

BUSINESS OF FASHION

February 2018 | Volume XIX // No. 2 // ₹ 100

www.imagesfashion.com

India's Largest Character Licensing Company



The Best Value Kids Wear Brand in India

The Complete Destination for Kids & Infants Apparel

KIDSWEAR
Special Issue
2018



rockstarjeans.com

ROCKSTAR JEANS



 twitter.com/jeans_rockstar

 facebook.com/rockstar.fashion

Toll free no.: 1800-120-7500

Email: sales@rockstarjeans.in

*Hand
Crafted*



SHIRTS | DENIM | TROUSERS | T-SHIRTS

The Complete Destination for Kids & Infant Apparel



Authorised Official Licensee of:

The Best Value Kids Wear Brand in India
www.eteenz.in | info@dhananjai.in



Our Other Brand:



WILDWOODS™

GAME BEGINS

DL DHANANJAI
LIFESTYLE LTD.

493 B, G.T Road (S), Bengal Jute Mills Compound
Module No. 22 A, Howrah- 711102 | Phone 81000 32627



IMAGES

2

Issue No.

BUSINESS OF FASHION

February 2018 | Volume XIX // No. 2 // ₹ 100

www.imagesfashion.com



KIDSWEAR

Special Issue 2018

up style
S '18



CP BRO
SONO DIVERSO

Exclusive Brand Outlet @ Vizag, Tirupur & Coimbatore

C&C | CLASSIC POLO
SIGNATURE

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

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

Also available at: CENTRAL | globus | more | @TRENDS | FASHION STORE | SPAN | BAMBURSTON | M | paytm | snapdeal | Flipkart | amazon.com | Myntra | JABONG | MR VOONIK

The Chennai Silk | CHERMAS | CHENNAI | Jubilee | BATHING | Sile | CMR | S. S. Brothers | R.S. Brothers | & All leading multi-brand outlets.

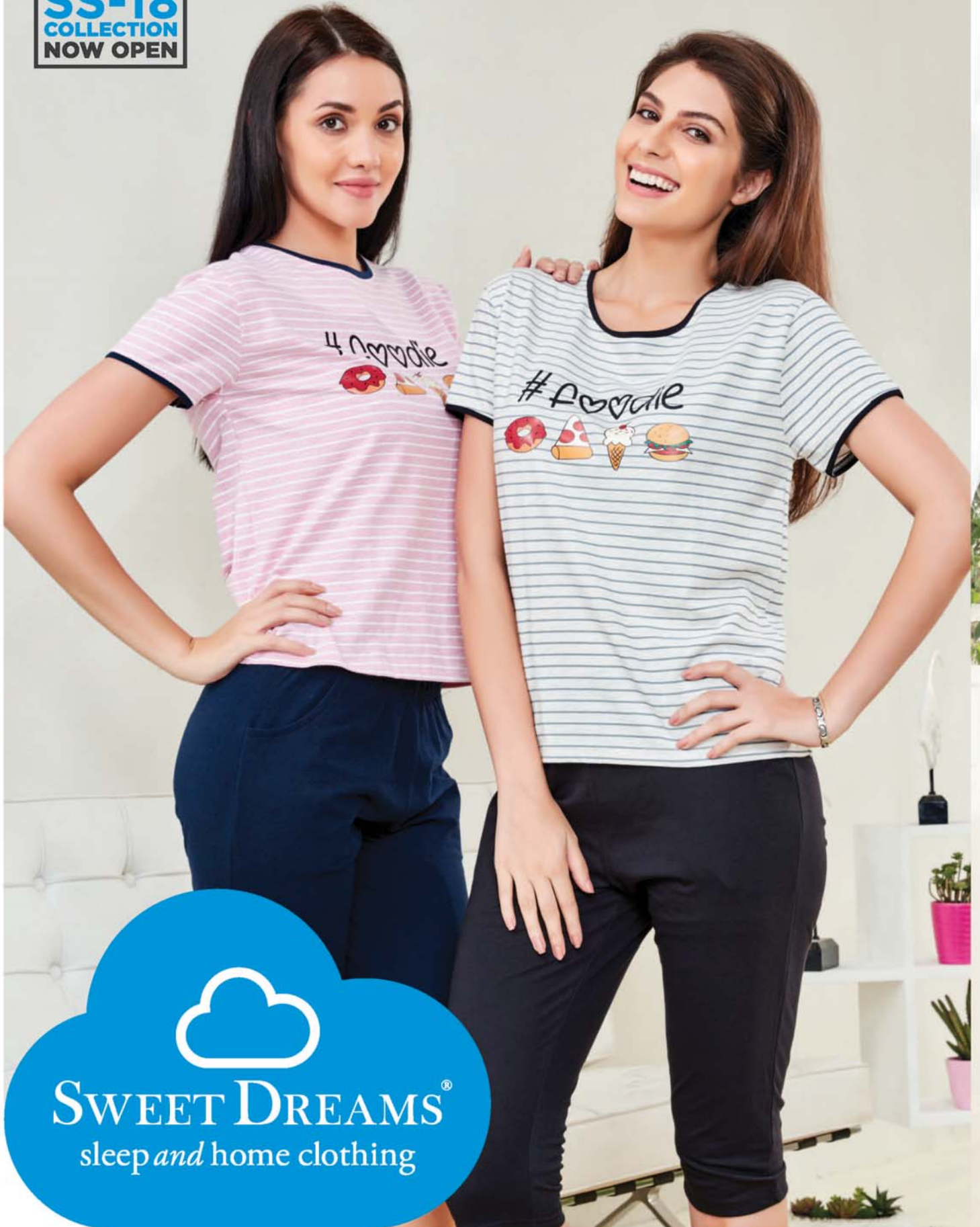
For Trade Enquiries Contact: South: +91 93604 55566 | East: +91 96299 96062 | West: +91 87547 49111 | North: +91 70944 52660 | For Franchise Enquiries Contact: +91 93415 55582 | South: 97515 95566

Follow us on: [f](#) [t](#) [in](#) [p](#) [g+](#) [www.classicpolos.com](#)

2000 Team Members | 28 Departments | 5 Factories | 2 Crore Customers | 4000 Dealers
400 Large Format Stores | 115 Standalone Stores | 72 Distributors | 28 States | 7 Union Territories



BOOKING FOR
SS-18
COLLECTION
NOW OPEN



SWEET DREAMS[®]
sleep *and* home clothing

hello! happiness

SHOPPERS STOP

pentakons

CENTRAL

G.M

MYXTRA.com

JABONG

amazon.in



**TRENDING
BOTTOM
WEAR**

Home Clothing | Sleepwear | Activewear | Travelwear

SHOPPERS STOP

pantalons

CENTRAL

C&M

MYNTRA.com

JABONG

amazon.in

Flipkart

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

BOOKING FOR
SS-18
COLLECTION
NOW OPEN





**TRENDING
BOTTOM
WEAR**



SWEET DREAMS[®]
sleep *and* home clothing

Home Clothing | Sleepwear | Activewear | Travelwear

min



Present in 3500 leading outlets across India. Also available in UAE & Kuwait. Follow us on:



Sweetdreamsindia



sweetdreamsind

For Dealership and Franchisee enquiries : +91 9930889449 | care@sweetdreamsindia.com | www.sweetdreamsindia.com

INNOVATIVE AND TECHNOLOGICALLY ADVANCED FABRICS FOR TOMORROW.

PRESENTING SPECIALTY FABRICS FOR FASHION & ACTIVE WEAR.
BORN OUT OF EXTENSIVE INNOVATION AND CUTTING-EDGE
TECHNOLOGY. GARMENTS WITH THE RIELAN™ NAME ON THE
OUTSIDE, HAVE SOMETHING EXCEPTIONAL ON THE INSIDE.



Utopia/R|Elan/17040

R|Elan™
Fabric 2.0



Enquiries for Distribution, Wholesale & Shop-in-shops solicited:
Half Ticket Apparels
192, Ready-Made Garments Complex, Pardeshipura, Indore-10
Cell: +91 7697288888, 8357022222 | Email: info@badboysclothing.com

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





SUMMER CHAOS

Take a stylish escape!



Deal Global Fashions Pvt. Ltd., Plot No. 1, Shah Industrial Estate, Veera Desai Road, Near Yashraj Studio, Andheri (W), Mumbai - 53

T: 022 4048 0101 | E: info@dealjeans.com | Like Us On:   



WHERE FASHION BEGINS

100%
IMPORTED
FABRIC



Divyanka Tripathi
For Toyo

Save The Girl Child

KURTIS . FANCY TOPS . T-SHIRT . JEGGINGS . LEGGINGS

ENQUIRES FOR DISTRIBUTORS - WHOLESALERS & EXPORTERS SOLICITED

Mumbai - 9819083714 - Delhi - 9999882100
www.toyofashions.com info@toyofashions.com



 **HORIZON**
THE POWER TO MOTIVATE

Shankheshwar Designer Pvt. Ltd., A/217, Guru Gobind Industrial Estate, Jay Coach, Near Western Express Highway, Goregaon (East), Mumbai - 400 063.



www.facebook.com/horizonjeans

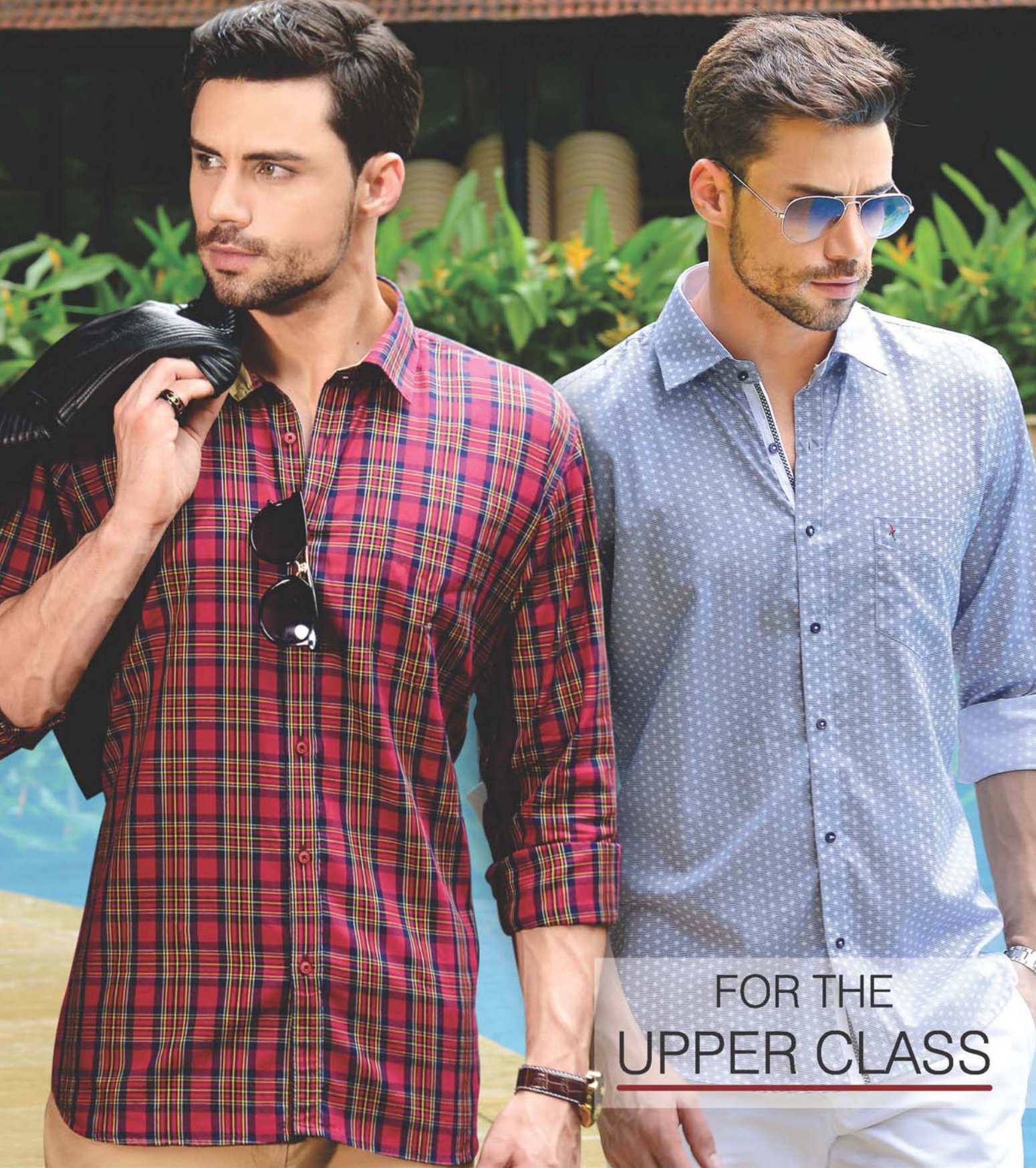


website : www.horizoncasuals.com



e-mail : horizonjeans@gmail.com

Mob : 9022011222



FOR THE
UPPER CLASS



CREAM CLASS®

K.P. ARTS FASHION PVT. LTD.

Gala No.4, 1st Floor, New Metalage Industrial Estate, Subhash Road, Jogeshwari (E), Mumbai-60, India. Ph No. 28386699,

For Trade Enquiry Contact : Mr. Rajesh - 09821880431

Email - creamclass2012@gmail.com



Vishal Creations

Ph.-022-24328068.Mo-9320127181

Email: chasekids9@gmail.com.www.chasekids.in - <http://www.facebook.com/chasekidswear>.

1A-217, 2nd Floor, Sigma Estate, Near Ashish Industrial Estate, Dadar (W), Mumbai- 400025



God gifts babies®.
We gift wrap them.



EXCLUSIVE STORE MUMBAI: Infiniti Mall, Andheri • DELHI: Kamla Nagar-E-147 Main Market
SRI NAGAR 1: Numaish Chowk - Sara City Centre Mall • SRI NAGAR 2: Syed Market Main Road, Gogji Bagh

Available at:         Also Available at all leading stores

Online Partners:     

For Trade enquiry: info@littlekangaroos.com; +91 9699214005 / 8054894421

Follow us on:  LittleKangaroos96   LittleKangaroos

www.littlekangaroos.com

Travel Diaries
City of Poison Jeans

Poison
jeans



VIDHI MOD FASHION

C/105, Balaji Ind, Hanuman Nagar, Akurli Road, Kandivall (E), Mumbai- 400101

9322298108 9821151161 poisonjeans@gmail.com www.poisonjeans.com [Facebook](#) [Instagram](#)



REDUCE YOUR INVENTORY COSTS

Call the Logistics Experts

Lead The GST Revolution

GST gives you the opportunity to reduce your inventory costs significantly. Rather than keeping huge inventories in multiple regional warehouses, keep consolidated inventories at one central warehouse. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics network, covering all **22122 Pincodes** of India.



Call: 1800 113 113

info@safexpress.com

www.safexpress.com

Distribution Redefined





REDEFINING COMFORT





Suave and stylish Healers footwear with **HEALERS** technology that uses acupressure to relax and relieve stress in your feet.

THE ART OF COMFORT
HEALERS

LIBERTY
FASHION IS COMFORT

This premium range is available at select Liberty Exclusive Showroom

 www.libertyshoesonline.com

Follow us on  

onThepage.in 1553 18



RIVER BLUE
THE WAY FORWARD

FROM THE HOUSE OF **RUFF**



EXCLUSIVELY AVAILABLE AT RUFF STORES MUMBAI : - IRLA-022 26282040, MULUND-022 21641006, VASHI-022 27668436, AHMEDABAD ISKON-079-40027989

EXCLUSIVELY AVAILABLE AT :



MUMBAI



PUNE



SURAT



GOA



TAMILNADU & KERALA



COCHIN



CHENNAI

ALSO AVAILABLE AT ALL LEADING STORES ACROSS INDIA

MFG. BY D. S. CORPORATION : 143/145, DIMITIMKAR ROAD, NAGPADA, BYCULLA, MUMBAI - 400008, INDIA. • INFO@RIVER-BLUE.IN

FOR TRADE ENQUIRY CONTACT : RIAZ PATCA - 09820042996 \ RIYAZ SHAIKH - 09321898552



work
HARD
dream
BIG
Never
GIVE UP

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




STRANO


DENIM CO.

SUMTHIN' **EXTRA** THAN ORDINARY

LIKE US ON

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

FOLLOW US ON

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



AVAILABLE AT ALL LEADING OUTLETS IN

ANDHRA PRADESH & TELANGANA | ASSAM | BIHAR | CHHATTISGARH | DELHI | GOA | RAJASTHAN | JHARKHAND | KARNATAKA | KERALA
MADHYA PRADESH | MAHARASTRA | ORISSA | GUJRAT | TAMILNADU | UTTAR PRADESH | UTTARANCHAL | WEST BENGAL

Global fashions from

PAN AMERICA[®]

SHIRTS | TROUSERS | JEANS | T-SHIRTS



PLAY IT..SMART

SOLICITING ENQUIRIES FOR EXCLUSIVE BRAND OUTLETS

Manufactured by: Royalex Fashions (i) Pvt. Ltd, No 54/3, Industrial Suburb, Yeshwanthpur,
Bangalore-560 022, Karnataka. India. Ph: 080-23371139, 23377202.raj@panamerica.in | f



Mumbai: High Street Phoenix, Colaba Causeway, R City Mall **Navi Mumbai:** Grand Central, Seawoods
Pune: Phoenix Market City, Nitesh Hub, SGS Mall **Bengaluru:** Garuda Mall, VR Mall **Chennai:** Palladium

www.cadini.in



CADINI
ITALY

LUXURY FABRICS | APPARELS | ACCESSORIES

THE POWER OF PRESENCE



NOW IN INDIA

OPENING SOON: Mumbai: Infiniti Mall, Malad **Hyderabad:** Next Galleria, Hitech City & Panjagutta
Also available at all leading retail outlets. | For trade queries, write us to info@cadini.in



Reliance
trends

snapdeal.com

amazon



100 Stores & Counting
Exclusive Brand Outlets Also

Stitch Fab India Pvt. Ltd. 78 Lenin Sarani, Kolkata, 700 013
Phone (+91) 33 2217 5181, (+91) 98300 77363 E info@appleeye.co.in
W www.appleeye.co.in FB facebook.com/AppleEyeKidsApparel

National Presence Andhra Pradesh | Arunachal Pradesh | Assam | Bihar | Chattisgarh | Delhi & NCR | Gujarat | Haryana
Jammu & Kashmir | Jharkhand | Karnataka | Kerela | Madhya Pradesh | Maharashtra | Manipur | Meghalaya | Mizoram
Nagaland | Odisha | Punjab | Rajasthan | Sikkim | Tamil Nadu | Tripura | Uttarakhand | Uttar Pradesh | West Bengal

International Presence Kuwait | Saudi Arabia | Bahrain | Oman | UAE | Yemen | Nepal | Bhutan | Bangladesh
Qatar | Sri Lanka





fo

oodles of fun & style



CG Creative
G R O U P

FOR TRADE ENQUIRIES PLEASE CONTACT: MR. ABHISHEK AGARWAL

+91-99000 26212

BOARD

Editor-in-Chief
Amitabh Taneja

Editorial Director
R S Roy

Publisher
S P Taneja

Chief Operating Officer
Bhavesh H Pitroda

EDITORIAL

Managing Editor
Rajan Varma

Bureau Chief (Mumbai) & Associate Editor
Gurbir Singh Gulati

Dy. Chief Sub Editor
Shivam Gautam

Sr. Correspondent
Rosy Ngaihte Sharma

Contributing Editors
Zainab S Kazi
Namita Bhagat

Conference Content
Mohua Roy

CREATIVES

Art Director
Pawan Kumar Verma

Sr. Layout Designer
Prakash Jha

PRODUCTION

Sr. General Manager
Manish Kadam

Asst. Manager
Ramesh Gupta

SUPPORT

Sr. General Manager - Administration
Rajeev Mehandru

SUBSCRIPTION

Dy. Manager - Subscriptions
Kiran Rawat

ADVERTISING

BUSINESS HEAD
Santosh Menezes,
Chief Operating Officer (Fashion)
santoshmenezes@imagesgroup.in
Mobile: +91 9820371767

DELHI
Shivani Lorai
(Assc. Vice President)

Jatin Nehra
(Asst. Manager)

MUMBAI
Radhika George
(Sr. Manager)

KOLKATA
Piyali Oberoi
(Vice President & Branch Head)

Pragati Kumar Sinha
(Asst. Manager)

BENGALURU
Suvir Jaggi
(Vice President & Branch Head)

Smriti Bhagat
(Sr. Manager)

AHMEDABAD
Monark J. Barot
(Asst. Manager)

CONSUMER CONNECT

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

MEMBERSHIP TEAM

Priti Kapil
Sarika Gautam

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

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

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

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

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

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

Supersox®

Disney FROZEN

©DISNEY

COLLECTION

#supersoxfrozen



SUPER KNIT INDUSTRIES

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

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

📘 /SuperSoxIndia | 📷 /SuperSox_India | 🐦 /SuperSox_India

Available on

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

GOING STRONG

The redefined neighbourhood shopping experience

RETAIL PROPERTY OF THE YEAR – SOUTH*

ORION
EAST



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

Catchment Areas:

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

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

Main Anchors:



Other Brands:



and many more...

www.orionmalls.com



* OPENING SOON

* AWARDED BY FRANCHISE INDIA

Dear Readers,

The fact that the kidswear industry is booming globally is no news anymore. The millennial culture and a whole new host of kid's icons and influencers have provided kids' fashion with the much-needed boost, unveiling the true potential of the segment to the fashion retail fraternity. Specifically, in India, while the sector was virtually non-existent in the modern trade side till a few years, it now has embossed itself as the most propitious segment of the Indian fashion industry with manifestations like dedicated trade and fashion shows, and even a fashion week to its name.

