called “The Cloud People” features shirts with brocade, long, skirts and waistcoat or delicately worked with chikankari under tunics. Shweta Kapur’s shirt with short-sleeves and flared cutwork front is the most feminine offering. Sreejith Jeevan who is an unconventional designer adds his creative touches to the shirt and turns it into a 21st century garment that is a conversation piece. The shirt has a lot of importance in his collections for his label ‘Rouka’.



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“We actually do shirts quite often. We sprinkle them into our collections. Our shirts are normally in cotton, linen or silk. The idea is to keep them comfortable, everyday wear for women so that they can work in the hot weather. Since shirts, being the staples they are, there is always need to tweak a little and make them interesting. Being the brand that focuses on contemporary styling with an Indian soul, we’re constantly looking at making shirts that can replace the tunic or be paired easily and worn everyday in this country. Besides the fact that the structural definition of a shirt still remains the same, everything about the shirt has been tweaked and played around with. Pockets have become quirkiest, length and cuts have become more androgynous, and the styling has been tweaked to suit today’s context. What we have now, as a shirt is not just inspired by a man’s shirt but

more inspired by the contemporary lifestyle of the Indian women. The shapes vary from an A-line to even deconstructed, anti-fit, shapes,” Sreejith informs.

Sreejith doesn’t believe a shirt has become an integral part. “But it has become that part of the ensemble that makes a women’s wardrobe more fun and functional. It is in a way the integral part of contemporary dressing for today’s women,” he adds.

Sreejith offers some suggestions on how to make a stylish impact with shirts for women. “The idea behind

styling a shirt is to take them off context. Do not wear a shirt with a normal pant. Pair them over a skirt or as an over-layer over a dress. Shirts, if at all when being worn with pants, must have an element of fun or drama. A shirt, by itself brings a certain character and smartness to an ensemble and that has to be played with,” concludes Sreejith.

CELEBRITIES LOVE SHIRTS

Suddenly, the shirt is the most coveted item in a celebrity cupboard too. Whether in the West or in India it is either worn in its classic style – just white – or in variations like the shirtdress, shrugs, covers and even the boy friend shirt, which is borrowed from the ladies’ better halves.

In Hollywood, beauties love their white and black combo, which is a perennial favourite. Alessandra Ambrosio teams her shirt with black shorts. The button-down collar white shirt is a popular choice. Jessica Alba opts for a necktie shirt and high-waist, pencil skirt, which is ideal corporate wear. Victoria Beckham wears her ‘Victoria’ label in an off-white shirt with tuxedo pants, which gives a very formal touch; while Zendaya Coleman teams her white shirt with a metallic silver mini skirt.

Bollywood celebs like Aishwarya Rai Bachchan and Sonam Kapoor sport simple white shirts, while Sonakshi Sinha in a striped shirtdress from Marks and Spencer’s has hit the headlines with her sartorial choices. The shirt maxi by Chola on Sonam Kapoor and Neha Dhupia got several “likes” from fans; while Alia Bhatt in a cute shirtdress, Priyanka Chopra in a denim version and Katrina Kaif in a black/white shirtdress have made an impact on the fashion charts. Kareena Kapoor Khan looked colourful in a black and red checked shirt, while Kangana Ranaut has given shirts her approval too.



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INNISFREE

BRINGS VIRTUAL REALITY EXPERIENCE AT ITS GURUGRAM STORE

A naturalism beauty brand from South Korea, Innisfree has launched a virtual reality experience for customers at the Ambience Mall, Gurugram. An overview about the brand and its offerings.

By Tanya Krishna



Technological upgradations and innovations are the two keys driving the retail sector today – be it fashion, beauty or lifestyle segment. And Innisfree, a naturalism beauty brand from the pristine Jeju Island of South Korea, is another one in the line to take technological innovations to the zenith at its flagship store in Ambience Mall, Gurugram. The newly opened outpost spreads over a carpet area of 1,095 sq.ft. and is designed to bring the beauty brand to life with its exclusive virtual reality experience.

Innisfree's VR project embarks to deliver a real-experience of the clean and pure energy in Jeju, the origin of natural benefit. The program features a 360-degrees viewing angle and 3D technology and consists of a user-interactive system that supports reaction against users' sight and action. The brand has 3 series under VR: Jeju Flying Bike, Someday in Jeju (with Lee Minh) and Innisfree Wonderland. The store interiors feature a vertical garden to give consumers a fresh feeling of nature and allows them to experience and breathe clean air creating an eco-friendly ambience at the store.

IMAGES BoF talks to Doyoul Lee, Country Head, Innisfree India, about the brand, its offerings and also the unique virtual reality experience it is offering in its Gurugram store.



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“Globally, Innisfree is present in 11 countries, 50 cities with 1,434 stores. We have enjoyed a constant run of hit products globally since 2006.”

– Doyoul Lee,
Country Head, Innisfree India

Tell us about Innisfree, its inception and journey so far.

Doyoul Lee (DL): Innisfree was launched by AmorePACIFIC Corporation in 2000 as the group’s first naturalism brand. The brand was launched in India in October 2013 in Khan Market, Delhi and now Innisfree has successfully opened its seventh store in Gurugram. Globally, Innisfree is present in 11 countries, 50 cities with 1,434 stores. We have enjoyed a constant run of hit products globally since 2006. Throughout our journey so far, we have received a positive response from our customers and we are happy to continue launching new SKUs keeping in mind the likes and requirements of Indian consumers. We also launched our products at Nykaa.com last year and have performed better than expected. With the overwhelming response from both online and offline segments, we would love to expand and invest in marketing activities aggressively to increase our brand awareness.

What all product categories does Innisfree deal in? And, who are your target consumers?

DL: Innisfree has a number of product categories. We offer a full range of 100 percent natural and pure products that includes an assortment of over 484 SKUs out of which 58 SKUs will be consisting of new categories like perfumes, hair makeup. We also have new products like lava seawater effector ampoules, real fit velvet lipstick, hair makeup concealer, new shade extension and in fragrances category, we have body water, eau de toilette and perfume note. Perfume is the new category introduced in our Ambience Mall store.

Innisfree’s core target audience includes women in the age group of 20- 35 years from SEC A+, SEC A and B class. The consumer profile consists of young and smart individuals who believe in nature and eco-friendly products.



What is the USP of the brand? How does it set itself apart from the many other beauty and personal care brands already present in the market?

DL: One of the main factors that set us apart from other brands is that all Innisfree products are naturally sourced from the pristine island of Jeju in Korea and all products are natural and organic, which is also our USP. We believe in giving a complete experience to our customers and therefore the store interiors in our newest outpost consist of a vertical garden for consumers to feel the freshness indoors. We have launched the Innisfree virtual reality experience through which customers can experience the pure Jeju Island virtually and can know about the ingredients we use. We are not only a naturalism brand but are also one of the fastest brands to follow the newest trends.



Innisfree has now opened its flagship store at Ambience Mall. What sets this store apart from others in the country?

DL: The new Innisfree store encompasses an exclusive Jeju experience with virtual reality technology. Innisfree's VR project embarks to deliver the real-experience of clean and pure energy in Jeju, the origin of natural benefit. The store interiors feature a vertical garden to give consumers a fresh feeling of nature. In addition to this, the store consists of new categories like perfumes, hair makeup and new products like lava seawater effector ampoules, real fit velvet lipstick, hair makeup concealer, new shade extension and in fragrances, body water, eau de toilette and perfume note.

You mentioned that the interiors feature a vertical garden. How did the brand come up with such an idea? And, how will it help in further promoting the brand sales or brand building for Innisfree?

DL: We have incorporated vertical gardens in almost all our stores to give consumers a fresh feeling of nature while allowing them to experience and breathe clean air creating an eco-friendly ambience at the store. We are a natural and eco-friendly brand and we believe in giving our customers the maximum we can.

Tell us about your manufacturing units.

DL: Our manufacturing unit is in Osan in South Korea. All our products are manufactured there and are imported to India. All our ingredients are sourced from Jeju Island, which is the most pristine island in South Korea.

Have you curated your collection in order to suit the Indian skin types and weather conditions?

DL: We have tested the Indian market in the past few years and have understood the market needs and likes of consumers and have



THE VR PROGRAM IN THE GURUGRAM STORE FEATURES A 360-DEGREE VIEWING ANGLE AND 3D TECHNOLOGY AND CONSISTS OF A USER-INTERACTIVE SYSTEM THAT SUPPORTS REACTION AGAINST USERS' SIGHT AND ACTION. THE BRAND HAS 3 SERIES UNDER VR: JEJU FLYING BIKE, SOMEDAY IN JEJU (WITH LEE MINHO) AND INNISFREE WONDERLAND.

accordingly curated the product list for the Ambience Mall store. We have many SKUs which are only available in India, For example, exclusive India products like kajal, hair oil, extra shades of cushion foundation and Indian preferred shades for lip colour. We have also launched the new bio cellulose mask sheet, which is coconut based and has 3 variations – hydrating, soothing and nourishing.

Tell us about your plans for expansion in India.

DL: We already have 8 offline stores in the country by now and are also present at Nykaa.com. We are looking at expanding and opening up around 7 new stores in the coming year in cities including Bengaluru and Chennai. By 2020, we hope to have more than 30 stores in India.





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MILANO UNICA

2019 SPRING-SUMMER TRENDS

“Our aim was to give a vision of the future as a synthesis of tradition, respect for nature and faith in technology that improves the quality of life.”

- Stefano Fadda,
Creative Director of Milano Unica.

“All fashion players today agree on the fact that fashion must remain “exclusive” but not be “excluding”, becoming a platform to share confrontation strategies. A shared industry vision is critical to boosting creativity based on exchange and unity of intents.”

- Ercole Botto Poala,
President of Milano Unica.

“Textiles and fashion together represent a sounding board with immense potential for reaching out to everyone, even those holding the reins of international politics.”

- Massimo Mosiello,
General Director of Milano Unica

The iconic Italian trade show Milano Unica, a benchmark event for the textile and the fashion ingredients industry, presented the S/S 2019 trends at the Teatro Vetra in Milan. In its endeavour to ‘Save the Planet’, the three themes of the S/S 2019 global trends were inspired by the three elements that are essential to our life on the planet - water, air and earth.

For 2019 Spring-Summer trends, Creative Director, Stefano Fadda and a panel of Italian national and international industry specialists at Milano Unica have created three “short stories” on themes as well as iconic figures with a strong connection to water, air and earth, to promote : love for life, love for nature and love for oneself.

“Our aim was to give a vision of the future as a synthesis of tradition, respect for nature and faith in technology that improves the quality of life,” said Stefano Fadda.

The three elements - water, air, and earth have been paired with three types of personalities - the great French oceanographer Jacques Cousteau who championed, back in the day, ecological battles defending deep-sea flora and fauna; the Russian dancer Rudolf Nureyev with his ethereal, agile and poetic dance in a space evoking the Northern Lights; and finally the Maasai, the nomadic people, proud of their traditions but, above all, inextricably connected to the mother earth and origin of all civilisations. Each trend is introduced by a brief, emotional and imaginary story that is followed by a more technical description and explanation of the key concepts of that topic. Followed by description on colours, materials and accessories.

The following three stories were conceived: “Jacques Cousteau and the mystery of Atlantis”, “Nureyev and ballets in a boreal space of the Northern Lights” and “the Maasai and the victory at Zabriskie Point”, which coincide with as many themes: Organic Underwater Neoclassicism, Cyber Glam Hyper-futurism, and finally Minimalism and Tribal Purism.





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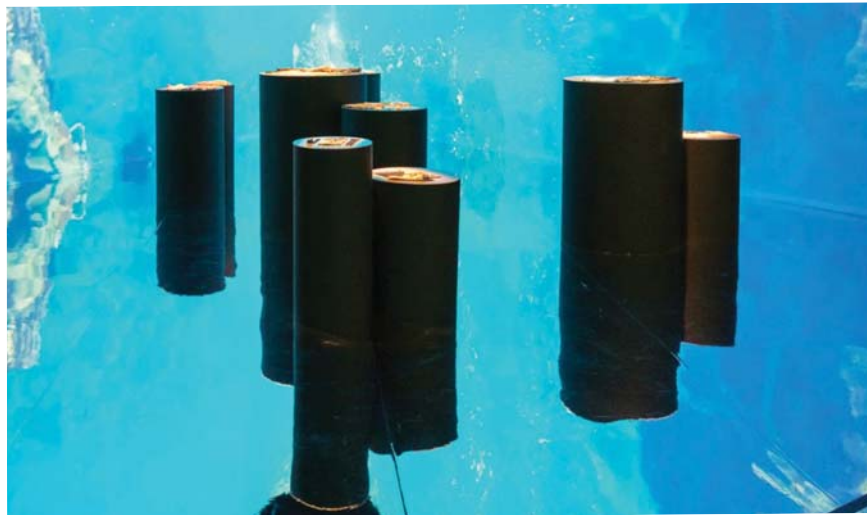
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ACQUA (WATER)

ACQUES COUSTEAU AND THE MYSTERY OF ATLANTIS

The theme of water, through the imaginative rediscovery of the legendary city of Atlantis by Cousteau, introduces the human wonders of Hellenic civilisation and the natural sea bed. The submerged nature reveals all the elements of the nautical world, from waterproof sails to lines and ropes, to winches, to masts and to rudders of wood and titanium, up to reaching all inventions tied to the underwater world, like wetsuits, deep diving suits, and all high-tech materials in continuous evolution.

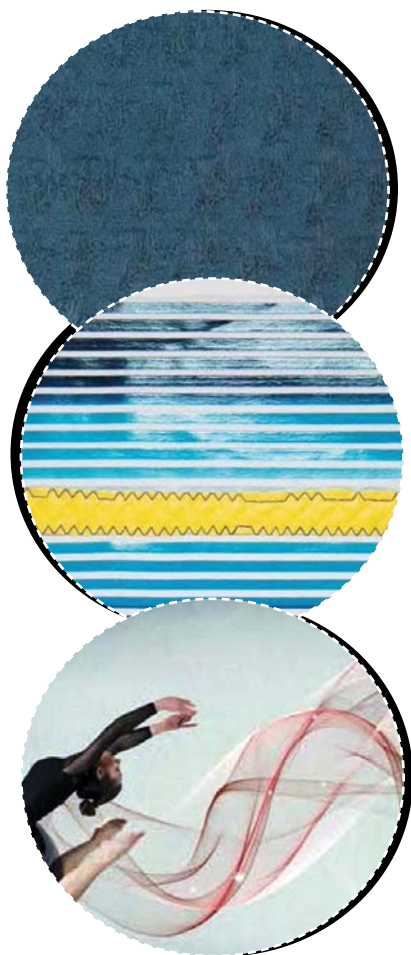
MATERIALS: Cutting-edge biological research into algae in fabrics, dyes derived from bacteria, bio plastic yarns and silks that originate from laments abandoned by underwater fauna, are applied to the market's production trends. Fibres regenerated from cellulose like viscose and acetate are in the foreground in the construction of technical materials. Fabrics from sailing such as the spinnaker, Kevlar, ripstop and Vectran are used to interpret new micro wool and cotton structures with outdoor constructions of breathable soft-shell material.

Shirting is transformed into chambray armour with micro jacquard stripes, poplin and oxford combined with a silky touch. Nautical-inspired lines and ropes are used in jacquard decorations. Denim is washed and worn with saline processing.

COLOURS: Titanium grey, high-tech white, emerald green, crystal blue, techno yellow and deep blue. The colour palette is graphic; chromatic effects of technical and waterproof shades.

ACCESSORIES: Snap-hooks and rings from the nautical world are applied using fluid embroidery techniques in natural fibres; trimmings enriched with opaque crystallisations and oxidisations like erosions on macramè borders and laser-etched multi-layer decorations; borders with undulating braiding and embroidered edges; zippers and fastenings of rubberised taping and block colour waxing; buttons and closures made of regenerated materials with crystalline effect.

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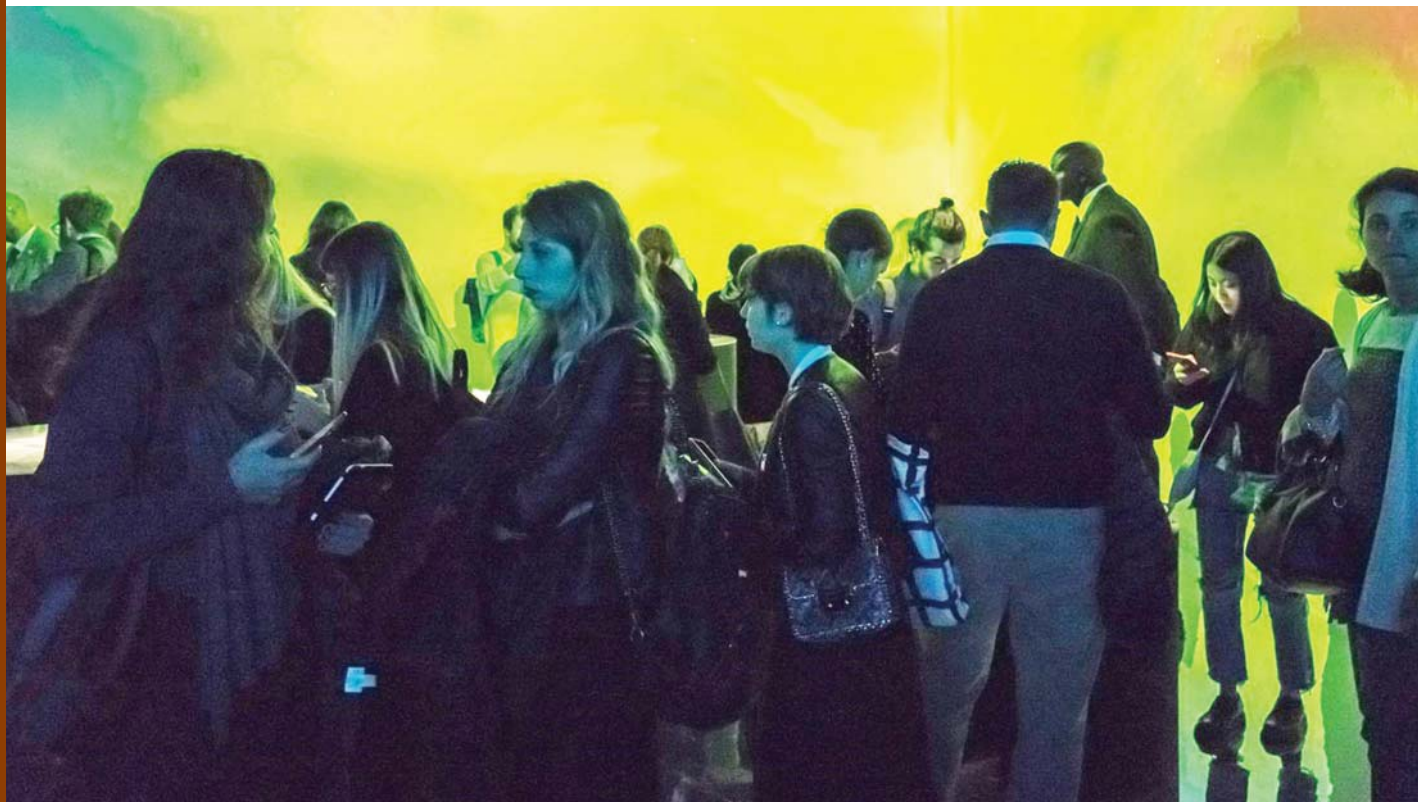


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ARIA (AIR)

NUREYEV AND BALLETS IN A BOREAL SPACE OF THE NORTHERN LIGHTS

Nureyev's pirouettes lead into a space where his hyper-technological, glam jumpsuit is a reinterpretation of the performing costumes in a futuristic rock style while the materials evoke an imaginary impalpable lightness, layered tulle, kaleidoscopic satins in iridescent colours, bright micro applications and details with lunar reflections.

MATERIALS: Eco-sustainable and self-regenerating fabrics with cosmetic technologies applicable to "second skin" constructions. Tubular fabrics for performance, comfort and bi-stretch; tulles, multi-coloured satins, muslins and zephyr.

Shirting in dégradè shades of colour and constructions, like a succession of layers of coloured atmospheres. The designs are amorphous, shiny, intangible and pinpoint new abstractionisms. The substance in metal is produced on mirror and laminated effects. Bio plastic threads are reworked with jacquard patterns on architectonic nylon.

COLOURS: Celestial grey, cyber pink, luminescent orange, high-tech jade, sunrise magenta and black in soft and bright tones. Placid pinks and celestial greens steered by metallic hues.

ACCESSORIES: Bright micro trimmings and labels and embroidery with microchips; multi-coloured twirls and galvanising zippers; tulle and organza with iridescent embroidery and oleograph trimmings.





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TERRA (EARTH)

THE MASSAI AND THE VICTORY AT ZABRISKIE POINT

The theme earth leads to the Maasai people, represented as cricketers, the sport acquired during British colonisation. The match is at Zabriskie Point, in Nevada desert introduced by film Director Michelangelo Antonioni as the place of freedom and love. The vision here is purist and proposes a new minimalism with fabrics like cottons and wools, silks and linens, in “virginal” version, namely organic, wild, although soft and lightweight.

Tribal graphics are flattened not only with colours but also through the most linear and primary shapes. The embellishments also become solid lines in darker shades, but always tone-on-tone or black.

MATERIALS: Natural substances such as fruit, beeswax and single-cell organisms generate experimental fabrics; 100% sand-washed linen, washed cottons, unevenly dyed and frayed, “aux naturels” bourette and habotai silks; sun-baked and worn out forms of fabrics with ultra-soft touches; British checks reinterpreted into new chromatisms.

Pure and curvilinear shapes in jacquard and printed shirting. Marble undulations inspired lines and bleached crepe-like decorations and moiré on silks, cottons and rayon. The tribal costume is interpreted by fill coupè, fringes and fraying. A new primordial purism is proposed with minimal patterns on tie-dye muslins.

COLOURS: Burnt sienna, dusty khaki, purist indigo, pink sand, white rock and natural jute; the colours are those of stones and earth-inspired oranges.

ACCESSORIES: Tribal origin tapings, edges and fringes; tone on tone embroideries and trimmings. Archaic-inspired fringed macramé; marble and vitreous textures; zippers with plaster, stone or marble effect edges; borders in tone-on-tone cork and raffia, melangè linen fringe, metallic tech-tattoos, airbrushed coconut buttons, and in primordial ethnic closures.



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THIS, THE LATEST EDITION OF THE ANNUAL 'BRANDS IN INDIA' SPECIAL ISSUE TAKES A LOOK AT THE BEST FASHION BRANDS IN INDIA. A VENERABLE ARRAY OF FASHION BESTSELLERS THAT NO CURATOR, MERCHANDISER OR RETAILER CAN AFFORD TO IGNORE!!!

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APPLEEYE

Company: **STITCH FAB INDIA PVT. LTD.** | Launch Year: **2010** | Brand website: **WWW.APPLEEYE.CO.IN** | Total no. of EBOs: **9** | Total no. of MBOs: **2,000+** | Total no. of SISs: **60** | Total space covered by EBOs & SISs: **20,000 SQ. FT** | Presence in major LFS/MBOs/Departmental stores: **RELIANCE TRENDZ** | Online Presence: **AMAZON, FLIPKART & PAYTM** | Indian cities present in: **PAN INDIA** | International Presence: **MIDDLE EAST, NEPAL, BANGLADESH & SRI LANKA** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **35%**



Headquartered in Kolkata, the modern kidswear brand Appleeye was launched in 2010 by Stitch Fab India Pvt. Ltd. The brand offers trendy apparel for both boys and girls. Adhering to international standards, across all departments from conception to execution, Appleeye is dedicated to install attitude and set new trends in kid's fashion. Today, it is the first choice for parents and kids who look for comfort and the latest in fashion.

TARGET CONSUMER

The brand targets kids and infants from 0 to 16 years of age. Its consumers belong to middle and upper middle class families.

BRAND'S USP

The brand's USP lies in its trendy designs, which are at par with international standards and are made available at affordable prices.

TARGETED CITIES

The brand plans to scale up operations pan India.

UPCOMING PLANS

Appleeye aims to focus on retail expansion through its own EBO's in 2018.



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BE INDI

Company: **TAANZ FASHION INDIA PVT. LTD.** | Launch Year: **2015** | Brand website: **WWW.BEINDIFASHIONS.COM** | Total no. of EBOs: **5** | Total no. of MBOs: **5** | Total no. of SISs: **60** | Total space covered by EBOs & SISs: **10,600 SQ.FT.** | Presence in major LFS/MBOs/ Departmental stores: **CENTRAL, RELIANCE TRENDS & BRAND FACTORY** | Online Presence: **MYNTRA, JABONG & LIMEROAD** | Indian cities present in: **80 (APPROX.)** | Turnover FY'16-17: **₹7.6 CRORES** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **120.00%** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹6.2 CRORES**



Be Indi is one of the fast upcoming brands in India. The brand is an off shoot of Taanz Fashion Pvt. Ltd., and it was introduced as a fusion wear brand. It offers the latest fusion fashion options for Indian women. Its assortment consists of salwar kameez, tunics, work wear, festive wear and fusion wear consisting of a vast range of skirts, trousers, etc.

BRAND MANTRA

Be Indi admires the beauty and elegance of Indian women, and endeavours to bring together fashion and grace for the women of today.

TARGET CONSUMER

The brand targets urbanite women aged between 25 to 40 years who have a passion for ethnic fusion and possess an evolved sense of sophisticated fashion.

BRAND'S USP

Be Indi is a perfect blend of fashion and style. It offers silhouettes to suit different body types. The brand's stylised tunics have made a mark in the fusion wear segment.

UPCOMING PRODUCTS

The brand is coming up with a new earthy fusion range of fashion kurtas, dresses and skirts. Its festive range shall feature gold foils on modern silhouettes.

TARGETED CITIES

Be Indi plans to be present in the metro and two-II tier cities across the country.

UPCOMING PLANS

Be Indi plans to open stores pan India through the franchise route.





