

IMAGES BUSINESS OF FASHION

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Brands in India 2018

/// annual issue ///

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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Stores



Bombay Shirt Company

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FASHION TRENDS

WOMEN'S FASHION TRENDS SPRING SUMMER 2018

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.

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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.

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Fashion Business



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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INNOVATION

Innisfree - Brings Virtual Reality Experience at its Gurugram Store

In an exclusive interview, Doyoul Lee, Country Head, Innisfree India, shares about the naturalism beauty brand and the unique VR experience of its new Gurugram store.

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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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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.



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 Minho) 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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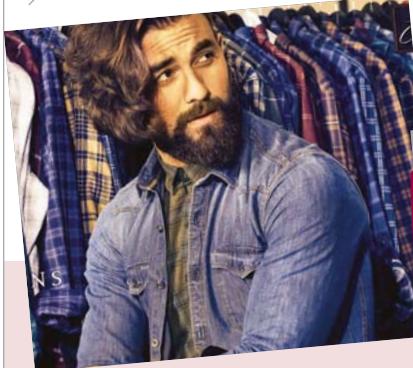
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BRANDS IN INDIA 2018

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.



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.



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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