The rapid internet penetration over the last few years has promulgated an increased inclination for brand awareness and high-quality apparel products for kids. This has emerged as the kids being a new independent buying decision group altogether. The young generation is no more like their erstwhile peers, they are righteously more demanding, and they will no longer take fuddy-duddy outfits or worn out hand-me-downs from elder siblings. Also, among the emerging economies, India has the distinct advantage of being a country with promising economic outlook coupled with huge and growing kids population and increasing discretionary spending on kids. Hence, it is natural that the country is fast emerging as a hotspot for kidswear fashion retailers from around the globe.

Consulting giants Technopak, in their lead research in the issue, peg the market size of the Indian kidswear ₹66,904 crores in 2017, accounting for almost 20

percent of the total apparel market of the country. Kidswear is expected to grow at CAGR of 8.1 percent to reach ₹145,445 crore by 2027, whereas men's wear and women's wear are expected to grow at a relatively lesser CAGR of 7.5 percent and 7.6 percent respectively. Inevitably, a slew of international brands has entered the segment, compelling domestic brands to up their ante and aggressively mark their territory. We focus on a medley of such brands like Pepe Kids, Eteenz, UFO Sugar Candy, etc., to showcase their independent dynamics and strategies.

The issue also features a potpourri of market analyses of the various sub-segment of kidswear fashion including kids' denim, kids' ethnic, kids' accessories, infant wear and the world of licensing and merchandise in kidswear. The kids' trends part does vindicate some of Images BoF's three year old predictions with the "Little Adult Look" and sustainable eco-fashion truly coming of age. Fashion columnist Meher Castelino traces out some great work from the leading designers in kidswear as well as rounds up shares the highlights of the Lakmé Fashion Week Summer/Resort 2018, which was held in Mumbai from 31st January to 4th February 2018.

In addition, the issue also encompasses reactions of the industry on the Union Budget 2018-19 and lots more to ensure that you find the issue as interesting as ever.

Hope you enjoy reading it!



Amitabh Taneja

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

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

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

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



LETTERS TO THE EDITOR

I enjoyed reading the Images Business of Fashion January issue on Brands in India. It showcased so many brands in India both established and emerging and delivered a lot of information for a retailer like me.

-Asin Gopalan, Retailer, Bengaluru

I enjoy reading the articles of Meher Castelino. Her focus features, 'The evolving men's shirt' and 'The feminist shirt' neatly covered the new gen and creative shirts in India. She has a gift of explaining fashion nitty-gritty in very clear ways.

-Sheela Singh, Fashion Designer, Delhi

The best part of Images BoF magazine is that it covers an array of subjects in the industry. It was nice and very inspiring to read of so many entrepreneurs sharing their growth path in Brands in India feature.

-Neel Sharma, Businessman, Jaipur

Its no child's play to bring out a monthly magazine with high quality content. Images BoF magazines features many many stories and it is truly a treat to read them every month. I must congratulate the editorial team for their honest efforts.

-Ayana Kher, Entrepreneur, Bengaluru

Images BoF issues month after month are setting high new standards in it depth of editorial content which has been generating interest. Your hardwork shows. I wish you all the best for future editions.

-Agam Bhatia, Businessman, Delhi

ADVERTISER'S INDEX

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

11	RELAN	43	CRUSOE
12	MASH UP	45	YKK
13	DEAL JEANS	47	LEAGUE
14	TOYO	51	DOTTED JEANS
15	HORIZON	56	SKECHERS
16	CREAM CLASS CASUALS	59	BIBA GIRL
17	CHASE	65	CHOCOLATE BABY
18	LITTLE KANGAROOS	71	BODYCARE KIDS
19	POISON	75	CHIC
20	SAFEXPRESS	77	NOTTIE
21	ZOLA	85	ZERO
22	LIBERTY	87	TOFFEE HOUSE
23	RIVER BLUE	93	GARBO
24, 25	STRANO	99	MERINO
26, 27	PAN AMERICA	103	KK HANGERS
28, 29	CADINI	107	ONN
30, 31	APPLE EYE	111	TRANZ MANNEQUINS
32, 33	UFO		
35	SUPERSOX	129	WELCO
36	ORION MALL	135	KMFSHOW
39	CLONE MANNEQUINS	143	CAA
		162	CHARCHIT



Courtesy: soltee

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

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

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

**CLONE
MANNEQUINS
INC.**

A unit of Modern Artistic Handicrafts

D-9/4, Okhla Industrial Area,
Phase-II, New Delhi - 110020
E-mail: clone@clonemannequins.com
Tel: +91-11-40664000
Fax: +91-11-40664001



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.

Make sure your brand is nominated to this hall of fame!

IFA 2018 PROPOSED CATEGORIES*

Awards For India/Foreign Origin Fashion - Brands with National/Regional Presence

AWARDS FOR INTERNATIONAL / HOME GROWN FASHION BRANDS WITH NATIONAL /REGIONAL PRESENCE

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:

AWARDS FOR FASHION FORWARD LEAGUE

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**

IMAGES Fashion Success Story of the Year: **Mall-Retailer Collaboration**

IMAGES Most Admired **Fashion Innovation** of the Year

IMAGES Fashion **SOLOx** CEO of the Year

TECHNOLOGY AWARDS- PRESENTATION BASED

Most Effective Tech Implementation of the Year (2017) Duet performance

By India's Most Vibrant Partners (Brands/Retailers with Tech partners)

- In- store Technology Adoption
- Loyalty Program implementation
- Supply Chain Management

IMAGES EXCELLENCE AWARDS

IMAGES Most Admired **Fashion Company** of the Year

*Let your
Brand
Shine
among the Stars
of the Industry*



13-14 March 2018

RENAISSANCE HOTEL, MUMBAI

**NOMINATE
YOUR BRAND
TDOAY**

For further information on nomination procedure, please contact:

Ritesh Pandey: +91 9810613585
ritesh@irisretail.com

Priti Gupta: +91 8826415472
pritigupta@irisretail.com

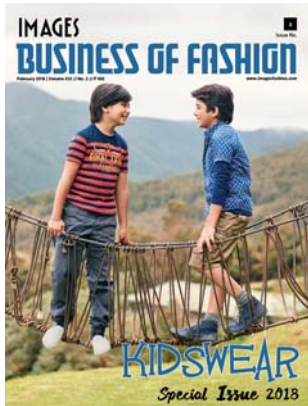
*Organisers & Jury reserve the right to change/add/drop categories/titles

FASHION *BUSINESS*

BUDGET REACTIONS

// STORES: COMO | CARTLANE

// BRAND EXCELLENCE: ADIDAS



Cover Picture Courtesy: Indian Terrain

Stores



Como
Pg No.44



Carat lane
Pg No.46



BUDGET 2018



VOICES

BUDGET 2018: REACTIONS

The budget 2018 is growth oriented and allocation of ₹7,148 crores for the textile sector is a positive step. IMAGES BoF talks to various industry leaders to know their reactions.

Pg No.48-50

OPINION

Impact of Budget on the Garment Industry

Sharad Venkata, MD & CEO, Toonz Retail India Pvt. Ltd., analyses and puts forward his views on how the Union Budget 2018-19 will benefit the Indian fashion apparel industry.

Pg No.52-53



BRAND EXCELLENCE

Retail is No Longer a Store- Count Game

Adidas Brand Activation Director, Amrith Gopinath reveals how its not about store count but about the extent of the consumer's wallet share that a brand has in a country that matters.

Pg No.54-55



WHERE
WILL YOU
PLANT
YOUR
FLAG?



EXPLORE
SOMETHING
NEW

Black Swan Life

Active-Comfortwear for Women

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

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





COMO DESIGNER'S COLLECTIVE

Collection

Como is a first-of-its-kind designers collective store to retail designer wear across cocktail, party, resort and beach wear clothing, and accessories for men and women.

Store Theme

Runway to Racks! Como is a destination store for consumers looking at the latest from the runway trends at a price like never before. The shopping experience is personalised and warm, with its floor stylists understanding the need of the consumers before suggesting a designer or a particular style.

Store Interiors

With the usage of back painted glass, dark leather finish tiles and wooden furniture's with dark veneer finish, Como is a cutting edge store. Lights are kept warm and defined by focusing on the product displays with seasonal VM and the latest arrival displays. Interesting grooves and shelves for accessories, bags and other quick buys for both men and women are to be seen.

Store Designer

The store has been designed by Amit Bakhle. He has also designed the interior spaces for Cohiba, Tao Asian Concept, Taverna Panjim and the forthcoming Fitness Bar.

BRAND:
COMO Designer's Collective

PROMOTER:
Beach Worldwide INC

LOCATION:
Goa (Panji)

SIZE OF THE STORE:
2,500 sq.ft.



Fastening Products Group

Zippers made to last



YKK

Little Parts. Big Difference.

www.ykkfastening.com *YKK and the combined mark of "YKK Little Parts. Big Difference." are registered trademarks of YKK CORPORATION in Japan and other countries/regions.



CARATLANE

BRAND:
Caratlane

PROMOTER:
Caratlane Trading Pvt. Ltd. (A subsidiary of Titan Company Ltd.)

LOCATION:
Delhi (South Extension)

SIZE OF THE STORE:
1,800 sq.ft.

Collection

The signature jewellery store showcases the brand's finest range in Jaipur collection, butterfly collection, chokapora collection, Ikat collection, fleur collection, etc., to name a few.

Store Theme

The store has a warm and welcoming ambience. The store's concept aims to offer customers beautiful jewellery and a distinctive shopping experience that fits today's values and lifestyles.

Store Interiors

With an elegant decor along with bright settings the Carat Lane store offers a memorable jewellery buying experience. The store has an exclusive solitaire lounge to assist customers with all the solitaire queries and a customisation desk to turn their dream jewellery into reality. The store also has a virtual try-on 'magic mirror' for those 'just looking' moments. The brand's signature store indulges a customer in all the ways possible.



WANTED

**DISTRIBUTORS
& FRANCHISEE**

Coming from the house of a textile stalwart of the industry since the last five decades, LEAGUE the men's brand which has the complete range of men's everyday Knitwear is looking for trade partners across the country. Trade partners who are already dealing with men's apparel brands and have a complete distribution infrastructure and network in place are required.

LEAGUE has an optimistic plan to reach 200 crore in the next 3 years. We are looking for partners with similar dreams and enthusiasm. Join hands and grow together with the brand LEAGUE.

LEAGUE aims to make sure the reach of the brand is excellent and for that the company is aggressively planning to be easily available across all types of retail formats.

Franchisee invited :

Need 400 - 600 Sqft. Shop, high street or shopping mall.

Investment of approx 10 lakhs Ideal for housewives & professional.


LEAGUE
Ur World Ur Life Ur Fashion



SHREE GINGER ENTERPRISES LTD.
3rd Floor, Ginger House, Raghuvanshi mill compound,
Lower parel. Mumbai - 400013
Contact : - 66612500 / 32567144, Website : www.leaguefashion.com
For trade Inquiries Contact : 9619889909
Email : [jyotsna@sgel.in](mailto: jyotsna@sgel.in)

A KRISHNA GROUP PRODUCT

BUDGET 2018

THE BUDGET 2018 IS GROWTH ORIENTED AND ALLOCATION OF ₹7,148 CRORES FOR THE TEXTILE SECTOR IS A POSITIVE STEP. IMAGES BOF TALKS TO VARIOUS INDUSTRY LEADERS TO KNOW THEIR REACTIONS.



The Union Finance Minister, Arun Jaitley presented the Union Budget for 2018-19 in Parliament on February 1, 2018. This year, the budget represents the government's intent to look at development in totality. Though the general focus of the budget was on rural economy, emphasis on infrastructure, significant fund allocations and attention to healthcare sector will benefit the textile sector and apparel segment in particular. The enhanced economic growth envisaged in the budget will be reflected in job creation, since it is one of the labour intensive industry in the country. The highlights of the Union Budget 2018 in respect to the textile sector:

- The budget 2018 provides an outlay of ₹7,148 crore for the textile sector. This will promote exports and production in the labour intensive sector.
- The government will contribute 12 percent of the wages of the new employees in the EPF for all the sectors for next three years. This will provide employment and contribute significantly towards "Make in India".
- The budget proposes to make amendments in the Employees Provident Fund and Miscellaneous Provisions Act, 1952 to reduce women employees' contribution to 8 percent for first three years of their employment against existing rate of 12 percent or 10 percent with no change in employers' contribution. With this measure, the workers in textile sector will be among the primary beneficiaries of this provision, since the sector extensively employs women.
- The reduced income tax rate of 25 percent allowed to companies who have reported turnover up to ₹250 crore in the financial year 2016-17 will benefit the micro, small and medium enterprises.

HERE'S WHAT THE INDUSTRY LEADERS HAVE TO SAY ON THE BUDGET 2018

“ The budget is pragmatic, growth oriented and all inclusive. It provides an outlay of ₹7,148 crore for the textile sector. The increased funds allocated for the textile sector will cover fabrics also under the ROSL scheme. This will promote exports and production in these two labour intensive sectors. The reduced income tax rate of 25 percent allowed to companies who have reported turnover up to ₹250 crore in the financial year 2016-17 will greatly benefit the micro, small and medium enterprises. ”

-**Ujwal Lahoti**, Chairman, The Cotton Textiles Export Promotion Council



“ The budget 2018 was better than expected as it did not contain populist measures for urban citizens and corporate sector driven by elections. Instead, the entire focus has been on energising the economic growth rather than giving financial sops to individuals. This budget will trigger a structural and long-term positive change in the Indian agro-economy and welfare of the people. Consumption and income in the rural and semi-urban areas will definitely get a boost if implementation takes place as intended. This year the concentration has shifted from the ease of doing business to ease of living which in turn will have a cascading effect on the productivity of people especially due to the implementation of the healthcare policy. ”

-**Arun Roongta**, Director, Texzone India

“ The footwear industry is in a recovering phase after a slow financial year 2017 in terms of sales. The rate of consumption went down and the growth was stagnant after demonetisation and implementation of GST. I believe that the budget could have been better for our industry, as in the current scenario it would be difficult for the footwear sector to rebound sales and consumptions. ”

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



“ Mr. Jaitley's budget proposes reduction in Corporate Income tax, this will allow startups to invest more in the business and provide us with above average growth prospects. All in all, the budget 2018 looks promising for the e-commerce sector. The government also proposes to setup five lakh wi-fi hotspots which will provide broadband access to five crore rural citizens. This will help us explore various demographics, nurture and tremendously grow our business. ”

-**Chandni Agarwal**, Founder, Little Tags

“ The Corporate Tax reduction from 30 percent to 25 percent for MSME's with ₹250 crore turnover seems positive. The allowance of 100 percent FDI for single-brand retail and the changes in the local sourcing norm are also welcome changes for the apparel industry to support the Indian textile segment. However, having no relief in GST, will, in turn, affect the business, since, despite the 5 percent GST, the additional tax on manufacturing increases the total cost of products. ”

-**Karan Behal**, CEO, PrettySecrets





“ We welcome the budget announcement to formulate a comprehensive gold policy and establish gold as an asset class is a commendable move. This initiation to regulate gold exchanges will create a positive ecosystem towards making gold a national value-added asset. The increase in customs duty on diamonds, precious stones and jewellery will give a boost to PM’s “Make in India” dream. This budget will drive a good growth in India with the rural economy getting boom; and salaried people getting some relief with the re-introduction of standard salary deduction, will create more disposable income in hands converting to a growth in the market. ”

-Shehzad Zaveri, Creative Director, Minawala



“ We welcome the increase in custom duty from 10 percent to 20 percent on footwear industry, a great move to boost “Make in India” by the finance minister. Also the ₹2,600 crore allocation to the leather and footwear industry, will auger well for job creation in the country. Budget 2018 has a lot for the 40 percent of the agricultural and rural population base, the national health cover and MSP is a fantastic step, which would result in generation of disposable income and inclusive growth for years to come. ”

-Nikhil Aggarwal, CEO, Campus Footwear



“ The budget allocation of ₹7,100 crore in the budget would be helpful but the real issue for the textile industry is lack of skills, high cost of capital and low focus on startups in this industry. For the latter, it would have been better to make some amendments to the angel tax. There are numerous schemes such as the ROSL or TUFTS but these help exporters while the real growth story is in India itself. For this, the expectation was a much higher skill development, education and infrastructure allocation. It is positive and pro-growth budget but certainly more could be done for the sector which is one the largest employers in the country. ”

-Aditya Singhal, Founder & CEO, IML Jeans Co.



-Rahul Mehta,
President, Clothing Manufacturers
Association of India



-Nikhil Furia,
Key Organiser, Apparel Manufacturers
of India



-Nidhi Yadav,
Founder, AKS ethnicwear

“ The Union Budget 2018-19 is positive and growth oriented for the apparel industry. In addition to certain specific provisions, the general focus of the budget is on rural economy, including significant fund allocations, which would help in pushing up demand for apparel in the domestic market. ”

“ The Union Budget 2018-19 is a very neutral budget and not a populist one as expected, because the last three budgets were populist. The entire focus was on agriculture and infrastructure industry while there was no major takeaway for the apparel industry. ”

“ The Union Budget 2018-19 seems quite positive for the industry especially with the announcement of ₹71.48 billion for apparel sector to accelerate the export. Besides, various measures are taken by the finance minister to promote women entrepreneurship in India. All in all, it’s a progressive budget for the industry. ”

 **DOTTED**
JEANS

If it's Dotted, it's style



Any Enquiry :

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

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

E-mail: vikaskhandelwal2003@gmail.com

Contact: +91 9999986900, 01147024222



IMPACT OF BUDGET ON THE GARMENT INDUSTRY

By Sharad Venkata, MD & CEO,
Toonz Retail India Pvt. Ltd

The Union Budget 2018 -19 has focused mainly on rural India, in addition to certain specific provisions for the industry. The government has tried to incorporate various measures such as upgradation of rural haats, focus on agriculture, MSPs for kharif crops amongst others. All these measures together with proper monitoring, among others, would help in increasing the growth of the apparel industry in the rural market. Further, the government has also laid a strong emphasis on infrastructure which would also benefit the industry by consolidating the transport segment thus facilitating transportation of the raw materials along with finished goods.

Although agriculture, infrastructure, healthcare and rural development have been the key areas of the budget, the industry cannot expect an immediate response, be it positive or negative. This budget has considered everyone starting from the bottom of the pyramid to the President of India, however, it seems to have forgotten the typical middle class. It also can be seen that all other needs of the poor will be fulfilled because of the various schemes that have been announced in the budget.

While we have not seen any significant amount being invested in the textile sector, the government has allocated ₹1,555 crores towards remission of state levies. This move will result in

Editorial credit Shutterstock.com



Editorial credit Shutterstock.com



exporters saving around 1 to 1.5 percent of their total cost. The budget works towards growing the MSME sector along with some major initiatives that will help in improving the capital flow, and improve stressed assets. The linking of the MSMEs with Trade Discounting System (TReDS) and increasing their financing options will help them in conducting their business at ease. This will also improve the standard of living of the people who are working in the MSMEs, and will also increase their per capita income. This budget also aims at promoting Digital India by bringing 5 crores for rural Indians online along with some major investments in Artificial Intelligence or Block Chain Technologies. I feel that such initiatives are going to be the game changer and they will also help in improving the ranking of India in various fields along with the flow of FDI.

The government's decision to invest an amount of ₹2,200 crores in labour skilling

is a welcome step for a labour intensive industry like the garment industry. One very important advantage of this investment will be reflected in job creation, as more and more number of jobs will be generated in this industry. As of now, around 30 lakh people are employed in the retail sector, and this number is expected to grow in the future. Due to the reduced corporate tax rate for all those units having around ₹250 crores annual turnover is expected to benefit almost 80 percent of the textile units. This step is also expected to create more jobs in the market.

Overall, the outline of the budget looks positive, provided it is monitored well. In the year 2017-18, the growth has remained flat due to demonetisation and GST. However, we can expect things to stabilise and we are also expecting a growth of around 10 to 12 percent in the coming year.

×





Cyrus Sahukar, Ranveer Singh, Deepika Dipti and Sean Van Wyk at adidas Originals OFDD store launch.

RETAIL IS NO LONGER A STORE-COUNT GAME

Today, e-commerce represents a channel that is growing much faster than the brick-and-mortar business. So, it's not about store count but about the extent of the consumer's wallet share that a brand has in a country that matters...