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BLOOD

Company: **P P INTERNATIONAL** | Launch Year: **1997** | Total no. of MBOs: **450** | Indian cities present in: **75**



Blood is an apparel brand for men and women offering a range of jeans, chinos and formal pants. The core focus of the brand is men's bottom wear with its strength being "designer jeans". The brand believes in offering the best quality, skin friendly processing which reflects across its new product range of shirts and women's denims. In 2016 the brand introduced shirts and last year they launched a ladies denim range in skin friendly fabrics.



BRAND MANTRA

Blood strives to be an integral part of every wardrobe just like blood is to a human body. With its quality, excellent accessories, skin friendly wash and fit, it has been very successful in gaining the customers confidence.

TARGET CONSUMER

The brand targets men and women aged 18 years and above from tier -I, -II and -III cities.

BRAND'S USP

The brand boasts of offering the best in class with its skin friendly wash. Denims still remain to be the feather of their cap.

UPCOMING PRODUCTS

Blood has just recently introduced women's denims in its folio and is continuously doing R&D to enhance its products and introduce newer items, like hosiery denims.

TARGETED CITIES

The brand, Blood is retailed through agents and also by direct retailing. The brand plans to strengthen its presence in the markets of Gujarat this year.





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BLUEMAN

Company: **BLUEMAN COLLECTION** | Launch Year: **1995** | Brand website: **WWW.THEBLUEMAN.NET** | Total no. of MBOs: **500+** | Presence in major LFS/MBOs/Departmental stores: **SUVIDHA, MONALISA, YOGAL SONS, MEENA BAZAAR & APPEAL** | Indian cities present in: **ALL MARKETS IN INDIA WHICH WITNESS WINTER SEASON** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **10-15%**



Blueman is one of the most trusted names in the winterwear market. Born of humble beginning, the brand has graduated over the years and now produces about 60,000 pieces of jackets and coats.

Established in 1995, the brand initially specialised in jackets for men and women. Presently, the company is managed by Sunil Kumar and with his clear understanding of the requirements of the consumers, the brand has been able to carve a niche for itself in the domestic market.

BRAND MANTRA

Blueman focuses on men and women from the age group of 18 to 60 years.

BRAND'S USP

The brand aims to provide the latest international standards of fashion in men's winterwear. The company has made immense advancements in its manufacturing process banking on latest machinery and expert human resource, all under one roof. Blueman jackets and coats today stand out as best selling ones in the market.

UPCOMING PRODUCTS

Blueman plans to launch light weight sporty warm jackets in 2018. The

brand has also started manufacturing jackets in the women's category which completes its product mix with coats and jackets for both men and women.

UPCOMING PLANS

In view of increasing demand, the brand has upscaled its factory by increasing the number of sewing machines with latest technology to further enhance productivity and quality of its finished garments.





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BUTTON NOSES

Company: **M SQUARE ENTERPRISES PVT. LTD.** | Launch Year: **2015** | Brand website: **WWW.BUTTONNOSES.CO.IN** | Total no. of MBOs: **100+** | Indian cities present in: **DELHI, MUMBAI, BENGALURU & KEY CITIES OF PUNJAB**



Launched by Spark Clothing, Button Noses offers a complete range of premium denims with a wide range of new washes, fabrics and a whole new version of denim accessories. With a passion for denims and appreciation for new fashion, the brand manufactures an entire range of girls sets, dresses, dungarees for infants and tops, leggings, jeggings, dresses, sets, loungewear for girls aged between 1 to 14 years. It aims to bring international trends to the Indian markets.

TARGET CUSTOMERS

The brand targets little girls in the age bracket of 0 to 14 years.

BRAND'S USP

The brand's USP is its denim wear segment. The premium brand offers products at an affordable and reasonable price, without compromising on the quality of the products.

TARGETED CITIES

Button Noses is currently present in 6 states and is planning to expand to all the 32 states. The brand is planning to target metro cities and also Sec B and C category cities across the country.





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CADINI

Company: **CADINI ITALY** | Launch Year: **2016 (INDIA ENTRY)** | Brand website: **WWW.CADINI.IN** | Total no. of EBOs: **10** | Total no. of MBOs: **20** | Total no. of SISs: **12** | Total space covered by EBOs & SISs: **16,000 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **HYDERABAD CENTRAL** | Indian cities present in: **20** | International presence: **40 COUNTRIES (INCLUDING THE USA, UK, CHINA & RUSSIA)**



Cadini Italy is an internationally renowned premium men's wear brand offering a diverse range of luxury fabrics and accessories.

Cadini was inceptioned in 1970 in Italy and today has dominance in about 40 countries worldwide. The brand was launched in India, as Siyaram's Global Venture, in 2016 and has opened 10 brand outlets till date in metros.

BRAND MANTRA

Cadini is committed to deliver modern elegance and excellence through cutting edge technology and innovation.

TARGET CONSUMER

Cadini targets successful men above 25 years, who have a taste for style and elegance. A typical Cadini consumer is

brand conscious, a global traveller and can afford to dress the way he wants.

BRAND'S USP

International brand with great craftsmanship and style at Indian pricing.

UPCOMING PRODUCTS

The brand has resolved to focus on its casual line with emphasis on t-shirts, chinos, jackets and denims.

TARGETED CITIES

Cadini aims to expand its presence across all metros, state capitals, district headquarters with a mix of EBOs, MBOs and LFS.





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CAMBRIDGE

Company: **CAMBRIDGE CLOTHING CO. LLP.** | Launch Year: **1960** | Brand website: **WWW.CAMBRIDGEAPPARELS.COM**

Total no. of EBOs: **83** | Total no. of MBOs: **200** | Total space covered by EBOs & SISs: **50,000 SQ.FT. (APPROX.)** |

Online presence: **AMAZON** | Indian cities present in: **50+** | International presence: **KUWAIT, UAE, TRINIDAD & TOBAGO AND JAMAICA**

Cambridge is a go-to apparel brand that offers elegant formal and business casual men's clothing at affordable prices.

Spearheaded by Mohanlal Bhatia, Cambridge began operations in 1960 and 20 years later started manufacturing and exporting to the subcontinent and the Middle East. In 1989, the brand set the trend by launching white collared shirts and in 1990 it expanded into blazers and suits. From 2000 to 2010, the brand has been the recipient of the Best Formal Wear Brand award three times and has been voted as the Most Trusted Brand by Reader's Digest once.

BRAND MANTRA

To sell beautiful and affordable clothes that make people feel good about themselves.

TARGET CONSUMER

The brand's target consumer segment is men from 22 years of age and above.

BRAND'S USP

Complete men's dressing solutions in the mass premium category at the most affordable prices.

UPCOMING PRODUCTS

Cambridge will be focusing on 100 percent cotton fabrics in 2018. The brand also aims to offer business casual shirts and trousers, in line with this category's increasing demand. Core fashion will also be highlighted to showcase the bandwidth of the brand.

TARGETED CITIES

Maharashtra continues to be the brand's prime target market. It also plans to scale up operations in West Bengal, Jharkhand, Chattisgarh, Bihar and Karnataka in 2018.

UPCOMING PLANS

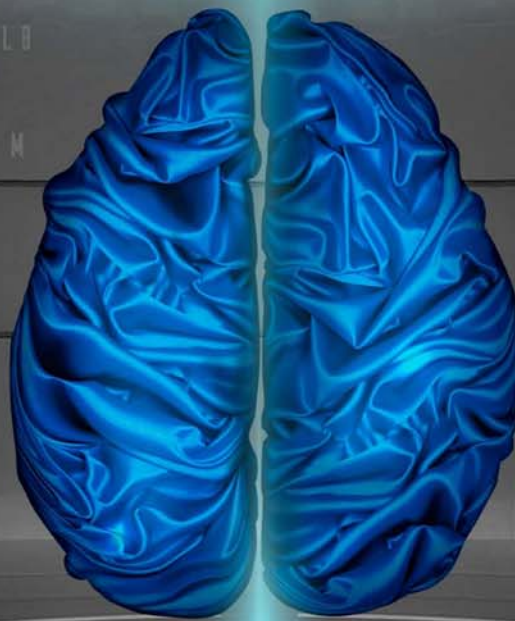
Cambridge is open to the idea of partnering with like minded MBOs in locations where its EBOs are not present. Also, it is revamping its website to strengthen its online presence.



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CANDOUR LONDON

Company: **CANDOUR LONDON FASHION CULTURE PVT. LTD.** | Launch Year: **2016** | Brand website: **WWW.CANDOURLONDON.COM** |
Total no. of MBOs: **183** | Online Presence: **MYNTRA, JABONG, FLIPKART, SNAPDEAL & AMAZON** | Indian cities present in: **18** |
Turnover FY'16-17: **₹7 CRORES (APPROX.)**



Candour London is a premium to value lingerie brand. Born in a deprived innerwear segment, its founder Grishma Patil realised how much the Indian consumers lack in terms of variety in products. It attempts to bridge the gap between Indian women and their love for lingerie. It offers bras, panties, nightwear and lounge wear.

BRAND MANTRA

The brand's mission is to understand the evolving needs of the contemporary Indian youth and to cater to their unique preferences. It believes in providing value to its stakeholders by practicing sustainable business ethics at all times.

TARGET CONSUMER

Candour London targets consumers between the age of 18 to 35 years. The brand believes that age is just a number. It aims at women who are young at heart.

BRAND'S USP

Unique silhouettes, styles, colours and feel stands as the brand's USP. The brand's price point is apt for those who look forward to being chosey in their underfashion.

UPCOMING PRODUCTS

2018 will be packed with surprises. Candour London will introduce a variety of non-wire beautifully handpicked bras. The Spring Summer 2018 collection will focus on colours that complements

the Indian summer. It will also launch Candour London Sports by Autumn Winter 2018. The launches in-between will include a bridal range during the wedding season, which will be made from French laces and especially chosen satins.

TARGETED CITIES

Candour London is widely present in metros and tier-I cities across the country. The brand's aim is to cover tier-II cities so as to penetrate places with less availability but having good buying capacity. It is also planning to expand in the UAE.



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CANDY SKIN

Company: **MADURA INDUSTRIAL TEXTILES** | Launch Year: **2017** | Brand website: **WWW.CANDYSKIN.COM** | Total no. of MBOs: **50** | Total no. of SISs: **55** | Presence in major LFS/MBOs/Departmental stores: **CENTRAL, PRIVATE LIVES, LA LINGERIE & BETTY** | Online Presence: **MYNTRA, JABONG, TATACLIQ, NYKAA, GO FYND, AMAZON, AJIO, STYFI, ROZERRA & SHOPPERSSTOP.COM** | Indian cities present in: **MUMBAI, DELHI, KOLKATA, HYDERABAD, AHMEDABAD & OTHER MAJOR TIER-I CITIES**



Candyskin is India's first premium lingerie brand made for women, by women. The brand offers a premium range of colourful microfibre bras which include strapless, unlined, push up, demi, t-shirt and wire free bras. The brand also offers a variety of panties in different styles like briefs, boyshorts, thongs, cheeky and seamless underwear in many different styles.

Based out of Mumbai, Candyskin was launched in January 2017 by Richa and Riya Kalra. The brand is known for its unique styles created in line with the brand's exquisite taste and following international trends and forecasts. Its collections scream deliciousness out loud which makes women come alive, and help them fuel that confidence, grace, and elegance within themselves.

BRAND MANTRA

To feel delicious in your own skin

TARGET CONSUMER

The brand targets all kind of women who love colours, like fun, like to experiment, and to be in the same pace as the world is moving. It's core customers start from a tender age of 16 years right up to the age of 35 years and above.

BRAND'S USP

Vibrant and pop colour combinations and sexy styles crafted to fit every body-type.

UPCOMING PRODUCTS

The brand has plans to do a slew of exciting launches in the the next two years. It aims to cover athleisure,

sportswear and swimwear in the near future. As of now, the brand is about to launch its new collection of maternity wear and sportswear.

TARGETED CITIES

In the next two to three years the brand wishes to capture a substantial amount of market capital in the lingerie market, both in India and internationally.

UPCOMING PLANS

Candyskin is collaborating with MTV to launch a Candyskin x MTV collection consisting of various silhouettes in delicious colours and prints that the brand is synonymous with.



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CAROLON & MONZA

Company: **JAYESHKUMAR RASIKLAL & CO.** | Launch Year: **1977**



Carolon primarily offers poly cotton and blended fancy fabrics and Monza stands exclusively for premium Giza cotton fabrics.

Armed with over fifty years of experience in shirting fabrics with the third generation currently active in business, Jayeshkumar Rasiklal & Co., is a reputed name in the Indian textile market. The company began with selling fancy blended fabrics under the brand name Carolon. In 2010, it expanded into premium cotton fabrics with Monza. Throughout the years, the company's focus has always been on offering the best quality fabrics at

competitive prices and exceed customer expectations by giving novelty in styles and designs.

BRAND'S USP

Carolon and Monza stand for quality fabrics, innovative designs and latest in fashion trends.

DOMESTIC CLIENTELE

Both the brands boast of a wide base of clients that encompasses leading retailers, garment manufacturers and national brands across India.

INTERNATIONAL CLIENTELE

The company's dedication to quality has helped it earn patronage of even the overseas market. Currently, the brand's products are appreciated in the markets of Middle East, Sri Lanka and Nepal.

UPCOMING PRODUCTS

In line with the growing demand in the men's wear segment, the brands have been focusing on fashion trends with jacquards, prints and butta along with checks and structured fabrics. Moreover, the company has been collaborating to create new blends in fabric to differentiate its product offerings.

NEW TERRITORIES ADDED

The company constantly pursues new clients across various markets to expand its reach. Recently, it has started exporting to South Asian countries.



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CDF COLUMBIA

Company: **SHIVA APPARELS** | Launch Year: **1990** | Total no. of MBOs: **280+** | Presence in major LFS/MBOs/Departmental stores: **TIPSY TOPSY, JANTA BAZAR, MILTON & JC RETAIL** | Indian cities present in: **25+** | International presence: **NAIROBI (KENYA)**



Started in 1990, CDF Columbia began with manufacturing core heavy denims for men. Later, the brand introduced casual shirts and cotton trousers to its product portfolio. Today, it offers a full fledged men's wear range comprising jeans, shirts and cotton trousers.

BRAND MANTRA

Rough, Rugged, Rare – these three words describe the brand's mantra and its apparel range.

TARGET CONSUMER

The brand targets men in the age group of 30 to 45 years.

BRAND'S USP

CDF Columbia is renowned for its sizes. It offers plus sizes in jeans that goes upto 60" in waist and in shirts, it is available upto size 9XL.

UPCOMING PRODUCTS

CDF Columbia is launching Lycra based structured cotton bottom wear and denims this year.

TARGETED CITIES

The brand has plans to enter deeper into the markets of Maharashtra with the support of its existing distribution channels.





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CHASE

Company: **VISHAL CREATIONS** | Launch Year: **1998** | Brand website: **WWW.CHASEKIDS.IN** | Total no. of MBOs: **750+** | Online presence: **FIRSTCRY** | Indian cities currently present in: **24 PAN INDIA, INCLUDING MUMBAI, PUNE, HYDERABAD, CHENNAI & GUJARAT** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **15-17%**



Chase is a kidswear brand that specialises in boy's shirts, blazers and joggers. The brand offers perfectly blended traditional styles with modern trends and are the preferred choice of teenagers who wish to look fashionably smart. Chase's product basket encompasses a wide variety of shirts in linen, designer, digital-print, denim and premium cotton.

Established in 1998 by Vishal Creations, the brand is led by Managing Director Nimesh Bhayani, a creative genius with nearly two decades of experience; and Sales Director Vishal Bhayani, who has a longstanding legacy of sales experience.

BRAND MANTRA

Chase not only aims to become the trendsetter in boys' fashion, but also strives to take the fashion industry to a whole new level.

TARGET CONSUMER

Chase targets boys from the age group of 1 - 14 years but as an MBO oriented entity, the brand's main target customers are parents who shop for kids.

BRAND'S USP

The brand is well known for its quality and fashionable shirts for boys. The brand remains on its toes to keep up with the latest trends.

UPCOMING PRODUCTS

After consolidating its position in the

kidswear shirts category, the brand is planning to expand the client base by offering a value-for-money range, while keeping the quality intact.

TARGETED CITIES

The brand is looking forward to giving franchisee rights for launching EBOs in cities like Pune, Ahmedabad, Bengaluru, Chennai, Coimbatore, Delhi and Chandigarh.

UPCOMING PLANS

Chase is also planning to launch its web store soon. The brand will also tie-up with major e-commerce portals for business expansion.





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CHIC BY CHAITALIBIPLAB

Company: **BUTIQUE DISHARI** | Launch Year: **2016** | Brand website: **WWW.CHAITALIBIPLAB.COM** | Total no. of MBOs: **600+**
Online Presence: **AMAZON, SNAPDEAL, FLIPKART & PAYTM** | Indian cities present in: **KOLKATA, BENGALURU, PARTS OF NORTH-EAST & NORTH INDIA** | International presence: **EUROPE & ARABIAN COUNTRIES**



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

BRAND MANTRA

Chic by ChaitaliBiplab aspires to gain its customers' appreciation and satisfaction. It aims to generate a greater number of employment for women.

TARGET CONSUMER

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

BRAND'S USP

The brand boasts of offering timeless apparels. It's USP lies in its good quality finishes that are made by well trained and experienced workers in the supervision of the design team. Chic by ChaitaliBiplab has its own in-house production facility.

UPCOMING PRODUCTS

The brand's core product basket comprises a variety of salwar suits, lehengas, sarees, kurtas, tops, shirts, jackets, dresses, skirts, pants, palazzos, scarves, batuas, etc. Every product bearing the brand's stamp features a balance between natural and man-made fibres with intricate craftsmanship and high quality finishes. The brand plans to expand its collection of sarees, salwar suits and lehengas.

UPCOMING PLANS

Currently, Chic by Chaitalibiplab is being retailed through many online stores, multi-brand outlets and by direct orders. The brand has robust expansion plans to reach every corner of the country in the next 2 to 3 years. At the same time, the brand is also looking for franchise partners.



CHIC LINGERIE

Company: **AVON ENTERPRISES** | Year of launch: **1987** | Total no. of MBOs: **1,500** | Presence in major LFS/MBOs/Departmental stores: **NEW SUNITA, CHERMAS, NAIDU HALL, SEEMATTI & INDRAPRASTHAS** | Online Presence: **AMAZON, FLIPKART & PAYTM** | Indian cities present in: **PAN INDIA**



Chic Lingerie is among the pioneers in the innerwear segment and produces 100 percent cotton panties for women in plain and subtle prints. It also offers a range of trendy stripes and gutsy prints in colourful elastics. Offering comfort and perfect fit has been the chief attribute of Chic Lingerie since its inception. Today, with over three decades of experience it specialises in creating a perfect range of panties for the “chic” women in various sizes and pretty prints.

TARGET CONSUMER

The brand’s core customer is the “chic” woman who in any area of life is comfortable and performs her role with ease.

BRAND’S USP

As a panties’ brand functioning since 1987, Chic Lingerie is famed for its range of quality and fashionable styles.

UPCOMING PRODUCTS

Chic Lingerie offers a range of t-shirts, pyjamas and gymwear. The brand is planning to add on knitted bras, sports bras and camisoles. It is also planning to introduce a comfortable sleepwear line this year.

TARGETED CITIES

The brand is present in Delhi-NCR, Mumbai, in the markets of Punjab, Gujarat and Kerala. In 2018, it is planning to explore the markets of tier-II cities in states such as Uttar Pradesh, Uttarakhand, Rajasthan, Assam and Madhya Pradesh. These markets have tremendous potential and there is a great scope to expand in these markets, apart from tier-I cities.





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COOL COLORS

Company: **BAFNA CLOTHING COMPANY PVT. LTD.** | Brand website: **WWW.COOLCOLORS.IN** | Total no. of EBOs: **4** | Total no. of MBOs: **1,200** | Presence in major LFS/MBOs/Departmental stores: **RELIANCE TRENDS & BRAND FACTORY** | Online Presence: **FLIPKART & AMAZON** | International presence: **SINGAPORE, MALAYSIA & UAE**



Cool Colors is a part of Bafna Clothing Company, one of India's fastest growing garment makers. With over 35 years in the business, the company is ISO 9001 certified and enjoys a respectable position in its domain today. Based in Bengaluru, the company has presence across India, Singapore and UAE, offering a wide range through online shopping options as well. Bafna Clothing Company is headed by Praveen Mutha who serves as the Managing Director, and has over 20 years of experience in the garment industry.

BRAND'S USP

Cool Colors, through its dedication towards building its brand image has broken free of the "just another brand"

impression and now is seen as an alternative to mainstream brands.

TARGETED CITIES

The brand operates through leading stores across India. As of now, it is focused on creating a strong presence in metro cities and tier-III cities alike.

UPCOMING PLANS

Cool Colors ongoing expansion plan consists of increasing its distribution network through a mix of EBOs and MBOs. The brand has begun entering East India, where it focuses its resources to understand both the challenges as well as opportunities to create a sustainable business.





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COURTYARD

Company: **ARTEX CREATION** | Launch Year: **2015** | Brand website: **WWW.COURTYARDJEANS.COM** | Total no. of EBOs: **1**
 Total no. of MBOs: **350** | Total space covered by EBO: **400 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **MEGA SALE MARKET, SHREE SHOPPERS & STYLE BAZAAR** | Online Presence: **FLIPKART, AMAZON & SNAPDEAL** | Indian cities present in: **5**

Courtyard was launched by Artex Creation in 2015. The company has been a veteran in the denim market since the last two-decades. Under Courtyard, the company specialises in manufacturing blazers, suits, jackets, jeans, trousers, chinos and cotton pants for men and denim range for women.

BRAND MANTRA

Courtyard aims to provide fast, affordable and fashionable garments. The brand's mission is to be present in all the cities of the world.

TARGET CONSUMER

The brand targets men, women and teens with a flair for fashion. The brand's consumers have their own style statement and always seek to try out new fashion.

BRAND'S USP

The brand has a no compromise attitude when it comes to fabric and colour. Courtyard ensures that its customers get only the best.

UPCOMING PRODUCTS

As part of its brand extension, the brand will launch Courtyard Teens for teenage boys. It will also introduce t-shirts for men in its product range.

UPCOMING PLANS

Courtyard is looking to expand in Odisha and Uttar Pradesh markets at a very big scale. At present, the brand is being retailed through 1 exclusive brand store and 350 multi-brand outlets. With the launch of 4 exclusive outlets in the pipeline, the brand has plans to take the franchise route. As of now it has plans for 12 franchisees and is seeking pan India establishment.

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CREAM CLASS

Company: **K.P. ARTS FASHION PVT. LTD.** | Launch Year: **1992** | Total no. of MBOs: **1,000** | Indian cities present in: **DELHI, MUMBAI, MAHARASHTRA, MADHYA PRADESH, RAJASTHAN, PUNJAB, HARYANA, HIMACHAL PRADESH, TAMIL NADU, KARNATAKA & THE NORTH-EAST** | International presence: **MIDDLE EAST & SRI LANKA** | Turnover over last 3 Financial Years (FY '14-15; 15-16; 16-17): **15-20%**



Established in 1992 by K.P. Arts Fashion Pvt. Ltd., Cream Class was launched with an aim to bring more styles and innovation in men's formal shirts. Today, the brand offers both cotton-polyester and 100 percent cotton shirts. Apart from this, it also makes semi-casual shirts. Propelled by Paresh Gala and Rajesh Gala, Cream Class has carved a niche for both its regular and urban fit shirts that are available in affordable price ranges.

BRAND MANTRA

To provide affordable fashion.

TARGET CONSUMER

The brand's target consumers are office goers, executives and the young at heart.

BRAND'S USP

Formal shirts that offer elegant styles and comfort and are in line with international fashion reworked according to Indian tastes.

UPCOMING PRODUCTS

The brand plans to launch a new set of short and fashionable kurtas targeting the youth.

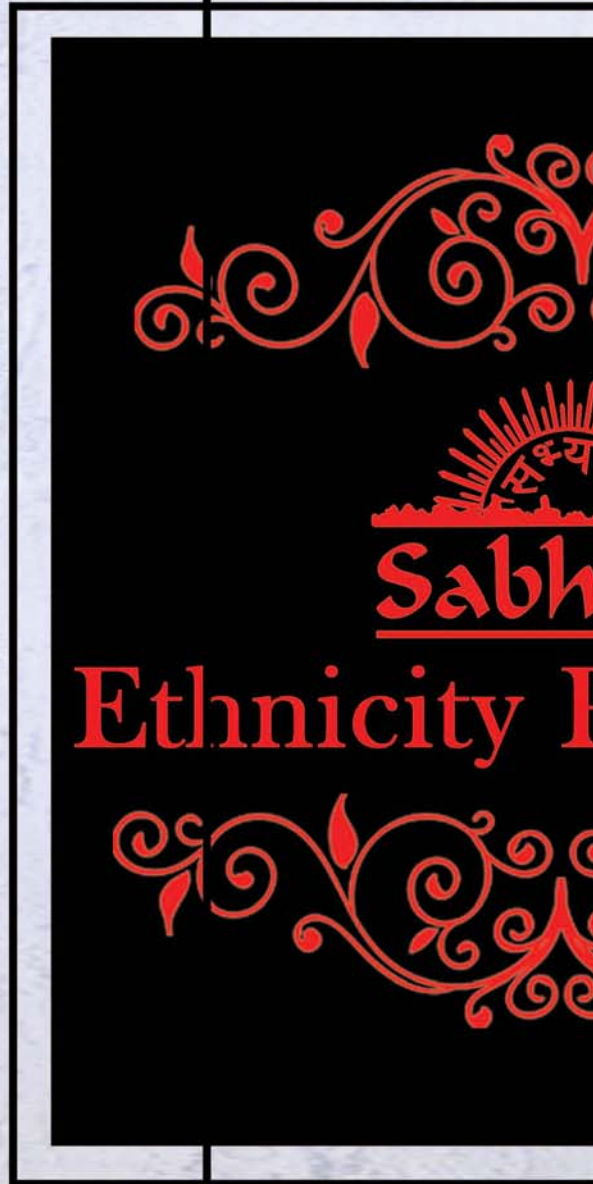
TARGETED CITIES

Besides consolidating its position in India, the brand has plans to strengthen its position in the international market through its innovative product portfolio.