Charu Lamba

With the Centre permitting German sports goods maker *adidas* to operate fully-owned single-brand retail stores as well as cash-and-carry wholesale business under a single entity in India, the brand – one of the world's most famous shoemakers – plans to open large stores in the country, much like it has in other major markets across the world.

Elaborating, Brand Activation Director, *adidas*, Amrith Gopinath said on the sidelines of the India Retail Forum 2017, "We recently got the 'own retail' license from the Government of India. So, we are now in the process of opening our own retail stores directly to the consumer. But we are moving ahead cautiously. There is no blueprint of opening 100 stores in a year. We want to go slow. We already have a good footprint of 450-odd stores in the country and therefore expansion is certainly happening, but it is going to be a calibrated expansion."

He further said, "It is not a store count game anymore. It used to be 10 years ago. Today, e-commerce represents a channel that is growing much faster than the brick-and-mortar business. So, it's not about store count but about the extent of the consumer's wallet share that a brand has within the sports industry in a country that matters."

Five years from now, I see India going big in sports – not just cricket but also football, hockey and the Olympics and *adidas* will be at the top of the list of every Indian sports goods consumer. The country is on a sporting journey and *adidas* as a brand is going to go move along with India."



Omnichannel: The Way Forward

Omnichannel trends have become the 'burning platform' for the retail industry. The medium provides consumers with convenience as far as ease of purchase is concerned. *adidas* (together with Reebok), which has a 40 percent market share in the sportswear category in the country, had introduced their omnichannel strategy in India approximately two years ago.

"Two years ago, we were the first brand to pioneer the concept of endless aisle. A tablet within our stores allowed customers to identify the availability of sizes and styles which were not available in-store and let consumers order their product online. The customer was given the choice to get the product delivered at the store or at his home. Physical inventory is difficult to maintain in store sometimes and the brand does not want to lose consumers - the main reason why this omnichannel scheme was introduced," explained Gopinath. This facility has been rolled out in over 200+ stores so far and anywhere between 5-10 percent store turnover comes from 'tablet ordering'. "Blending of all online and offline channels through an omnichannel approach is something we are very serious about," Gopinath stated.

Buzzword Athleisure

Till about a decade ago, retailers did not feel the need to register the size or the growth percentages of athleisure wear. But today, after intense activity in

the past seven years, the category has carved out a separate niche for itself.

Talking about how the brand is cashing upon the opportunity, Gopinath said, "Athleisure has always been a part of brand *adidas* and it is growing as a category. We have observed an increase in demand and in keeping with the same, we are increasing our portfolio as seasons go by."

Going Tech-Savvy

Technology coupled with consumer experience is an integral part of retail today. The idea is to give such good consumer experience - using new-age technology - that consumers keep coming back to a brand. *adidas* is implementing in-store technology in a big way.

"Globally and in India, we intend to introduce tech-enabled experiences for tech-savvy consumers. For example, there is something called Run Genie that we are going to bring to India soon. It is a pod that you put on to your shoe and when you jog, it analyses the way you run. It tells what kind of foot strike you have and therefore what sort of shoe will be apt for you," revealed Gopinath.

"For consumers interested in football shoes, there are devices that can help you see how fast you can strike the ball, what is the curve and spin on the ball that you have with a particular

shoe. There are also footballs which have chips imbedded in them which analyses the way a person kicks and then recommends the best kind of football shoes for him/her. So, yes, technology is going to be a big part of our selling process. We need to consider how many stores we will introduce these ideas in to start with," he added.

Future Goals

At *adidas*, the strategy is to try and create a sporting culture in India. As a brand - which is the number one sports brand in the world - *adidas* wants to create a legacy of sports in India, spread the concept that sports are also a viable livelihood option, a way of life. The brand's long-term strategy is to get more and more Indians to take to sports, to create sporting culture in this country.

Underlining the importance of sports going ahead, Gopinath said, "We are doing really well in India as of now and have no plans of shutting down any stores in the country. We are one of the most profitable sports brand in India, having crossed the ₹1,000 crore revenue milestone very recently."

As a category, the brand is very bullish on football in India. "We see a bright future of football and *adidas* Originals in India. It is the second sport after cricket which is emerging in the country. Indian youngsters follow the sport and both international and homegrown football heroes religiously. As a result, our *adidas* Originals category is growing. At present it contributes a small share to the revenue, but we believe it is going to be a big part of the business in the years to come," asserted Gopinath.

The brand has opened 16 *adidas* Originals stores in India, which are doing phenomenally well.





YOU
by skechers®

Healthy. Happy. Comfortable.™
YOU by Skechers®

  /skechersperformanceindia

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

FASHION RETAIL



KIDSWEAR MARKET IN INDIA

TOP KIDS BRANDS

KIDS TRENDS | KIDS DENIMS
| KIDS ETHNIC | CHARACTER
LICENSING | INFANT WEAR
| KIDS ACCESSORIES



FASHION RETAIL



152

FOCUS FEATURE:

HOT TRENDS FOR KID'S WEAR-ATHLEISURE & SUSTAINABLE ECO-CLOTHING

From crop tops to ponchos to smart leather jackets, children today can boast of having a wardrobe at par with adults. Team IMAGES BoF takes a look at the changing trends in kidswear.

Pg No. 66-70

DENIM DESIRES

Denims are timeless and are a must have for wardrobes across gender and age groups. An in-depth look at the kids' denim market in India, with focus on market size, consumption pattern and current trends.

Pg No. 72-76

DEMYSTIFYING CHARACTER LICENSING IN KIDSWEAR

IMAGES BoF interacts with experts about one of the most popular and important aspects of the kidswear industry - Character Licensing. A sneak peek into the world of Chhota Bheem, Minions, Micky Mouse, et all, that kids simply adore.

Pg No. 78-81



BRAND PROFILES

- 98 612 League
- 100 Bambiola
- 102 Bodycare Kids
- 104 Chhota Bheem & Mighty Raju
- 105 Chocolate Baby
- 106 Cucumber & Cucufun
- 108 Disney
- 109 Eteenz
- 110 Game Begins
- 112 K&U
- 113 Krunchy
- 114 Mash Up
- 117 Mini Klub
- 118 Mom's Love
- 119 Mustang Socks & Accessories
- 120 Pepe Jeans
- 122 Ruff
- 123 Sugar Candy
- 124 Super Young & Wow Moms
- 126 UFO



INFANTWEAR IN INDIA

Despite being hampered by brief Fashion industry sentinels believe that the rate of growth of the infant wear market in India is drawing parallels to the kidswear market. IMAGES BoF takes a look at the latest developments.

Pg No. 82-86

DOLLING UP CHILDREN-THE INDIAN WAY

The market for kid's ethnic wear has been witnessing an upsurge off late and we have had a few brands entering the category, and there is ample room for more to enter.

Pg No. 88-89

FASHION ACCESSORIES

KIDS FASHION ACCESSORIES: AN EMERGING CATEGORY!!

Megha Uppal, Creative Director, Bambiola provides a closer look at the kids' accessories market in India, which has fast emerged as one of the most lucrative segments in fashion today.

Pg No. 90-92



COVER RESEARCH

THE IMMENSE POTENTIAL OF KIDSWEAR IN INDIA

As a global hotspot for kids' fashion, the Indian market is now rife with brands, private labels and fashion designers, both international and domestic. Experts from Technopak illustrate the current dynamics of the market.

Pg No.60-64

KIDSWEAR ONLINE

VOONIK VENTURES INTO KIDSWEAR

Popular online marketplace Voonik has recently commenced its foray into kidswear. IMAGES BoF talks to Senior Vice President, Sreevathsava Reddy about the entry and the company's experience hitherto.

Pg No.94-95

KIDSWEAR FORAY

SKULLERS BETS BIG ON KIDSWEAR

Dattatray S Naiknavare, Chief Brand Manager, Scullers talks about the brand, its offerings and the latest trends in kidswear.

Pg No.96-97



Spring
Summer
18



BIBA

Girls

FABULOUS
FRIDAY
PLAYDATES

Every day
is a fun day with
our new range
of ethnic and
fusion wear.



SALWAR KAMEEZ DUPATTAS | LEHENGA CHOLIS | GOWNS | CASUAL TOPS & SKIRTS

Shop online 24 x 7 at www.biba.in  Connect with us on facebook.com/Bibalndia

Also available at: SHOPPERS STOP





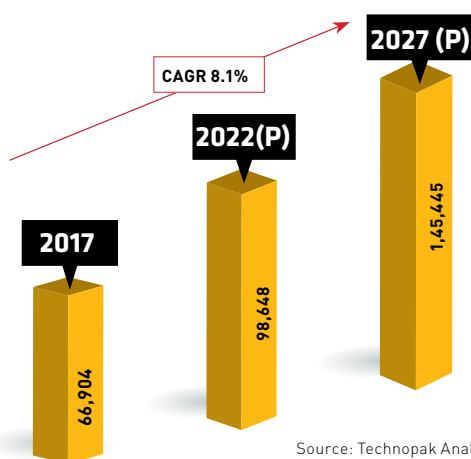
THE IMMENSE POTENTIAL OF **KIDSWEAR** **IN INDIA**

A rich profusion of factors have been instrumental in shaping kidswear as one of the most commercially viable segments of the Indian fashion industry. As a global hotspot for kids' fashion, the Indian market is now rife with brands, private labels and fashion designers, both international and domestic. Amit Gugnani, Senior Vice President - Textiles & Apparel and his team of Experts from Technopak illustrate the current dynamics of the market.




The Indian apparel market is witnessing high growth in the kidswear segment. The Indian kidswear market in 2017 was estimated at ₹66,904 crore accounting for 20 percent of total apparel market of the country. Kidswear is expected to grow at CAGR of 8.1 percent to reach ₹145,445 crore by 2027, whereas men's wear and women's wear are expected to grow at relatively lesser CAGRs of 7.5 percent and 7.6 percent respectively. India has the world's largest young population in the age group 0 to 14 years accounting for 29 percent (337 million) of the total population. Owing to the growth potential of this market segment, many international brands have entered India in last few years. With emergence of e-commerce, earlier hitherto markets have opened up, thus boosting growth of kidswear in India. With the increasing competition, success has to be a combination of high quality, good design and right value for money product.

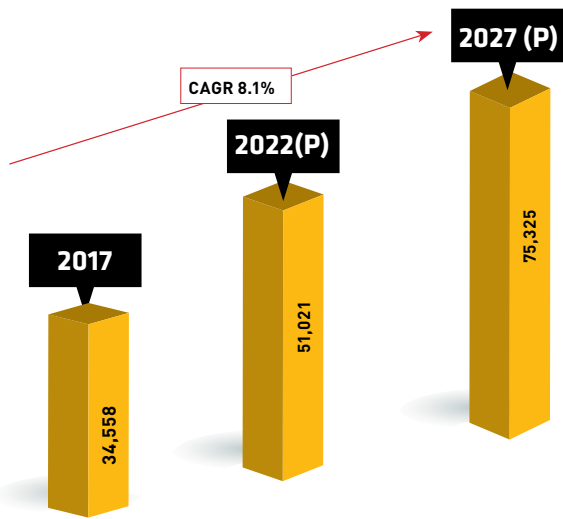
KIDSWEAR MARKET IN INDIA (INR CR)



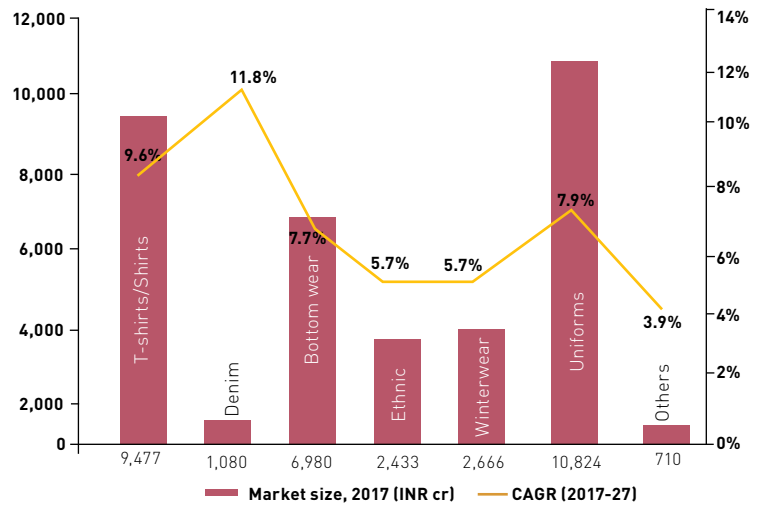
Source: Technopak Analysis

Kidswear 2018 Research Powered By 

BOYS WEAR MARKET SIZE (INR CR)



BOYS WEAR MARKET KEY CATEGORIES



Source: Technopak Analysis

The Indian kidswear market is slightly skewed towards boys wear owing to 53 percent boy's population for age group 0 to 14. This market was estimated at ₹34,558 crore in 2017 and comprises 52 percent of the total kidswear market. It is expected to grow at a CAGR of 8.1 percent to reach ₹75,325 crore in 2027.

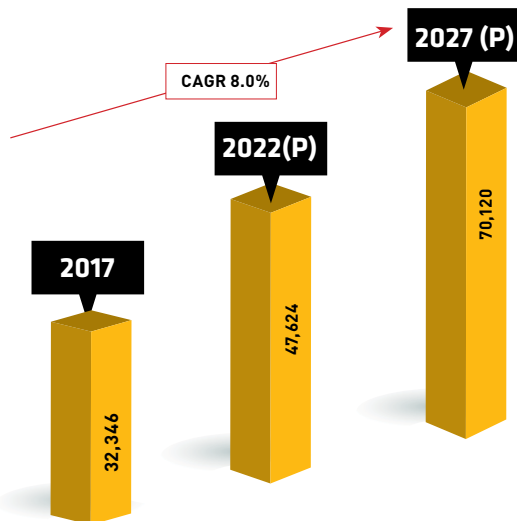
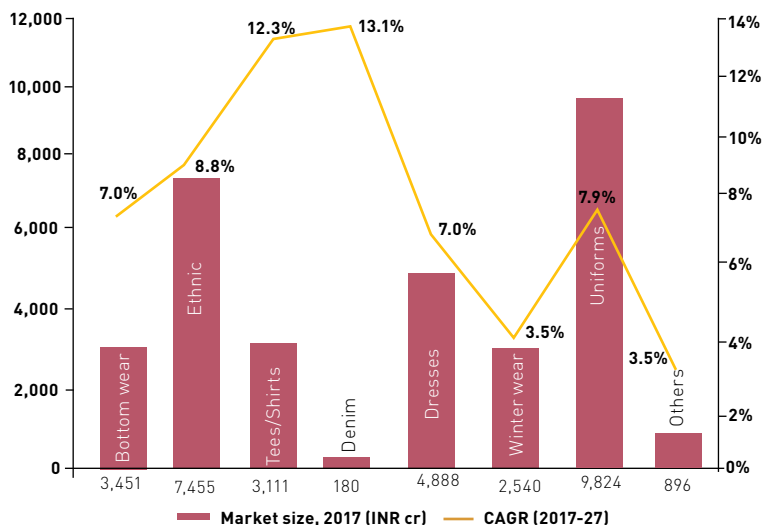
THE KIDSWEAR MARKET CAN BE CATEGORISED INTO BOYS WEAR & GIRLS WEAR

BOYS WEAR MARKET

The Indian kidswear market is slightly skewed towards boys wear owing to 53 percent boy's population for age group 0 to 14. This market was estimated at ₹34,558 crore in 2017 and comprises 52 percent of the total kidswear market. It is expected that this segment will grow at a CAGR of 8.1 percent to reach ₹75,325 crore in 2027.

Boys wear market is diversified with various categories like t-shirts, shirts, denims, bottom wear, ethnic wear, winter wear and uniforms etc. For obvious reasons uniforms, t-shirts, shirts and bottom wear are the dominating categories, together contributing around 80 percent of the total boys wear market. However, t-shirts, shirts and denims categories are expected to show high growth with a CAGR of 9.6 percent and 11.8 percent respectively. The growing influence of media and western wear among kids has made certain categories like denims and t-shirts popular among them. The increasing presence of international brands in the country has provided access to wider assortments and options for the Indian consumers and has led to higher brand consciousness.



GIRLS WEAR MARKET SIZE (INR CR)

GIRLS WEAR MARKET KEY CATEGORIES


Source: Technopak Analysis

GIRLS WEAR MARKET

In 2017, the girls wear market was estimated at ₹32,346 crore accounting for 48 percent of the kidswear market. It is expected to grow at a CAGR of 8 percent for the next decade to reach to ₹70,120 crore in 2027.

The Indian girls wear market mainly comprises bottom wear, ethnic wear, t-shirts, shirts, denims, dresses, winter wear and uniforms, etc. Uniforms and ethnic wear are the two largest categories within this segment contributing around 53 percent of the girls wear market. Around 60 percent of India's population is rural, thus dominance of ethnic wear in rural India contributes to its major share in the girls wear segment. With the growing brand awareness and media exposure to tier -II and -III cities of India, categories like denims and t-shirts, shirts are expected to grow at high CAGR of 13 percent and 12.3 percent respectively.

INDIA: A HOTSPOT FOR GLOBAL KIDSWEAR FASHION

India has witnessed a significant influx of brands (both international and domestic) in the kidswear space. Exposure to global fashion trends, rising disposable income of the Indian working class and presence to foreign brands acts as a catalyst for the growth of kidswear market. In addition to brands, private labels and Indian fashion designers are also exploring Indian market for kidswear. Many apparel retailers have launched their own private labels that are affordable and give better value for money. The market share of private label products in India is expected to increase from 4.5 percent in 2016 to around 10 percent in 2020.

Indian fashion retail industry is transforming rapidly and witnessing a shift from unorganised to corporatised retail. Penetration of corporatised retail is not limited to metros and tier-I cities only, but is also growing in semi-urban markets. Share of apparel industry in



Kidswear 2018 Research Powered By



In order to capture this market, the apparel retailers need to focus on quality and value-pricing. Occasion specific clothing is finding its way in the kidswear section. Right business model backed by the strong supply chain will ensure that brands capitalise on the growth of kidswear market segment.



corporatised retail in India was 22 percent in 2016 and this is expected to grow. With the implementation of GST, higher shift is expected from unorganised to corporatised sector. This shift to corporatised retail in apparel industry is making the kidswear market even more promising for brands and retailers.

DRIVERS OF CHANGE

Indian kidswear market is one of the fastest growing segments in the Indian apparel market. There are several factors behind it:

- India has 29 percent (337 million) of young population of age 0 to 14 years, making it an attractive market for brands.
- Rising middle class with growing disposable income is another prominent factor driving the growth of this segment.
- Shift of retail market from unorganised to corporatised retail.
- Awareness about fashion trends and brands is not only limited to metros and tier-I cities, but is spreading among tier -II and -III cities also, due to access to various media such as televisions, smart phones, movies, etc.
- Penetration of e-commerce and frequent promotions has resulted in convenient purchases by the Indian buyers in apparel sector.
- With the growing presence of international brands for kidswear in India, there is more competition in the market providing consumers with more options
- Growing demand of occasion specific clothing for kids.
- Growth of private labels in apparel sector offering low priced products compared to their branded counterparts.
- Emergence of kids as an individual buyer group influenced by mass media and western culture.
- The trend of “mini-me”, i.e. children are extension of their parents, encourage big brands to design cloths for kids as they do for adults.

THE ROAD AHEAD

The growth of kidswear market is also coupled with the entry of global players and increasing brand awareness among kids, making this segment lucrative. However the key challenge is to understand the nuances of the consumer behaviour, kidswear retailing and merits of value-pricing. Though there is a shift from unorganised to corporatised retails, majority of Indian parents prefer to buy children’s wear from local shops. The international and domestic players are struggling to reach these hyper-local points of sales.

In order to capture this market, the apparel retailers need to focus on quality and value-pricing. Occasion specific clothing is finding its way in the kidswear section. A well planned approach is required to understand the demands of kidswear market. Right business model backed by the strong supply chain will ensure brands capitalise on growth of kidswear market segment.





New born Baby
(3 to 9 Months)



Baby
(6 to 24 Months)



Mini kids
(1 to 5 Years)



**Baby Essentials
& Gifts**

A complete range of apparels for boys and girls of 0-5 years.
Designed in Spain, made in India.

E: info@chocolatebaby.in W: www.chocolatebaby.in

T: +91 22 24365385, +91 22 24365386 Follow us on :  



Max Fashion



Bodycare Kids



Max Fashion

HOT TRENDS IN KIDSWEAR

ATHLEISURE & SUSTAINABLE ECO-CLOTHING

A dedicated fashion week for kids is reason enough for us to believe that kidswear in the country is no child's play. In the world of fashion – men, women and kids are equal contributors. Majority of the fashion brands are seen expanding their product line to have one for kids as well. From crop tops to ponchos to smart leather jackets, children today can boast of having a wardrobe at par with adults. Team IMAGES BoF takes a look at the changing trends.



Bambino



Max Fashion



Bodycare Kids



Max Fashion



Let's begin with getting the basics in place, the major factors that influence trends in kidswear remain comfort and safety. Elaborating on this further, Kamakshi Kaul, Vice President, Max Fashion shares, "Factors that influence kidswear include comfort of fabric and safety features. Then comes the role of relatability of the product with kids as well as the parent (in younger age groups). For example, kids have an instant liking towards Disney characters and these are key influencers. Another important feature in kidswear is its functionality which include drawstrings, adjustability, closures, etc. Availability of co-ordinates and fashionability of the product too plays an important role. For example, when the jogger silhouette in bottoms was trending, all bottoms with these detail were fast sellers at Max stores." Agreeing with Kaul on the importance of fabric, Abhishek Agarwal, Director, UFO further brings in the point of 'price'. He shares, "Factors like fabrics, finishes and colours with sharp price points contribute equally in deciding the trends for kidswear."

Reiterating the importance of cartoon characters dictating fashion trends, Mithun Gupta, Director, Bodycare Kids, shares, "At Bodycare Kids, we believe that popular cartoon characters are the major trend influencers and we have our collection for kidswear influenced by it." Megha Uppal, Creative Director, Bambiola adding to this, says, "With an increasing number of children's cartoons and movies, the little ones want to dress like their favourite

characters, super heroes and sports personalities." She further talks about the role of social media in influencing fashion trends and shares, "With the rise of social media mums are on top of the fashion game. They want their little ones to look like an extension to themselves. 'Mini-Me' is a big trend with urban parents wanting to dress their little ones in co-ordinated clothing. Global high-profile celebrities and Indian Bollywood stars popular on social media sites are also shaping how parents dress their children.

Influencers and mommy bloggers are also becoming increasingly popular on instagram who inspire their followers to purchase products they have tried themselves on their children." Sharad Venkta, Managing Director and Chief Executive Officer, Toonz shares, "Kidswear market is expanding at a faster pace. While parents are willing to shell out more money they also seek superior quality for their kids. Also, parents are now adapting their styles on the kids. Thus in the past few years we have many overlapping styles and prints in grown-ups as well as kids." To sum up the major trend influencers, it is interesting to hear Utsaha Khare, Founder and Chief Executive Officer, K&U Kids share his views. He says, "Kids fashion in most of the cases is inspired by adults globally. However, there are multiple micro-trends that affect the style and message for kids that are influenced by movies, music and characters. Like kids in the 8 to 14 years bracket have graduated from Japanese-pop to Korean-pop. It is a case where fashion is influenced by music and art form."



"Kids fashion is in most of the cases is inspired by adults, globally. However, there are multiple micro-trends that affect the style and message for kids that are influenced by movies, music and characters."

-Utsaha Khare,
Founder & CEO, K&U Kids



"At Bodycare Kids, we believe that popular cartoon characters are the major trend influencers and we have our collection for kidswear being influenced by it."

-Mithun Gupta,
Director, Bodycare Kids



Max Fashion



Max Fashion



“India follows international trends when it comes to kidswear but then these international fashion trends catch up with the Indian customer 1 to 2 seasons later than the original launch.”

-Kamakshi Kaul,
Vice President, Max Fashion

Drawing inspiration from abroad

According to Kaul, India follows international trends when it comes to kidswear but then these international fashion trends catch up with the Indian customer 1 to 2 seasons later than the original launch. She explains, “When the customers are fully influenced by a particular trend via adverts, print media, blogs, international brands, etc., is when the Indian customer really starts to adapt the trend.”

Venka adds, “People are experimenting but still this phenomena is more of an urban and semi-urban culture. India’s climate is different from the West. While the tone is more earthy and monochromes, Indians are fond of bright, shiny and bright colours.” Pandya is of the opinion that with people opting to travel more than before, the adaptations are paramount and “there is an attempt to follow international trends.”

Category winners

As shared by Kaul, in boy’s wear, the popular product categories are jogger

fits in bottoms, Nouveau Breton stripe t-shirts, conversational printed shirts and multi-badging details on denims. She adds, “Current trending themes are a strong military influence; aquatic life is also a key fashion influencer with a strong athleisure look in boys fashion. Ocean turquoise, golden yellow and melon are the key colours for boys this Spring Summer 2018.” Gupta shares, “Denims, t-shirts and funky shirts are very popular in this category.” According to Venka, “Polos are the most popular categories. It is more about all over prints, unique design, up-leagues and all season product.” Pandya sees good potential for trendy shirts and graphic tees with the latest finishes.

Moving over to the girl’s wear, based on what is seen at Max Fashion, Kaul reveals, “Off shoulder tops category, midi length skirts, cropped length denims with multi badging are very popular with young girls. Nautical thematic influences, caravan traveler inspirations all with an oversight of athleisure styling will be key themes. Lace up details and ruffles are going



“The rise of social media especially Instagram, mums are on top of the fashion game. They want their little ones to look like an extension to themselves. For example, ‘Mini-Me’ is a big trend with urban parents wanting to dress their little ones in co-ordinated clothing.

-Megha Uppal,
Creative Director, Bambiola

to dictate the fashion scene as a key detail along with mix-and-match of stripe variations. Scarlet red, denim blues and mellon yellows are the key colours this spring.” Uppal talks about the trend being witnessed at Bambiola, “Our bestsellers have always been girls dresses in classic silhouettes and special occasion wear. Designs like large florals, nautical stripes, gingham, laser cut fabrics and pleated fabrics are in trend. Colours such as purple hues like lavender and lilac are key this season, including soft pinks and spunky pinks, nautical red white and blue stripes, woodland shades with greens and burnt orange. Similarly, an array of silhouettes includes halters, ruffled dresses, bell sleeved dresses and blouses, lace up dresses and skirts, blouses with bow-ties and peasant style blouses teamed with ripped and embroidered shorts are in fashion.” According to Venkta, asymmetrical designs are popular and there is also a good demand for innovative silhouettes. He shares, “Themes and styles like floral, BOHO look glitters and shiny are quite popular.”

Kaul highlights that the kidswear market will soon see a healthy demand for boiler suits and jumpsuits in boys with a strong work wear influence, whereas the gauch pants which are



Bambiola

Fabric Play

Cotton | Structured Jerseys | Denim
Poptins | Georgettes | Laces

Upcoming Fabrics

Chiffons | Mesh | Swiss Dot Dobby’s
| Seercucers | Viscose Rayon

voluminous and the 90’s influence shortalls with a grunge styling will be the upcoming product categories for girls. Elaborating on the upcoming trends, Gupta sees good potential for cargos in different styles and Venkta is of the opinion, “Sensory clothing for kids and interactive clothing prints linked to an app to create and experience are the upcoming trends expected in near future. Similarly, wearable art will be in vogue in kidswear for boys and girls.”

Future calling

With fashion dynamics changing at lightning speed, it will be interesting to watch out for the kidswear category adapting to its pace. Kaul suggests that the back-to-school theme shall be returning with a bang. She elaborates, “Girl power with strong floral and feminine influences. Back-to-school theme where books and science are the



Bodycare Kids



UFO



“Factors like fabrics, finishes and colours with sharp price points contribute majorly in deciding the trends for kidswear.”

-Abhishek Agarwal,
Director, UFO



“Kidswear market is expanding at a fast pace. Parents are willing to shell out more money and are now adapting their styles on the kids.”

-Sharad Venkta,
MD & CEO, Toonz Retail India



real heroes shall be influencing fashion trends for this category. We shall be witnessing clothes with eco-heroes themes with an underlying message of saving the forests along with space and intergalactic explorations theme. Sequence and bling usage as textures and floral embroideries will be key details, and shoulder and sleeve focus styling details will be the emerging trends in future kidswear.” Seconding Kaul’s take on protecting our planet being the hero when it comes to kidswear trends for the future, Uppal though she is of the opinion that the range will be designed using sustainable fabrics. Explaining this, she shares, “People are becoming increasingly conscious of our precious world’s limited resources and that there is a rise in demand of more sustainable, eco-friendly clothing.”

She says, “With an increase in the number of activity classes children attend in the after-school hours, it is creating a need for children to have a larger wardrobe of comfortable and functional athleisure clothing.” Uppal brings forth an interesting point of ‘gender neutrality clothing’ and shares,



“Urbanisation is seeing a cultural shift towards gender neutral fashion, which is expected to trickle down to children’s fashion as well.”

Venkta sees a good market for stretchable wear and vintage collection. He shares, “Innovations like wearable art, interactive and sensory clothing will be in trend.”

To conclude, kidswear range offers brands to don on their creative hat without any reservation. From playing with cartoon characters to bringing out ‘mom and daughter’ collection sets, the universe for them is open and wide. Though there is a strong influence of athleisure clothing that is expected to rule this category in the future.



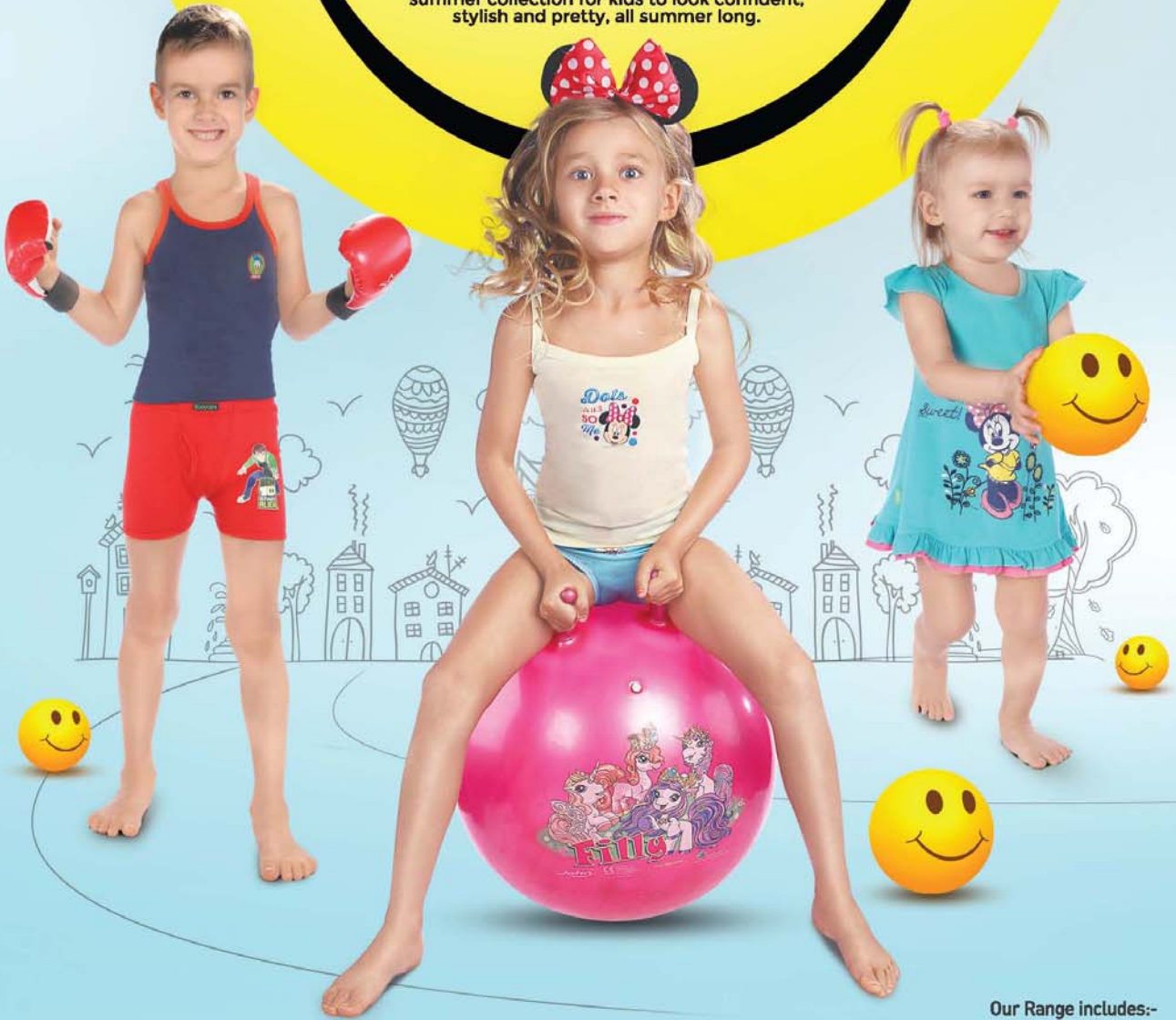
BODYCARE KIDS

INFANT WEAR • INNER WEAR

Summer is fun with

HAPPYWEAR COLLECTION

It's colorful. It's stylish. It's a standout new summer collection for kids to look confident, stylish and pretty, all summer long.



Our Range includes:-

INNER WEAR - Vest, Briefs, Trunks, Panties, Bloomers, Boxers etc.

APPARELS - T-Shirts, Shirts, Lowers, Capris, Shorts, Frocks, Skirt etc. for Kids from 0 - 14 yrs.

Authorised licensee of



Mktg. by:



Bodycare International Ltd.

163, Functional Industrial Estate, Patparganj, Delhi-110092 | Website: www.bodycareapparels.com
Email: bodycare@bodycareapparels.com | Customer Care No.: +91 11 46206000

FOR TRADE ENQUIRY, PLEASE CALL

011-46206000, 9999007882
(Monday-Saturday | 10am-6pm)

Follow Us



@bodycarekids



@kidsbodycare

Available at all leading stores & also shop online @

snapdeal

flipkart

amazon

paytm

ShopClues

firstcry

myBodyCart.com

DENIM DESIRES

Denims denote smartness and when it comes to kidswear, a pair of denim bottoms with a denim shirt or jacket remain a must in the wardrobe of a boy and for girls it would be dungarees or jumpers. Denims dresses too are the in thing today. IMAGES BoF takes a quick look at the market for denim wear in the kidswear category.





UNITED COLORS
OF BENETTON.



If we look at the overall market for denims, as shared by Neha Shah, Marketing Head – Pepe Jeans, 85 percent of the market is dominated by men’s denim wear, 10 percent by women’s denim wear and denim wear for kids is nothing more than 5 percent. This number looks small but let’s not forget we are talking only of the organized market. Keeping in mind the fact that shopping for kidswear in India is still largely being done through the unorganised channel, the market for denim wear in India in kids’ category is only slated to grow.

Elaborating on the market for denim’s in the kids wear category, Shah shares, “Indian kids in both urban and semi-urban parts of the country participate actively in purchase decisions related to their apparel. Brands and retailers have begun to extend their product portfolio to include children’s wear and are attempting to transform themselves as a complete family shopping destination. At the high-street level, children’s clothing has begun to imitate adult clothing, as parents’ desire for their children to be “on-trend” has increased and their consumption habits have shifted towards more frequent purchases. There is a lucrative opportunity for brands beyond urban

pockets; looking to cater to the price-sensitive children’s segments in semi-urban and rural India.”

Denim category accounts for a huge part of Benetton’s portfolio. Similar to men and women categories, denims will be explored all across in the kidswear category as well. According to Benetton, denims will go from everyday casual, distress, DIY embellished to premium limited edition denims that can be worn at special occasions. “Denims can be looked upon as a blank canvas that can be reinterpreted in every season in a variety of ways. From clean rinse denim, to one-of-a-kind statement denim and everything in between, denim drives a significant fashion element for us,” shares the brand’s spokesperson.

The mini adult phenomena is prevalent in the way kids dress today and this has an impact on the demand and consumption of denim wear as well. Explaining this further, Amit Dhelia, Founder and Chief Executive Officer, Courtyard Jeans shares, “Children today have become more inclined to dress up like their parents. Since denim has become a staple for every home and every adult, this segment is seeing a boom. Also, parents want





“The price tag is important for many. So as a result of this many might be attracted to local players who have less liabilities on them which reflects as the lower price of their products. Also many of them play with average quality products and this has a direct influence on the price tag.”

Sohail Patca,
Director, Ruff



Courtyard

their kids to wear comfortable skin friendly yet trendy clothing.” Dhelia agrees with Shah on the fact that brand consciousness in the kidswear market has grown multifold. He shares, “We see children today becoming brand conscious. The influence of media and an increase in disposable income of consumers also act as key contributors influencing the growth of this segment.”

The Roadblocks

The major roadblock that the kidswear segment faces in India is that of ‘pricing’. Indian parents no matter how keen they are to dress their little ones as young adults, the worry of the children ‘outgrowing’ the clothes is always on the mind. Fast fashion at attractive price points is what is looked for while shopping for children and little wonder that the unorganised market for kidswear in India is more



Pepe jeans

prevalent as compared to branded wear. Things are changing but there is a long way to go as yet. And when it comes to denim wear, it does become difficult to spend ₹1,000 onwards for a pair of denim bottoms. Elaborating on the challenges, Dhelia shares, “The major challenge in the kids segment is the fast changing trends. Kids require new fashion, new trends, new colours, new patterns every now and then. Also, it should match with the adult fashion clothing. To keep up with these fashion requirements is the challenge.” Sohail Patca, Director, Ruff talks further on the pricing issue, “This is an entirely different concept. Here we are looking at a market where the economy plays a major role. The price tag is important for many. So as a result of this many might be attracted to local players who have less liabilities on them which reflects as the lower price of their products. Also many of them play with average quality products and this has a direct influence on the price tag.”

According to Shah, despite the interesting growth story of the kidswear segment, a lot remains to be





The all new
Chic



CHIC[®]

W O M A N

Since 1987

Panties • Sleepwear • Loungewear

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



Courtyard



“Comfort, durability, style, convenience and price are key factors to keep in mind while creating a kid’s denim brand.”

-Neha Shah,
Marketing Head, Pepe Jeans

achieved in this market and this requires considerable amount of investment and understanding of the market. She shares, “The ability of brands to understand and address specific requirements of children as well as their parents and to offer fashion solutions rather than mere products will be critical for their success.”

Choosing the right kind of denim fabric too plays an important role when it comes to denim wear for children.

Dhelia highlights the role funky accessories play in attracting the young patrons and this is the reason we see a majority of the denim bottoms with some or the other accessory attached to it – it could be a character key chain or for girls the denim bottoms are usually accompanied by funky or trendy belts.

To keep in mind

Shah adds on the prerequisites of creating a good denim wear brand for children stating, “Comfort, durability, style, convenience and price are key factors to keep in mind

while creating a kid’s denim brand.” Dhelia reveals that they conceptualise the designs keeping in mind the customer feedback and also take into consideration on how well the new developments in denim fabrics can be put to use. At Pepe Jeans, Shah shares that they look for inspiration from their international kidswear range and adapt some of the best international styles, fits and designs for the Indian market keeping in mind the end consumer.

“When it comes to kidswear, we focus on story telling with every garment. Every SKU that we sell should be beyond just clothes, it should bring joy, optimism, hope and humor,” shares Benetton’s spokesperson. The brand has a diverse international eclectic crew that excels in creating and telling stories. Sport, street and sparkle inspires them and their endeavour is to always keep it interesting, fresh and evolve with every season.

Recent and upcoming trends

Where a pair of a regular denim bottom remains evergreen for adults, when it comes to kidswear, the funkier the better. Dhelia agrees, “The current trend includes, distressed denims, old and torn look on denim and colorful denims. We shall also be witnessing good demand for sulphur wash denim, overdyes and knit denims in the near future.”

If we go by the current trends, the denim wear category for kid’s shall also replicate whatever is trending for adults with the only exception being that we could see some prevalence of cartoon characters being printed on them or glamorisation via funky and trendy accessories. Shah concludes stating that the future value growth within the denim category shall be because of the increased demand for enhanced product attributes: fashion, quotient, stretch and light weight fabric, varying colours, styling and detailing.



100%
Cotton..
100%
Comfort..



Nottie Baby..Happie Mommie..



0-24months: BABA SUIT | FROCKS | TOPS | PYJAMAS | VESTS | SLIPS

Upto 14yrs: T-SHIRT | LOUNGE WEAR | TRACKS | SHORTS | LEGGINGS

From The House Of



Manufactured By: **MOOZOO FASHIONS (P) LTD.**

146A,Block-B,Laketown,2nd Floor,Kolkata-700089,WB

For Distribution & Wholesale Enquiry: +91 7604092044

☎:033-4065 1131

Email:moozooclub@gmail.com

Available at Leading Fashion Stores across India



DEMYSTIFYING **CHARACTER LICENSING** IN KIDSWEAR

A visit to the kidsweare section of any MBO will bring alive the importance of character licensing and how the characters from animated films like Frozen, Minions, etc., and cartoons like Chhota Bheem and Mickey Mouse rule the category. Be it for underpants or even socks and not to mention tees, tops, dresses and bottoms; a picture of their favourite animated character is sure to pull the young shopper towards it. Team IMAGES BoF checks out the market dynamics.