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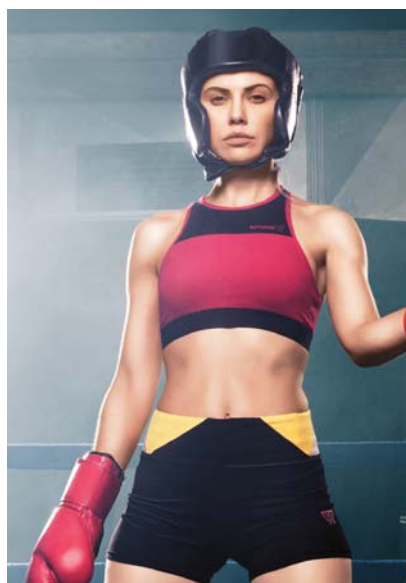


“Sabhyata” as the name depicts is a true reflection of Indian Ethnic wear. We are one of the market leading manufacturers, suppliers and exporters of Kurtis, Churidars, Leggings and Patialas. Highly appreciated for neat stitching, fittings, exemplifying Indian traditional style and suiting all age groups, our fashionable woman wears are available at reasonable price, which is USP of our brand that makes us stand out from other ethnic brands, with Sabhyata always expect a truly unique, wow-inspiring ethnic experience!



CRUSOE

Company: **JAGANNATH TEXTILE COMPANY LTD.** | Launch Year: **2009** | Brand website: **WWW.CRUSOEWorld.COM** | Total no. of EBOs: **7** | Total no. of MBOs: **4,500 (APPROX.)** | Total no. of SISs: **2** | Total space covered by EBOs & SISs: **6,426 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **ALL LEADING LFS & MBO ACROSS THE COUNTRY** | Online Presence: **ALL LEADING E-COMMERCE PORTALS** | Indian cities present in: **PAN INDIA** | International Presence: **NEPAL**



Crusoe, a brand offering an exclusive range of innerwear and activewear for men and women was launched in the year 2009 by Jagannath Textiles. It was established in the late '80s to process cotton waste and has now steered its growth towards firmly establishing the company as an integrated manufacturer of textiles. Today, it is one of the largest producers of yarn in South India and possesses one of the largest single location and most modern yarn manufacturing facilities to its credit.

Crusoe offers more than 100 styles in various categories. Crusoe Men comprises briefs, trunks, boxers, shorts, tracks, vests and tees. While Crusoe Women offers active wear, lounge wear, sleepwear, leggings and panties.

BRAND MANTRA

Crusoe's brand mantra revolves around the theme 'adventure'. The brand aspires to create a distinct and enviable position in the premium and super premium innerwear category and to make the 'Made in India' label proud in the international arena.

TARGET CONSUMER

The brand targets men and women between 16 to 40 years of age.

BRAND'S USP

Imprinting the brand proposition on the products by creating a range of designer innerwear with adventure prints that has never been attempted before in this category is the brand USP.

UPCOMING PRODUCTS

Crusoe is planning to launch more lingerie styles for women. Similarly, for men the brand plans to launch trendy, fashionable printed briefs and boxer

briefs. The main highlight feature for Crusoe this year shall be the launch of the Crusoe Kids range. Overall, the extension of new categories will change the perception of Crusoe in the market from just being a premium innerwear brand to a holistic lifestyle brand.

TARGETED CITIES

Crusoe is planning to expand into the international markets of Africa, Thailand and in Colombo (Sri Lanka). The brand is looking at exclusive store network as the main channel.

UPCOMING PLANS

Crusoe plans to open more EBOs mainly in Tamil Nadu and Kerala. The brand is planning to open more stores through the franchise route in these markets.



DEAL JEANS

Company: **DEAL GLOBAL FASHIONS PVT. LTD.** | Launch Year: **2000** | Brand website: **WWW.DEALJEANS.COM** | Total no. of EBOs: **21** | Total no. of MBOs: **1,350** | Total no. of SISs: **175** | Total space covered by EBOs & SISs: **35,439 SQ.FT.** | Presence in major LFS/MBOs/ Departmental stores: **SHOPPERS STOP, CENTRAL, GLOBUS, KAPSONS & CHUNMUN** | Online Presence: **MYNTRA & JABONG** | Indian cities present in: **416** | International presence: **LEBANON** | Turnover FY'16-17: **₹111.29 CRORES** | Turnover CAGR over last 3 Financial Years (14-15, 15-16-16-17): **43.04%** | Estimated turnover in the first 3 quarters (from April '17 to Dec '17): **₹90 CRORES**

Deal Jeans is a fast fashion women's western wear brand that believes in bringing fresh fashion from every fashion-forward corner of the world to the trend seekers. Deal Jeans, a retail venture of Deal Global Fashions, started off with formal wear for women in 2000 and gradually shifted focus to designer denims (which were rare and not focused at by any brand back in those days). With increasing consumer demand, Deal Jeans launched denims for girls. Further, it introduced tops for ladies and girls in 2008. Today, Deal Jeans caters to 14 product categories in women's western wear.

BRAND MANTRA

Deal Jeans believe in giving its selective target group a piece of what they truly desire. Fashion clubbed with style and comfort, and hitting on the right note of market demands has always been the brand's philosophy.

TARGET CONSUMER

The brand's target is women from 18 to 35 years and girls between 6 to 16 years, who are fashion seekers with a lot of style, attitude and flair.

BRAND'S USP

Deal Jeans is positioned as the bridge to casual and designer denims, with casual chic tops being its USP. Excellent fits and vivacious international style adds to its perfection.

UPCOMING PRODUCTS

The brand's core strength lies in beautifying the product range with every coming season. With the launch of Spring Summer 2018, the brand will stock up denim shorts, dungrees, rompers embellished in placement prints, studs and sequins and distress and funky patches. Top wear will include cold shoulders, asymmetric shoulder and off shoulder having tropical prints, geometric patterns, stripes and feminine florals.

UPCOMING PLANS

After having presence majorly in tier -II and -III cities through EBOs, Deal Jeans foresee its expansion in these cities with ample of untapped opportunities. The brand is also working on establishing itself in the online space and is exploring opportunities in overseas markets after its successful launch in the Middle East last year.



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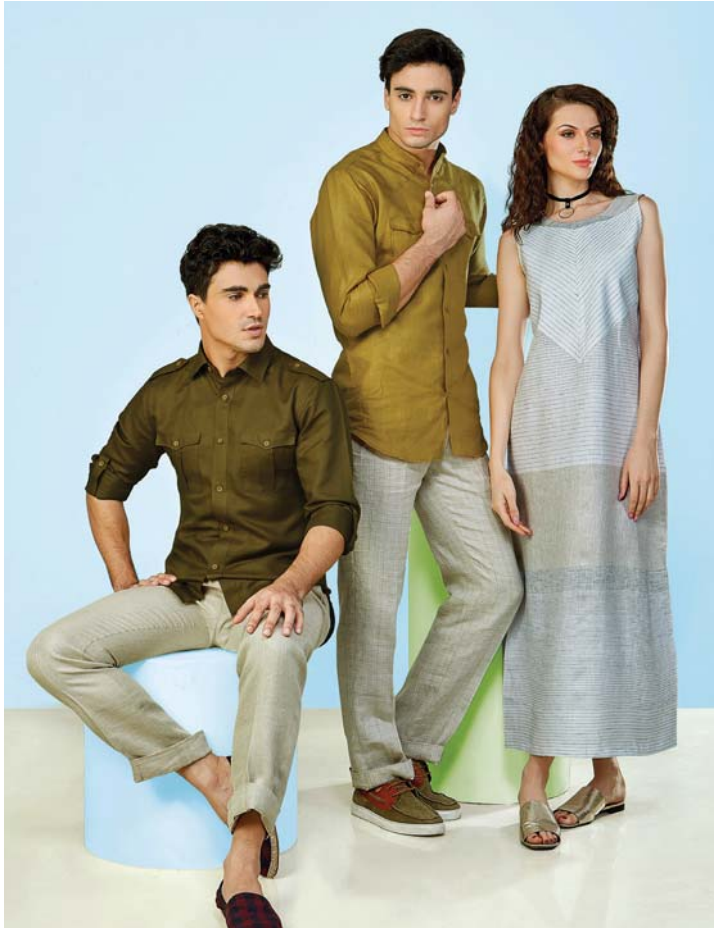


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DEEP BLUE

Company: **SUPRIYA SILK MILLS PVT. LTD.** | Company incorporated: **1984** | Brand Launch: **2011** | Brand website: **WWW.DEEPBLUEFABRIC.COM**



Deep Blue, the fashion oriented textile brand of Surya Mills Pvt. Ltd., offers a wide range of basic products in the finest qualities of pure linen and Giza cotton.

The brand was launched in 2011 with core competency in linen. Owing to the high quality of products and the brand's client oriented ethics, the brand soon became successful in establishing itself as a trusted name in its domain. Today, Deep Blue's clientele includes a long list of both regional and national readymade garment manufacturers and exporters. In the year 2014, the company

reached the sales benchmark of 1 million meters of linen shirting fabric in a year.

BRAND'S USP

The brand's high quality linen shirting is in great demand throughout the country.

DOMESTIC CLIENTELE

Deep Blue's long list of clientele stands testimony to the superior quality of products that it delivers. The brand's client list includes a slew of regional and domestic readymade garment brands as well as exporters.

PRODUCTION CAPACITY

Armed with cutting edge machinery

and an experienced pool of human resource, Deep Blue's production capacity exceeds 4 million meters per annum.

UPCOMING PRODUCTS

The latest addition to the brand's product portfolio includes super fine Egyptian linen in bright new colours and prints. The brand is also on the verge of introducing a new product category — suiting fabric, this year.

RETAIL EXPANSION PLANS

Deep Blue wishes to explore the over the counter (OTC) market in India.





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DEEPEE TWISTER

Company: **DEEPEEJAY TEXTILES (P) LTD.** | Company incorporated: **1986** | Brand launch: **2009** | Brand website: **WWW.TWISTERLEGGINGS.COM** | Online Presence: **AMAZON & OWN PORTAL DEEPEEONLINESTORE** | Indian cities present in: **200+** | International Presence: **UNITED ARAB EMIRATES**



With a vision to change day-to-day bottom wear, Deeppeejay Textiles (P) Ltd., who had started their operations in 1986 with Deeppee vests and briefs, had introduced Deeppee Twister churidar leggings and ankle length in 2009. The product range is made from cotton based fabric and is highly applauded in the Indian market for their comfort and durability.

BRAND MANTRA

The brand believes in three I's - initiate, improvise and innovate, which goes well with its tag line, 'Har Pal Rango Ki Azadi'.

TARGET CONSUMER

Deeppee Twister targets the 15 to 45 years old females belonging to upper middle income segment.

BRAND'S USP

The brand's product range comprises leggings, ankle length and knit pants. Its fabric quality, stitched to perfection and an array of vast colours are the USP.

UPCOMING PRODUCTS

Deeppee Twister is planning to increase both its product and category lines. In the existing product line they are coming up with different types of pants. Whereas, in the category expansion they plan to introduce women's inner wear range and athleisure wear like camisoles, spaghettis, yoga pants and lounge capris.

TARGETED CITIES

The brand plans to penetrate into tier -I and -II cities. It plans to aggressively penetrate into South Indian states including Telangana and Andhra Pradesh with a vast distribution channel.

UPCOMING PLANS

The brand plans to set up its own kiosks and EBOs of the master brand - Deeppee, which will house both its brands Deeppee Twister and Pink 'n' Purple.

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DE MOZA

Company: **AUDAZ BRANDS RETAIL INDIA PVT. LTD.** | Launch Year: **2013** | Brand website: **WWW.DEMOZASTORES.COM** | Total no. of EBOs: **15** | Total no. of MBOs: **15** | Total no. of SISs: **45** | Total space covered by EBOs & SISs: **3,000 SQ.FT.** | Presence in major LFS/MBOs/ Departmental stores: **CENTRAL, PROJECT EVE & ETHNICITY** | Online Presence: **MYNTRA & JABONG** | Indian cities present in: **28** | International presence: **USA (THROUGH AMAZON.COM)** | Turnover FY'16-17: **₹8 CRORES** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **68.00%** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹9.5 CRORES**



De Moza was launched by Audaz Brands Retail India Pvt. Ltd., in 2013 to provide the widest range of fashion bottom wear of the best quality for women and children. The brand was introduced with a vision to build a 'Made in India' brand by delivering great value fashion for the young Indian consumer through fast growing modern retail formats.

BRAND MANTRA

The brand aspires to deliver great value fashion for the growing, young Indian consumer with a focus on 'Made In India' brands.

TARGET CONSUMER

The brand's target consumers are the trendy, bold, confident, fashionable and experimental women.

BRAND'S USP

Trendy fashion bottom wear with over 100 designs in stock and ready at any point of time is De Moza's unique selling proposition.

UPCOMING PRODUCTS

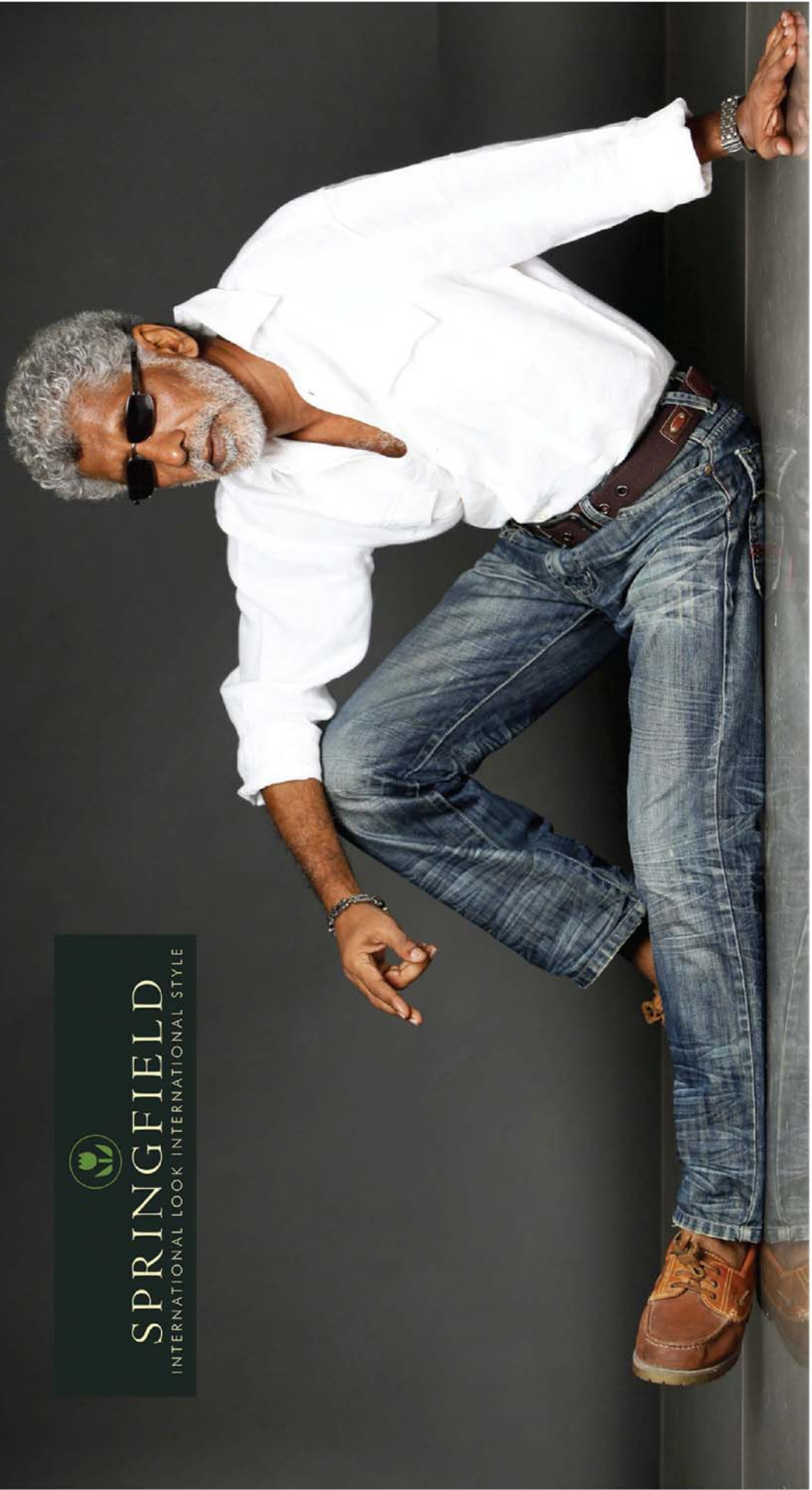
This year, De Moza plans to introduce new silhouettes such as flare pants, extra wide palazzo pants, ruffle skirts, paper bag pants, cut work leggings, lace leggings and a complete yoga inspired wardrobe.

UPCOMING PLANS

De Moza plans to expand its EBO presence to 40 by the end of FY 2019 and strengthen its presence in two more leading, premium large format stores. It is also in the process of partnering with few more character licensees, apart from its tie up with Stylumia.com, to expand its product portfolio for AI based trend spotting.




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DERMAWEAR

Company: **CPS SHAPERS PVT. LTD.** | Launch Year: **2012** | Brand website: **WWW.DERMAWEAR.CO.IN** | Online presence: **FLIPKART, AMAZON, ZIVAME, SNAPDEAL & TATA CLIQ** | Indian cities currently present in: **PAN INDIA** | International presence: **MIDDLE EAST**



Dermawear is a shape wear brand that has received unprecedented accolades for its quality products. The brand offers products from abdomen shapers to full body shapers for both men and women. The products are majorly available in skin, cream and black colours.

Launched in 2008 by CPS Shapers Pvt. Ltd., Dermawear is the brainchild of Rajendra Kumar, the present Managing Director, who aimed to offer Indian consumers with international quality shape wear. Dermawear's shape wear are a collection of compression garments made of specially designed skin friendly, blended four way stretch fabric that provides instant fashion benefits as well as long term medical and therapeutic benefits.

Dermawear has based its business culture on the strong foundations of transparency and business integrity, constant research & development and a state of the art infrastructure.

BRAND MANTRA

Size doesn't matter, shape does.

TARGET CONSUMER

The brand's core customers are aged between 16 to 50 years who want to get in better shape.

BRAND'S USP

Dermawear is designed for specific body shapes using skin friendly fabric to ensure predictable results with extra comfort. The brand's products are further blended with cotton and spandex, and is ideal for Indian weather conditions.

TARGETED CITIES

The company plans to target tier -I and -II cities as it sees a lot of potential there.





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DOTTED JEANS

Company: **X-PORT JEANS** | Launch Year: **1997** | Brand website: **WWW.DOTTEDJEANS.COM** | Indian cities present in: **300 (APPROX.)** | International Presence: **SRI LANKA & DUBAI (UAE)**



Dotted Jeans was launched in 1997 by X-Port Jeans, as a men's denim jeans brand. Spearheaded by Vikas Khandelwal, the brand deals in providing different and high quality denims. The brand has so far built a strong presence for itself in North India and is soon expanding into other states as well. The brand is also present in international markets.

BRAND MANTRA

The main aim of Dotted Jeans is to sell beautiful and affordable clothes that make people feel good about themselves.

TARGET CONSUMER

The brand's target consumer segment is men from the age group of 22 years and above.

BRAND'S USP

Dotted Jeans witnesses great demand from its customers and the company works hard to satisfy them.

UPCOMING PRODUCTS

The designers in the production team of the brand are continuously working on different concepts to improve the accessorisation in jeans as well as to give the designs a new and enhanced look.

TARGETED CITIES

The brand aims to expand its presence in the north-eastern region of India. They also have plans to promote their products through advertisements in magazines and through various leading online portals.

UPCOMING PLANS

Dotted Jeans is organising various events and also plans to participate in different exhibitions and fairs to both improve the visibility of its brand and to exhibit its work.





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DUKE

Company: **DUKE FASHIONS (INDIA) LTD.** | Launch Year: **1966** | Brand website: **WWW.DUKEINDIA.COM** | Total no. of EBOs: **360** | Total no. of MBOs: **4,000** | Total no. of SISs: **50+** | Presence in major LFS MBOs/ Departmental stores: **RELIANCE TRENDS, RELIANCE MARKET, ARVIND RETAIL, VISHAL MEGA MART, METRO, BEST PRICE, ADITYA BIRLA RETAIL, HYPER CITY, BRAND FACTORY, RELIANCE ONLINE, ETC** | Online presence: **MYNTRA, SNAPDEAL, JABONG, FLIPKART, AMAZON, WWW.DUKEINDIA.COM, LIME ROAD, TATA CLIQ, VOONIK, AJIO AND PAYTM** | Indian cities present in: **PAN INDIA** | International presence: **SRI LANKA, UAE**



Duke, a reputed name in the Indian fashion industry, has been developed as an undisputed leader and offers full range of clothing for men, women, and kids.

Duke's history began in 1966, when Komal Kumar Jain started making t-shirts in a small setup in Ludhiana. In 2003, his son Kuntal Raj Jain joined the company and took the challenge of turning Duke into a global brand. Today, Duke is armed with a complete vertically integrated garment manufacturing set up, furnished with technically advanced knitting, dyeing, processing, finishing, mercerizing, compacting, embroidery and printing technologies, all under one roof.

BRAND MANTRA

To provide quality garments with international designs at an affordable price range for the masses.

TARGET CONSUMER

Duke targets the modern, premium and mid-premium Indian youth who are inclined towards making an individual fashion statement.

BRAND'S USP

To understand customers unlike any other brand and to provide international designs at reasonable prices.

UPCOMING PRODUCTS

Duke has recently launched Step Ahead, a premium lifestyle footwear collection. Collections vary across smart casual shoes, sports shoes, loafers, joggers, running shoes, sneakers, moccasins, sandals, flip flops, etc. The brand has plans to launch new entries in a variety of categories like active wear, thermal wear, winter wear, accessories, etc. All in all, the expansion plan is aimed at creating a centralized, multi-product engine for wholesale and retail

distribution, supporting Duke's long-term business growth in India.

TARGETED CITIES

Duke is targeting rural markets and unexplored rural areas because of the huge market potential of these places. Having already covered entire towns and cities, the brand is now looking for extension in covered cities and export markets.

UPCOMING PLANS

Duke has been working on its digital presence and is expecting high growth in the coming years. It is also looking for extension/expansion in new markets and diversification in ladies and kidswear. Duke continues to make products that are value for money and has created loyal customers who will settle for nothing else.



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ENDICOTT & SKYKING

Company: **STITCH APPARELS** | Launch Year: **1988** | Total no. of MBOs: **300+** | Indian cities present in: **ALL TOP TIER -I & -II CITIES** | International presence: **MIDDLE EAST, AFRICA, SRI LANKA & CANADA**



Conforming to the demands of high-end fashion in men's trousers, Stitch Apparels launched Endicott and Skyking. Skyking, launched in 1988, specialises in formal trousers. Endicott was introduced later and offers a wide variety of casual trousers that are high in quality and style. Under the able directions of the Directors Jayesh Morbia and Ashok Morbia, the company has become a one stop shop for all needs pertaining to trousers for the fashion conscious men of today.

×

IMAGES Business of Fashion

BRAND MANTRA

The brand aims to be one of the best solution providers for men's trousers in India. The mission is to be the first to give the latest fashion in trousers to its discerning consumers who want nothing but the best.

TARGET CONSUMER

Both the brands target upper class young men who are 20 years and above.

BRAND'S USP

The company understands the changing dynamics of the men's trouser market and provides products that are in line with the latest standards in terms of cuts, colours and patterns. The brand

is also known for its unique styles and regular innovations.

UPCOMING PRODUCTS

Along with maintaining its existing product portfolio, the company aims to periodically introduce new and innovative designs that adhere to the latest trends.

UPCOMING PLANS

The brand is about to initiate its digital presence and is in talks with the most reputed e-tailers.

×

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ETEENZ

Company: **DHANANJAI LIFESTYLE LTD.** | Launch Year: **1977** | Brand website: **WWW.ETEENZ.IN** | Total no. of EBOs: **2** | Total no. of MBOs: **2,000** | Presence in major LFS/MBOs/Departmental stores: **DMART, WALMART, HOPSCOTCH, FIRSTCRY, TPG, METRO, MEGASHOP, ARVIND & EASYBUY** | Online Presence: **AMAZON, FLIPKART, UDAAN, SNAPDEAL, PAYTM, HOMESHOP18, JABONG, FIRSTCRY & HOPSCOTCH** | Indian cities present in: **PAN INDIA** | Turnover FY'16-17: **₹30 CRORES** | Turnover CAGR over last 3 Financial Years: **25% (14-15), 32% (15-16), 40% (16-17)** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹20 CRORES**

Dhananjai Lifestyle Ltd., launched the kidswear brand, 'Eteenz' in 1977. With a dream of setting up a world class kidswear unit, Eteenz manufactures superior quality garments. Today, Eteenz is known for offering exclusive character merchandise like t-shirts, bottoms, frocks and many more.

BRAND MANTRA

Eteenz captures the spirit of fashion encapsulating all the positive answers pulsating the consumers in terms of design, quality and price. It also aims at launching character merchandise at reasonable price so that everyone can afford.

TARGET CONSUMERS

The brand targets kids in 0 to 14 years of age group.

BRAND'S USP

Eteenz is one of the largest character licensing kidswear brands in India.

UPCOMING PRODUCTS

The brand is planning to launch two new brands, Birthday Girl and Birthday Boy, which will be exclusive party wear brands.

TARGETED CITIES

The brand aims at expanding its online channel as this modern trading route has seen a major rise in the recent years. Also, it has an extensive plan to expand its distribution channel across the country.






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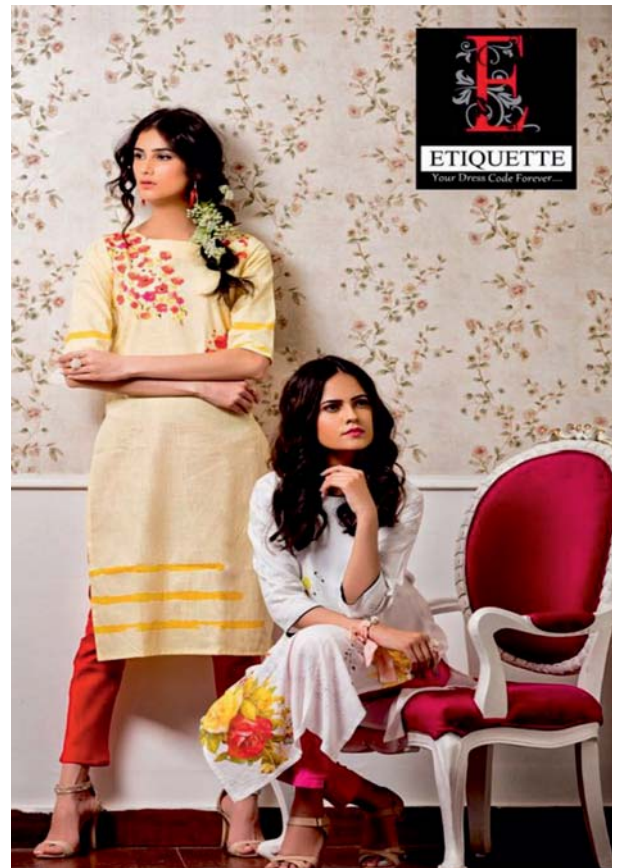
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ETIQUETTE

Company: **RIYA FASHIONS** | Launch Year: **2014** | Brand website: **WWW.ETIQUETTEAPPAREL.COM** | Total no. of EBOs: **4** | Total no. of MBOs: **25** | Total no. of SISs: **20** | Total space covered by EBOs & SISs: **1,000 & 3,000 SQ. FT. (RESPECTIVELY)** | Presence in major LFS/MBOs/Departmental stores: **POTHYS, SOUTH INDIA MALLS, NALLIS, LULUS INTERNATIONAL, THE CHENNAI SILKS & J SONS** | Online presence: **AMAZON, SNAPDEAL & FLIPKART** | Indian cities present in: **45-50**



Etiquette is the new definition of work wear for Indian woman. Categories that the brand excels in include kurtis, pants, and shirts.

A woman owned proprietor firm, Etiquette started three years back with the sole aim of providing women with comfort wear that helps face daily challenges with ease. The fact that the brand's production has increased 4 times in this short time stands as a testimony to the brand's deliverables.

BRAND MANTRA

Your Dress Code Forever.

BRAND'S USP

Surface embellishments through screen, embroidery attached with clean cuts.

UPCOMING PRODUCTS

The brand is working on a new collection that features exclusive palazzos and short kurtis. Etiquette is positive that the collection will strike the right chord with its consumers.

TARGETED CITIES

Etiquette is looking to expand its retail footprint into the states of Rajasthan, Jammu, Telangana, and Kerala.





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FLACON

Company: **OM CLOTHING CO.** | Launch Year: **2007** | Brand website: **WWW.FLACONJEANS.COM** | Retail Presence: **350+ POS** | Presence in major LFS/MBOs/Departmental stores: **12+** | Online Presence: **AMAZON, SNAPDEAL, SHOPCLUES & PAYTM** | Indian cities present in: **MUMBAI, INDORE, CITIES IN GUJARAT & MAHARASHTRA** | Turnover FY '16-17: **₹5 CRORES** | Turnover CAGR over last 3 Financial Years (14-15, 15-16, 16-17): **65%**



Flacon is a women's denim wear brand that is known for its trend-setting collections. The product range is made exclusively from soft denim fabrics and offers exceptional designs and tailoring skills. The brand, with its unique creativity, shells out personalised products for every customers, thereby giving them a unique experience.

TARGET CONSUMER

The brand targets young females who are above 30 years of age. They are fashion conscious and well settled in their lives.

BRAND'S USP

Super fits, best quality and competitive pricing are the unique selling propositions of Flacon jeans.

UPCOMING PRODUCTS

In 2018, Flacon will put more focus on jeans and jeggings. In jeans, the brand will introduce more colours and work on innovative patterns. It will also launch new collections under shorts, pedal pushers, skirts, capris, crop jeans, etc.

TARGETED CITIES

The brand has plans to expand in the markets of Delhi, Uttar Pradesh, West Bengal and Tamil Nadu. Similarly, it has plans to reach deeper in the markets of Maharashtra and Gujarat that are also the primary markets of Flacon. Overall, the brand has robust plans of expanding its presence throughout India in 2018.





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FOCUS JEANS

Company: **B ENTERPRISES** | Launch Year: **2000** | Brand website: **WWW.FOCUSJEANS.CO.IN** | Total no. of MBOs: **3,000+** | Online Presence: **AMAZON, FLIPKART, PAYTM, SNAPDEAL & VOONIK** | No. of Indian states currently present in: **175 CITIES & TOWNS ACROSS 21 STATES**



Focus Jeans was launched out of sheer passion; passion for inimitable style, superlative finish and perfect class. Today, a household name in the domestic denim market for its range of capris, shorts, jeggings and cottons, the brand offers about 150 styles of women's denim in various fits and designs.

Launched in the year 2000, Focus Jeans has come a long way from its humble beginning to being present in more than 3,000 outlets across multiple states in India now. Focus Jeans is today seen not only as one of the most

contemporary and stylish brands but also known to be at par with any international brand that delivers better value for money.

BRAND MANTRA

To be the hottest selling ladies jeans brand.

TARGET CONSUMER

The brand targets women — both young and young at heart. Its core consumer base consists of women between the age gap of 18 to 36 years, who are brand conscious and want to flaunt their individual style statement.

BRAND'S USP

Wide range in sync with the latest trends.

UPCOMING PRODUCTS

The brand plans to introduce new seasonal styles and finish across 6 different categories in its range — Classics, TrueBlues, premium, jeggings, cottons, and hotties (capris).

TARGETED CITIES

The brand is vying to expand and upscale sales in territories that it is currently present in and is also eager to collaborate with dynamic and ambitious distributors and agents for new territories.



GAME BEGINS

Company: **DHANANJAI LIFESTYLE LTD.** | Launch Year: **2017** | Total no. of EBOs: **1** | Total no. of MBOs: **3,000+** |
Online Presence: **HOPSCOTCH, AMAZON, UDAAN & JABONG** | Indian cities present in: **PAN INDIA**



Game Begins, launched by Dhananjai Lifestyle Ltd., is a kidswear brand launched in the sportswear segment. The brand 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.

BRAND MANTRA

Kids today are big sport enthusiasts. Game Begins was launched with a mission to balance the demand and supply of sportswear merchandise.

TARGET CONSUMER

The brand's target consumer are within the age brackets of 1 to 16 years.

BRAND'S USP

Game Begins USP lies in its product range that offers trendy sports centric

range made from the best quality materials and available at a justifiable price range.

UPCOMING PRODUCTS

The brand plans to expand its boys range and to introduce its girls range. To begin with, Game Begins started with its boys range covering the age group of 4 to 14 years. Now, it has plans to extend its product range from 1 to 16 years for both boys and girls.

TARGETED CITIES

The brand is available pan India through 140+ distributors and online partners. Hence, it will focus on building its brand and increasing its quantity via these partner channels.



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GARBO

Company: **NATIONAL CLOTHING SUPPLY (INDIA) PVT. LTD.** | Launch Year: **1949** | Brand website: **WWW.GARBOCLUB.COM** |
Total no. of MBOs: **500** | Online Presence: **EASYCOM** | Indian cities present in: **50**



Garbo is an artistic designer wear brand for boys who are stylish, groovy and yet subtle.

Established in 1949, the company has vast experience in the garment manufacturing and textile industry and has carved a niche for itself as one of the leading manufacturers of trendy kids wear. The brand is known for its quality and is always on the look out for new methods to improve design and production processes, and to operate more efficiently. Garbo's product basket comprises baba suits, baby suits, rompers, dungarees, night suits, t-shirts and shirts.

BRAND MANTRA

The company believes in focusing a great deal on detailing and on its

patterns and providing quality at reasonable prices

TARGET CONSUMER

Garbo targets children from middle and upper middle class from tier -I & -II cities.

BRAND'S USP

The brand's USP lies in offering the latest fashion clothes in high quality and with maximum comfort.

TARGETED CITIES

Garbo plans to scale up its operations in Chattisgarh and Madhya Pradesh.

×







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GO COLORS

Company: **GO FASHION INDIA PVT. LTD.** | Launch Year: **2011** | Brand website: **WWW.GOCOLORS.COM** | Total no. of EBOs: **200+** | Total no. of MBOs: **1,000+** | Presence in major LFS/MBOs/Departmental stores: **SHOPPERS STOP, RELIANCE TRENDS & CENTRAL** | Online Presence: **FLIPKART, JABONG, PAYTM, SNAPDEAL, CRAFTSVILLA & LIMEROAD** | Indian cities present in: **48**



Go Colors offers the largest collection of girls' and women's bottoms in India in over 30 different styles and over 120 colours to choose from. For girls the brand offers a peppy range of legwear consisting of knit harems, regular and cropped leggings, knit palazzos, stretchable leggings, etc. in lively colours. While for women, the brand offers leggings, harems, dhotis, Patiala salwaars, palazzos, churidars, pants, jeggings and denims in various fits to pair with different top wear for casual, formal and party wear.

The brand was launched in 2011 by Gautam Saraogi and Prakash Saraogi and since then the brand has grown multifold to straddle across different formats from EBO's to LFS to MBOs.

Go Colors is also retailed through key online market places and through its own e-commerce website.

BRAND MANTRA

The brand seeks to become a one stop destination for all types of women's legwear needs.

TARGET CONSUMER

The brand's target consumer are women between 18 to 40 years age group.

BRAND'S USP

Complete bottom wear range for women, which is not only trendy but also very affordable and promises great quality.



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GROVERSONS GROUP

GROVERSONS PARIS BEAUTY, MISS -T, WINTA

Company: **GROVERSONS GROUP** | Launch Year: **1953** | Brand website: **WWW.GROVERSONSINDIA.COM, WWW.GSPARISBEAUTY.COM & WWW.WINTA.IN** | Total no. of EBOs: **15** | Total no. of MBOs: **16,500** | International Presence: **NEW ZEALAND, MIDDLE EAST & AFRICAN COUNTRIES** | Turnver FY'16-17: **₹150 CRORES**



Established in 1953, Groversons is one of the oldest lingerie manufacturers in the country. It is the first lingerie company in India to get ISO9001:2008 certification. With its state-of-the-art manufacturing facilities, the company also owns several brands.

'Paris Beauty' offers products ranging from 100 percent cotton brassiere to knitted and fashion bras, slips, camisoles and panties. 'Miss T' offers a premium range of bras and panties. 'Winta' has a product range comprising thermal wear for men, women and kids. 'Sunaina' focuses on economy innerwear options for women.

BRAND'S USP

Groversons prides in its production capacity, distribution network and also the quality and fitting of all its products.

TARGET CONSUMER

Groversons has a wide range of brands and products targeting discerning women between age group of 18 to 50 years.

UPCOMING PRODUCTS

Groversons has introduced a new padded collection in a wide range of solid colours and prints. It has also launched a new sportswear range which are apt for gym, yoga, running or other sports activities. And it has additionally launched a range of plus size collections

with cup sizes ranging from B to G and wide options in colours and lace designer products which have got huge acceptance from its customer base. In its panties range too, it has introduced a new fabric.

UPCOMING PLANS

The innerwear company sees a huge opportunity in the South Indian markets as the product acceptability is high there and it feels that there is a gap in the category in that region and Groversons can fill that gap.



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HOFFMEN

Company: **HOFFMEN FASHIONS PVT. LTD.** | Launch Year: **1991** | Brand website: **WWW.HOFFMENONLINE.COM** | Total no. of EBOs: **70** | Total no. of MBOs: **450** | Total no. of SISs: **12** | Total space covered by EBOs & SISs: **39,500 SQ.FT.** | Online Presence: **FLIPKART, AMAZON, JABONG & PAYTM** | Indian cities present in: **48** | International Presence: **UAE (ACROSS 17 DEPARTMENTAL STORES)** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **12%**



Hoffmen was launched in Kolkata in 1991 offering a contemporary collection of denims and casualwear for men. In March 2011, as part of its expansion strategy, Hoffmen introduced Ms HFN for women to introduce a complete line of apparel for women. Ever since its inception, the brand has seen many surges and pitfalls during its journey to be what it is today. Every product that is made at Hoffmen adheres to

strict quality checks to provide ultimate comfort and style at affordable price.

BRAND MANTRA

The brand aims to be the best value for money fashion brand.

TARGET CONSUMER

The brand caters to male and female consumers in the age group of 21 to 40 years.

BRAND'S USP

Hoffmen's USP lies in being a high quality brand at an affordable price.

UPCOMING PRODUCTS

Hoffmen has already launched its latest casual and semi-casual blazers and suits in the EBO format. The brand plans to make these available at MBOs as well during the festive season.

TARGETED CITIES

Hoffmen has plans to open EBO's in smaller towns of Chattisgarh and Madhya Pradesh.



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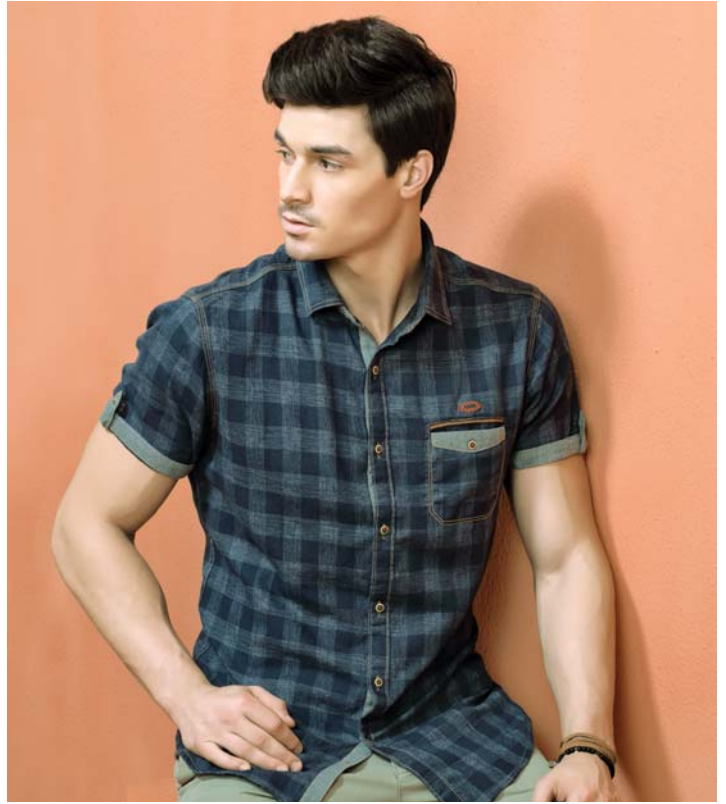
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HORIZON

Company: **SHANKHESHWAR DESIGNER PVT. LTD.** | Launch Year: **2007** | Brand website: **WWW.HORIZONCASUALS.COM** |
Total no. of EBOs: **1** | Total no. of MBOs: **700**



One of India's best mid segment producers of men's wear, Horizon is riding high on a strong legacy of craftsmanship, unmatched quality and exemplary style. The brand is today known for its range of casual and semi casual shirts.

With humble beginnings that dates back to 2007, the brand today holds an inimitable position in the sphere of trend inspired fashion for the cosmopolitan man. Horizon has always catered to the fashion quotient and has consistently innovated to maintain its leadership position.

BRAND MANTRA

The brand's USP lies in its superior quality and value for money products.

TARGET CONSUMERS

Horizon targets the middle class Indian men who are always on the lookout for something new. The audience falls within the age group of 18 to 60 years and aspires to wear quality clothing.

BRAND'S USP

The main factor that works in favour of the brand is its perfect combination of pricing, product quality and service.

UPCOMING PRODUCTS

At the Horizon camp, products are launched depending on the requirement of fashion. Currently, the brand is

experimenting with newer fabrics to give better look and more innovative fits to its collection.

TARGETED CITIES

Although the brand enjoys a pan India presence, it now is concentrating on consolidating its presence in the states of Odisha, Assam, West Bengal and Tamil Nadu.

UPCOMING PLANS

The brand is rigorously experimenting with various fabric and fashion combinations, and plans to launch a string of innovative casual wear products in the near future.





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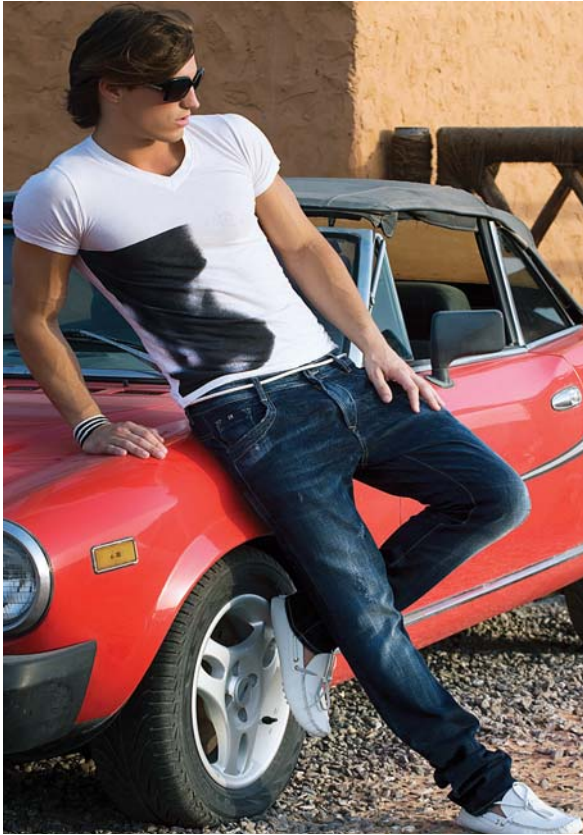
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IRONY

Company: **IRONY CLOTHINGS PVT. LTD.** | Launch Year: **1994** | Brand website: **WWW.IRONYJEANS.COM** | Total no. of MBOs: **800+** | Presence in major LFS/MBOs/Departmental stores: **JADEBLUE, BHAGWANDAS, BLUZ, TRIOS, OPTIONS, KORA, KOHINOOR, JANTA BAZAR & CENTRAL** | Online Presence: **AMAZON, FLIPKART, PAYTM & SNAPDEAL** | Indian cities present in: **PAN INDIA** | International presence: **UAE**



Irony is a leading manufacturer of cotton trousers and denim for men. Today, the brand is among the most popular names of its domain.

Irony Jeans Pvt. Ltd., was established in the year 1994, by Venkatesh Yedidha, who now is the managing director of the company. In the early years, it was known as Venky Apparels Pvt. Ltd., but soon the name was changed to Irony. Irony has, today, evolved into a name that guarantees style and comfort.

BRAND MANTRA

Earn customer loyalty by investing in people and systems thereby providing consumers with competitively priced, eco - friendly garments of premier quality.

TARGET CONSUMER

Irony targets the fashion conscious men of all ages. Hence, its target age groups include teenagers, youngsters and professionals alike.

BRAND'S USP

Supreme quality fabrics and premium products that feature comfort, style and satisfy consumer requirements.

UPCOMING PRODUCTS

The brands upcoming collecting is teeming with style and comfort. The new summer collection encompasses a black collection in cottons with comfortable style and fit.

TARGETED CITIES

The brand follows a very progressive philosophy. Although it is present pan India, Irony is planning to expand via launching more stores in South and North India.





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JUELLE

Company: **JUELLE RETAIL PVT.LTD.** | Launch Year: **2009** | Brand website: **WWW.JUELLE.IN** | Total no. of MBOs: **1,800-2,000** | Total no. of SISs: **20** | Total space covered by EBOs & SISs: **2,000-2,500 SQ.FT** | Indian cities present in: **PAN INDIA** | Turnover FY'16-17: **₹45 CRORES** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹45 CRORES**



Juelle is a feminine, ladies wear, casual and young brand that offers a huge collection of bright coloured sweat shirts, jackets, coats, pre-winter sweaters and woollen tops. The summer collection includes fashionable cotton jerseys, lycra tops, tunics, shrugs and lounge wear.

Juelle was launched in 2009 by Guneet Singh, a Textile Engineer by professional and Japneet Singh a Management Graduate. The brand has had an exhilarating journey and within a very short span of time has been able to established a district identity in the women's western wear market.

BRAND MANTRA

The brand believes that fashion is synonymous with change and newness. In line with this, the company has taken up this mission as it gives it an opportunity with a definite need, urge and aspiration to wear fashion and simultaneously adapt to the social set up. This change is its mantra for progress.

TARGET CONSUMER

Juelle targets young women between the age group of 15 – 35 years who are inclined towards western fashion.

BRAND'S USP

Juelle is a value for money brand that offers high end, casual, modern, urban and chic fashion at affordable prices.

UPCOMING PRODUCTS

The brand is trying to expand its product portfolio by introducing new varieties and categories like lounge wear, light track suits, light fashion jackets, dresses and gowns.

TARGETED CITIES

As a brand present pan India, Juelle is more focused on increasing its product profile to take a major share within each MBO.

UPCOMING PLANS

Juelle is looking at around 10-15 percent growth for the upcoming year and is working towards maintaining the same for the next few years.

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Aarkay Enterprise

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JUST SCARVES

Company: **KISHORILAL SHYAMSUNDER** | Launch Year: **2017** | Brand website: **WWW.JUST-SCARVES.COM** | Total no. of EBOs: **5** | Total no. of MBOs: **2** | Total no. of SISs: **10** | Total space covered by EBOs & SISs: **750 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **KOLKATA BAZAAR & KISH** | Online Presence: **FLIPKART, SNAPDEAL, AMAZON, INDIARUSH & LIMEROAD** | Indian cities present in: **110** | International presence: **DUBAI**



Launched by Kishorilal Shyamsunder, Just Scarves offers trendy and fashionable scarves. The scarves are designed from Europe and are manufactured in conformity to international standards of quality. The company exports its products to various countries at a very reasonable price.

BRAND MANTRA

Launched in 2017, the brand's mission is to make its products available in every state, city and town across the country.

TARGET CONSUMER

As Just Scarves is a fashion product, its target group is mainly from 15 to 45 years.

BRAND'S USP

With a huge in-house production unit, Kishorilal Shyamsunder, its parent company has been manufacturing scarves since the past 45 years.

UPCOMING PRODUCTS

The brand is launching its summer collection 2018 with new varieties in scarf designs. It has also launched its brand Unimod that offers kurtis to match with its scarves.

TARGETED CITIES

In 2018, the brand will focus on tier-II cities and will aim to penetrate deeper into these opportunities. It also has plans to expand its presence in large format stores and multi-brand outlets.

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KK FASHION HANGERS

Company: **KUSHAL KARYASHALA PVT. LTD.** | Launch Year: **1973** | Brand website: **WWW.KKFASHIONHANGERS.IN**

Established in 1973 by Kushal Karyashala Pvt. Ltd. (KKPL), KK Fashion Hangers is a manufacturer of the finest quality of hangers in India. Working persistently to provide the best through innovative designs and concepts, KKPL is committed to manufacture only the finest product range.

PRODUCT VARIETIES & ITS KEY INNOVATIONS

KKPL offers various designs and forms of hangers. The company is steadily working towards excellence, standing on the strong pillars of integrity and passion for fineness and adaptability.

DOMESTIC CLIENTELE

Its clientele includes all garment manufacturers, retailers, showrooms, tailor segments, exports, etc. Based out of Delhi, the company's business is spread across cities like Mumbai, Kanpur, Jaipur, Nagpur, Kolkata, Chennai, Bengaluru, Hyderabad and the state of Kerala.

TARGETED CITIES

KKPL has plans to increase its market share of business in Mumbai, Hyderabad, Bengaluru, Chennai, Kerala, etc.

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Company: **GUNNO KNITS PVT. LTD.** | Launch Year: **2015** | Brand website: **WWW.LAABHA.COM** | Total no. of EBOs: **15** | Total space covered by EBOs: **600 SQ.FT.** | Online Presence: **MYNTRA, FLIPKART, LIMEROAD, AMAZON, VOONIK, SNAPDEAL & PAYTM** | Indian cities present in: **4** | Turnover FY'16-17: **₹25 CRORES**

L launched in 2015 by Gunno Knits Pvt. Ltd., Laabha is a woman's ethnic wear brand that caters to the masses. The brand offers casual-to-party wear comprising kurtis, leggings, palazzos and pants. Laabha takes pride in manufacturing excellent quality products that compete with international standards on parameters of perfection and appearance.

BRAND MANTRA

As an eternal ethnic women's brand, celebrating the Indian ethnic aura is Laabha's mantra.

TARGET CONSUMER

The brand targets women who are always in the quest for something better than the best.

BRAND'S USP

Captivating prints, fantastic embroidery and high-class material are the USP of Laabha.

UPCOMING PRODUCTS

Laabha is launching its exclusive, trendy festive collection that features the luxuriest of fabrics and unique embellishments.

TARGETED CITIES

In 2018, Laabha has robust expansion plans. It is seeking to expand in Delhi and NCR (at Lajpat Nagar, Bahuguna Mall Noida & Pacific Mall Ghaziabad), Rohtak, Sonapat and Karnal.



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LEAGUE

Company: **KRISHNA GROUP** | Launch Year: **2014** | Brand website: **WWW.LEAGUEFASHION.COM** | Total no. of MBOs: **1,500+** | Total no. of SISs: **50+** | Presence in major LFS/MBOs/Departmental stores: **RS BROTHERS, CHENNAI MALL, RG STUDIO & RICARDO STUDIO** | Online Presence: **AMAZON, JABONG & SHOPCLUES** | Indian cities present in: **30+** | International presence: **NEPAL** | Brand turnover FY'16-17: **₹8 CRORES**



League is a new age brand that offers casual wear for men of all ages. The brand's basket encompasses an exquisite range of t-shirts, including basic round neck, v-neck, sleeveless and polos.

League was launched by the Krishna group, one of the largest textile groups in Asia with end to end production and design capabilities. The company has 40 years experience in the Indian textile industry and has a remarkable reputation for consistent quality and service. The group manufactures yarn, fabric and garment in-house for some of the biggest brands in country and has recently entered in the branded clothing space with both men's and women's wear.

BRAND MANTRA

To supply high quality and sustainable garments to everyone at the most competitive price.