Looking at the buzz around, we may as well come to the conclusion that character merchandizing in India is spread far and wide but to hear it from Sanjeet Mehta, Executive Director, Consumer Products - Disney India; "The country is still a nascent market for character merchandizing." He adds, "However, more and more brands are beginning to realize the power of character merchandise. We, at Disney treat our stories and characters as a 365 day offering. Today, the consumers tend to buy character licensed products, due to the strong affinity and emotional connect they have forged with their favorite stories and characters. Having said that, the release of a big franchise movie gives us an opportunity to give that additional product push around the movie release helping us



promote our merchandise offering.” He points out how in the last few years, they have had some record-breaking brand associations for their movies. For example, they had 70 brand associations for Marvel’s Captain America: Civil War. Inspired by the film’s storyline, Jack & Jones created an exclusive collection featuring Iron Man and Captain America for fans to pick sides in the epic war between the Super Heroes and flaunt their loyalties. Another collaboration was with Hasbro, their global toys partner who came out with a wide range of action figures, play sets and role play items for fans to indulge in ‘Marvel’ous fun.

The Game Changer

What makes character merchandizing score above other merchandize? Anvita Prasad, Licensing Head, Green Gold Animation has an answer to this. She explains, “An association of a product with a known personality/ character elevates its value, and makes it easier for the product to seamlessly reach the top-of-mind of its target audience and easing the entry level journey. A relatively lesser-known brand or a new brand gets the acceptability of its customer when it is endorsed by an established IP or character. Character lends itself beautifully to all the aspects of marketing - product, packaging, promotion, PR, etc.” Let’s take the case of Chhota Bheem where with its licensing, many licensees began with their entrepreneurship journey like Yellow Sparks in the back-to-school category. It may well be noted that many well-known brands of India like Asian Paints, Savlon, Bikaji, etc., are associated with Chhota Bheem.

She further adds how the fans of Chhota Bheem and Mighty Raju want to experience their favorite character beyond the medium of TV/ movie and

sports. She says, “Therefore when a brand offers character merchandise to these fans, it immediately catches their attention and translates into sales, thus highlighting the brand essence and reach. Promotion and tie ups ensure that the brand stays close to its target audience, thus ensuring longer sustenance of the brand and finally strengthening the brand in the market.” Mehta adds, “Be it Mickey, Iron Man or Darth Vader, it’s amazing to see the fan following our characters enjoy in the country. Hence, apart from aiding to create brand salience in a crowded, competitive market, creating products inspired by our popular and favorite characters helps brands add to the storytelling experience. While kids find these products fun, adults get to wear their attitude.”

Ansul Agarwal, Managing Director, Eteenz, that is the largest manufacturer of license based kidswear and merchandizing in India brings forth an interesting point when he says that the demand for character based merchandise and apparel. depends from place to place, as the taste and preference of consumers change according to the awareness of that character in the region. He shares, “In a region, where a particular character is popular, a customer does not mind paying a marginally different price for a product.”

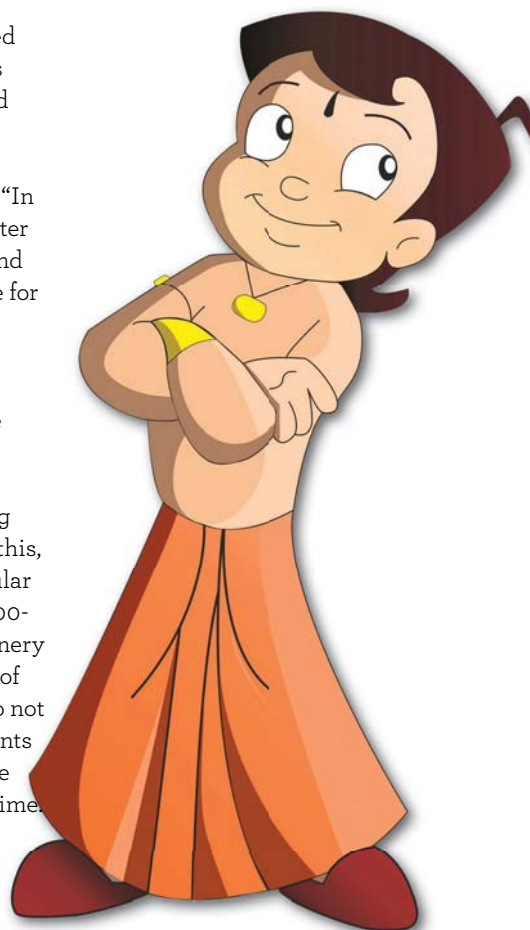
Pricing it Right

Revealing the most favorable price points for licensed merchandize, Prasad shares that they sell from a candy costing ₹1 to kids’ furnishing ranging to ₹5,000. Elaborating on this, she shares, “Some of the very popular product categories are apparel (₹100-₹500), Back-to-School, Gifts/Stationery (₹5-₹1,000) and toys.” Agarwal is of the opinion that people in India, do not want to spend too much since parents think that children will outgrow the purchase after a certain period of time.



“An association of a product with a known personality/ character elevates its value, and makes it easier for the product to seamlessly reach the top-of-mind of its target audience and easing the entry level journey.”

-Anvita Prasad,
Licensing Head, Green Gold Animation





“The country is still a nascent market for character merchandizing. Today, the consumers tend to buy character licensed products, due to the strong affinity and emotional connect they have forged with their favorite stories and characters.”

-Sanjeet Mehta,
Executive Director - Consumer Products
Disney India



“In a region, where a particular character is popular, a customer does not mind paying a marginally different price for a product.”

-Ansul Agarwal,
Managing Director, Eteenz

He shares, “Character licensing is a business based on fast fashion and loyalty towards a brand is very limited. Parents buy from one brand today and from another brand tomorrow. As far as Eteenz is concerned, the ideal price point in India begins from ₹199-₹ 299 and goes up to ₹399.”

Maintaining Exclusivity

Whether or not to opt for multiple licensing remains a subjective question. At Green Gold, they have maintained the policy of giving the opportunity of licensing to one partner per category. Prasad shares the reason, “This helps the brand to sync seamlessly and also give the licensee the opportunity to grow and expand the market.” But on the other hand, Agarwal has a different take on this. She explains, “In today’s competitive scenario one requires multiple licenses to sustain in the business. A licensing firm has to showcase a complete portfolio of licenses i.e. something for every category whether it is for business-to-business or business-to-consumer. It is proven internationally, also we have seen failures that when a manufacturer does not go for multiple licensing.”

On the demand of licensed products that occupied the top most position in 2017, at Disney, it was the fashion and the back to school category and according to Mehta, this category has seen an exponential growth and will continue to grow significantly in the coming years, given the increasing awareness on licensing as well as the consumer demand. Another promising category according to him is that of toys. Prasad adds the dynamics witnessed at Green Gold Animation, “2017 has been a successful year. We received interest from brands across multiple product categories, be

it personal care like hand-wash/ soap/ toothbrush to food and beverages to stationery and toys. Further we won the Licensor of the year at the Star Retail Awards the sixth time in a row.”

Making Moolah out of the Business

The marriage between the licensor and the franchisee needs to have an equal contribution from both. Mehta explains this sharing what they do at Disney India, “Disney India works closely with a lot of strong consumer facing brands. Due to the popularity and demand our franchisees enjoy, we are able to partner with brands to widen their reach even further. Last year Skybags, the stylish youth bags brand by VIP, launched the Marvel collection given the high affinity for this franchise among the youth. The new range of backpacks featured the iconic Super Heroes including Iron Man, Captain America, Spider Man and Avengers.

ITC Classmate school notebooks that are largely aimed for kids, launched a special range of notebooks featuring Mickey & Friends, Princess, Spider-Man and Avengers that strongly resonated among that age group. The notebooks did exceptionally well with its well





established distribution network. With Jack & Jones we share a long-standing association, across our three brands — Disney, Marvel and Star Wars. It helps them enhance appeal of their fashion wear among the youth in the country.” Prasad adds, “For any IP brands, licensing brings in additional revenue stream. It provides more visibility as licensed products are creating multiple footprints, resulting reassurance among the target audience. Better connect with fans by giving them a chance to experience their favorite character not only on TV but in and around them through t-shirts, bed linen, soap, books, toys and on many more merchandise.” Some examples of successful licensing tie-ups are Chhota Bheem Parle G biscuits, Chhota Bheem- Asian Paints, Chhota Bheem-Camlin and Chhota Bheem-Bikaji.

Piracy Control

One of the major challenges faced in this industry is that of piracy. No sooner is a super hero or princess film hit, the characters are printed by small payers left, right and centre on the merchandize that they deal in. Mehta shares, “At Disney, protecting the integrity of the products that consumers buy is of utmost importance. We actively work with

industry bodies and government to take strict anti piracy action against wholesalers/retailers who manufacture and sell counterfeit products.” At Green Gold too, the team works hard towards taking care of piracy related issues. Prasad shares, “Piracy is a big challenge for us. Popularity of Chhota Bheem has been exploited in the pirated market. We try to create awareness among customers and buyers and take help of the law. Time to time, based on the information gathered, we conduct piracy raids with help of law and agencies.” On how they manage to protect the intellectual property rights, Prasad reveals, “When our licensee ties-up with our brands Chhota Bheem or Mighty Raju, he/she has legal right to sell the product to customers through defined trade channels, whereas these small time manufacturers who illegally source or manufacture cannot sell in organized retail/online, as buyers of these channels are well informed of IP rights and know the perils of selling pirated goods. In fact general trade has also learned the danger of buying from these vendors, as there is always a danger of piracy raids and loss of goods, money and customers.”

Agarwal concludes with pointing out how the issue of piracy is not only faced in India but is a global phenomena. He shares, “This is not something to be feared but it should be fought with and a solution has to be made. We have examples from the film industry, movies are crossing 100 crores mark inspite of the piracy business being there. So the character licensing business have to come out of the psychological dilemma of choosing between copied and non-copied, one has to control and win over it.”





Chocolate Baby



Toogaz



Chocolate Baby

INFANT WEAR IN INDIA

By Shivam Gautom

With India being home to an estimated 120 million¹ babies in the 0-4 years age group, the country offers immense opportunities to the segment players to tap this growing market. Although it hasn't been hitherto documented, fashion industry sentinels believe that the rate of growth of the infant wear market in India is drawing parallels to the kidswear market, which in turn is among the most lucrative segments of the fashion industry in the country today. The infant wear segment in India today is teeming with a host of both domestic and global players foraying with innovative products.

Growth Drivers

The last decade has witnessed a massive shift in preferences from gender-specific colours and home-grown labels to branded outfits fuelled by disposable income and social media. Both parents and children of today are much more aware and conscious of what they are wearing and how they appear. So strong is the influence that this awareness has also trickled to tier-II and -III cities today. Moreover, parents are increasingly becoming particular about the quality of



Chocolate Baby

serious fashion today. “The flipside is that sustaining in this market requires guts and focused branding inputs,” reveals Piyanka Jhunjhunwala, Brand Head, Mom’s Love.

Within the infant wear market, the distribution network is suffering due to the emergence of the online market place. “Though its presence may be a benefit to both the brands and its customers, it has certainly been a challenge to distributors. Another challenge of this segment is that it is constantly evolving and it becomes difficult for brands and retailers to keep up with the specific fashion requirements of both, parents and their children, to provide clothing of contemporary taste,” says Lal Dhanani, Director, Chocolate Baby.

The Emergence of International Brands

As India holds the world’s largest youth population, with an ever-growing social media presence, it has allowed for an abundance of opportunities in the infant wear segment. This promising nature of the infant wear segment has attracted many international brands into India. The question now is that, has the emergence of these established international brands upheaved the market share of the domestic brands?

“Local manufacturers have an edge as they can afford to accommodate local taste profiles, however, international brands have become readily available at reasonable prices, thus posing competition to the domestic market,” reveals Lal Dhanani.

An inherent part of an Indian’s genetic makeup is his affinity towards “anything foreign” and domestic businesses have been at the butt end of this uncanny phenomenon since time immemorial. “Absolutely! A country where anything and everything international is considered good, a domestic brand needs to work harder

>



“Branded fashion’ which was an urban phenomenon is currently becoming widespread, and is entering into the tier-II towns as well. Increase in the purchasing power of the consumers has attributed to the growth of the market.”

-Kavita Mallick,
Business Head, Mini Klub

products for their babies and comfort and safety are paramount. And the general assumption is that branded products spell quality and can be relied upon. “Parents are highly sensitive about the quality and design of the products they buy for their children. ‘Branded fashion’ which was an urban phenomenon is currently becoming widespread, and is entering into the tier-II towns as well. Increase in the purchasing power of the consumers has attributed to the growth of the market,” says Kavita Mallick, Business Head, Mini Klub.

Challenges

Infant apparel has undergone a sea change in terms of colour, pattern and designs and is a whole new segment of



“Since organic cotton is quite expensive compared to other products it is not used as a daily wear but occasion wear and hence forms a small part of the wardrobe.”

-Pradeep Arora,
Director, Zero



“Our products are carefully designed and care is taken during the designing phase to ensure our range meets the quality and safety standards that our customers have expected from our brands.”

-Piyanka Jhunjhunwala,
Brand Head, Mom's Love



Toonz

to establish its position and prove time and again its worth,” sighs Kavita Mallick.

But a fair section of experts think otherwise. They believe that the entry of these brands has been instrumental in high expansion of the overall market and bolstering efficiencies of the domestic players. And, of course, the biggest beneficiary of the increased efficiencies would be the Indian consumer, who, over the long term, will get better quality products at lower prices in a better shopping environment. “Thanks to introduction of foreign brands, this sector has gained importance and momentum. The market is hugely untapped and there lies ample opportunity for the

right set of players. Domestic markets are learning quickly from the foreign brands and building capabilities for the same which is good for the overall industry,” says Sharad Venkta, MD & CEO, Toonz.

Setting The Bar High

This phenomenon has nevertheless set the bar high and compelled domestic players to usher in a fresh flurry of innovation both in the design and quality aspects of their offerings. Brands today have to follow colours and fashion trending internationally to integrate designs that create what



Zero

100% Cotton...
100% Comfort...



FOR INFANTS

Cotton Casuals (India) Private Limited

12, Ho Chi Minh Sarani, Srishti Building, Unit 3A, Kolkata - 700 071

Phone : +91 33 2282 9141; Mobile: +91 98300 46478; E-mail : zero.cottoncasuals@gmail.com



“A big challenge of the kidswear segment is that it is constantly evolving and it becomes difficult for brands and retailers to keep up with the specific fashion requirements of both, parents and their children, to provide clothing of contemporary taste.”

-Lal Dhanani,
Director, Chocolate Baby



“The market is hugely untapped and there lies ample opportunity for the right set of players. Domestic markets are learning quickly from the foreign brands that have entered India and are building capabilities for the same which is good for the overall industry.”

-Sharad Venkta,
MD & CEO, Toonz Retail India

months from concept to shelf,” says Pradeep Arora, Director, Zero.

Spring Summer 2018

While Mom’s Love is launching 500+ designs in its Spring/Summer collection that are highly innovative and bursting with style, rich colours and subtle detailing, Chocolate Baby’s collection includes a complete range such as rompers, dungarees, two-piece sets, shorts and t-shirts bright and peppy colours. Toonz’s new collection features play with pastel and light colours than going into bold prints. “The excitement is created around prints, caricatures and alphabets and kids quotes,” says Sharad Venkta.

Owing to babies’ sensitive and delicate skin, the most preferred fabric in infant wear is 100 percent cotton. Cotton is soft, permits better aeration, is non allergic and easy to wash and dry. In India, 100 percent cotton fabrics are more popular as organic products are still in a niche market due to their comparatively high price. “Since organic cotton is quite expensive compared to other products it is not used as a daily wear but occasion wear and hence forms a small part of the wardrobe. But we are planning to add few organic products in the infant wear category and am sure will have its piece of demand as it would be value for money,” says Pradeep Arora.

The Way Ahead

The infant wear segment is a lucrative segment poised for high growth owing to bolstered birth rates and growing disposable incomes. It is also an untapped segment as compared to kidswear, men’s wear and women’s wear. Having said this, brands and retailers who are going to spend larger share of revenue in making their back-end strong to understand customer convenience, needs, and the current fashion and market trends, will champion the growth story.



today’s generation is looking for. “Mom’s Love products are designed in UK by a designing agency and we also have an in-house designing team as well. The most interesting part is that all Mom’s Love garments are 100 percent sterilised cotton and softener washed to stay soft against the baby’s soft gentle skin. Our products are carefully designed and care is taken during the designing phase to ensure our range meets the quality and safety standards that our customers have expected from our brands,” reveals Piyanka Jhunjhunwala.

Mini Klub has two studios based in UK & India with a team of well qualified and experienced designers that have worked on a host of national and international kids fashion brands. Brands like Zero have even worked on minimising their production cycle in a bid to stay ahead in this competitive market. “We have a team for R&D which is working to make our own products obsolete. We have worked hard towards bringing the production time down from around 3 months to less than 2



Mom’s Love



Let's

learn laughter

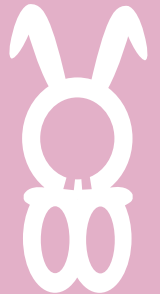


Let's

learn strength



Let's



learn softness



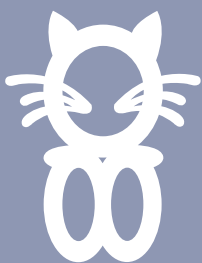
TOFFYHOUSE

A Leading International Brand of Infantwear.

Parenting is an amazing gift and a wonderful experience

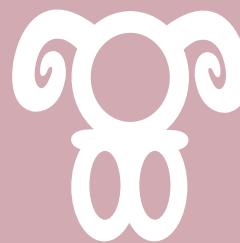


We are here to make this wonderful journey more enjoyable



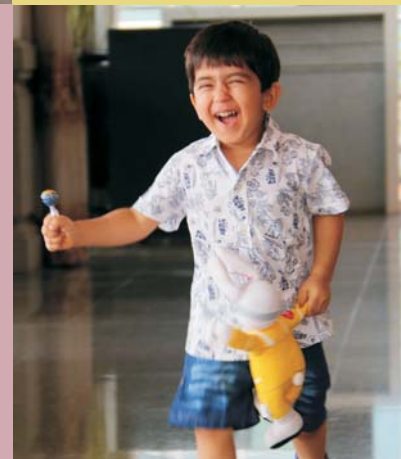
Let's

Learn adventure



Let's

Learn will



For Trade Enquiries, kindly contact us at: +91 9903703628

or email us at: toffyhouse@gmail.com

DOLLING UP CHILDREN

THE INDIAN WAY



IMAGES Business of Fashion

India is a land of festivals and so celebrations are a given. And dressing up for these celebrations is done with much enthusiasm – for adults and children alike. The market for kid’s ethnic wear has been witnessing an upsurge off late and we have had a few brands entering the category, and there is ample room for more to enter.

Market Dynamics

Dressing up little girls always takes precedence over dressing up little boys and when it comes to dressing them up with Indian ethnic wear, the options for girls can leave a parent spoilt for choice. But this was not the case in the yesteryears. Western wear was the accepted dress norm. Girls were dressed up in lacy frocks and boys would be seen sporting jackets and trousers. Today, with brands like Biba Girl offering a special collection for girls above 2 years and many other players too entering the category, there is a lot more to choose from, especially online with small brands too being given the option to showcase their collection to a wider audience. Anshul Paul, Director, Nargis explains this further, “Earlier, we used to wear casual western wear for every occasion and there was no market for kid’s ethnic wear. But there is a change we see today where there is a positive shift in the kid’s ethnic wear market.”

In the boy’s category, the kurta and pyjama set is always the winner. Mona Kumari, Apparel Merchandiser and Team Leader, Green Gold Animation, the company behind the super-hit Chhota Bheem cartoon series shares, “Embroidered kurta and pyjama sets are popular in boys ethnic wear. Beige, blue, orange and yellow colorus are

Green Gold Animation



“In the girl’s category, dresses with light weight jackets, embroidered sleeveless tops, ombre skirts will be in trend. For boy’s, all over printed jackets, bright and bold colour kurta pyjamas will witness good demand.”

-Mona Kumari,
Apparel Merchandiser & Team Lead
Green Gold Animation



“Keeping in mind the comfort factor for children, the fabric should combine comfortable cottons with rich brocade accents and intricate thread embroidery. Bright and happy colours are ideal to keep the look light and young.”

-Anshul Paul,
Director, Nargis

trending this season.” These are the colours that are used in their range of Chhota Bheem ethnic range as well. Adding on to the options for girls, she shares, “Lehenga-choli with jacket or any type of outer wear has been popular in girls’ ethnic wear recently. Fushia, maroon and pastel colours are trending well.”

Paul adds, “Some of the popular trends that will rule in upcoming year are floral anarkalis, Indo-western gowns, printed Lehengas.” According to him, bright colours like yellow, royal blue, pink and red are the most preferred.