TARGET CONSUMER

League targets a wide spectrum of consumers right from 14 years of age to 50 years.

BRAND'S USP

Unmatched quality products at affordable prices and consistent supply.

UPCOMING PRODUCTS

The brand has recently revamped its entire product basket with new prints and colour options. It also has launched shorts and track pants for casual and sportswear.

TARGETED CITIES

The brand is vying to establish a stronghold in the markets of Central and South India.

UPCOMING PLANS

League will be present in almost 2,000+ MBO's all over India and will be available in other Asian countries by end of 2018.



LEEGEND & CAESAR

Company: **CHARCHIT APPARELS PVT. LTD.** | Launch Year: **1992** | Total no. of MBOs: **150** | Presence in major LFS/MBOs/Departmental stores: **V-MART, BIG BAZAAR, HYPER MART, THE CHENNAI SILKS, POTHYS, ANIL TRADING CO.** | Indian cities present in: **ALL MAJOR CITIES IN INDIA** | Turnover FY'16-17: **₹17 CRORES** | Turnover CAGR over last 3 Financial Years: **17% (14-15); 40% (15-16); 15% (16-17)** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹15.50 CRORES**

The company, Charchit Apparels Pvt. Ltd., was started in 1992 by three young brothers in Ahmedabad (Gujarat). The company had a humble beginning; it started operation with only 10 sewing machines. Over the years, the brand has bloomed into a reputed name with its brands Leegend and Caesar offering denim and cotton trousers. Today, the company is armed with a manufacturing unit that houses 2,000 sewing machines and has a capacity of producing 3,000 units/day.

BRAND MANTRA

Both Leegend and Caesar produce garments that offer designs and quality that do not fade with time. The collections under these brands enjoy good demand due to its competitive price range and superior quality.

TARGET CONSUMER

The brands targets educated middle class customers with its economic price range and superior quality products.

BRAND'S USP

The brands' trousers range is their best selling product having a huge consumer base.

UPCOMING PRODUCTS

Nowadays, the use of fashion elements in denim is going down and contemporary trends are increasingly leaning towards cleaner finishes and looks. In-sync with these developments 70 percent of their production features slim denim with neat looks. Similarly, indigo is a staple colour with both Leegend and Caesar and the brands offer about 5 choices in the indigo family.



LUX COZI

Company: **LUX INDUSTRIES LTD.** | Launch Year: **2001** | Brand website: **WWW.LUXINNERWEAR.COM** | Retail Presence: **4,50,000 POS** | Online Presence: **FLIPKART, AMAZON, SNAPDEAL, PAYTM, JABONG, SHOPCLUES & LIMEROAD** | Indian cities present in: **PAN INDIA** | International presence: **45+ (THE US, SOUTH AFRICA, AUSTRALIA, THE MIDDLE EAST & EUROPEAN COUNTRIES)** | Turnover FY'16-17: **₹972 CRORES** | Turnover growth over last 3 Financial Years: **16.96% (FY'14-15), 9.67% (FY'15-16), 3.74% (FY'16-17)**

Lux Cozi is one of the top players in the Indian hosiery market with a strong presence in mid-to-economy segment. It is a “value for money brand” that offers great comfort and style for men, women and kids. From inception, its products like Lux Cozi Vest and Lux Cozi Bigshot have become instant favourites among consumers.

BRAND MANTRA

To ensure complete satisfaction and utmost comfort for every consumer by creating top quality products.

TARGET CONSUMER

Lux Cozi is renowned as a “people’s brand”. Its core consumers are those who believe in paying for uncompromised quality at very pocket friendly prices.

BEST SELLING PRODUCTS

According to the brand, Lux Cozi White RN Vest is by far the best selling product among all their products. Similarly, Lux Cozi Bigshot is the most favoured consumer product in the boxer and brief range.

UPCOMING PRODUCTS

Lux Cozi always focuses on growing markets through new innovative product introductions. Because of their uncompromised quality and styling,

Lux Cozi is one of the most widely distributed and retailed brands in the country. Since Indian males are becoming more style conscious and look for varied designs and quality while buying innerwear, Lux Cozi is planning to launch an exclusive new range of stylish innerwear in 2018 to match up with the youth’s preferences.

UPCOMING PLANS

Continuous product quality enhancement and improvisation in the promotional activities are a few steps with which Lux Cozi is planning to further strengthen itself in the market.



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LYRA

Company: **EBELL FASHIONS PVT. LTD.** | Launch Year: **2012** | Brand website: **WWW.MYLYRA.COM** | Retail Presence: **20,000 POS** | Online Presence: **FLIPKART, AMAZON, SNAPDEAL, PAYTM, JABONG, SHOPCLUES & LIMEROAD** | Indian cities present in: **PAN INDIA**

Launched in 2012 by Ebell Fashions Pvt. Ltd., (a Lux Group company), Lyra is an exclusive legging brand in the country. In a short span of time, Lyra has successfully established its foothold in the mid-to-premium segment and today it has becoming an undisputed leader in the legging segment. With its varied product ranges such as leggings, jeggings and palazzos, today Lyra offers a complete women's wear range including lounge wear, leisure wear, lingerie and similar products in high quality fabrics and a spectrum of colour options.

BRAND MANTRA

Lyra believes in providing elegant, stylish and comfortable products to satisfy the desire of its women consumers. Being true to its motto, Lyra is determined to establish itself as the most desirable and sought after women's wear brand in the market.

TARGET CONSUMER

The brand's target audience are those Indian women and girls who are fashion conscious and prefer to own a good product at decent and affordable prices.

BEST SELLING PRODUCTS

Leggings comprising both Indian churidaar and ankle-length are the best selling products under Lyra. In a very short span of time, Lyra has become synonymous with leggings in the Indian markets.

UPCOMING PRODUCTS

Lyra is planning to introduce a new set of intimate wear in 2018. Along with these, the brand will launch new products in its casual wear and lounge wear category.

UPCOMING PLANS

Understanding women's desire to look pretty and confident everyday has led to the advent of many stylish products in the market. In today's era, women seek outfits which enhance their outer look and keep them relaxed inside. Therefore, Lyra will continue to provide high quality economic products to the consumers which add to their elegance and beauty and keep them updated according to the new fashion trends.





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MASHUP

Company Name: **HALF TICKET APPARELS** | Launch Year: **2014** | Brand website: **WWW.MASHUP.FASHION** | Total no. of MBOs: **900+** | Presence in major LFS/MBOs/Departmental stores: **THE CHENNAI SILKS, POTHYS, PARTHAS & SRI DEVI TEXTILES** | Online presence: **JABONG, AMAZON, FLIPKART, SNAPDEAL & PAYTM** | Indian cities present in: **100+**



MashUp is a young and energetic brand for fashion forward urban Indian boys. Offering the choicest selection of casual, designer, party shirts and t-shirts, the brand has established itself as a major name in its domain.

MashUp was launched in 2014 and is a part of a family owned fashion firm, Half-Ticket Apparels that was established in 1992. Mashup, today is one of the fastest growing brands in the boys top wear segment due to its quick response fast fashion approach and global appeal.

TARGET CONSUMER

Fashion-conscious young boys and their parents, seeking to dress stylishly different on every occasion.

BRAND'S USP

MashUp stands out with its knitted shirts, shrugs and effortlessly stylish t-shirts.

UPCOMING PRODUCTS

The brand is about to launch a sub brand called Classics by MashUp. The new brand will include classic shirts and t-shirts with numerous colour options and unmatched pricing.

TARGETED CITIES

The brand is expanding to North East India this year by appointing new distributors and channel partners and also looking to expand to the Middle East Asian countries.

UPCOMING PLANS

MashUp is setting up a wholesale vertical in its online store to reach out to retailers and channel partners outside its distribution network.

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MAX Q'S

Company: **SAI ENTERPRISE** | Launch Year: **2000** | Total no. of MBOs: **250** | Presence in major LFS/MBOs/Departmental stores: **ALL MAJOR MBOS ACROSS INDIA** | Indian cities present in: **CHENNAI, PATNA AND IN THE CITIES OF JHARKHAND, HARYANA, PUNJAB, GUJARAT, MAHRASHTRA & WESTERN UTTAR PRADESH**



Max Q's is a women's western wear brand and specialises in producing knitted garments. Max Q's is one of the few brands which started using bio and silicon finishes on garments. The brand is known for using the best practices in terms of finishes and ensures that there is no shrinkage or bleeding of colours in their garments. It offers tops, t-shirts, kurtis, two-piece sets, jacket sets and tunics.

TARGET CONSUMER

The brand widely caters to an age group that starts from 25 years and goes upto 50 years.

BRAND'S USP

The brand is entirely process driven and has a complete in-house manufacturing control that boasts of quality and best innovation standards, good fits and affordable price range. Its best selling products comprises PQ matic and gym wear t-shirts which are in demand through out the year.

UPCOMING PRODUCTS

With an aim to maintain consistency

in its production and quality, the brand is planning to launch a limited edition knitted ladies shirts in its product collection.

TARGETED CITIES

Max Q's is planning to increase its footprint in Kolkata. Also, they are serching for sources in East Uttar Pradesh. Similarly, they are looking at distribution contacts in Andhra Pradesh, Kerala and Rajasthan.

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MERINO

Company: **PRECISION FABRICS INDIA PVT. LTD.** | Launch Year: **2006** | Brand website: **WWW.MERINOGROUP.IN** | Total no. of EBOs: **3**
| Total no. of MBOs: **5,000** | Indian cities present in: **250**



Merino was launched in 1996 to produce socks. From 2006, the brand also started manufacturing casual wear. Its products comprises boxer shorts, bermudas, pyjamas, cargos, shirts, etc., for men, women and kids. Today, Merino is a national brand with presence in major states and with a network operated by its own marketing team.

BRAND MANTRA

The brand aspires to be a great mass casual wear brand.

TARGET CONSUMER

The brand is a renowned name in the casual wear and knit wear segment. It targets men, women and children with its value for money ranges.

BRAND'S USP

Merino believes in giving its customers “value for money” products. The brand takes pride in being a premium category offering while its products retail at a reasonable price.

UPCOMING PRODUCTS

This year, Merino plans to launch an exhaustive collection of knits and casual wear.

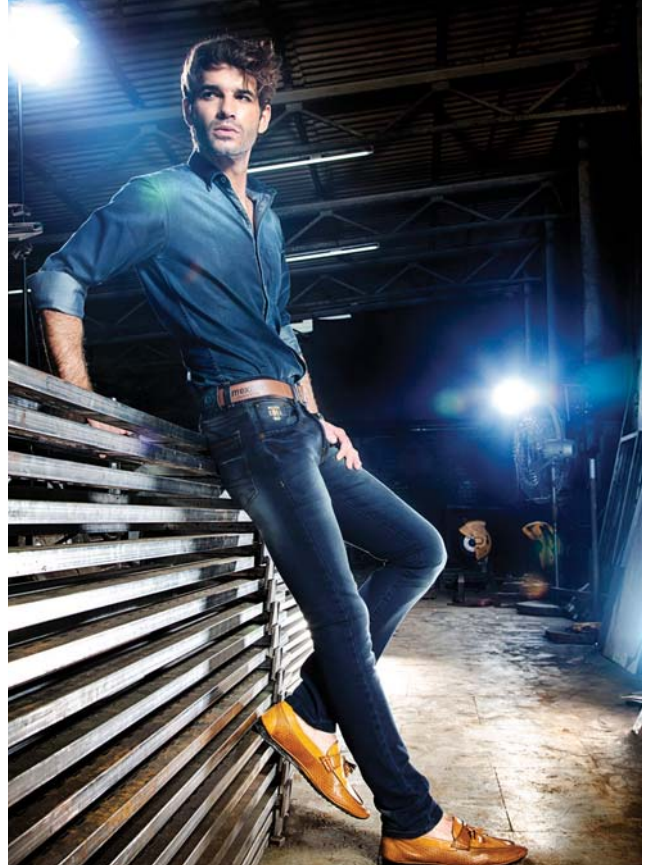
TARGETED CITIES

At present, Merino is only focusing on its distribution channels. Its secondary objective is to increase its presence in MBO's, family stores, and inner and casual wear stores.



MEXICO

Company: **MEXICO CLOTHING CO.** | Launch Year: **2004** | Brand website: **WWW.MEXICOJEANS.COM** | Total no. of MBOs: **800**
| Presence in major LFS/MBOs/Departmental stores: **ALL MAJOR MBOS ACROSS INDIA** | Indian states present in: **TAMIL NADU, DELHI, ANDHRA PRADESH, HARYANA, KERALA, J&K, HIMACHAL PRADESH, ASSAM, NAGALAND, MANIPUR, PUNJAB & MAHARASHTRA** | International presence: **DUBAI, QATAR, SHARJAH, BAHRAIN, JEDDAH & DOHA**



Mexico, a family-owned company, has been shelling out quality denim for both men and women for nearly a decade now.

The brand's origin can be traced to a time when basic jeans were ruling the market and the concept of fashion was just entering this category. The brand quickly caught on the fashion concept and gave new fits, fabrics and innovative washes and quickly graduated to a must-have for those who demand the best in jeans. The brand's men's range starts from ₹999 to ₹1,999 and the

women's range is priced at ₹999 to ₹1,599.

BRAND MANTRA

To become a complete lifestyle brand in the coming years.

TARGET CONSUMER

In men's, Mexico caters to fashion audience between the age group of 18 to 35 years. Their basic range in men's targets consumers from the age of 35 to 70 years also. In the women's segment, the brand targets the age group of 16-30 years in their fashion segment and targets women till the age of 45 years and above in its basic range.

UPCOMING PRODUCTS

The brand's new collection features a whole new set of silicon and innovative washes along with a subtle tint of fashion in the basic range.

TARGETED CITIES

The brand is all set to explore the markets of Karnataka and Gujarat.

UPCOMING PLANS

The brand aims to continue improving its efficiencies and adding new markets.





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MILAN ETHNIC

Company: **VEE PEE CREATIONS** | Launch Year: **2008** | Total no. of EBOs: **2** | Total no. of MBOs: **600+** | Total space covered by EBOs: **2,000 SQ.FT.** | Indian cities present in: **MUMBAI, DELHI, KOLKATA, CHENNAI, BENGALURU, HYDERABAD, NAGPUR, PUNE, AURANGABAD, JAIPUR, JODHPUR & IN ALL MAJOR PARTS OF THE COUNTRY** | International presence: **USA & UK** | Turnover CAGR over last 3 Financial Years: **50% (14-15), 70% (15-16), 85% (16-17)**



Milan Ethnic is a men's ethnic wear brand founded by Vishal Jaisingh. With its headquarter in Nagpur (Maharashtra), the brand is renowned for its Indo-western range, kurta pyjamas, kurtas with jackets, jackets, formal suits, blazers, tuxedos and sherwanis. Prior to this, it used to manufacture shirts and basic kurta pyjamas. Since the market of shirts was getting overcrowded, the brand saw an opportunity and launched men's ethnic wear.

BRAND MANTRA

Milan Ethnic's mission is to provide the best designs at affordable price points.

TARGET CONSUMER

The brand is targeting men from the upper and middle class segments of society who fall in the age bracket of 16 to 40 years.

BRAND'S USP

Milan Ethnic is a one stop solution to all men's ethnic wear needs for any occasion. Its USP lies in the approach it gives to fashion concepts at the best price points. Its best selling product range include Modi jackets, designer kurtas and blazers.

UPCOMING PRODUCTS

Milan Ethnic has gained good momentum and reputation in the retail market and now plans to launch designer jackets and a designer Indo-western range, which will be of a different class to what is usually seen in the market.

TARGETED CITIES

The brand is planning to spread its foothold in North and South India.



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NOVIO

Company: **DENIMATIC INDIA PVT. LTD.** | Launch Year: **2016** | Total no. of MBOs: **1,500+** | Indian cities present in: **PAN INDIA**



Launched in 2016, Novio is a women's wear brand that offers a vast range of leggings, jeggings, denims, tees and kurtis. The brand incorporates one of the most advanced technologies, called Silver Knight Process, where all the garments are processed with active silver nano and also provide a 360 degree stretch.

Ever since its inception, Novio has received very good acceptability in the market due to its quality and price band. The comfort provided by Novio in daily use has enabled the brand to expand its portfolio from just leggings to also incorporate jeggings, denims, t-shirts and kurtis in less than two years time.

BRAND MANTRA

The brand focuses on providing quality for all at a reasonable price.

TARGET CONSUMER

Novio products cater to all segments of women in the age bracket of 16 years and above. The products are priced from ₹199 to ₹999.

BRAND'S USP

Novio has an upper edge over its competitors due to its premium quality at the most reasonable price, with its core product still being leggings.

TARGETED CITIES

The brand plans to concentrate more on penetrating deeper into its current market rather than trying new channels right now.

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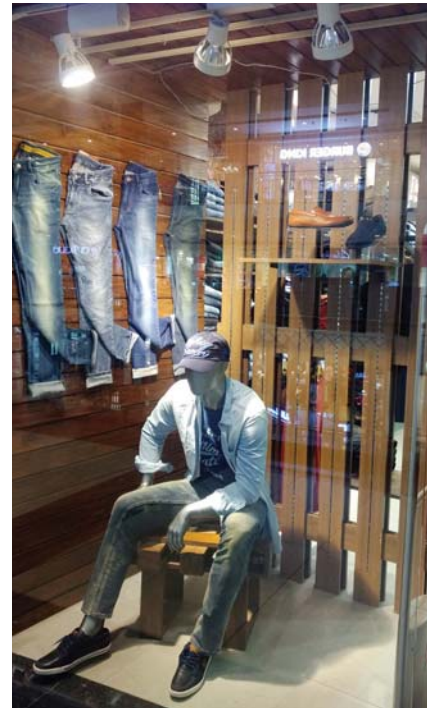
 



www.vamas.in

NUMERO UNO

Company: **NUMERO UNO CLOTHING LTD.** | Launch Year: **1987** | Brand website: **WWW.NUMEROUNOJEANSWEAR.COM** | Total no. of EBOs: **210** | Total no. of MBOs: **170** | Total no. of SISs: **50** | Total space covered by EBOs & SISs: **1.18 LAKH SQ.FT. (APPROX.)** | Presence in major LFS/MBOs/Departmental stores: **SHOPPERS STOP** | Online Presence: **MYNTRA, JABONG, FLIPKART, SNAPDEAL & AMAZON** | Indian cities present in: **150**



Numero Uno, one of India's pioneering indigenously manufactured denim labels, was incorporated in 1987 by Hi Fashion Clothing Co., the flagship company of Numero Uno Clothing Ltd. Over the years, Numero Uno has transformed into a dynamic and perceptible label for the youth. Today, it has the privilege of being one of the few power brands that fuses international trends, innovative fabrics, washes, treatments and accessible pricing.

BRAND MANTRA

Touted as the real denim, Numero Uno is a jeanswear, footwear and accessories brand that offers a unique mix of casual fashion.

TARGET CONSUMER

The brand targets young and aspirational consumers with access to technology and propensity to spend on lifestyle.

BRAND'S USP

The brand's USP has always been the quality and designs of the products that it makes.

UPCOMING PRODUCTS

Numero Uno has re-launched its men's footwear category and plans to launch women's footwear range as well this year. It will also make its recently launched N1 active range stronger and will introduce new deodorants, fragrances and a new category of body splashes. Its next step would be to add colognes in the product range.

TARGETED CITIES

The brand will expand its presence in the East and Central India through franchise route and shop-in-shop formats.

UPCOMING PLANS


This year Numero Uno will focus on its digital presence. It will build and improve upon its in-store experiences. In terms of technology, it has been working with Jeanologia for the past 15 years and collaborated on a process to reduce the consumption of water in production of denims, so much so that it will be using only 1 glass of water for producing a denim.





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OFFICER

Company: **OFFICER FASHION CRAFT PVT. LTD.** | Launch Year: **1990** | Brand website: **WWW.OFFICERFASHION.COM** | Total no of EBOs: **2** | Total no of MBOs: **2,000+** | Total no of SISs: **50** | Number of Indian cities present in: **600+** | International presence: **MIDDLE EAST AND SOUTH AFRICA**



Officer is a trusted name in the men's wear segment. It offers trendy collections and showcases global fashion while focusing on one major aspect — comfort married to versatility. The brand offers formal and casual wear shirts, trousers and denims for men.

Under the able leadership of its Directors Abdul Hamid Memon, Asif Mohammed Iqbal Memon and Javeed Iqbal Memon, the brand has successfully embossed marks of unmatched excellence in its domain.

BRAND MANTRA

The brand's mission is to always provide cutting edge men's wear fashion so as to maintain a lead on the competition. Officer's core principle is to give high quality and comfortable garments to its customers.

TARGET CONSUMER

Officer targets the middle and upper segment consumers and at the same time offers a value for money range with youthful appeal. Agewise, the brand's core target consumers falls within the age bracket of 25 — 45 years.

BRAND'S USP

Officer has been a trusted brand for more than three decades and enjoys unsurpassed mass recognition.

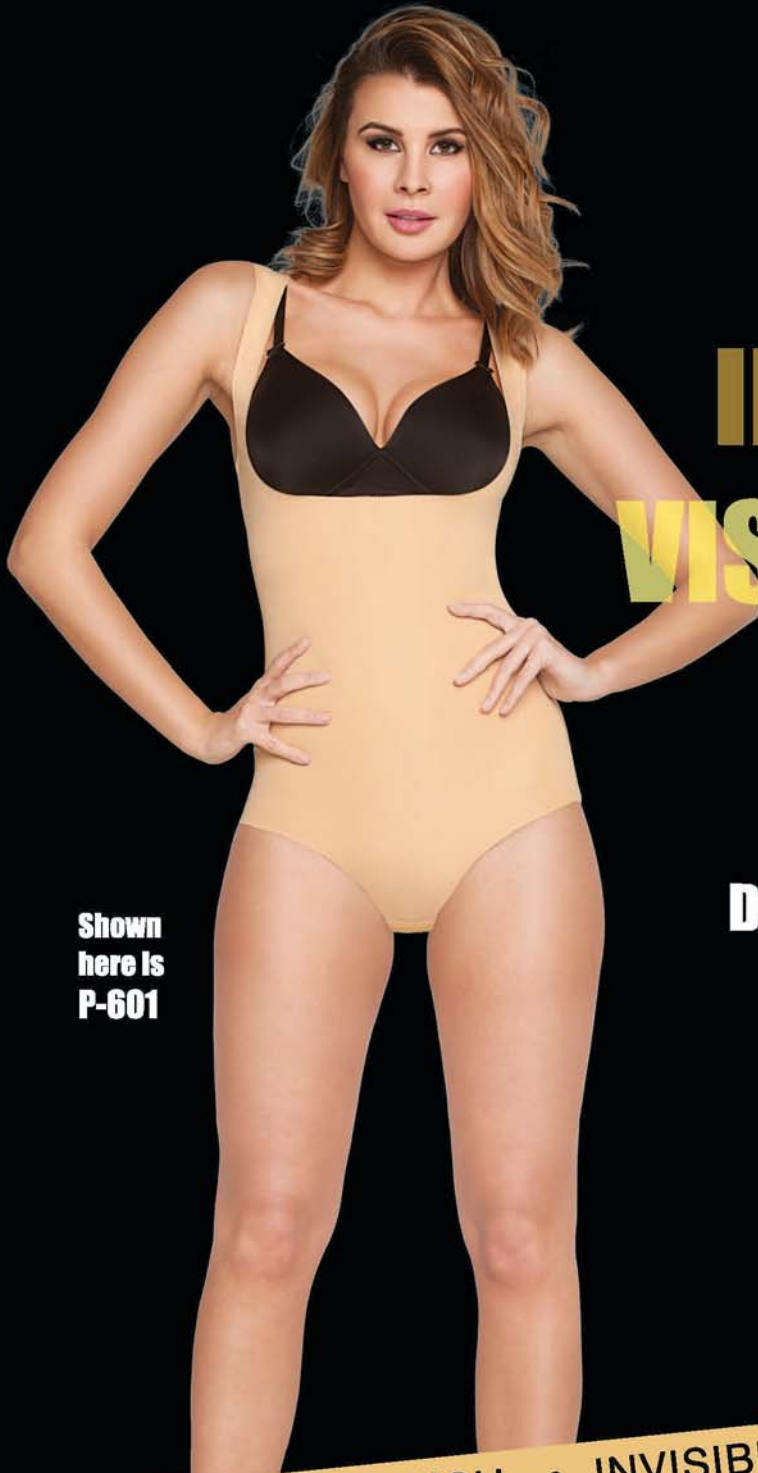
UPCOMING PRODUCTS

The brand is currently working on Youth Club, it's sub brand for casual shirts. Officer aims to expand the range of this sub brand to include more product categories.

TARGETED CITIES

The brand is focusing on penetrating deep into tier -II and -III towns to better establish its retail presence.





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ONN PREMIUM WEAR

Company: **LUX INDUSTRIES LTD.** | Launch Year: **2010** | Brand website: **WWW.KEEPITONN.COM** | Retail Presence: **14,000 POS** |
Online Presence: **FLIPKART, AMAZON, SNAPDEAL, PAYTM, JABONG, SHOPCLUES & LIMEROAD** | Indian cities present in: **PAN INDIA** |
International presence: **AUSTRALIA, UAE & SOUTH AFRICA**



Onn Premium Wear is a men's innerwear and casual wear brand from Lux Industries. Keeping pace with the latest in fashion, Onn offers great quality and international trends with its wide product range comprising innerwear, loungewear and outerwear. The collections and ranges of Onn touch the style nerve of the fashionable Indian male with its designer vests, fashion boxers and trendy briefs which also meet the standards of today's young generation.

BRAND MANTRA

The brand mantra of Onn Premium Wear is to present the finest innerwear, casual wear and leisure wear products to fulfill the desires and aspirations of the youth.

TARGET CONSUMER

Renowned as a youth-centric brand, Onn Premium Wear is mainly targeted towards the 18 to 30 years old consumers.

BRAND'S USP

The international styling of its products along with top notch quality and perfect fit is the unique selling proposition of Onn Premium Wear which attracts consumers to choose the brand over other products.

UPCOMING PRODUCTS

With the changing scenario the innerwear market has also witnessed some changes in consumers' preferences. Therefore in the coming year, Onn Premium Wear will try to bring forth new styles in their casual wear

range by introducing stylish products in trending colours and the latest designs. In 2018, the brand believes that there will be greater opportunities in gymwear and active wear.

UPCOMING PLANS

Being a pioneer in the industry, the brand understands the significance of marketing in today's era and the consequences it shows. Hence, to attract the attention of consumers and to expand Onn Premium Wear's presence in the market, the brand will aggressively invest in both print as well as electronic media to promote its new ranges and products.

×



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PAN AMERICA

Company: **ROYALEX FASHIONS INDIA PVT. LTD.** | Launch Year: **1997** | Brand website: **WWW.PANAMERICA.IN** | Total no. of EBOs: **60** | Total no. of MBOs: **5,000** | Total no. of SISs: **120** | Presence in major LFS/MBOs/Departmental stores: **LIFESTYLE (25 STORES)** | Indian cities present in: **PAN INDIA** | International Presence: **DUBAI (UAE) & MIDDLE EAST** | Production Capacity: **4 LAKH PIECES EVERY MONTH** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **12-15%**



Pan America was among the pioneers in starting a mid-segment men's wear brand nearly two decades back. Launched in 1997, the brand has been focused on delivering great value for money products for its customers. The brand's core offerings comprise shirts, trousers, jeans and t-shirts.

BRAND MANTRA

The brand keeps focus on delivering incredible value for money as well as to provide extremely aspirational fashion to its consumers, with hundreds of new designs month-after-month.

TARGET CONSUMER

Pan America targets male consumers of 18 years and above from SEC A, B and C.

BRAND'S USP

The brand's USP lies in introducing hundreds of new designs month-after-month at very attractive and affordable pricing.

UPCOMING PRODUCTS

Pan America has already launched its t-shirts range and shall be soon introducing its winter-wear collection.

TARGETED CITIES

The brand is actively involved in expanding its reach in the states of

Punjab, Haryana and Rajasthan and is looking for appointing distributors in these regions.

UPCOMING PLANS

Pan America has been extremely strong in the formal wear segment but lately its casual wear range has become quite strong. The brand recently ventured into the denim wear segment, where its jeans range with exclusive use of international accessories and superior washes gave them an extra edge. With its distinct pricing advantage, it delivers a terrific price-performance ratio that makes the brand incredibly strong.



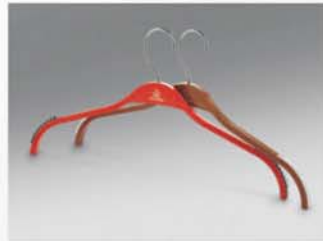


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PARX

Company: **RAYMOND APPAREL LTD.** | Launch Year: **1999** | Total no. of EBOs: **12** | Total no. of MBOs: **410** | Total no. of SISs: **139** | Total space covered by EBOs & SISs: **17,000 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **CENTRAL, RELIANCE TRENDS, SHOPPERS STOP & BRAND FACTORY** | Indian cities present in: **650** | Turnover FY '16-17: **₹175 CRORES**

Parx is a casual men's wear brand that addresses the complete fashion and lifestyle needs of millennial men. From its inception in 1999, Parx has been the preferred casual wear brand offering continuous innovations infused with international trends and styling. It is positioned to meet the consumer needs for all day wardrobe solution which are addressed through categories like casual, denim, black stag and play.

BRAND MANTRA

Parx is directed towards the tech-savvy globally connected youth who has trendy sense of style.

TARGET CONSUMER

Parx reflects the persona of the energetic 22 to 26 years old male who is outgoing, trendy and dynamic.

BRAND'S USP

Continuous high speed innovation is the Parx hallmark. Its best selling products are shirts and t-shirts.

UPCOMING PRODUCTS

The brand is continuously innovating on its products, there are some exciting products aligned for Spring Summer 2018 in categories under trousers and shirts.

TARGETED CITIES

Parx is on a rapid expansion mode, since the markets around metro cities turning quite competitive, this year brand will focus its expansion across tier -II and -III markets.





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POISON JEANS

Company: **VIDHI MOD FASHION** | Launch Year: **1980** | Brand website: **WWW.POISONJEANS.COM** |

Total no. of MBOs: **1,000+** | Total no. of SISs: **250+** | Presence in major LFS/MBOs/Departmental stores: **POTHYS, JAI HIND, C'LAI & CHERMAS** | Indian cities currently present in: **300+**



Poison Jeans is a household name in the domestic denim market due to its quality craftsmanship and global appeal. Since the last 37 years, the brand has been coming up with new and innovative products year after year.

The brand was established by Hitesh Vadera in 1980 as a trouser specialist under the brand name Celebration. Gradually, the company started making jeans and rebranded the brand under

the name of Poison Jeans. The growth of the brand was prompted by the introduction of highly fashionable and designer jeans with ultra-flattering fits along with authentic stylized belts.

BRAND MANTRA

The brand's mission is to routinely come up with new innovative products.

TARGET CONSUMER

Although Poison Jeans mainly targets the youth, it also caters to the other age groups as well.

BRAND'S USP

Poison's USP lies in the colors that it has introduced in denims.

UPCOMING PRODUCTS

The brand is working to create a new range of color denims in different types of denim materials.

TARGETED CITIES

The brand is planning to establish its presence in the North Eastern states.



PUFF

Company: **MEHTA GARMENTS PVT. LTD.** | Launch Year: **1989** | Brand website: **WWW.PUFFJEANS.COM** | Total no. of MBOs: **700**
 | Presence in major LFS/MBOs/Departmental stores: **ALL MAJOR MBOS ACROSS INDIA** | Online presence: **AMAZON, FLIPKART, PAYTM, SHOPCLUES, SNAPDEAL & OTHER E-COMMERCE PORTALS** | Indian cities present in: **25 (TIER-I); 65 (TIER-II); 45 (TIER-III)**
 | International presence: **MIDDLE EAST**



Puff is among the first few denim brands to be created in India. The brand manufactures and markets branded jeans, casuals, cargos and trousers for men.

Incorporated in 1989, Mehta Garments Pvt. Ltd., was started by Sumermalji Mehta in Ahmedabad. Having launched Puff so early, the company is credited as being one of the few companies in Ahmedabad that started the revolution in the ready to wear garment business. Today, it stands tall amongst the few large branded apparel manufacturers in India.

BRAND MANTRA

The company's strong fashion forecasting and trendsetting abilities have created brands which are vibrant and trendy with great attitude.

TARGET CUSTOMER

The brand Puff is targeted at men within the age group of 18 to 35 years.

BRAND'S USP

Innovation has been the hallmark of Mehta Garments. Backed by sound design and technological capabilities, the company has constantly introduced new fits, finishes and fabrics.

UPCOMING PRODUCTS

The brand is launching trendy fabrics in ankle and ultra slim fits with a bit of

touch up patterns that exude an all time wear look. The brand also aims to utilize more of imported fabric made out of Modal yarns.

TARGETED CITIES

Puff is vying to expand into Bihar, Uttarakhand, Jharkhand, Karnataka, Tamil Nadu, Kerala and Assam, where it is currently not present. In addition, the brand wishes to start exports and is looking at the US as a market for supplying its products. Overall, the brand aims to expand its presence throughout the country with its existing product range.




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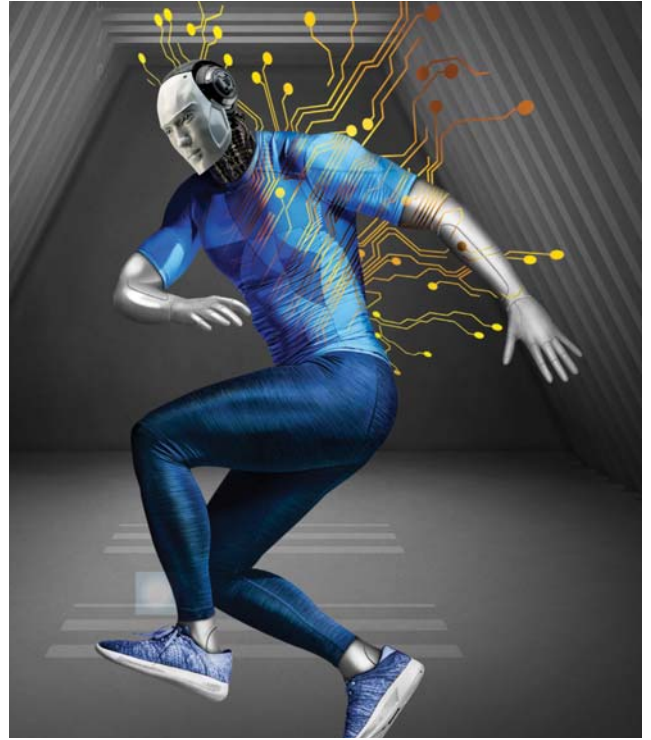
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R|ELAN

Company: **RELIANCE INDUSTRIES LTD.** | Launch Year: **2017** | Brand website: **WWW.R-ELAN.COM** |

Production capacity: **2.1 MILLION TONS PER ANNUM**



R|Elan is a brand of innovative fabrics that are created using Reliance specialty fibres, providing several attributes such as enhanced performance, aesthetics, and sustainability. Currently, core product offerings are Kooltex, FeelFresh, GreenGold, FreeFlow, SuperSoft, and SuperBlack.

Reliance Industries Limited launched R|Elan in 2017 following extensive research and development, and using its expertise in fibre re-engineering. The brand encompasses a portfolio of speciality fabrics that score over regular fabrics in a number of different ways,

such as enhanced breathability, dry feel, and anti-odour properties.

BRAND'S USP

R|Elan fabrics are made from specially engineered fibres to combine, in perfect proportions, functionality and fashion.

DOMESTIC CLIENTELE

RIL has partnered with Myntra to co-brand its exclusive denim collection Mast & Harbour using R|Elan FeelFresh technology. After the warm response of this association, RIL is now exploring opportunities with other domestic brands. In line with the same, RIL is in the process of meeting about 180 - 200 top brands and garmenters to showcase R|Elan product range.

INTERNATIONAL CLIENTELE

RIL has entered into a partnership with VF Corporation, owner of the Wrangler brand, for co-branding a new range of denim apparels called Inficool denims. Made of R|Elan Kooltex fabric, the collection is expected to hit the Asian Markets in Spring Summer 2018.

UPCOMING PLANS

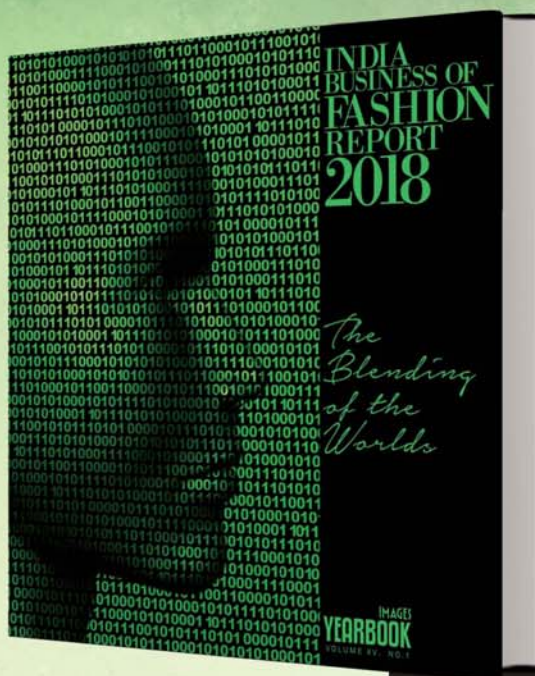
The company is aggressively working on its co-branded apparel business. The R|Elan co-branding exercise is expected to give RIL a strong foothold in the Indian apparel industry comprising almost a 50-50 share of men's wear and women's wear.



INDIA BUSINESS OF FASHION REPORT 2018

FORMERLY KNOWN AS
THE IMAGES YEAR BOOK

(15TH EDITION)



Launching at



13-14 March 2018
The Renaissance,
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For the past 15 years, The India Business of Fashion Report (IBOFR), has been the ultimate guide to the Business of Fashion in India. Historically, the IBOFR encompasses exclusive reports from leading international and Indian fashion consulting and research leaders, and is also a rundown of the top developments and trends - meaningfully juxtaposed against the backdrop of events and people who created the bits of history that year. The vision is to ever deliver a comprehensive and meaningful synopsis to the business as currently seen and to serve as the seminal national report.

BUT THERE IS SOMETHING SPECIAL IN THE AIR TODAY!

The fashion industry is the twilight zone. This is not just an era of gargantuan opportunities but also a period where every single conviction of ours is being challenged. These cognitive quests are indeed all pervasive. Let us not underestimate the challenge and also recognize that it is not completely in the hands of the sellers anymore—for one, the customer itself is also searching for personal identity—fashion or otherwise. And, it is not just clothes and shoes - today it is also possible to choose your face and skin. Then on the other side, the state of available technology guarantees that those who do not leverage upon it will run the race with a permanent handicap. Increasing options and more complex choice making always go hand in hand. Today, fashion influences, fashion retail channels & formats, experiences, fashion categories, cuts, colours, prints, fabrics, fibers, et all, are evolving and blending and stand on the cusp of emerging as re-evolved avatars.

THIS IS THE AGE OF THE BLENDING OF THE WORLDS!

Therefore, while the upcoming 2018 edition of the IBOFR promises to uphold the editorial vision and integrity of its forefathers, this time, we have a feeling that it will have to dream upon its yet unborn successors to propose a sustainable and farsighted framework that will better guide the growth of fashion in India.

SOME HIGHLIGHTS OF THE UPCOMING 15TH EDITION

- ▶ India's Fashion Retail Market Overview
- ▶ Market Size, Key Segments & Categories
- ▶ Performance & Projections
- ▶ Top Business Trends
- ▶ Top Consumption Trends
- ▶ Trends to Look Out For
- ▶ Innovative New Retail Formats
- ▶ International Fashion Brands in India
- ▶ Evolution of Fashion E-Commerce
- ▶ Omnichannel Perspectives-from both sides
- ▶ Fashion Trend Forecasts
- ▶ Fashion-Technology Revolution
- ▶ Green Fashion-Good Fashion
- ▶ Fashion Finance- Profitability in fashion
- ▶ Investments in Indian Fashion
- ▶ Fashion Influencers
- ▶ Impact of Social Media
- ▶ New Age Fashion Communication
- ▶ Editor's Pick - Best of IBoF

The IBOFR enjoys a very large and elite patronage. Copies of the past editions were ordered from possibly every corner of the world, reiterating the strength, wholesomeness and relevance of the India story across the globe. With a minimum shelf life of 12 months, the book is also every advertiser's best bet to reach out to all the top stakeholders in the fashion industry.

To participate in this book, please contact: **BUSINESS HEAD:** Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

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REME

Company: **RAGHUSHREE APPAREL & SUCCESS PVT. LTD.** | Launch Year: **2012** | Brand website: **WWW.REMEJAIPUR.COM** | Total no. of EBOs: **2**
| Online Presence: **VOONIK, LIMEROAD, MIRRAW, AMAZON, FLIPKART & SNAPDEAL** | Indian cities present in: **JAIPUR & GREATER NOIDA**



Reme is a woman's ethnic wear brand is owned by Raghushree and Rakshit Poddar. The brand was launched in 2012 by the export house, Cheer Sagar Exports. It caters to the domestic market and provides international quality standards in Indian women's wear. The ethnic range consists of kurtas in Indian prints inspired by the details of palaces, Indian folk culture and art. The collection is crafted in very wearable fabrics with exclusive embroideries and contemporary stylised fittings.

BRAND MANTRA

The brand mantra is all about re-defining and re-styling yourself with

Reme. The brand aims to provide clothing to its customers which defines their individual personality with a class.

TARGET CONSUMER

The brand's target consumer segment includes women from 20 years to 60 years old. They are the women of today, be it a homemaker or a working professional. The brand caters to women who are looking at very good everyday and evening wear. Reme products are available in sizes ranging from small to XXXL.

BRAND'S USP

The brand USP lies in its exclusivity and the intricate Rajasthan embroidery. The brand's collections are completely styled and conceptualised by the company

itself, which gives it an added edge of being different from its competitors.

UPCOMING PRODUCTS

The 2018 collection of Reme is all about the new embroideries, exclusive prints, maximum comfort and soft feel fabrics. The brand is specially focusing on giving a very comfortable and smart look to its collection which will enhance the classiness and elegance of every woman.

TARGETED CITIES

The brand in its initial expansion, plans to be present in Hyderabad, South India and Delhi and shall then move onto entire India.



ROCKSTAR JEANS

Company: **ROCKSTAR FASHIONS INDIA PVT. LTD.** | Launch Year: **2012** | Brand website: **WWW.ROCKSTARJEANS.COM** | Total no. of EBOs: **4** | Total no. of MBOs: **1,600** | Indian cities present in: **15** | Turnover over last 3 Financial Years (FY '14-15; 15-16; 16-17): **32%**



Rockstar Jeans was launched with a vision to bring smart, international and urban fashion into the value for money segment. Within just a few years of its inception the brand was able to deliver its promise, steadily establishing a strong nationwide presence for itself and becoming a favourite of every individual who aimed at dressing impeccably.

Having partnered with various leading national retailers, the brand is driving its product line comprehensively into every

nook and corner of India, including Bihar, Jharkhand and the seven sister states of India. The product range consists of a vast variety in denims, trousers, shirts, t-shirts, and shorts for men.

BRAND MANTRA

To provide the most recent fashion trends at an affordable price range.

TARGET CONSUMER

The brand targets men in the age group of 16 to 35 years.

BRAND'S USP

Rockstar Jeans has consistently been able to raise the benchmarks for quality and design in its segment.

TARGETED CITIES

The brand plans to scale up operations in Chattisgarh, Kerala, Karnataka, Tamil Nadu, Goa and Mumbai.

UPCOMING PLANS

The brand aims at acquiring better market share from the existing territories and also plans to extend into new geographical locations. Rockstar Jeans also plans to expand its presence through online retailing.



ROOKIES

Company: **FINESSE FASHIONS PVT. LTD.** | Launch Year: **2009** | Brand website: **WWW.ROOKIESJEANS.COM** | Total no. of MBOs: **750+** | Total no. of SISs: **100+** | Presence in major LFS/MBOs/Departmental stores: **LIFESTYLE & ALL MAJOR RETAILERS ACROSS INDIA** | Online presence: **JABONG** | Indian cities present in: **PAN INDIA** | International presence: **DUBAI, MIDDLE EAST, RUSSIA & BANGLADESH**



Rookies stands for its hi-fashion denims that enjoy superior demand amongst the young and young at heart. The brand's product portfolio encompasses a wide range of denims, indigo and denim based shirts and other cotton products.

Rookies was established in 2009 and is promoted by Ramnish Verma, Pavan Soni, and Sandeep Golam. Originally launched to bridge the gap in the Indian market for good quality yet affordable denims, Rookies has today emerged as a full-fledged denim brand producing international fashion for the youth.

BRAND MANTRA

Fashion denims with perfected look and price within the reach of all.

TARGET CONSUMER

The brand targets both young and mature individuals who have a taste of fashion and earn enough to spend on it.

UPCOMING PRODUCTS

The brand is extending their existing range with multiple fits and options to choose from.

TARGETED CITIES

After establishing a strong foothold in the major cities of the country, Rookies is now expanding to the core tier -II and -III cities across India.



ROYAL MARATHA

Company: PAWAR LIFESTYLE BRANDS PVT. LTD. | Launch Year: 2017 | Brand website: WWW.ROYALMARATHA.IN



Royal Maratha is very thoughtfully created and is massively in vogue for its significant brand name. A very young and dynamic brand, Royal Maratha was launched in February 2017 by Harshal and Sarita Pawar. Since its inception, the brand has been well admired by its followers for its quality offerings. Every month the brand launches 12 new and limited shirts collection for men.

BRAND MANTRA

To provide quality products and to ensure that the brand name is carried with pride on every shoulder.

TARGET CONSUMER

Royal Maratha targets both urban and rural men in the age group of 18-50 years and above. A typical consumer is one who is fashion forward, well travelled and is aware of the latest trends in shirts.

BRAND'S USP

The brand's USP lies in its name that speaks volumes about its heritage and commitment to quality.

UPCOMING PRODUCTS

The brand has exciting plans for the new year. It plans to launch an exclusive collection of apparel and accessories for women and kids as well under the same label.

TARGETED CITIES

As a new brand on the scene, Royal Maratha is aggressively trying to strengthen its retail footprint across the nation. The brand's resolution is to reach almost every urban and rural part of Maharashtra as well as a few other parts of the country.

UPCOMING PLANS

Based on the overwhelming response that the brand has received and the vast customer base it has acquired hitherto, it is planning to partner with manufacturers through brand licensing for rapid expansion.

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RUFF

Company: **D S CORPORATION** | Launch Year: **1995** | Brand website: **WWW.RUFF.IN** | Total no. of MBOs: **500+** | Total no. of SISs: **190+** | Presence in major LFS/ MBOs/Departmental stores: **SHOPPERS STOP, CENTRAL, GLOBUS, G3PLUS, CHUNMUN, STANMAX, BINDALS, VIJAY STORE, SNOWWHITE, KIDSBERRY & KAPKIDS** | Online presence: **JABONG & MYNTRA** | Indian cities present in: **PAN INDIA**



Ruff is an innovative and fashion forward kidswear brand producing a wide-ranging collection for boys' wear including denims, cottons, shirts, t-shirts and accessories.

D S Corporation, a partnership firm owned and managed by the Patca Brothers, started its successful journey of manufacturing kidswear by the brand name of Dearsons back in 1980. Keeping pace with the changing requirements and market evolution, DS Corporation ventured into boys' casual wear and in

the year 1995 Ruff was born. Over the years, the brand has always nurtured a futuristic outlook by maintaining constant innovation, creation and stringent quality control measures, coupled with a dynamic marketing approach, providing complete customer satisfaction.

BRAND MANTRA

The brand believes in producing quality and fashionable products to lead in today's competitive market.

TARGET CONSUMER

Ruff targets section A and A+ along with B+ consumers. Age group ranges from 6 months to 16 years.

BRAND'S USP

The brand's inclination to constant innovation has made it a trendsetter in the kids' segment, making it one of the largest selling kidswear brand in India.

TARGETED CITIES

Ruff has major expansion plans in India and overseas. It is planning to open more EBOs and spread its reach through more shop-in-shops and MBOs across tier -II cities and metros.





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SABHYATA

Company: **SABHYATA** | Launch Year: **2003** | Brand website: **WWW.SABHYATACLOTHING.COM** | Total no. of EBOs: **63** | Total no. of MBOs: **40+** | Total space covered by EBOs: **31,500 SQ.FT.** | Online Presence: **JABONG, MYNTRA, AMAZON, LIMEROAD & PAYTM** | Indian cities present in: **20** | International presence: **SINGAPORE (MALAYSIA), DUBAI (UAE) & ITALY**



With a motive to redefine ethnic wear, the women's wear brand Sabhyata was launched in 2003. As the name depicts, Sabhyata is a true reflection of Indian ethnic wear that caters to women from all walks of life. The product range comprises an entire gamut of ethnic wear for women such as kurtas, kurtis, patialas, churidars, salwars, dupattas and much more.

BRAND MANTRA

Ethnicity Redefined! The brand's garments are designed with utmost care keeping the Indian women in mind.

TARGET CONSUMER

Sabhyata targets middle and upper-middle class consumers with its ethnic and Indo-western range. About 85 percent of its consumers are female and 15 percent are male.

BRAND'S USP

The vast array of designs it offers in the best fabric quality and at the most affordable price range is the USP of the brand.

UPCOMING PRODUCTS

In 2018, Sabhyata has plans to introduce a festive range (heavy collection) under its various product categories. At present, the brand's product range comprises a basic range that includes

daily and office wear (60%), party and occasion wear (20%), and wedding wear (15%).

TARGETED CITIES

Sabhyata is planning to target the markets of Chennai, Hyderabad, Kolkata and key cities of Gujarat. The brand has not yet explored the markets of South India. In 2018, it will enter and penetrate the markets in the southern region.

UPCOMING PLANS

This year, the brand will open 50 new EBOs. It intends to open shop-in-shops in large format stores and will increase its presence in MBO taking the count to 100.





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SALVE MANNEQUINS CO.

Company Name: **KETAN INDUSTRIES** | Launch Year: **1991** | Brand website: **WWW.SALVE MANNEQUINS.COM.** | Total no. of EBOs: **1** | Total no. of MBOs: **250+** | Total space covered by EBOs: **2,500 SQ.FT.** | Prsence in major LFS/MBOs/Departmental stores: **ALL MAJOR MBOS** | Indian cities present in: **PAN INDIA**



Salve Mannequins Co. is one of the most reputed names in country manufacturing fibre mannequins. The brand is engaged in manufacturing, supplying and exporting an excellent quality range of kids, ladies, gents and toddlers mannequins, along with mannequin parts.

Established in the year 1991, the brand started business with manufacturing male, female and kids mannequins in skin, matt white and black colour finishing. Gradually, to stay ahead of the

growing competition, the brand started concentration on innovations in quality and colour finishing. Today, the brand is synonymous with quality and reliability and is counted among the top players of its domain.

BRAND MANTRA

To be the numero uno brand in its domain.

BRAND'S USP

Unmatched quality and finishing.

UPCOMING PRODUCTS

The brand plans to launch a new and contemporary looking series of faces in

male, female and kids mannequins. The new line will conform to international standards and ensure that they meet the specific requirements of the modern consumer.

TARGETED CITIES

As a brand that's present pan India, Salve Mannequins Co. plans to increase its concentration in the existing markets with new strategy and planning.

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SARA J

Company: **NOBEL INDIA OVERSEAS** | Launch Year: **2001** | Brand website: **WWW.SARAJINDIA.COM** | Indian states present in: **PUNJAB (CHANDIGARH), HARYANA (PANIPAT), DELHI-NCR, NAGALAND & MANIPUR** | International Presence: **USA, EUROPE & MIDDLE EAST**



Manufacturers and exporters of women's ready-made garments, Sara J is an already emerging name around the world (USA, Europe & Middle East). The brand recently expanded its business in the Indian markets. The brand's product line includes dresses (mini and maxi dresses), tunics, blouses and tops. The tunics and blouses with variant prints form its top selling lines with huge demand all over.