Styling it Right

According to Kumari, a set of 4 is quite popular in both the categories. In girls category it comes with a blouse, skirt, jacket or poncho and a dupatta that can be worn in different ways on different occasions. A kurta, pyjama, jacket and dhoti works well for boys. Paul elaborates, “We see good demand for designer kurta pyjama like linen kurta pyjama, cotton silk kurta pyjama and silk kurta pyjama in the boys category for ethnic wear. The Indian dhoti-kurta combination is a perfect fit if the occasion calls for a complete traditional look. One can also add Nehru jacket for the desi look.” Kumari further talks about the charm of a sherwani on little boys saying, “These unique Indian kids’ sherwanis never fail to impress.”

Adding embellishments to kidswear accentuates the beauty of the apparel. Kumari points out that variety of hanging cords and beads and broad laces are popular these days along with brocade fabrics and laces. Elaborating on the fabric and design combination that has to be kept in mind, Paul



Nargis

shares, “The brands have to be very particular about the fabrics they are choosing along with the designs they want. Keeping in mind the comfort factor for children, the fabric should combine comfortable cottons with rich brocade accents and intricate thread embroidery. Bright and happy colours are ideal to keep the look light and young.”

Future Fashion

Predicting the top trends that will emerge in the kid’s ethnic wear range, Kumari reveals that in the girl’s category, dresses with light weight jackets, embroidered sleeveless tops, ombre skirts will be in trend. For boy’s, all over printed jackets, bright and bold colour kurta pyjamas will witness good demand.

The market for kid’s ethnic wear remains largely unexplored by the organised sector and if priced right, it can grow at a pace at par with the western wear category for kids.



KIDS FASHION ACCESSORIES:

AN EMERGING CATEGORY!!

Just like their elders, kids of today consider accessories as an expression of their personality and sense of style. Thanks to the ever willing to spend parents of today, this market segment has emerged as one of the most lucrative segments in fashion. In order to get a clearer picture, IMAGES BoF gets in touch with industry veteran Megha Uppal, Creative Director, Bambiola.

By Shivam Gautom with inputs from Rosy N Sharma

Although the trend of accessories caught on late, the accessories industry in India is now in tandem with the global apparel industry. Fashion accessories are no longer considered to be a complementing category of the clothing and apparel industry but have graduated to become a necessary part of the look. Today, accessories are a sunshine category not only in the men's and women's section but have gained unprecedented popularity in kids fashion too.

Just like their elder parts, kids of today consider accessories as an expression of their personality and sense of style. And thanks to the ever willing to spend parents of today, this market segment has emerged as one of the most lucrative segments of the fashion industry in India. Coupled with the fact that India is one of the youngest nations in the world—29 percent of its 1.2 billion population is under 14 years, according to the World Bank—makes it an attractive market for brands. Yet, a dedicated market map outlining the dynamics of this booming retail sector is yet to be made. In order





“With growing exposure to global trends, mums now want to achieve perfect looks for their children so they coordinate accessories to the main outfit for a well put together complete look for their child.”

-Megha Uppal,
Creative Director, Bambiola

to get a clearer picture, we got in touch with industry veteran Megha Uppal, Creative Director, Bambiola, a boutique brand exclusively for little girls from newborn to 8 years.

The Growth Curve

The edge that accessories enjoy is the fact that although comparatively cheaper, accessories can be flaunted many more times in comparison to an outfit. It thus has emerged as an easy and affordable option to add incredible aesthetic value and hence consumers seldom hesitate to spend on accessories. “When customers walk in to the store they often pick up accessories even if they are not in the mood to spend on complete outfits. While some accessories like stockings and baby bloomers are need based, many other accessories like handbags and pouches for children are just for the ‘prettiness’ factor that adds to the whole look of the garment,” reveals Megha.

Indians are increasingly spending more than they ever have on clothes for children. Increasing access, double-income households, brand consciousness and affordability have nudged out hand-me-downs and cheaper export-reject options. Today, the indulgence isn’t limited to birthdays and special occasions either. As a result, India has become a opportunity laden market for kids’ accessories.





into a want-based significance is not far away. “Absolutely,” says Megha, “With growing exposure to global trends, mums now want to achieve perfect looks for their children so they coordinate the accessories to the main outfit for a well put together complete look for their child.”

Hottest Selling Products

Although, a steady rise of inclination towards fashion accessories has been registered in the boys’ segment of late, it is the girls’ of the country that play a major role in propelling the kids’ accessories market in the country. “While hairbands and hairclips sell all year round and are a basic in the accessories segment for a well put together look, the winter months see a boost in sales for stockings which are a practical and comfortable accessory for a child to stay warm, look smart and not have restricted movement,” adds Megha. Coordinated handbags and pouches do well with party dresses all year round.

In the boys segment, simple accessories like bow-ties that can transform a simple outfit to a fun quirky one or even make it more formal for a special occasion are quite sought after all year round. Also accessories like caps, hats, sunglasses, watches, “suspenders are also quite in demand,” reveals Megha.

The shift in the choice of merchandise for kids is also an important part of the story. Parents of today see their kids as an extension of themselves. Increased media exposure has made parents increasingly aware of global fashion trends in clothing and accessories and they want nothing but the crème de la crème for their kids. Hence, it is of little surprise that apart from all the reputed brands that have extended into kids fashion, India is now home to a clutch of kids’ luxury labels like Gucci, Burberry and Armani among others.

Currently, most of the kids’ accessories market is need based, according to Megha. “When the climate is cold, it is only practical that mothers will make their children wear stockings under dresses, skirts and shorts to keep them warm. As will the mufflers, gloves and woollen caps will have a boost in sales in the winter months,” she adds. But it seems that with the growing obsession of contemporary parents, the day when this need based market will evolve

Products like mufflers, gloves and beanies see a boost in sales during the winter months for both boys and girls. For babies, blankets and muslin wraps with coordinated pillows are highly sought after. “Accessories like muslin wraps are picking up pace very quickly since these sheets are multipurpose and practical to use,” concludes Megha.

×



PREMIERE KIDSWEAR

NATIONAL CLOTHING SUPPLY (INDIA) PVT. LTD

6, MADAN STREET, KOLKATA- 700 072 (INDIA)

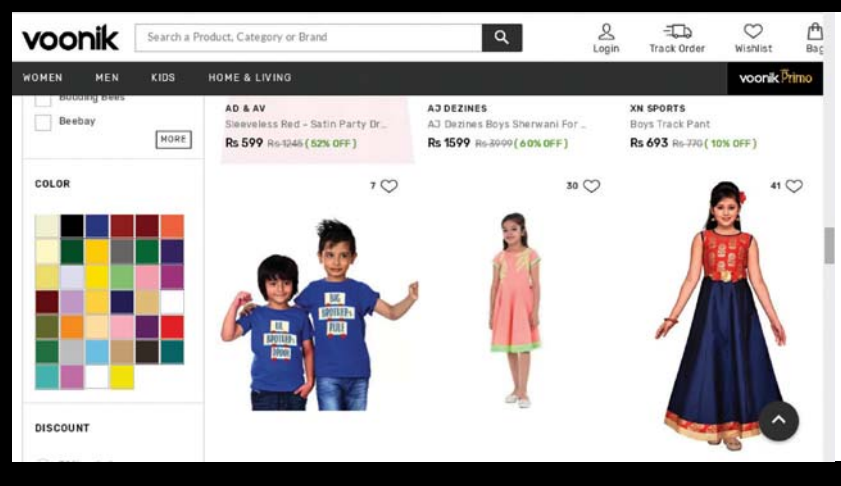
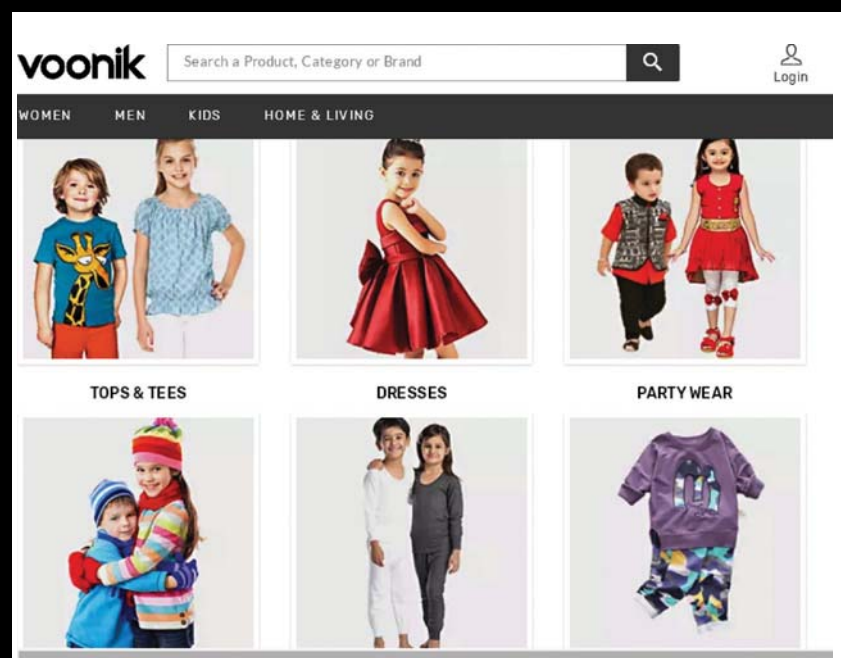
Phone : 2212 6534 / 7815, Fax : 91-33 2212 7176

Email : garboclub@vsnl.net, Visit us : www.garboclub.com

Garbo
Premiere Kidswear

VOONIK VENTURES INTO KIDSWEAR

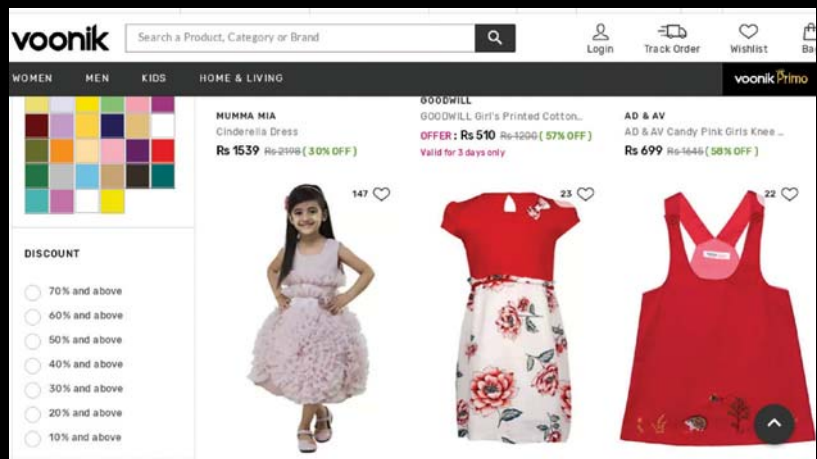
Popular online marketplace Voonik commenced its foray into kidswear in November, 2017. IMAGES BoF talks to Senior Vice President, Sreevathsava Reddy about the entry and the company's experience hitherto.



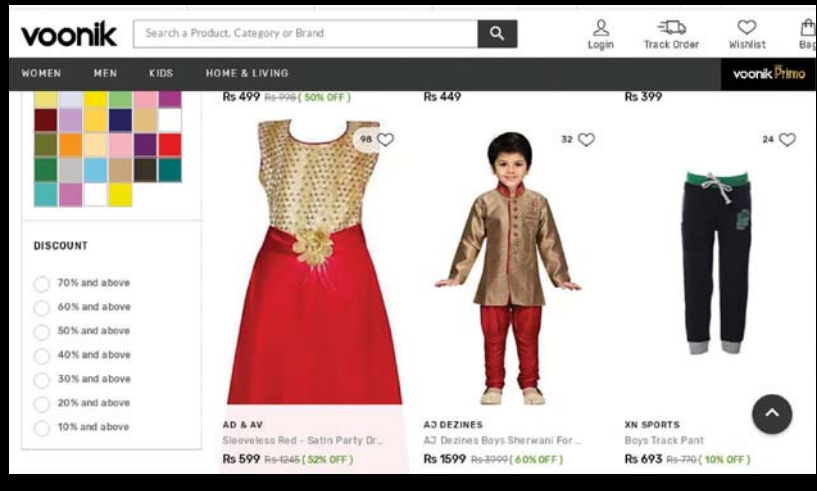
Voonik, India's first personalisation based shopping platform, has announced the expansion into kidswear recently. The platform's kidswear category will offer both apparel and accessories for newborns and kids upto 12 years. As stated by the company officials, the expansion is "based on the company's ethos of making fashion accessible and affordable to all and is available on Voonik website, mobile site and mobile App."

Over the years, India has emerged as a global hub for kids' fashion. A clutch of Indian and foreign brands have started operations in the country, trying to make the most of the ₹66,904 crore kidswear market which is growing at a 8.1 percentage compounded annual rate and is likely to touch ₹145,445 crore by 2027, according to retail consultancy Technopak Advisors. In comparison, men's wear and women's wear are expected to grow at a relatively lesser CAGRs of 7.5 percentage and 7.6 percentage respectively. It is clear that kidswear is one of the most potential fashion segments of the country now and brands and retailers are rushing in to crack this segment.

Voonik's kidswear portfolio encompasses a wide range of collections for infants, boys and girls that are comfortable, high quality, skin friendly, feature fun aesthetics and are highly affordable. The entire range has been specially curated to bring international styles to the Indian consumers at magical price points that Voonik is synonymous with.



run sales only during specific festivals or events, online prices are always competitive and lesser on any day," adds Reddy.



Since the launch of its kidswear collection in November 2017, Voonik has registered strong response and the company is optimistic that the expansion will continue to drive growth for the business. "Since the launch, kidswear has been contributing to around 3 to 5 percentage of overall GMV. Kidswear sales have been steadily increasing in terms of units sold as well as ASP," Reddy reveals.

Also, in terms of frequency of sale and transaction value, kidswear has fared well in comparison to men's wear and women's wear. "There is no comparison of men's and women's wear with kids as of now. It is only been 3 months but I can tell you that the sales in the kids' category have been continually increasing with minimal marketing. Customers who come to the site for women's or men's apparel also look into the kids' and home categories," Reddy added.

With kidswear, Voonik is deepening its engagement with the sellers to penetrate this highly profitable market segment where both the frequency as well as the number of items per orders is higher than any other fashion category. As of now, the company boasts of a network of 40,000-plus seller partners across the country and has 30 million customers.



Talking about the top selling categories, Sreevathsava Reddy, SVP - Product and Business, Voonik shares, "When we launched kidswear, we expected tops, t-shirts, westerns to do well looking at the trends based on research. Surprisingly however, our top selling categories have been ethnic wear and frocks and dresses. Girl-Boy units sold ratio is almost 50-50."

Increased media exposure has made parents increasingly brand conscious and well aware of global fashion trends in clothing and accessories. They want nothing but the crème de la crème for their kids. But the scenario is a bit different at Voonik. The platform enjoys the patronage of customers spread across big metros as well as smaller

cities and towns. "Sellers say they receive orders from unique pin codes. Hence the sales happen across major and lesser known brands. Customer pays less on Voonik for a dress or shirt from a lesser known brand and gets the same quality and design as that from a popular international brand," says Reddy. It is thus a win-win situation for both the sellers and the consumers.

The online medium has an edge over traditional retail when it comes to shopping kidswear by a fairly wide margin. Mothers, who generally shop for kids, love the convenience of online shopping. The purchase can be done in minutes from the comfort of home and spares them of the horrors of travelling long lines with the kids in tow. "Moreover, the variety of designs and choice of colours available online is much more compared to traditional retail. Also, while the offline stores

SCULLERS

BETS BIG ON KIDSWEAR

Dattatray S Naiknavare, Chief Brand Manager, Scullers talks about the brand, its offerings and trends in kidswear.



“The Indian customer is exposed to new trends much earlier than it used to be a couple of years back. Hence Indian brands will have to be proactive and be at par with the international brands in order to compete with them.

-Dattatray S Naiknavare,
Chief Brand Manager, Scullers



Scullers is timeless! Embracing the old as well as it does the new, it is stylish without being flashy, elegant without being sombre and sophisticated without being uptight. A celebration of joy and new beginnings, Scullers is for those who celebrate life. Launched in 1999, the Future Lifestyle Fashion’s brand has today embossed marks of unmatched excellence with its range of kidswear offerings. Bright, happy prints made of soft-to touch fabrics; flowy silhouettes with fun embellishments, intricate embroidery and detailing are the delicate elements that defines the Scullers new kidswear range.

The rise of the kidswear segment has directly been proportional to the number of brands that have ventured into this sunshine fashion category. There is cut throat competition and innovations have become customary as every player struggles to establish their respective dominance. It’s all natural, parents of today do not hesitate to splurge on their children and want nothing but the best. “With the exposure to social media and internet, parents today want to buy the best for their children without bothering about the price tag. They want them to look the best and unique in their own way,” shares Dattatray S Naiknavare, Chief Brand Manager, Scullers.



Product Categories

Scullers kidswear range addresses the need of both boys and girls in the age group of 5 to 16 years. The brand specifically targets children who are independent and want to set their own identity. For boys, the brand offers an exclusive collection of shirts, denims, t-shirts, polos, shorts, joggers, sweaters and jackets while, for girls, Scullers offers stylish tops, dresses, leggings, joggers, denims, jumpsuits, sweaters and jackets. Tops, jumpsuits and leggings are among its top selling products in the girls category and shirts, tee's and cotton trousers move the most in the boys' category. The brand's range of 3D graphics, suspender chinos, denims and reversible shirts also enjoy great demand. In terms of fabrics, 100 percent cotton, cotton viscose, modal, knit fabrics with various blends are the most popular fabrics for kidswear.

The brand's upcoming Spring Summer collection is called 'Costa Rica'. The core elements of the collection feature embroideries, different techniques

in graphics. The collection draws inspiration from natural elements like colourful insects, flowers and birds.

Scullers boast of a design team that studies consumer behaviour very closely and also follows global trends through WGSN. They travel across the globe to draw inspiration from global markets and then work accordingly. Scullers also adopts comprehensive and effective marketing strategies to promote its kidswear range. The brand designs various communications, both online as well as offline, to promote their range of products. In-store POPs, participation at events during occasions, fashion shows for the kids enable them to promote their brand and reach out to their target audience.

Trends in Kidswear

According to Dattatray S Naiknavare, although social platforms, movies, television, video games and social circles have major influence on the trends in kidswear, Indian brands often follow international trends and draw design inspiration from them. The design capabilities of domestic brands are also being challenged further by the entry of international brands – the Indian customer is exposed to new trends much earlier than it used to be a couple of years back. Hence Indian brands will have to be proactive and be at par with the international brands in order to compete with them.

Talking about the latest trends in kidswear in India, Naiknavare opines, "The latest popular trend is denims, joggers and graphics tees. There is a mix of different graphic techniques, attitude graphics and fun graphics in bright colours. Suspender denims, woven and knit joggers, etc., are also in vogue. For girls, the trend is for crop tops with fun graphics and embroidery; cold shoulder tops, jumpsuits, leggings and jeggings in various fabrics and designs."

Naiknavare is also optimistic that the future trends in kidswear shall feature lot of 3D graphics, multi-coloured slogans, animal and insect prints, bandana prints, embroideries, high quality fabrics, drop waist, high waist, baggy fit styles, and denims with stone studs. "The upcoming products would be – hipster look, long tees with fun and attitude graphics, distress denims, suspender bottoms, etc. For girls, it would be knit pants with elasticated waist bands (pull-ons), printed and solid denim jeggings, high waist bottoms, cold shoulders tops, drop waist dresses, etc.," he added. Scullers, currently, is present in 21 EBOs, 7 MBOs, 95 SIS, and 34 LFSs including Central and Brand Factory across 50 towns and cities in India. It is also present online in Flipkart, Amazon and Myntra and in the UAE through Lulu stores.



>612 LEAGUE<

612 League celebrates the child's inner star, the internal strength that encourages them to stand tall, reach high and dream big.

Current product categories

The brand offers a casual wear, party wear and ethnic wear range for boys, girls and infants. Its top selling categories comprises shirts, jeans and dresses.

Target audience

612 League has been a pioneer in redefining the Indian kidswear market and segmenting it into 4 blocks: infants and toddlers (0-2 years), kids (3-6 years), pre-teens (6-12 years) and teenagers (12-16 years), and creating differentiated products for each age segment such as 612 Boys, 612 Girls, 612 Baby, Candy Pop (party wear), Spring Soul (ethnic wear) and 612 Fearless (high fashion teenage wear).

Theme of the latest Spring-Summer'18 collection

The main stories in SS '18 are Tropical Fantasy, Florals & Pastels, Sporty Chic and Surf & Turf. The colour palette varies from pretty pastels to summer brights. Easy silhouettes incorporate the key trends of the season like volume sleeves, asymmetric hemlines, cut-and-sew, etc.

Manufacturing unit & production

Located in Ludhiana, the brand has 3 production units spread across 45,000 sq.ft., and each unit being a 5,000 sq.ft., area. Its production capacity is 15 lakh pieces per annum with a combination of knits and wovens in upper wear and bottoms.



Design capabilities & talents

612 League takes pride in its talented team and design studio comprises trained designers, fabric specialists, graphic designers, pattern masters and merchandisers. The brand subscribes to international forecasting agencies and combines the trends with its knowledge of the Indian market and develops trends and stories every season.