TARGET CONSUMER

Sara J's target customers are women aged between 20 to 50 years. This segment can carry with comfort the designs and patterns the brand deals in.

BRAND'S USP

The brand's USP lies in offering unique designs in blouses, tunics, dresses, etc., in fine quality fabrics.

UPCOMING PRODUCTS

Sara J's top selling range are its blouses and tunics. It has added more range in its top wear in various

designs, especially short patterns to cater to the youth. The brand is also experimenting on various designs with printed fabrics as these are in great demand in the market.

UPCOMING PLANS

The brand aims to increase its presence in domestic market and is planning to open a store in Mumbai soon.



SHERIFF

Company: **CK INTERNATIONAL** | Launch Year: **1985** | Brand website: **WWW.SHERIFF.CO.IN** | Total no. of EBOs: **14** | Total no. of MBOs: **500** | Total space covered by EBOs: **7,600 SQ.FT.** | Online Presence: **AMAZON, SNAPDEAL, FLIPKART, MR VOONIK & PAYTM** | Indian cities present in: **40**

Sheriff is a men's wear brand that has covered a long journey since its inception in 1985. The brand started with manufacturing shirts for men. Later, it introduced t-shirts. Today, the brand offers a complete men's wear range and holds a strong position in North and East India. Featuring the best of fabrics, cuts and styling, the brand is reasonably priced and is within the reach of many.

BRAND MANTRA

With its own manufacturing unit, Sheriff has been offering the best quality products and services. The brand deals in casual, formal, party wear, occasional shirts, trousers and blazers, and has steadily expanded and grown its customers base over the past years.

TARGET CONSUMER

Sheriff targets young aspiring males in the age group of 22 to 45 years, who have an appetite for fashionable clothing.

BRAND'S USP

The men's wear fashion brand, Sheriff takes pride in providing contemporary fashion and high-value garments at affordable prices.

UPCOMING PRODUCTS

The brand plans to introduce t-shirts that are made from organically grown cotton. It also plans to add several other innovations in the same category and in others as well.

TARGETED CITIES

The brand has plans to target the markets of Uttar Pradesh, Maharashtra and Bengaluru (Karnataka) in the next couple of years.





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SHREE

Company: **SHR LIFESTYLES PVT. LTD.** | Launch Year: **2011** | Brand website: **WWW.SHREELIFESTYLE.COM** | Retail Presence: **2,000 POS** | Total no. of EBOs: **27** | Total no. of MBOs: **150** | Total no. of SISs: **15** | Total space covered by EBOs & SISs: **10,000 SQ.FT. (APPROX.)** | Indian cities present in: **DELHI-NCR & GUJARAT** | International Presence: **US, UK, SINGAPORE, MALAYSIA & MIDDLE EAST** | Turnover FY'16-17: **₹56 CRORES** | Turnover CAGR over last 3 Financial Years (FY: 14-15; 15-16; 16-17): **37.74%** | Estimated turnover FY '17-18: **₹100 CRORES**



Shree, the apparel brand, is renowned for offering a perfect blend of traditional and modern ethnic wear for the new Indian woman. The brand offers a huge variety of women's clothing. They are a prominent manufacturer and supplier of ladies kurtas, kurtis, leggings, palazzos, pants, dupattas, dresses, skirts, tops, etc.

BRAND MANTRA

Shree's brand philosophy is based on a mix of modern outlook and traditional upbringing. A Shree supporter carries herself with great aplomb and grace reflecting her inherent strengths of patience, compassion and understanding.

TARGET CONSUMER

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

BRAND'S USP

The brand believes in an affordable fashion that truly belongs to its customers—fashion which is fair, sustainable, affordable and desirable for all. It creates approximately 120 new designs every month.

UPCOMING PRODUCTS

The brand, from time-to-time, launches new and exciting offers for its customers

delight. Recently, the brand had introduced its jewellery and accessories range. This year, it plans to launch its men's wear segment and will introduce more categories in women's ethnic range.

TARGETED CITIES

Shree has plans to expand its retail reach in Maharashtra, Kerala, Tamil Nadu, Karnataka, Punjab, Uttar Pradesh, Haryana and Madhya Pradesh.

UPCOMING PLANS

Shree plans to open 200 exclusive brand outlets in the domestic market in the next 2 to 3 years.



SKECHERS

Company: **SKECHERS SOUTH ASIA PVT. LTD./SKECHERS RETAIL INDIA PVT. LTD.** | Launch Year: **2012 (INDIA ENTRY)** | Brand website: **WWW.SKECHERS.IN (COMING SOON)** | Total no. of EBOs: **129** | Total no. of MBOs: **733** | Total no. of SISs: **91** | Total space covered by EBOs: **2,40,000 SQ. FT.** | Presence in major LFS/MBOs/Departmental stores: **LIFESTYLE, SHOPPERS STOP, CENTRAL, RELIANCE FOOTPRINT & METRO** | Online presence: **AMAZON, JABONG & MYNTRA** | Indian cities present in: **163** | International Presence: **2,400+ RETAIL STORES AROUND THE GLOBE**

Skechers India designs, develops and markets a diverse range of performance and lifestyle footwear for men, women and children.

Headquartered in Manhattan Beach, California, Skechers was launched in 1992 and has been available in India since 2012. The brand is one of the most preferred around the world with presence in over 160 countries and territories worldwide. The brand retails through department and specialty stores with more than 2,305 company owned and third-party owned retail stores, and through the company's e-commerce websites.

TARGET CONSUMER

Skechers targets all age groups and genders from all walks of life.

UPCOMING PRODUCTS

Skechers has planned an exciting line of releases this year. The brand is launching two new products in the performance category, named GoRun6 and You by Skechers. It also is launching a new category of Skechers performance apparels that is expected to hit the markets soon. All in all, Skechers plans to unveil a wide new line of products for its customers this year.

TARGETED CITIES

Skechers India is on an expansion spree and it aims to spread its presence pan India. As of now, the brand is focusing more on expanding into the tier -II and -III markets of the country.

UPCOMING PLANS

Skechers is in the process of launching its exclusive Indian website www.skechers.in, which is expected to go live in the first quarter of the year.



SOCH

Company: **SOCH APPARELS PVT. LTD.** | Launch Year: **2005** | Brand website: **WWW.SOCH.IN** | Total no. of EBOs: **110** | Total no. of MBOs: **2** | Total no. of SISs: **67** | Total space covered by EBOs & SISs: **2,00,000 SQ.FT. (APPROX.)** | Presence in major LFS/MBOs/Departmental stores: **CENTRAL & SHOPPERS STOP** | Online Presence: **MYNTRA, AJIO, AMAZON, FLIPKART, VOONIK, LIMEROAD, PAYTM & TATA CLIQ** | Indian cities present in: **59**



Soch is a one stop destination for Indian fashion wear with its wide range and sweet spot pricing. Beginning its journey as an in-house brand at M D Retail (which also owns Favourite Shop), its first exclusive store was opened in 2005 in Forum Mall, Bengaluru. The store count rapidly rose to 19 stores and the overall retail presence expanded into 22 cities in South India by 2013. Today Soch has over 108 stores with a pan India presence. It organises Red Dot Sale (which is a marketing initiative at their stores).

BRAND MANTRA

Soch strives to make Indian fashion wear the most desirable yet affordable fashion statement.

TARGET CONSUMER

The brand targets middle and upper income urban Indian women, who take pride in dressing right.

BRAND'S USP

Soch offers a wide range of fast fashion range. It stands for a one stop destination for all Indian fashion wear offering sweet spot pricing.

UPCOMING PRODUCTS

Under Indian fashion wear, the brand offers kurtis, tunics, salwar suits, sarees,

ready-to-stitch, blouses and bottoms. It has plans to launch a workwear range that will comprise kurtis, tunics and kurti suits.

TARGETED CITIES

At present, Soch enjoys a pan India presence. Now, it has plans to expand to the rest of the Indian sub-continent and the Middle East.

UPCOMING PLANS

For 2018, the brand has plans to strengthen its omni-channel presence by launching its brand-app, and engaging on index shopping, CRM and loyalty programs.



SPARK

Company: **SPARK CREATIONS** | Launch Year: **1983** | Brand website: **WWW.SPARKCLOTHING.CO.IN** | Total no. of MBOs: **250** | Indian cities present in: **DELHI, MUMBAI, CHENNAI, BENGALURU, HYDERABAD, AMRITSAR, LUDHIANA, UDAIPUR, KANPUR, JAIPUR, COCHIN, COIMBATORE & CALICUT** | International Presence: **UAE, GULF COUNTRIES & MIDDLE EAST**



Spark is a leading manufacturer and exporter of kidswear. Established in 1983, today the brand has in-house screen and computer embroidery facilities, which assist in not only keeping high quality control but also cut down costs and minimise the supply time. These empower the brand in experimenting on new styles, thereby making it the very first to get the new trends to its customers.

BRAND MANTRA

Spark believes that its job does not end in just making the garment appear good,

but the work continues until it makes the product feel good. A highly efficient and trained team of technicians ensure that not even a single millimeter of thread is out of place and the garment is exact to specifications.

TARGET CONSUMER

The brand caters to children in the age group of 1 to 14 years. Though kids are the end customers, but parents are the major influencers in the buying process. This makes it increasingly important for the brand to provide all varieties in the segment, under one umbrella.

BRAND'S USP

The prime aim of Spark is customer satisfaction, quality and comfort level of the garments. The brand goes an extra mile to win the trust of a mother in order to increase the number of its loyal customers.

UPCOMING PLANS

The brand is making its foray into the European and American markets and is confident that its products will gain popularity in these international destinations too. The brand has plans to penetrate in varied markets for business expansions.



SPRINGFIELD

Company: **SPRINGFIELD FASHIONS** | Launch Year: **1986** | Brand website: **WWW.SPRINGFIELD-ESTORE.COM** | Total no. of EBOs: **1** |
Online presence: **MYNTRA, FLIPKART, AMAZON, SNAPDEAL, PAYTM & VOONIK** | Indian cities present in: **PAN INDIA**

Springfield, known for its international styling and quality, offers a contemporary range of casual shirts, trousers, jeans, t-shirts, shorts and jackets.

The brand, backed by consolidated brains with more than four decades of experience in the textile business, was born out of experience that goes back to 1974 as indenting agents for Dinesh Suitings. In 1986 the brand Springfield was created by Yogesh Shetty with the introduction of formal trousers.

BRAND MANTRA

To make the wearer look good, feel good and be fashionably cool.

TARGET CONSUMER

The brand targets a fashionably conscious audience between the age of 25 to 55 years.

BRAND'S USP

The main USP of the brand lies in its exciting fashion offerings, that always conform to international trends.

UPCOMING PRODUCTS

From January to March 2018 onwards, Springfield has been concentrating on its new line of under garments and through the licensing route, it is expecting a turnover of about 75,000 to 1,00,000 pieces.

TARGETED CITIES

Springfield is already present in all major cities through its robust distributor channel. It is now vying to spread its retail presence in all major towns in the country.

UPCOMING PLANS

The immediate plan in the pipeline is to forge alliances with large textile groups with in-house manufacturing facilities and distributors having large retail network to sell its products online.



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STATUS QUO

Company: **CRAVE CLOTHING CO. PVT. LTD.** | Launch Year: **1998** | Brand website: **WWW.STATUSQUO.IN** | Total no. of EBOs: **1** | Total no. of MBOs: **1,300** | Total no. of SISs: **85** | Presence in major LFS/MBOs/Departmental stores: **SHOPPERS STOP, LIFESTYLE, CENTRAL & LULU FASHION STORE** | Online presence: **AMAZON, FLIPKART, PAYTM, MYNTRA, JABONG, SNAPDEAL & TATA CLIQ** | Indian cities present in: **320** | International presence: **SELECTED STORES IN THE MIDDLE EAST** | Turnover FY'16-17: **₹110 CRORES** | Turnover over last 3 Financial Years (FY '14-15; 15-16; 16-17): **25%**



Status Quo is a brand of choice of trendy, self directed youngsters. Offering a complete range of fashion wear, the youth oriented brand appeals to their dynamism, style and outlook. Complimenting their beliefs with modish designs, the brand aims to help them stand apart from the teeming millions with its unique and exciting designs along with consistent quality.

In its second decade of existence now, Director Tarvinder Arora masterminds the production and finances of Status Quo, steering it to the colossal stand that it enjoys today. Director Bobby Arora is the idea generator and plays a key role in business development besides ensuring innovation and creativity.

BRAND MANTRA

To create an aspirational fashion global brand from India.

TARGET CONSUMER

The brand's core target audience falls under the age bracket of 16 to 35 years. It has also emerged as the numero uno choice of people who are young at heart.

BRAND'S USP

Status Quo's classic styling with continuous innovation gives the brand an edge over the others.

UPCOMING PRODUCTS

Status Quo is launching a limited edition collection of knitted shirts and ankle length trousers which is the highlight of Spring Summer 2018. The brand is working on launching its athleisure collection for men in Autumn Winter 2018.

TARGETED CITIES

Status Quo is trying to penetrate more into the states of Jharkhand, Bihar, Jammu & Kashmir and Himachal Pradesh.

UPCOMING PLANS

Status Quo is now the official licensee of American fantasy drama television series Game Of Thrones and will be launching the collection in Spring Summer 2018. The brand has also partnered with Royal Challengers Bangalore for their official athleisure collection.



STRANO

Company: **SUVIDHI ENTERPRISES PVT. LTD.** | Launch Year: **2016** | Total no. of MBOs: **300+** | Presence in LFS/MBOs/Departmental stores: **NARANG GARMENTS, RAJ MEN'S WEAR, W&G, SHRI NARESH CLOTH SHOWROOM, OM PRAKASH & SONS & SANJEEV OSWAL WOOL HOUSE** | Indian cities present in: **DELHI, PUNJAB, CHANDIGARH, HARYANA, HIMACHAL PRADESH, MAHARASHTRA, ANDHRA PRADESH, TELANGANA & GUJARAT**



Strano is a quality manufacturer of basic as well as fashion denims. The brand is known for its high quality products that are now available in 5-6 types of designs.

The brand's roots can be traced back to the another very successful brand called Slazer, that its enthusiastic co-founders established in 1998. Going all guns blazing, Strano was launched in 2016. Based on the company's wealth of experience and knowledge, it very soon established the new brand as a popular player in its segment.

BRAND MANTRA

The brand's DNA is structured of the two key elements - quality and fashion. In addition, it strives for maximum customer satisfaction thorough value for money products.

TARGET CONSUMER

The brand targets a broad spectrum of consumers as its products are as popular with the elderly as it is with teenagers

BRAND'S USP

Serving masses with the latest trend, keeping quality at forefront.

UPCOMING PRODUCTS

The brand wants to continue its legacy and work on new varieties in basic denims and different fashion denims.

TARGETED CITIES

The brand is planning to expand throughout South India and East India, along with the states of Madhya Pradesh through distributors.

UPCOMING PLANS

Strano has huge promotion plans for 2018. It aims to invest on hoardings and advertisements for better penetration of the brand.



SUNNEX

Company: **ANNAPURNA APPARELS LTD.** | Launch Year: **1980** | Website: **WWW.SUNNEXJEANS.COM** |

Total no. of EBOs: **4** | Total no. of MBOs: **800-1,200** | Indian states present in: **14** | Online presence: **JABONG, MYNTRA & FLIPKART** |

Growth percentage: **15%**



Sunnex Jeans is one of the pioneers in the denim industry in India. The brand's product basket consists of three ranges in denims- rebel, core and basics along with cotton trousers and shirts.

Established in 1980, the brand is managed by Director Siddharth Mehta and Managing Director Sunil Mehta and has a very strong market in South, West and Central Indian markets Along with India, the brand also has a very prominent presence in the Gulf region with Consumer Loyalty leadership in Countries like UAE , Oman, Qatar, Baharain and Saudi Arabia.

TARGET CONSUMER

The brand targets trend conscious men, within the age group of 20 to 35 years.

BRAND'S USP

Providing international fashion trends to the consumer at pocket friendly prices.

UPCOMING PRODUCTS

Sunnex introduced its range of casual shirt last season, which was met with overwhelming response. The brand plans to start its value oriented product range starting S/S 2018 to cater to the new trend of value conscious buyer that is fast emerging in India.

TARGETED CITIES

The brand plans to aggressively expand throughout the markets of Delhi, Bhubaneshwar, Cuttack, Kolkata, Raipur, Patna, Bengaluru, Mangalore, etc.



SUPERSOX

Company: **SUPERKNIT INDUSTRIES** | Launch Year: **2012** | Brand website: **WWW.SUPERSOX.IN** | Total no. of MBOs: **10,000+** | Online Presence: **AMAZON, FLIPKART, MYNTRA, JABONG, EBAY, SHOPCLUES, SNAPDEAL, LIMEROAD, PAYTM, REDIFF, SCOOTSY & VOONIK** | Indian cities present in: **ALL METROS AND LEADING TIER -II & -III CITIES**

Supersox, a young brand with a vibrant personality that brings socks of superb quality and international styles to the Indian consumers. The brand was instituted by SuperKnit Industries, which is India's pre-eminent manufacturers in the apparel and textile industry currently exporting to renowned international brands in the US, Europe and Middle East. SuperKnit is globally known for its variety, superior quality and product durability.

BRAND MANTRA

The brand's philosophy is to build a long-lasting relationship with its customers by always giving them the best quality products at the best price possible. Thus, giving them real value for money products.

TARGET CONSUMER

Supersox make socks for all ages and for all occasions. Hence, their target group comprises newborns, young boys and girls, men and women of all ages. The price point is also not a barrier since it is quite reasonably priced while offering the best quality.

BRAND'S USP

Supersox has the widest product offering, compared to any other socks brand available. Along with offering variety and competitive pricing, the brand also ensures that 'every pair is made with care'.

UPCOMING PRODUCTS

The brand will launch an exclusive range of socks having Star Wars, Frozen, Spiderman and Avengers series.

TARGETED CITIES

Supersox has expanded its reach throughout the country with the help of its distributor network. And this year too, it will continue to work on penetrating deeper by reaching newer untapped markets.



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SWEET DREAMS

Company: **S D RETAIL PVT. LTD.** | Launch Year: **1989** | Brand website: **WWW.SWEETDREAMSINDIA.COM** | Total no. of MBOs: **3,500**
| Total no. of SISs: **180 (150 IN LFS & 30 IN REGIONAL STORES)** | Presence in Major LFSs: **CENTRAL, SHOPPERS STOP, TRENDS, PANTALOONS & GLOBUS** | Online Presence: **MYNTRA, JABONG & AMAZON** | Indian cities present in: **MUMBAI, DELHI, BENGALURU, CHENNAI, HYDERABAD & KOLKATA** | International Presence: **UAE, KUWAIT, EUROPE & THE MIDDLE EAST COUNTRIES** | Turnover FY'16-17: **₹93,27,55,121** | Estimated Turnover in the first 3 quarters (from April'17 to Dec'17): **₹81,56,70,350**



Sweet Dreams is a renowned sleepwear brand that caters to the whole family including men, women, young boys and girls. The brand is one of the first sleepwear brands in India. With over 26 years in the industry, they have been a key contributor to the Indian casual and lounge wear industry through their specialty of quality night wear. Its strength comes from the fact that as sleepwear experts through the years, most innovations in terms of the fabrics have always been initiated by Sweet Dreams.

BRAND MANTRA

Sweet Dreams is the most reputed and favorite family brand.

TARGET CONSUMER

The brand caters to the entire family hence targets men, women, girls and boys alike. It now is also targeting young couples as they are a major consumer force.

BRAND'S USP

Sweet Dreams is among the pioneer fashion brands in sleepwear category in organised retail offering international styles and fabric.

UPCOMING PRODUCTS

Recently, the brand expanded to other complimentary categories such as

active wear and travel lounge wear.

Sweet Dreams is one of the few brands in the country that produces over 300+ separate bottom wear for travel/leisure/workout range for men and women. According to the brand, bottom wear will be the focus for 2018. Also, in-line with international trend, the brand will focus on athleisure bottom wear, track pants for gym, yoga, jogging, travel and other lifestyle needs of the family.

UPCOMING PLANS

The brand has a strong presence in North and East India including tier -II and -III cities. It is looking forward for expansion in East and South India in 2018.

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TANTRA

Company: **TANTRA** | Launch Year: **1998** | Brand website: **WWW.TANTRATSHIRTS.COM** | Total no. of EBOs: **35** | Total no. of MBOs: **300+** | Total no. of SISs: **20+** | Online Presence: **ALL MAJOR PORTALS** | Indian cities present in: **25+** | International presence: **USA, FRANCE, SOUTH AFRICA & MALAYSIA**



Tantra, that stands for India on a t-shirt, is India's pioneering t-shirt art brand, for guys, girls and kids. Tantra is a private limited company, headed by Ranjiv Ramchandani, a former creative director at the Paris based Triton-BDDP advertising agency. Today, the brand name has become generic in the trade for its funky printed t-shirt art.

BRAND MANTRA

Be Happy, Wear Tantra.

TARGET CONSUMER

The brand targets millennials in the age group of 16 to 26 years. Similarly, its secondary customers comprises of kids between the age group of 2 to 16 years.

BRAND'S USP

Tantra's design and ideas-based ethos forms the core of its competitive edge.

UPCOMING PRODUCTS

In 2018, Tantra will introduce a range of quality night-glo tees that are made using special florescent inks. The brand will launch a new t-shirt label, 'Kick' at a differentiated price point, bringing

the total number of labels offered under Tantra to over 10. It will also undertake the production of 'woven' shorts.

TARGETED CITIES

Tantra has launched an EBO in the USA. In India, the focus will be on smaller towns and tier - II cities, for example Bhubaneswar in Odisha.

UPCOMING PLANS

Tantra has very aggressive expansion plans to widen its offline and online operations in the country.



TOYO

Company: **ATLAS MULTITRADE PVT. LTD.** | Launch Year: **2015** | Brand website: **WWW.TOYOFASHIONS.COM** | Presence in major LFS/MBOs/Departmental stores: **V MART, D MART, V2, BAZAAR INDIA, VISHAL MEGA MART, NYAASA RETAIL, BAZAAR KOLKATA, METRO BAZAAR, UNIQ BAZAAR & V BAZAAR** | Indian states present in: **DELHI-NCR, PUNJAB, UTTAR PRADESH, ODISHA, MAHARASHTRA, MADHYA PRADESH, KERALA, TAMIL NADU, WEST BENGAL, UTTARAKHAND, BIHAR, GUJARAT, CHHATTISGARH, RAJASTHAN, JHARKHAND, ASSAM & JAMMU** | International Presence: **UAE, AFRICA, MALAYSIA AND UNITED KINGDOM** | Turnover FY'16-17: **₹29 CRORES** | Turnover growth over last 3 Financial Years (FY: 14-15; 15-16; 16-17): **₹15 CRORES** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹34 CRORES**



Specialising in women's western wear including fancy tops, t-shirts, capris, leggings and shrugs, Toyo aims to provide its customers with latest international fashion at affordable prices.

Launched in 2015, the brand is spearheaded by Mehul Shanghvi and Manish Shanghvi who, with over 24 years of experience in importing fabrics from across the globe, have driven the brand to grow exponentially in a short span of two years. Toyo is proud to be associated with superstar Divyanka Tripathi who is the brand ambassador. Registering almost 80 to 100 percent

growth each year, Toyo envisages to cross the ₹100 crores mark by end of March 2019.

BRAND MANTRA

Toyo aims to provide the latest international fashion at cheapest prices.

TARGET CONSUMER

Toyo's target customers include value retail chain stores like V-Mart, D Mart, V2, etc. and large format stores like Sartha Stores, Pothy's, etc; large wholesalers and exporters.

BRAND'S USP

Garments made from imported fabrics and priced 30 to 40 percent cheaper than its competitors.

UPCOMING PRODUCTS

Toyo will be focusing on women's t-shirts. Made of imported printed Lycra fabrics, the whole sale price will be ₹75. The brand also plans to offer rayon modal check long shirts and rayon modal embroidered kurtis.

TARGETED CITIES

The brand's prime target markets include Andhra Pradesh and Goa.





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TULIP LINGERIE

Company: **ARKAY ENTERPRISES** | Launch Year: **1982** | Retail Presence: **400 POS** | Presence in major LFS/MBOs/Departmental stores: **ALL MAJOR MBOS ACROSS INDIA** | Indian cities present in: **JAIPUR, KOLKATA, HYDERABAD AND CITIES IN GUJARAT & KERALA** | International Presence: **EXPORTS TO PAKISTAN & DUBAI (UAE)** | Turnover CAGR over last 3 Financial Years (FY'14-15; 15-16; 16-17): **20%**



Tulip Lingerie is a recognised brand in the innerwear market in India. It specialises in offering plus sizes which are generally not catered to by many lingerie players in the segment. The brand is renowned for its fabric and knitted bras and has been enjoying good demand in the market.

BRAND MANTRA

The brand strives to be the best and offers the latest range to its consumers at an affordable price range. Working on this theory and constantly innovating its range with new products is the brand's mantra.

TARGET CONSUMER

Tulip Lingerie caters to teenagers with its knitted bras range and offers fabric bras for matured women. This is in line with the fact that the young generation prefers t-shirt bras and padded bras.

BRAND'S USP

Tulip Lingerie has stood for its quality, fit and affordability. Its best selling products are the bigger cup sizes where its fits are one of the best regarded in the market.

UPCOMING PRODUCTS

While reinstating its position with its product offerings, the brand has attempted to give a new innovation to its range of padded bras for this season.

TARGETED CITIES

The brand has plans to enter the markets of Punjab and Delhi very soon. It also plans to introduce the shop-in-shop retail format to further strengthen its market.