Marketing strategy & promotion

The brand follows channel specific marketing strategy. Further, it makes extensive use of digital media to engage with its consumers and develop connect with them at an emotional level. Some of the initiatives it took are 612 Mommy Moments, which provides a platform for parents and children to share their treasured moments with each other. 612 Icon encourages children to aspire and achieve in all that they do and 612 Genie surprises the customers by offering rewards and offers.

Future plans

612 League is planning to extend its ethnic wear line - Spring Soul and introduce new categories like nightwear, accessories, etc.

BRAND RETAIL MAPPING

Company:

INDIAN CLOTHING LEAGUE PVT. LTD.

Launch year: 2010

Website: WWW.612LEAGUE.COM

Indian cities present in: 150

Total no. of EBOs: 40

Total no. of MBOs: 52

Total no. SISOs: 500

Presence in LFS:

SHOPPERS STOP, RELIANCE TRENDS, CENTRAL & PANTALOON

Turnover in FY'2017-18: ₹130 CRORES

Turnover CAGR over last 3 years: 32%

New territory added:

UTTAR PRADESH & NCR REGION

Online presence:

MYNTRA, AMAZON, FLIPKART & JABONG





MERINO[®]
THE IDENTITY



BOYS / MENS



Web:- www.merinogroup.in Email:- info@merinogroup.in



>BAMBIOLA<

Bambiola emphasises on providing beautifully designed, unique and intricately detailed apparel and accessories of premium quality. The brand's collection is colourful, chic and comfortable with immense attention to detail.

Current product categories

The brand's product range includes skirts, jumpsuits, tops, dresses, outerwear, occasion wear and coordinated accessories. Baby shower gifts like hangars, wall frames, muslin sheets, pillows, organic and bamboo clothing as well as a collection of curated books are also available with them. Its top selling lines are girls dresses and party wear.

Target audience

Bambiola is an affordable luxury brand and caters to little girls from new born to 8 years. The urban mums think of their little girls as an extension to themselves and want their little girls to look just as gorgeous as they themselves do. Based on this, the brand is creating a unique sense of style for little girls and caters to a very discerning customer.

Top innovations

Bambiola is constantly creating innovative prints, drawing inspiration from vintage items and the European countryside, and amalgamating it with modern silhouettes. Its collection includes the use of sustainable fibers such as organic milk and soy. It also has a collection of bamboo bathrobes that are inherently anti-bacterial and anti-fungal making them idyllic for babies.

Theme of the latest Spring-Summer'18 collection

The brand's upcoming collections are 'Country Cottage', inspired by the European countryside, tree houses and hidden retreats, this line reflects the innocence of childhood and the happiness gained in the simplicity of life. Blooming garden florals are mixed with playful elements such as scallops, ruffles, gingham, vintage laces and pom poms to give the clothing range a boutique feel. A vibrant palette with spunky pinks and greens has been used for a fresh feel. 'French Riviera', this theme reflects the beauty of summer in Cote d'Azur. The marine theme is reflective of a luxurious yet understated lifestyle. Sailor nautical stripes of red, white and blue is accentuated


BRAND RETAIL MAPPING

Company:
GLOBAL EXCHANGE RNS

Launch year:
2008

Website:
WWW.BAMBIOLA.COM

Indian cities present in: 6

Total no. of ebos: 4

Total no. of mbos: 40

Turnover CAGR over last 3 years: 30%

New territory targeted:
PUNJAB & MAHARASHTRA

International presence:
USA (35 STORES) & UK

	Age group (in years)	Product	Price Range	
			Min	Max
Girls	3-8	Skirts, Shorts	₹900	₹1,500
		Dresses	₹1,100	₹2,500
		Coats	₹2,500	₹4,500
		Partywear	₹2,500	₹5,500
		Leggings	₹600	₹800
		Shirts, Tops, T-shirts, Blouses	₹800	₹1,500
		infants	new born - 2	Bloomers
T-shirts, Onesies	₹400	₹800		



with gold details on modern silhouettes for a timeless chic look.

‘African Safari’, a high summer theme where wildlife meets fantasy. An earthy colour palette has been used on light cotton wovens and soft viscose rayons, exquisitely detailed with elements such as front lace ups and tassels.

Occasion wear is inspired by the world of simple dreams in childhood, tea parties and play dates, the party wear collection exudes lavishness. Luxurious fabrics such as silks, organzas and layers of shimmer tulle are detailed with delicate laces, 3D flowers and laser cut outs for a boutique feel.

Manufacturing unit & production

The manufacturing unit is a beautifully landscaped 55,000 sq.ft. area in Gurugram. The brand produces approximately 1.5 million units in a year.

Design capabilities & talents

Bambiola is designed in the fashion capital London. Its designers travel across the globe to draw inspiration

from top global runway and trade shows like Premier Vision, Playtime New York and Bubble London. It also follows celebrity trends closely which often trickle down to mini-me fashion. For the brand, it is also important to understand the target market and tweak the designs appropriately.

Marketing strategy & promotion

Bambiola takes pride in its high quality and design standards and relies on word-of-mouth promotion. The brand frequently organises pop-up events and trunk shows for exclusive items and also collaborates with bloggers as part of its international children’s wear expansion strategy. It also participates in trade shows like Playtime New York, Bubble London and Atlanta Children’s Market.

Future plans

Bambiola has recently introduced a sleepwear line and will launch its swimwear range in the near future. It will also increase demand in eco-friendly products. At present they are working to build upon that range and the total retail mapping.



> BODYCARE KIDS <

Kids innerwear, infant wear and thermals form the core of Bodycare Kids. The brand's range in innerwear also includes vests, briefs, trunks, panties, bloomers, boxers, etc., and the range in apparel comprises t-shirts, lowers, capris, shorts, frocks, skirts, etc., for kids from 0 to 14 years.

Current product categories

The brand offers kids innerwear, infant wear, lounge wear and girls leggings. Kids innerwear is its top selling range.

Target audience

The brand targets the age group between 0 to 16 years. It caters to upper middle and upper class parents.

Top innovations

Lycra waistband in girls bloomers and panties. The brand has also introduced procian printed panties for girls.

Theme of the latest Spring-Summer'18 collection

The latest collection of Bodycare Kids showcases vibrant designs, colours and characters.

Manufacturing unit & production

Spread across 3,00,000 sq.ft. area, the brand's manufacturing units are located in Delhi, Noida, Dehradun and Tirupur. It produces close to 25 million pieces per annum and is further expanding capacity.

Design capabilities & talents

The brand forecasts trends on the basis of the past season, present themes and popular characters.

Marketing strategy & promotion

Bodycare Kids promotes the brand through a marketing mix of retail

branding, outdoor publicity and a strong presence in media through newspapers and radio. It also participates in fairs and exhibitions, which help them in creating a lot of buzz in the industry.

Future plans

The brand has plans to expand in woven garments for girls and boys like shirts, trousers, denims, skirts, etc.



BRAND RETAIL MAPPING

Company:
BODYCARE INTERNATIONAL LTD.

Launch year: 1992

Website:
WWW.BODYCAREAPPARELS.COM

Indian cities present in: 300+

Total no of EBOs: 5

Total no of MBOs: 15,000

Presence in LFS:
HYPERCITY & NVU RETAIL

Brand turnover in FY'2017-18:
₹150 CRORES

Turnover CAGR over last 3 years: 12%

New territory targeted:
SOUTH INDIA

Presence in the international markets:
RUSSIA & THE MIDDLE EAST

	Age group (in years)	Product	Price Range	
			Min	Max
Boys	2-12	Bottom	₹70	₹285
		Top wear	₹55	₹160
Girls	2-12	Bottom	₹70	₹155
		Top wear	₹65	₹165



Anti Skid Hangers



Quality is not an act, It is a habit

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



KK FASHION HANGERS



MAKE IN INDIA

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

>CHHOTA BHEEM & MIGHTY RAJU<

Green Gold Animation's vision is to bring smiles and value added entertainment for kids through original content and merchandise. Its characters Chhota Bheem, Mighty Raju, Super Bheem and Chutki are the strengths of the brand.

Current product categories

The company has more than 300 products and close to 4,000 SKUs in its merchandise range. Its core selling lines are apparels, toys, back-to-school range and stationary items.

Target audience

The company makes merchandise for the age group of 2 to 8 years old kids. Young parents and grandparents are its target customers. They want their kids to learn good things right from a young age and that's how the company's characters connect the kids with good moral values.

Top innovations

The company selects 100 percent cotton fabric for kidswear and executes colourful print effects. It mixes various printing styles and techniques to portray Chhota Bheem, Super Bheem and Mighty Raju in a vibrant and playful way.

Theme of the latest Spring-Summer'18 collection

The theme this season is 'Summer Swag'. It showcases traveling, outdoor games, having fun with friends and relevant concepts. The brand has introduced a range of stylish t-shirts, vest-shorts sets and t-shirt-shorts sets in its latest collection. It has introduced bright and cool colours on the palette. Consumers will get to see different types of printing as well as mix-and-match of printing styles, for example pigment, high quality transfer, high density, CMYK printing, etc.

Manufacturing unit & production

The company sources its apparel mainly from Tirupur, Mumbai, Ahmedabad and Kolkata. It has the capacity of sourcing around 2 lakh garments a year which caters to its own and franchised stores, distribution channels and exclusive tie-ups with modern trade and e-commerce clients.

Design capabilities & talents

Green Gold has a team of exciting Indian and international designers who work towards developing fresh designs suited for domestic market. It keeps sourcing new fabrics, surface techniques and printing styles to enhance its designs and the wearer's comfort.

Marketing strategy & promotion

Chhota Bheem, Super Bheem and Mighty Raju are the company's elevated brands which are running successfully on television. Further over the years,



Chhota Bheem and Mighty Raju have transcended from television to merchandising, gaming, licensing and events. Thus the strategy is to keep exploring new avenues in the market and bring them successfully to the audience. Its recent Chhota Bheem musical show in Global Village (Dubai) is a classic example of how the brand is reaching to far and wider audience.

Future plans

The company's sourcing team is on toes in finding and exploring new products and merchandise which can be synced with its brands and introduced in the market. Currently, it is working on some exciting items in toys, role play products and apparels.



BRAND RETAIL MAPPING

Company:
GREEN GOLD LICENSING & MERCHANDISING (I) PVT. LTD.

Launch year:
2008 (CHHOTA BHEEM),
2012 (MIGHTY RAJU)

Website: WWW.GREENGOLD.TV

Total no. of EBOs: 11

Total no. of MBOs: 30

Total no. SISs: 2

Presence in LFS:
CITIMART, KIDSBERRY,
ANUTEX, THE WORLD, BIG BAZAAR &
HYPERCITY

Online presence:
AMAZON, FLIPKART & FIRSTRY



► CHOCOLATE BABY ◀

Chocolate Baby is a brand for kids from the ages upto 5 years. An influential and popular brand in Spain, France and Portugal in the infant wear market, the brand provides quality apparel that combine Spanish designs and authentic details. In 2008, Ashwani Apparels & Properties Pvt. Ltd., brought the European brand to India. Ashwani Apparels & Properties Pvt. Ltd., is a group of companies established in 1992. Today, it boasts of a strong presence and investments in the garment industry.

Current product categories

Chocolate Baby's product range comprises dungarees, rompers, two-piece sets, dresses, shorts and jackets. The brand's dungarees and rompers are its top selling categories.

Target audience

Chocolate Baby, caters to kids from the ages of 3 months to 5 years. The brand offers premium products and targets the upper middle class.

Top innovations

Chocolate Baby's a-line dresses have been designed to blend 'Spanishness' and 'Indianess', giving them a distinct look.

Theme of the latest Spring-Summer'18 collection

The Spring Summer 2018 collection offers a lot of animal and floral prints and embroidery on clothing. The collection is made of soft fabrics and bright colours.

Design capabilities & talents

The brand judges what designs have been in demand over the years and tries to incorporate that in its new collections while tweaking the overall look.

Marketing strategy & promotions

Chocolate Baby interacts with its audience via social media such as Facebook and Instagram. It also advertises in various magazines related to kids.

Future plans & expansion

Chocolate Baby is looking to expand its product offerings into categories such as socks, baby accessories and baby care products.



BRAND RETAIL MAPPING

Company:
ASHWANI APPARELS &
PROPERTIES PVT. LTD.

Launch year:
2008

Website:
WWW.CHOCOLATEBABY.IN

>CUCUMBER & CUCUFUN<

Cucumber, a kidswear brand, and Cucufun, a casual wear brand for kids are both young brands, very much like their consumers. They were launched by H P Cotton to cater to the demands of aspirational mothers wanting the best for their bundles of joy.

Current product portfolio

The brands begins with newborns and stay with them till they turn into young girls and boys (upto 16 years). Both the brands offer core and casual wear for kids. With its range of products, it believes in being close to its consumers.

Target audience

Both the brands, Cucumber and Cucufun target 0 to 3 months old infants and go upto 16 years kids.

Top innovations

The brands have launched new born garments in soft feather lite cotton that offers comfort and style. They will also introduce self developed designs and styles under various categories.

Theme of the latest Spring-Summer'18 collection

The brands love dressing up kids in colourful outfits. Its latest theme for the Spring Summer '18 collection displays style, comfort and innovative designs in various colours.

Manufacturing unit & production

The brands have a social compliant unit,

which is spread across 1,40,000 sq.ft. area. The unit produces approximately half-a-million pieces under each category for boys and girls.

Design capabilities & talents

With able inhouse designers who keep a close watch on world trends and what the South Asia Pacific consumers demand, the brands accordingly offer its collections to the latest styles and trends.

Marketing strategy & promotion

With a wide range of offerings in kidswear, the brands aim to cover the maximum area possible.



	Age group (in years)	Product	Price Range	
			Min	Max
Boys	12 months-16 years	Bottom	₹75	₹450
		Top wear	₹75	₹450
		Outer wear	₹750	
Girls	12 months-16 years	Bottom	₹75	₹450
		Top wear	₹75	₹450
		Outer wear	₹.750	

BRAND RETAIL MAPPING

Company

H P COTTON CASUALS PVT. LTD.

Website:

WWW.HPCOTTON.IN,

WWW.CUCUMBER.CO.IN

Indian cities present in: PAN INDIA

Total no. of MBOs: 25,000

Online presence:

ALL LEADING ONLINE STORES

Presence in the international markets:
SOUTH ASIA, MIDDLE EAST & AFRICAN COUNTRIES



COMFORTABLY SINGLE



Presenting ONN,
the exclusive inners that
redefine comfort.
Because what you wear inside,
decides your
comfort outside.



>DISNEY<

Disney is the largest character licensor both globally and in India. Storytelling is at the heart of everything they do at Disney. The consumer products business plays a critical role in providing Indian consumers with a chance to bring a piece of the Disney magic home through a wide range of creative and locally appealing merchandise all year-round.



Current product categories

Disney has been a pioneer in the country in character licensing. It has products across varied categories which include fashion, toys, stationery, home solutions, publishing, food, health & beauty and consumer electronics.

Target audience

Disney is a brand that parents trust and kids enjoy. It make its content available across television network and through movies, thus widening its audience base. Its aim is to make the products available to all those who want to take its stories and characters home and make them a part of their everyday lives.

Top innovations

Disney has extended its stories and characters through some truly unique associations. For the first time ever it has tied-up with an auto brand, Renault, for Marvel Avengers. Renault launched Kwid Super Hero Edition cars inspired by Marvel's Avengers - Iron Man and Captain America. Back in December 2017, OnePlus launched OnePlus 5T Star Wars limited edition phone around the release of Star Wars: The Last Jedi, which was sold out within weeks. Another good example is its collaboration with premium homegrown leather brand, Hidesign, to bring alive the enchanting world of its timeless classic, Beauty and the Beast, with a 30-piece collection.

Manufacturing unit & production

Disney follows the licensing route and therefore does not manufacture any products on its own. It appoints licensees who in-turn work with factories that follow Disney's international labour standards.

Design capabilities & talents

Disney's core expertise is product design and that's what sets them apart. It has a global team that focuses on developing art and creating trend boards, and its local team takes inspiration from these and creates products that are stylish and locally relevant.

Marketing strategy & promotion

Television and movies play a significant role in building its stories and characters as Indian kids, youth and families are always "switched on" to entertainment. In India, television is its primary touch-point to the world of its franchises, and it helps them build character affinity. As for movies, it has seen tremendous growth in their movie consumption, and today, six out of the top 12 Hollywood films in India are by Disney. While television and movies are the biggest marketing tool to promote the brand along with franchises, it also explores exciting opportunities to extend its storytelling through retail branding, in-store events, interactive associations online and offline.



BRAND RETAIL MAPPING

Company:
DISNEY INDIA

Launch year:
2005 (INDIA ENTRY)

Website:
WWW.DISNEY.IN

Indian cities present in:
PAN INDIA

Retail Presence:
3,00,000 POS

Online presence:
AMAZON, FLIPKART,
MYNTRA, JABONG,
FIRSTCRY &
SNAPDEAL



ETEENZ

Eteenz is known for offering exclusive character merchandise in kidswear.

Current product categories

Eteenz offers apparels like t-shirts, trackpants, joggers, shorts, co-sets, frocks, capris and nightwears. Its top selling range comprises t-shirts, joggers and nightwear for both boys and girls.

Target audience

Eteenz is a value range that targets discerning parents in the country. The brand targets kids from 6 months to 14 years. Its product range starts from ₹199 and goes upto ₹599, which according to the brand is a sweet price point both for a customer who does not have enough resources and so would not have other option than to buy from them, while parents (customers) who have enough money to splurge would still be spending because of the advantage of value for money.

Manufacturing unit & production

With the brands manufacturing unit located at Howrah (West Bengal), it produces 30,000 pieces in a day and approximately 10 million pieces in a year.

Top innovations

Eteenz is one of the first brands in kidswear to launch character based merchandise in value segment. It has been the leader in this segment for the past one decade.

Theme of the latest Spring-Summer'18 collection

Eteenz will bring out digital prints on garments either through HD printing technology or other machines in its latest collection. It will also introduce a collection of nightwear with all-over prints for both boys and girls.



	Age group (in years)	Product	Price Range	
			Min	Max
Boys	2-12	Track pants/ Joggers	₹199	₹499
		T-shirts	₹199	₹399
		Co-sets	₹299	₹499
Girls	2-12	Leggings/ Shorts/ Track pants	₹199	₹399
		Tops	₹199	₹399
Infants	0-2	T-shirts	₹149	₹299
		Co-sets	₹249	₹299

Design capabilities & talents

Eteenz has an inhouse designing team comprising seven creative designers who design kidswear collections based on international trends and from fashion forecasting sites. The brand takes approximately three-months to convert products from concept till they reach the stores.

Marketing strategy & promotion

Eteenz is present across all major channels such as distributorship, large format retailers, multi-brand stores and exclusive outlets, e-commerce and export businesses. The brand does a lot of B-2-B and B-2-C advertisements to promote prudently.

Future plans

The brand constantly adds product categories to its range. It, recently, launched two new brands namely Mom's Love and Game Begins to cater to a wider kidswear market. Soon, it will launch new brands like Birthday Boy and Birthday Girl.



BRAND RETAIL MAPPING

Company:
DHANANJAI LIFESTYLE LTD.

Launch year: 1977

Website:
WWW.ETEENZ.IN

Indian cities present in:
PAN INDIA

Total no. of EBOs: 2

Total no. of MBOs: 2,000

Presence in LFS:
DMART, WALMART, FIRSTCRY, TPG,
METRO, MEGASHOP, ARVIND &
EASYBUY

Online presence:
AMAZON, FLIPKART, UDAAN,
SNAPDEAL, PAYTM, HOMESHOP18,
JABONG, FIRSTCRY & HOPSCOTCH



>GAME BEGINS<

Game Begins is one of the first sportswear brands in the kids category. The brand offers a full bucket of sports tees, tracks, joggers, shorts, track suits and many items in multiple types of fabric like clima cool, dry-fit, cotton single jersey, Lycra, jacquard, etc.

Current product categories

Game Begins caters to all categories that a growing kid needs in today's time. From sleeveless t-shirts, half sleeve t-shirts, active wear jerseys, sports uniforms, track pants, joggers, track suits, collar t-shirts, zipper t-shirts, hoodies, coordinated sets and many more item.

Target audience

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

Top innovations

The brand focuses on covering each and every segment with innovative and functional collections. It recently ventured into the kids sportswear segment finding it to be an emerging segment in kidswear.

Theme of the latest Spring-Summer'18 collection

Since, Game Begins caters to a specific product range, the brand believes in serving its consumer with the widest range comprising quality, designs and trends in the upcoming seasons.

Marketing strategy & promotion

The brand is planning to go pan India via every possible sales channel. At present, it is being marketed through distribution, wholesale, retail and the most likable channel 'online'.

Future plans

Currently, the brand has opened its stores in Axis Mall and Lindsay Street in Kolkata. It has tied up with 140+ distributors PAN India and its online presence is also expanding from Hopscotch, Amazon etc.



BRAND RETAIL MAPPING

Company:
DHANANJAI LIFESTYLE LTD.