TURTLE

Company: **TURTLE LIMITED** | Launch Year: **1993** | Brand website: **WWW.TURTLELIMITED.COM** | Total no. of EBOs: **100+** | Total no. of MBOs: **1,000+** | Total no. of SISs: **300+** | Total space covered by EBOs & SISs: **60,000 SQ.FT. (EBO), 50,000 SQ.FT. (SIS)** | Presence in major LFS/MBOs/Departmental stores: **CENTRAL, PANTALOONS, RELIANCE TRENDS, SHOPPERS STOP & BRAND FACTORY** | Indian cities present in: **300+** | Turnover FY'16-17: **₹100 CRORES** | Turnover over last three Financial Years (14-15;15-16; 16-17): **15%**

Turtle is a renowned men's wear brand offering international fashion. The journey of Turtle began in 1993 in Kolkata with a production capacity of just 20 shirts a day. Today the brand is one of the fastest growing apparel brands in the country with a nationwide presence in over 300 cities through 1,000+ MBOs, 100+ EBOs and 300+ LFSs.

BRAND MANTRA

The brand aspires to be a leading men's wear brand in the country through its premium quality, innovative trends and delightful product experience.

TARGET CONSUMER

The brand targets men in the age group of 25 to 35 years in SEC A+, A and B in tier -I, -II, and -III cities.

BRAND'S USP

Turtle's USP lies in its trend setting fashion and superior quality products that are all offered at value pricing.

UPCOMING PRODUCTS:

Turtle offers international men's wear fashion comprising shirts, t-shirts, trousers, suits, blazers, denims and accessories. In 2018, consumers' expectations will demand more from the brand. Comfort factor will be high in its product range as the brand will introduce a lot of stretch and technical finishes to improve the wearing experience. It will launch knitted bottoms, stretch suits, waist coats and trouser-combos as new product entrants. Khadi will also break the monotony with engineered play of patterns and prints in its new collection.

TARGETED CITIES

The brand will enter the markets of Uttar Pradesh, Andhra Pradesh, Telangana, Tamil Nadu and increase its penetration in the Eastern region. And, it will increase its store count to 150.

UPCOMING PLANS

In 2018, Turtle will implement an omni-channel strategy for better customer experience.



TWILLS

Company: **TWILLS CLOTHING PVT. LTD.** | Launch Year: **1999** | Brand website: **WWW.TWILLS.IN** | Total no. of EBOs: **98** | Total no. of MBOs: **3,000+** | Total no. of SISs: **200** | Total space covered by EBOs & SISs: **1.70 LAKH SQ.FT.** | Presence in major LFS/MBOs/ Departmental stores: **RELIANCE TRENDS & BRAND FACTORY** | Online Presence: **FLIPKART, SNAPDEAL, JABONG, MYNTRA & TWILLSONLINE.IN** | Indian cities present in: **ALL MAJOR CITIES ACROSS INDIA** | Turnover over last 3 Financial Years (FY: 14-15; 15-16; 16-17) in percentage: **₹110 CRORES (2014-15), ₹145 CRORES (2015-16), ₹190 CRORES (2016-17)** | Estimated turnover in the first 3 quarters (from April'17 to Dec'17): **₹160 CRORES**

Twills is a lifestyle brand that has been redefining style for men ever since its inception in 1999. In 2002, the brand introduced a complete range of merchandise including denims, trousers, casual shirts, semi formals and t-shirts for men. The brand offers products of top class quality at honest prices, which make the brand one of the most sought after value for money brands in India.

BRAND MANTRA

Twills functions with a mission to launch a new concept every season as they believe that conceptual selling adds to the volume.

TARGET CONSUMER

Twills is 60 percent targeted at men below the age group of 40 years and 40 percent at men belonging to the office going category.

BRAND'S USP

Value for money products.

UPCOMING PRODUCTS

For spring-summer 2018, the brand is coming up with concept stories like nautical and yoga collections featuring pure, indicode, painted, French linens, cotton candy, etc.



×

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

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LOCATION STRATEGY

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UFO

Company: **CREATIVE KIDS WEAR (INDIA) PVT. LTD.** | Launch Year: **2012** | Total no. of EBOs: **2** | Total no. of MBOs: **100** | Total no. of SISs: **50** | Total space covered by EBOs & SISs: **8,000 SQ.FT.** | Presence in major LFS/MBOs/Departmental stores: **UNLIMITED, CENTRAL, HYPERCITY, LULU STORES, KALYAN SILKS, PARTHAS, POTHYS & JACK AND JILL** | Online Presence: **MYNTRA, AMAZON, JABONG, SNAPDEAL, FLIPKART, PAYTM, FIRSTCRY, TATA CLIQ, HOPSCOTCH & SHOPPERSTOP.COM** | Indian cities present in: **45** | International presence: **KATHMANDU & DUBAI** | Turnover CAGR over last 3 Financial Years (FY '14-15; 15-16; 16-17): **70%**



UFO, which stands for under fourteen only is a renowned kidswear brand. It is a venture of Creative Kids Wear (India) Pvt. Ltd., one of the largest apparel manufacturers in India. The brand offers shirts, tees, jeans, dresses, cargoes, jackets, sweaters, non-denim bottoms and many more for boys and girls. In a short span, UFO has been able to penetrate many markets and gain consumer confidence.

BRAND MANTRA

The brand aspires to clothe the children of India in the best of casual fashion wear and latest fashion as they also deserve the trendiest clothes. It is a fast fashion brand at very affordable prices.

TARGET CONSUMER

Fun and fashion centric modern consumer are its targets. As its name suggests, UFO aims at children between 0 to 14 years.

BRAND'S USP

International fast fashion and great quality at competitive prices are its USP.

UPCOMING PRODUCTS

UFO has recently launched its infant wear range. This year, the brand is planning to introduce night wear range for boys.

TARGETED CITIES

The brand is seeking expansion in North and West India through distributor networks. It also has plans to take the franchise route and increase its presence in large format stores.



V STAR

Company: **V STAR CREATIONS PVT. LTD.** | Launch Year: **1995** | Brand website: **WWW.VSTAR.IN** | Total no of EBOs: **13** | Total no of MBOs: **5,000** | Total no of SISs: **100** | Presence in major LFS/MBOs/Departmental stores: **LULU FASHION STORE, LULU CELEBRATE, NESTO HYPERMARKET, KALYAN SILKS, JAYA LAKSHMI SILKS, POTHYS, PARTHAS, SEEMATTI & SEEMAS** | Online Presence: **FLIPKART, AMAZON, VOONIK & PAYTM** | International Presence: **GCC COUNTRIES**



VStar, from the promoters of V-Guard Group, has captured the hearts of millions with its exquisite portfolio of innerwear and lifestyle products. Founded by Sheela Kochouseph, V Star redefined the benchmarks for excellence in the world of fashion with its stylish spread of fashion products. V Star is now one of the leading lifestyle brands in South India and the Middle East with 50 distributors and more than 5,000 dealers in South India alone.

BRAND MANTRA

At V Star, their mission is to emerge as a trendsetting and youthful lifestyle brand providing delightful products that are fashionable and trendy. The brand's products fully satisfy the need of customers because of the quality, style and comfort.

TARGET CONSUMER

V Star caters to men, women and kids. With its exquisite range of products the brand targets men and women who are above the age of 17. Its kids range focuses on the 3 to 12 years age group.

BRAND'S USP

Quality, fit and comfort are the unique selling propositions of the brand.

UPCOMING PRODUCTS

V Star's product categories include innerwear, active and leisure wear. The brand is planning to widen its portfolio by expanding the range in innerwear and lifestyle products.

TARGETED CITIES

A fast emerging brand in the world of fashion, V Star began its journey with opening its first exclusive brand outlet in Kochi in 2014. Today, it has over 13 EBOs in Kerala and is aiming to expand its presence in other major towns and cities across South India. The brand is all set to open more EBOs and expand its presence in the Middle East also.



VAMAS THE DESIGNER BLOUSES

Company: **VAMAS FASHION PVT. LTD.** | Launch Year: **2009** | Brand website: **WWW.VAMAS.IN** | Total no of EBOs: **4** |
 Total no of MBOs: **32** | Total no of SISs: **6** | Presence in major LFS/MBOs/Departmental stores: **ETHNICITY & SHREE SHIVAM** |
 Online presence: **AMAZON, FLIPKART & SNAPDEAL** | Indian cities currently present in: **54** | Brand turnover FY'16-17: **₹22 CRORES**



Vamas is the pioneer brand manufacturing ready-to-wear designer blouses, crop tops and cholis.

Tracing roots back to the early 1960's, Vamas came into being in late 2009. Realizing the difficulties in custom making single blouses everytime a saree is bought Jayesh Parekh, the sole founder of the establishment, came up with this revolutionary concept of ready-to-wear designer blouses, crop tops and cholis.

BRAND MANTRA

Vamas is a trendsetter, having changed the traditional "first sari and then blouse" norm to "first blouse and then sari".

TARGETED CONSUMER

Vamas targets women irrespective of age. The brand's consumer base encompasses a wide bandwidth of women united by their propensity towards fashion consciousness.

BRAND'S USP

Perfect fitting with maximum ratio of customer satisfaction.

UPCOMING PRODUCTS

Blouses are now extending to crop tops and Vamas now plans on expanding into readymade crop tops and skirts.

TARGETED CITIES

Vamas is trying to expand in North and India.





The annual IMAGES Fashion Awards is the premier recognition for fashion retailing excellence in India. The coveted IFA trophies for 2018 will go to India's most forward-looking, innovative and exciting fashion brands, retailers and professionals for achievements in the year 2017-18.

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IMAGES Most Admired Fashion Brand of the year: **Men's Westernwear**
IMAGES Most Admired Fashion Brand of the year: **Women's Westernwear**
IMAGES Most Admired Fashion Brand of the year: **Kidswear**
IMAGES Most Admired Fashion Brand of the year: **Jeans & Casualwear**
IMAGES Most Admired Fashion Brand of the year: **Active Sportswear**
IMAGES Most Admired Fashion Brand of the year: **Men's Indianwear**
IMAGES Most Admired Fashion Brand of the year: **Women's Indianwear**
IMAGES Most Admired Fashion Brand of the year: **Lingerie**
IMAGES Most Admired Fashion Brand of the year: **Men's Innerwear**
IMAGES Most Admired Fashion Brand of the year: **Footwear**
IMAGES Most Admired Fashion Brand of the year: **New Launch**
IMAGES Most Admired Fashion Brand of the year – Rising Star (North, East, West & South)

AWARDS FOR NATIONAL /REGIONAL RETAILERS

IMAGES Most Admired Fashion Retailer of the year: Large Format Store Chain
IMAGES Most Admired Affordable Fashion Retailer of the year:
IMAGES Most Admired Regional Fashion Retailer of the year – North, East, West & South

JURY AWARDS-PRESENTATION BASED

IMAGES Most Admired Fashion Design Concept of the year

// Menswear Western
// Menswear Indian
// Womenswear Western
// Womenswear Indian
// Kidswear
// Jeans & Casualwear
// Active Sportswear
// Innerwear
// Any other category

IMAGES Most Admired Fashion Retailer of The year: **Marketing & Promotions**

IMAGES Awards for Fashion Startups, Enablers & Innovations

IMAGES Fashion Success Story of The Year: **Mall-Retailer Collaboration**

IMAGES Fashion SoLox CEO of the Year

TECHNOLOGY AWARDS

IMAGES Most Admired Fashion Retailer of the Year: In- store Technology Adoption
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*Proposed Categories-Organisers reserve to change/add/eliminate categories as per the nominations received.

WENDLER

Company: **WENDLER EINLAGEN GMBH CO. KG** | Launch Year: **1843** | India Entry: **1990** | Brand website: **WWW.WENDLERINSIDE.COM**



Wendler is a world leader in shirt interlining. All products go through a series of quality control checks to provide matchless quality and environment friendly products that are Oeko - Tex Standard 100 certified. Wendler offers interlinings with the highest standards to its quality products, e.g., good bonding, low shrinkage, high and stable whiteness and consistent quality parameters.

BRAND'S USP

Wendler specialises in top quality woven interlining for non-iron cotton shirt fabrics. It's quality assurance ensures the best quality of all products at all stages of production.

NETWORK

Wendler's presence spans across the globe in more than 70 countries. The network also constitutes consistent global monitoring, local warehousing, global distribution and intensive coverage. In India, Wendler products are marketed by Welco Agencies Pvt. Ltd., through customer care centers at Delhi (head office), Gurgaon, Mumbai, Bengaluru, Chennai and Ahmedabad.

USAGE

The vast array of Wendler interlining covers all fashion needs such as, wrinkle-free shirts, dress shirts, formal shirts, semi-formal shirts, button down shirts, casual shirts, enzyme wash shirts, ladies shirts, tops and blouses, trousers' waist bands, etc. Wendler armhole interlining (AH025/AHF) can be used for armholes, side seams to give complete pucker free shirts.

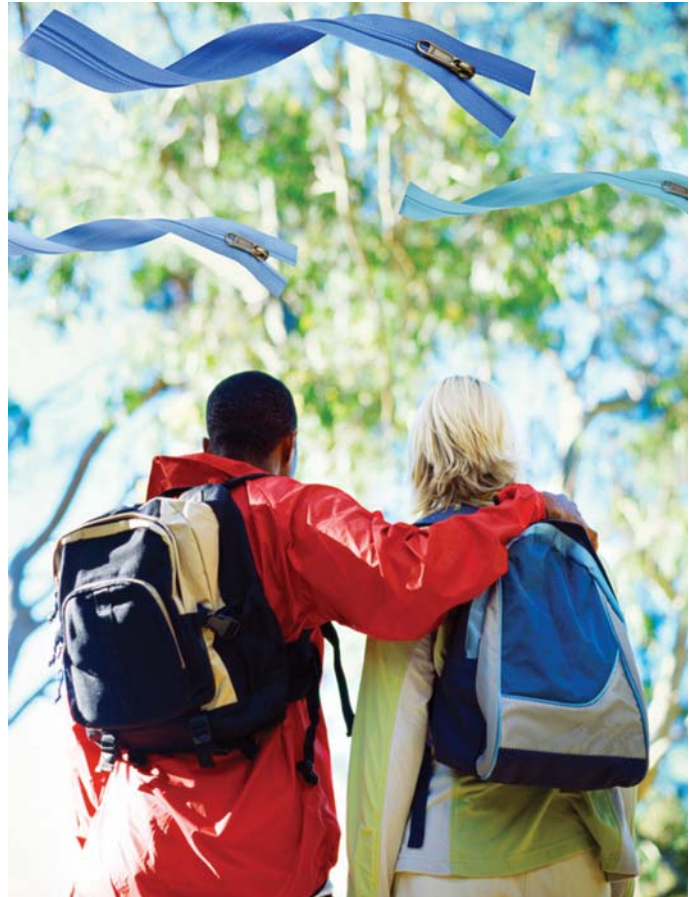
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YKK is a renowned producer and marketer of fastening products for more than 75 years. It was founded by Tadao Yoshida in Higashi Nihonbashi, Japan (Tokyo) in 1934. YKK fastening products global operations are distributed across 8 regions: North America, South America, Europe, Middle East, Africa, South Asia, South East Asia, Oceania and Japan.

PRODUCT & KEY INNOVATIONS

YKK manufactures zippers, snaps, buttons and buckles. YKK believes in a unified quality around the globe and delivers the best quality and services.

CLIENTS

YKK targets apparel, luggage, leather garment and accessories manufacturers. Its clients also include shoe makers, as well as manufacturers of home furnishing, workwear, automobiles, etc.

NETWORK

YKK operates through 144 affiliated companies in 71 countries with over 40,000 employees. In India, it has branches in Gurugram, Noida, Kanpur,

Jaipur, Ludhiana, Hyderabad, Kochi, Bengaluru, Kolkata, Mumbai, Tirupur, Chennai and Ahmedabad.

UPCOMING PRODUCTS

YKK has a strong existence and impact on the garment and apparel industry across the world. This year, YKK India is launching customised pullers (rubber & die-casting) and a variety of new finishes in zippers.



ZOIRO

Company: **J G HOSIERY LIFESTYLE RETAIL DIV.** | Launch Year: **2013** | Brand website: **WWW.ZOIRO.COM** | Total no. of MBOs: **4,000+**
| Total no. of SISs: **400** | Presence in major LFS/MBOs/Departmental stores: **CENTRAL** | Online Presence: **MYNTRA, AMAZON & OWN PORTAL** | Indian cities present in: **100+**



Zoiro is a premium men's innerwear brand designed in Italy. The brand has been created keeping in mind the youth of India who go for comfort and style. A revolutionary designer innerwear brand for men, Zoiro features innovative designs, latest cuts and comfortable fabrics, which make their products stand apart from the regular.

BRAND MANTRA

The brand aims to achieve astonishing results in all its endeavours. It attempts

to bring mojo even in a mundane category.

TARGET CONSUMER

Zoiro targets the Indian male leading a hectic life and seeking the ultimate level of comfort in his innerwear. It caters to men in the age group of 22-35 years who want to make their life easy and comfortable with their innerwear purchases.

BRAND'S USP

The brand's USP is creating WOW in all its endeavours – may it be the product,

the fabric, the elastic, the design or the packaging. It gives its consumers the best in the industry in the men's innerwear category.

UPCOMING PRODUCTS

Zoiro has recently launched Zoiro Softs, which is the softest underwear ever. This is made with a blend of Supima Cotton and Lenzin Modal.

TARGETED CITIES

Zoiro aims to primarily focus on the tier -I and -II cities in India as these cities hold immense retail potential.



ZOLA

Company: **PRAGATI FASHIONS PVT. LTD.** | Launch Year: **1991** | Brand website: **WWW.ZOLA.IN** | Retail Presence: **6,500+ POS** | Presence in major LFS/MBOs/Departmental stores: **POTHYS, THE CHENNAI SILKS, SARAVANAS, SOUTH INDIA MALL, JAYLAKSHMI, KALYAN SAREES, KALYAN SILKS & JC BROTHERS** | Indian cities present in: **PAN INDIA** | International presence: **THE US, UK, CANADA, MALAYSIA, NEPAL, SRI LANKA, MIDDLE EAST & AFRICA**



Zola, an Indian fashion brand marketed by Pragati Fashions Pvt Ltd., was founded in Mumbai in 1991. With a kaleidoscopic range of women's and kidswear that tantamount to creative designs and rich fabric, Zola is now counted among the crème de la crème of the ethnic wear industry.

As a pioneer in wholesale trading, the brand has extended its reach to more than 6,500 retail touch points pan India. Today, Zola also has created its footmark in the international markets of US, Canada, UK, Middle East Africa, Malaysia, Nepal Sri Lanka, etc.

BRAND MANTRA

Making fashion available to ladies across all walks of life.

TARGET CONSUMER

The brand's target audience is primarily from tier -II and -III cities. It targets toddlers, kid and adolescence to women in all ages, serving a broad spectrum of age groups, right from 6 months old to 60 years old women.

BRAND'S USP

Price-Value Proposition and trends that are way ahead of their time.

UPCOMING PRODUCTS

Zola has added a new feather to it by bringing in a semi heavy wedding collection that features gowns, chudidaars, Patiala sets, salwar suits, etc.

TARGETED CITIES

After successfully embossing marks of excellence in tier -II cities pan India, Zola is now expanding into tier-III cities.



Next Issue: FEBRUARY 2018

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THE KIDSWEAR SPECIAL

All presumptions of *the youth* as the fountain heads of fashion are now passe' – we seem to be in the age of *the rise of kidswear*. Even as today's pubescents and adolescents explore their identity with fashion; and as parents increasingly indulge even toddlers to the extremes of the neo, and further as this phenomenon permeates even into tier-II and tier-III cities—the kidswear sector has become the white-hot focus of the fashion industry. This is furthermore compounded in India with our mammoth kids population. **The February 2018 Kidswear Special issue of IMAGES Business of Fashion** looks at the unique pace, challenges, and opportunities, and seeks to highlight *what it takes to creating an impact* in the kidswear segment in India today.

HIGHLIGHTS OF THE KIDSWEAR SPECIAL ISSUE

- Mapping and Sizing the Indian Kidswear Market
- Psychometric Segmentation & Drivers of Sub-Categories
- Key Segments & Top Market Trends
- Prevailing Fashion Trends
- Kidswear Fashion Trends Forecasts
- Status of Kidswear Online
- Premium & Luxury Kidswear
- Evolving Kidswear Retail Spaces
- Kid's Connect with Characters & Role of Licensing
- Kidswear Profiles
- Denim Kidswear
- Kids Ethnic wear
- Kids Accessories
- Organic Kidswear
- Infantwear
- Kidswear Designers
- Celebrity Kids



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MEMBERSHIP FORM

The Indian fashion industry is today a very fast-moving, challenging category. Technology and consumer behaviour are forcing fashion retailers to constantly evolve and adapt to these changes.

And that is where India Fashion Forum (IFF) comes in. It is India's largest fashion market intelligence hub, and its members have unparalleled access to every connection, information and research that they need to ensure informed and profitable growth of their businesses.

Membership of India Fashion Forum Privilege Club – India's largest fashion retail network – offers:

- Pan-India networking and business development openings for top leaders and industry influencers.
- Multiple routes to optimise brand visibility and marketing reach.
- Instant access to IFF's multiple knowledge platforms and a broad network of top-level decision makers and business owners.
- Connecting them to the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) round the year.
- Privilege access to **India Fashion Forum** annual fashion retail intelligence event, including an exciting blend of Conference sessions, CEOs Roundtables, workshops and masterclasses, zoned exhibitions and industry awards.

HOW TO ENROLL?

Choose your Membership category/ies from below:

- Prelim
- Bronze
- Silver
- Gold
- Platinum

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. GST will be levied as applicable which at present is 18%. 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

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 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 ELIGIBILITY	PRELIM MEMBERSHIP	BRONZE MEMBERSHIP	SILVER MEMBERSHIP	GOLD MEMBERSHIP	PLATINUM MEMBERSHIP
RETAILERS	A. Fashion Retailers	A. Fashion MBOs/ Independent Retailers	A. Regional Chains - 3 or more stores/ Brands with Owned Brand Outlets/Shop-in-shops	A. National Department Stores/Large Format Fashion stores B. Online Retailers	A. Groups with Multiple Retail Formats + Franchise/ Distributor/ Licensing/Own Brand Operations
NON RETAILERS	B. Fashion Startups in manufacturing/ processing C. Fashion Startups Support & Enablers	B. Exporters, Manufacturers & Buying Houses of Fashion Lifestyle Products C. Trims & Embellishments D. Fashion Franchisees & Distributors E. Fashion Startups Support & Enablers	B. Fashion & Lifestyle Brands (without own stores/SIS) C. Fibres Fabrics & Finishes		
All Inclusive Annual Fee (GST extra)	₹10,000	₹30,000	₹50,000	₹1,00,000	₹1,50,000
Advertorial in Member's special issue	NA	NA	NA	1 Page, PR value worth ₹75,000	2 Pages, PR value worth ₹1,50,000
Feature/s, editorial coverage subject to Editorial guidelines in relevant Images Publication/ Research Books/ coffee table books print/online (Data & information to be provided by members)	Subject to editorial approval	1 Page, PR value worth ₹75,000	2 Pages, PR value worth ₹1,50,000	5 Pages, PR value worth ₹3,75,000	8 Pages, PR value worth ₹6,00,000
Promo Banners in Indiaretailing.com portal /EDM (applicable as per category)	NA	Up to ₹30,000	Up to ₹50,000	Up to ₹1,00,000	Up to ₹1,50,000
Entry Pass for India Fashion Forum Conference, Master Classes, Workshops, Exhibitions, Trend Arenas & India Brand Show	1 Pass free worth ₹15,000	1 Pass free worth ₹20,000	2 Passes free worth ₹40,000	4 Passes free worth ₹80,000	6 Passes free worth ₹1,20,000
Special Invite for Power Breakfasts & Networking Lunches	NA	1 Pass	2 Passes	4 Passes	6 Passes
Awards & Gala Dinners	NA	1 Pass	2 Passes	4 Passes	6 Passes
a. Research Reports & Publications-Print & eReport b. Publications Subscription - Print & eMagazine (Business of Fashion & Images Retail)	E-Subscription : ₹3,000	a. Research Reports worth ₹5,000 b. Subscription : ₹1,800	a. Research Reports worth ₹10,000 b. Subscription : ₹1,800	a. Research Reports worth ₹20,000 b. Subscription : ₹1,800	a. Research Reports worth ₹35,000 b. Subscription : ₹1,800
Business connects	NA	10 connects, worth ₹5,000 per connect	15 connects, worth ₹5,000 per connect	30 connects, worth ₹5,000 per connect	50 connects, worth ₹5,000 per connect
CEO's picture & profile in 'Who's Who' page on indiaretailing.com website	NA	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000	Yes, PR value worth ₹1,00,000
Speaker / Panel discussion opportunities (Subject to availability of slots)	Subject to board approval	Yes	Yes	Yes	Yes
Presence at India Fashion Forum website	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000	Member's logo with URL Link PR value worth ₹1,00,000
Images Fashion Awards processing fee	2/3rd waiver on awards processing fee (in applicable categories)	2/3rd waiver on awards processing fee (in applicable categories)	2/3rd waiver on awards processing fee (in applicable categories)	2/3rd waiver on awards processing fee (in applicable categories)	2/3rd waiver on awards processing fee (in applicable categories)
Lounge Access at India Fashion Forum	Space for business meetings	Space for business meetings	Space for business meetings	Space for business meetings	Space for business meetings
Catalogue wall at India Fashion Forum	Display & distribution of catalogues/ company brochures (Quantity 50 worth ₹5,000)	Display & distribution of catalogues/ company brochures (Quantity 100 worth ₹10,000)	Display & distribution of catalogues/ company brochures (Quantity 150 worth ₹15,000)	Display & distribution of catalogues/ company brochures (Quantity 200 worth ₹20,000)	Display & distribution of catalogues/ company brochures (Quantity 250 worth ₹25,000)
Deliverables worth	₹1,23,000	₹3,91,800	₹5,41,800	₹10,21,800	₹15,31,800

*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 ▶ Priority in processing of your application for 'Trusted Mark' Certification.

For Privilege membership: Anil Nagar: +91-9811333099, anilnagar@imagesgroup.in | Priti Kapil: +91-9868801869, pritikapil@imagesgroup.in

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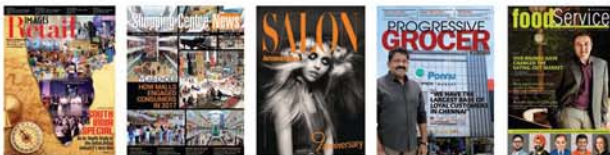
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