Launch year:
2017

Indian cities present in:
PAN INDIA

Total no. of EBOs:
1

Total no. of MBOs:
3,000+

Online presence:
HOPSCOTCH, AMAZON,
UDAAN & JABONG



**TRANZ
MANNEQUINS**



Courtesy: Lifestyle

● MANNEQUIN ● HANGERS ● STEAM IRON ● BUST FORMS ● VM PROPS

TRANZ MANNEQUINS PVT. LTD.

Office: Basl Reddy Complex, No.9,2nd Floor, No.302, 1st Block, HRBR Layout, Bangalore-560 043. Phone: +91 -98880271380
Email: info@tranzmannequins.com | Website: www.tranzmannequins.com

Factory: No.89/4, Devasandra Main Road, Rampura Village, Bidrahalli Hobli, Bangalore East, Bangalore-560 049, Phone: +91 (80) 64350111

Branches @ CALICUT, CHENNAI, HYDERABAD & OPENING SHORTLY IN COCHIN

www.tranzmannequins.com



>K&U<

The intrinsic value that K&U takes pride in is its “customer intimacy”. Through its unique me-commerce platform (Sitaarey) the brand strives to become a personal brand to its customers; addressing their very individual choices and tastes. Its products are culturally grounded and socially timed.

Current product categories

K&U creates products that are positioned as occasion wear, operating across categories including Indian wear, Indo-western wear, western wear and infant wear. It strives on balancing the aesthetic and functional elements through its designs while maintaining its high quality mandate.

Target audience

K&U’s customers are people who are innovators and trendsetters, who enjoy freedom and variety in fashion. They have a distinct personality and it reflects in their lifestyle choices. They see their children as a reflection of their personalities.

Top innovations

Innovative activities, K&U initiated include me-commerce platform

(Sitaarey.com), personalised design solutions (Wear Your Designs), data driven designs, lean inventory model, staggered and staged manufacturing.

Design capabilities & talents

Design is the core of the brand’s existence and is led by the founder and COO of the company, Kaneeka Aggarwal. Her designs and approach rubs not just onto the product and team but across functions bringing in effective improvisation across organisational processes.

Marketing strategy & promotions

K&U reaches its customers through an experiential retail model, its marketing initiatives focus a lot on customer retention and repeat purchase. The BTL activities like PR and WoM are its main source of acquiring customers besides engaging extensively through social media platforms.

Future plans

The brand works on lean inventory and staged manufacturing which gives them the flexibility to introduce products at a much faster pace and in short intervals. Its current launch-width is around 40 products a month which it intends to increase to around 200 a month. While the core of the range would include occasion wear, it targets to bring celebrated products in the daily wear category like fusion dresses and Indo-western tops.



BRAND RETAIL MAPPING

Company:
K AND U DESIGNER WEAR

Launch year:
2015

Website:
WWW.SITAAREY.COM

Total no. of MBOs:
12

Online presence:
MYNTRA & JABONG

Presence in international markets:

THE US, UK, WESTERN EUROPE, SOUTH AFRICA, MIDDLE EAST, AUSTRALIA & SINGAPORE (MALAYSIA)



>KRUNCHY<

Krunchy was incepted with the vision to enrich the lives of children with happiness and comfort and it strives to provide value for money products to its customers.

Current product categories

The brand's current product categories include infant wear and kidswear in hosiery fabric. Its top selling lines include round neck suits, shorts, capris and lowers.

Target audience

The brand targets customers from tier -I and -II cities across India. It caters to the age group 0 to 10 years. It targets parents who wish to buy comfortable and well-designed garments for their kids at a reasonable outlay.

Manufacturing unit & production

Spread across an area of 12,000 sq.ft., Krunchy's manufacturing unit is located in Kolkata where it produces 20 lakh pieces per annum.

Theme of the latest Spring-Summer'18 collection

Krunchy's theme for the latest Spring-Summer '18 collection is casual wear with innovative and value-added designing. The brand will be focusing on the use of value-added fabrics in the finest quality to create incomparable and unexampled products.

Marketing strategy & promotion

Krunchy promotes itself by participation in garment fairs at the national level and through print advertisements in various publications.



	Age group (in years)	Product	Price Range	
			Min	Max
Boys	2-10	Shorts/Capris	₹180	₹310
		Full pants	₹220	₹450
		T-shirts	₹220	₹450
Girls	2-10	Sweatshirts	₹300	₹550
		Shorts/Capris	₹180	₹310
		Full pants	₹220	₹450
Infants	-	T-shirts	₹220	₹450
		Sweatshirts	₹300	₹550
		Leggings	₹90	₹220
		T-shirts	₹130	₹250
		Suits	₹260	₹500



BRAND RETAIL MAPPING

Company:
MADONA CREATIONS PVT. LTD.

Launch Year:
2013

Indian cities present in:
120

Total no. of EBOs:
10

Total no. of MBOs:
60

Turnover in FY '17-18:
₹10 CRORES

Turnover CAGR over last 3 years:
60%

New territory targeted:
NORTH EAST INDIA

>MASH UP<

Mash Up is a young and energetic brand that meets the style demands of urban Indian boys by offering them the choicest selection of casual and designer wear for boys.

Current product categories

The brand offers casual and designer party shirts, t-shirts, waistcoats and blazers for boys.

Target audience

Mash Up primarily caters to the fashion-conscious parents of young boys between 2 to 16 years, who seek versatile options to dress their kids stylishly for every occasion.

Top innovations

Innovations on the design, production process and distribution is a continuous process at Mash Up.

Theme of the latest Spring-Summer'18 collection

For Spring Summer '18, the brand has played a lot with imported knitted fabrics, linens and Lycra denims. Stripes, earthy tones and artsy prints are the highlights of its latest collection.

Manufacturing unit & production

Mash Up has a quality focused, design and production unit located at the Readymade Garments Complex in Indore (Madhya Pradesh), spread over 50,000 sq.ft., carpet area. Everything from design to production happens in-house under their direct supervision. The brand has a production capacity of around 6,00,000 pieces annually. It has plans to expand its production capacity and is aiming to add another production unit to achieve it.

Design capabilities & talents

The brand's design and development team is a mix of industry veterans and fresh blood. This diversity enables them to create new-age fashion without compromising on finish, quality and fit. It refers to international forecasts and trend studies, as well as predicts trends themselves by travelling to fashion capitals of the world and to local Indian markets.

Marketing strategy & promotion

Mash Up focuses a lot on in-store and point-of-sale promotions, and on influencer marketing on platforms like Instagram. The brand has garnered 16,000+ follower base on leading social media platforms. It extensively participates in garment fair and would be participating in Indore Garment Fair and the CMAI 67th National Garment Fair later this year.

Future plans

The brand has plans to introduce bottomwear range in the coming season. Also, it has plans to foray into young men's category in the coming years.



BRAND RETAIL MAPPING

Company:
HALF-TICKET APPARELS

Launch year: 2014

Website:
WWW.MASHUPBOYS.COM

Indian cities present in: 97

Total no. of MBOs: 935+

Presence in LFS:
THE CHENNAI SILKS, POTHYS,
PARTHAS & SRI DEVI TEXTILES

Online presence:
JABONG, AMAZON, FLIPKART,
SNAPDEAL, FIRSTCRY, HOPSCOTCH & OWN
PORTAL

New territory added:
NORTH EAST INDIA

New territory targeted:
WEST BENGAL & NORTH EAST INDIA

Presence in the international markets:
ESTABLISHING DISTRIBUTOR
CHANNELS IN UAE, OMAN, SRI LANKA &
SINGAPORE

Turnover CAGR over last 3 years: 40%

soch[®]

www.soch.in



Kurtis • Tunics • Sarees • Salwar Suits • Unstitched

BANGALORE | NEW DELHI | MUMBAI | PUNE | CHENNAI | HYDERABAD | VIJAYAWADA | MANGALORE | MYSORE | MANIPAL
HUBLI | BELGAUM | DHARWAD | GULBARGA | TUMKUR | COIMBATORE | SALEM | COCHIN | KANNUR | CALICUT | VIZAG
GUNTUR | NELLORE | GOA | KOLHAPUR | LUCKNOW | KANPUR | BAREILLY | BHOPAL | INDORE | PATNA | CUTTACK
BHUBANESHWAR | JAMSHEDPUR | RAIPUR | RANCHI | AHMEDABAD | VADODARA | CHANDIGARH | DAVANAGERE | KOLKATA

De Moza

NOT JUST BASICS!



Kurtis & Palazzos

Leggings | Fashion Bottoms | Tops and Inner Wear for Ladies and Kids

Bangalore | Chennai | Hyderabad | Vizag | Mumbai | Pune | Jaipur

www.demozastores.com

sales@demozastores.com | PH: +91 8880288188



➤ MINI KLUB ◀

The core of Mini Klub lies in its belief to create thoughtful and delightful products that rekindle a sense of wonder among parents and babies.

Current product categories

The brand's current product categories comprises infant essentials, infant fashion, footwear, bath and change, bedding and a mom's range. Its top selling range is their essentials category.

Target audience

Mini Klub caters to the age group between newborns to 4 years old. The brand's target audience are parents especially mothers. It focuses on the needs of parents who are exposed, experimental, discerning, opinionated and brand conscious. Gone are the days when parents would reuse clothes for the newborns. Today's parents are demanding, progressive, exposed and conscious about quality and value.



Theme of the latest Spring-Summer'18 collection

The brand offers different themes for girls and boys. There would be 6 different collection under each range which will be promoted this season. The themes are based on beaches, gardens and more to do with the summer feel.

Manufacturing unit & production

The brand has manufacturing units in Hosur and Tirupur in Tamil Nadu.

Design capabilities & talents

The brand has its design team based in India and the UK. They travel the world to understand trends, styles, the new types of fabric available and technology that is being developed internationally for kidswear manufacturing.



BRAND RETAIL MAPPING

Company:

FIRST STEPS BABYWEAR PVT. LTD.

Launch year: 2013

Website: WWW.MINIKLUB.IN

Indian cities present in: 85

Total no. of EBOs: 4

Total no. of MBOs: 650

Presence in LFS:

LIFESTYLE, CENTRAL, PANTALOONS, TOYS R US, KAPSONS, STANMAX, ICONIC KIDS & LULU STORE

Online presence:

FLIPKART, HOPSCOTCH, MYNTRA, AMAZON, PAYTM, JABONG, AJIO & SNAPDEAL

Turnover CAGR over last 3 years: 25%



>MOM'S LOVE<

Mom's love is an innovative and fashion forward brand for parents who are looking for stylish and fashionable clothes at no-brainer prices in superior quality for their little ones.

Current product categories:

Mom's Love current product range encompasses bodysuits, tutus, rompers, sleepsuits, t-shirts, sets, frocks, etc. For the brand, the formal onesies are the top selling category for which it has received amazing response.

Target audience:

Mom's Love targets middle and upper class segments catering to an age group of newborns to 2 years old.

Manufacturing unit & production:

With 3 manufacturing units based in Kolkata, the brand boasts of a production capacity of 25 lakh pieces per annum.

Top innovations:

The brand's top few innovation include baby's classy-look formal wear under its bodysuits, rompers and sleepsuits range. Continuously innovating in its products, it has some exciting products aligned for Spring Summer 2018 under onesies categories which will be launched soon in the market.

Design capabilities & talents:

Mom's Love products are designed in the UK by a designing agency. At the same time, the brand also has an inhouse designing team that forecasts trends, conducts a regular R&D, keeps an eye on the changing market trends and needs of its customers.

Marketing strategy & promotion:

The brand intends to drive to the next level of organic growth by expanding in markets through online and offline channels. Its strategy is to continue leveraging on its leadership position in kidswear manufacturing as well as expanding in the market with forward integration by enhancing people and technological capabilities.

Future plans:

The brand's immediate upcoming plans is to get into woven kids category and to offer a wider range on this category.



BRAND RETAIL MAPPING

Company:
DHANANJAI
LIFESTYLE LTD.

Launch year:
2017

Indian cities present in:
PAN INDIA

Online presence:
FIRSTCRY, HOPSCOTCH,
AMAZON, SNAPDEAL &
FLIPKART

New territory added:
SOUTH INDIA

New territory targeted:
NORTH INDIA



	Age group (in years)	Product	Price Range	
			Min	Max
Infants	Newborn-2	All range	₹199	₹899

► MUSTANG SOCKS & ACCESSORIES ◀



Mustang Socks & Accessories has always been very grounded yet radical with regards to its ethics. The brand for 31 years has been taking pride in innovation across—designs, patterns and its distribution network. The brand's focus has always been in ensuring the customer base is satisfied and ever expanding.

Current product categories

The brand's current product categories range comprises socks and accessories for all age groups along with kid's product line such as briefs, vests, caps, mittens and handkerchiefs. The brand's core and foundation is socks. Socks and leg warmers are its top selling lines. Although, it has expanded to other categories like briefs and vests at a very small level, these are supplementary and not its core focus area.

Target audience

Broadly, the brand has socks under four segments - toddlers, kids, women and men. The range for adults is further categorised based on age group and preferences. The price ranges from ₹110 to ₹350.

Top innovations

Mustang Socks & Accessories takes pride in innovating in all aspects. Innovation for them means adapting to the moving trends and re-engineering to the current eco system in order to become relevant to time and audience. The brand was the first to introduce women socks into the market, while the diabetic and trekker socks were innovations borne out of need of the target audience. Minute details like during manufacturing children's socks no metal pieces are part of the packaging ensure children's safety.

Theme of the latest Spring-Summer'18 collection

The brand's latest Spring Summer Collection brings light pastel and summer colours with light neon shades and some animal and heart designs. The



season's collection is fabricated using fusion of different types of yarn for ensuring comfort and breathability.

Design capabilities & talents

Design is ever-changing and fast moving. Mustang Socks & Accessories have tried to keep the designs cued to the insights gained from consumers and distributors. It still gives importance to finer details of production processes like the selection of the yarns, creation of designs and the process of manufacturing.

Marketing strategy & promotion

The brand believes in seizing every opportunity. It is an extremely fun brand. It gets connected to relevant audience through relevant mediums. All the marketing and promotions planned for an event are specific to a certain theme and criteria.



BRAND RETAIL MAPPING

Company:
MUSTANG ENTERPRISES

Website:
WWW.MUSTANGSOCKS.COM

India cities present in: 100+

Total no. of MBOs: 8,000+

Presence in the international markets:
EXPORT TO ENGLAND, ITALY
AND THE MIDDLE EAST LIKE UAE,
EGYPT & SAUDI ARABIA

Turnover CAGR over last 3 years:
15%



» PEPE JEANS «

Denim will always continue to be at the core of Pepe Jeans. The brand focuses on reinventing fits and introducing innovations in the category.

Current product categories

Pepe Jeans has a larger than life variety of denim wear. Stylish denim jackets, jeans, and cool printed t-shirts and shirts for boys; and cute denim shorts and skirts, bright coloured jeans, playsuits, tops and dresses for girls. For little girls, designs are easy to wear, trend-led and full of precious details and delicate prints. Cool washes on the jersey range with strong graphic prints are the highlight of the boy's collection.

Target audience

The kids collection caters to children from 4 to 12 years of age; and to teens from 14 to 16 years.

Theme of the latest Spring-Summer'18 collection

Pepe Jeans Spring Summer 2018 junior collection is eclectic, colourful and fun. Culture and creativity inspire the collections, which are bright and bold.

BLUE SOUL (GIRLS & BOYS):

The collection consists of fun and fresh indigo and denim pieces with personality and charm. Natural fibres make separates cool and comfortable to wear.

W11 (GIRLS)/ PORTOBELLO (BOYS):

This capsule channels a playful spirit that takes inspiration from everything that's great about summer - picnics, day out at the beach and just having fun outdoors - reflected in designs that boast of eclectic and exotic prints on vibrant shirts.

BRIT CHIC (GIRLS)/ SUPER EGO (BOYS):

Rock and preppy, this collection is about the fashion moment of the season. It is anchored in an urban remix - logo tees in pastel tones and gingham. Dynamic graphics and interesting techniques hold the key to this young rebellious grunge look.



ONLY PLAY (BOYS): One part street style to one part sportswear, this is an urban remix of styles comprising slogan and motif t-shirts. The vibrant hues convey heritage and sport and continue to represent the London attitude and the city in which Pepe Jeans was born.

Design capabilities & talents

At Pepe Jeans, the team uses its global experience and rich heritage to introduce tailored products that best suit the local market. With over 100 to 1,000 design variations for customers to choose from, the team analyzes consumer preferences, market trends, and identifies key styles that are likely to be a hit in the next season.

Marketing strategy & promotion:

Pepe Jeans actively engages in print and outdoor advertising during the launch of its new collection every season. It also collaborated and sponsored kids events to highlight the brands foray into kidswear. In 2017, Pepe

Jeans collaborated with Kala Ghoda Arts Festival to introduce Pepe Jeans Kala Ghoda Kids Festival. The week-long festival consisted of set of activities ranging from denim doodle workshops (in association with Arzan Khambatta) to cake decorating and even origami workshops and a heritage bus ride.

Pepe Jeans was also one of the sponsors for Hindustan Times GIFA – an annual inter-locality football tournament for youngsters held in Gurgaon. The event acts as a platform to promote grassroots level interest of youngsters passionate about the sport. Pepe Jeans was also the title sponsor for Hindustan Times Stage Right - Kids Inter-School Theatre Competition. Kids in the age group of 8-14 from across 250 schools in Mumbai competed in a 20 minutes theatre act and the winners in the finale were selected by an esteemed panel of jury comprising Naseeruddin Shah, Shabana Azmi and Boman Irani.



BRAND RETAIL MAPPING

Company:
PEPE JEANS INDIA LTD.

Launch year: 1973

Total no. of EBOs:
36 (30 FAMILY STORES
6 STANDALONE KIDS OUTLETS)

Total no. of MBOs: 79

Total no. SISs: 46

Presence in LFS: 104
(ICONIX: 13, SHOPPERS STOP: 24,
LIFESTYLE: 48, CENTRAL: 19)

>RUFF<

Ruff manufactures a trendy fashion product line for boys. The brand has always nurtured futuristic outlook by maintaining constant innovations.

Current product categories

The brand has collections in knitted fabric. Its product range comprises jogged denims, cotton pants, camouflage prints and more of fabric oriented collection for kids to play outdoor.

Target audience

Ruff targets section A, A+ and B+ consumers. The brand focuses on the age group from 6 months to 16 years. It has constantly reinvented and contemporised itself successfully addressing to the needs of its customers.

Top innovations

This time around, Ruff has paid special focus to its infant category. The brand has also manufactured kids leather jackets in different colours and has received a very good response. Printed t-shirts with themes like bikes, trendy blazers and fancy denim jackets are among its latest innovations.

Design capabilities & talents

Ruff believes in providing high quality garments offering the latest international styles, eye catching patterns from innovative fabrics in trendy colour combinations. The brand has its in-house research and development team who forecast the upcoming fashion in kidswear.



Marketing strategy & promotion

The brand promotes itself by hosting online contests, SMS marketing, print advertisements, outdoor and through various events.

Future plans

Ruff has major expansion plans in India and overseas. It is planning to open more EBOs and spread its reach through more shop-in-shop formats and MBOs.

×

BRAND RETAIL MAPPING

Company:

D S CORPORATION

Launch year: 1995

Website: WWW.RUFF.IN

Indian cities present in: PAN INDIA

Total no. of EBOs: 23

Total no. of MBOs: 500+

Total no. SISs: 180

Presence in LFS:

SHOPPER STOP, CENTRAL, GLOBUS, KAP KIDS, STANMAX & LULU FASHION STORE

Online presence:

MYNTRA, JABONG & AJIO

Presence in the international markets:

ITALY, GCC & AFRICA

>SUGAR CANDY<

Sugar Candy embodies a world of elegance and beauty. The brand believes in setting long lasting standards by being faithful to its identity of love and luxury. It is all about finely handcrafted kids clothes with love to create luxury.

Current product categories

The brand specialises in exquisite customised clothing of all types of Indian, western and fusion wear specially designed with taste to reflect grace and luxury in its products for all occasions. Its top selling line is Indian wear.

Target audience

Sugar Candy targets girls from the age of 1 to 14 years. Parents who understand the brand's idealistic approach towards love and luxury, and they simultaneously style products according to the customers desires.

Top innovations

The Spring Summer collection 2018 brings in a shiny soft summer look in a wide combination of colours. The elegant, joyous and fresh range will brighten all occasion wear requirements of the kids.

Manufacturing unit & production

The brand has two manufacturing units in Mumbai (Maharashtra) with capacity of 100 garments a week since it produces designer products. The production times may vary depending on the designs.

Design capabilities & talents

Sugar Candy's design capabilities reflect in the detailing and the perfect colours it showcases in its collections.

With combinations which are bright and fun for the little ones, the brand designs easy to wear fun clothing for kids.

Marketing strategy & promotion

The brand's marketing strategy focuses on being present nationally as well as internationally. It has been a part of IKFW since the past 5 years. Recently too, it participated at IKFW 2017.

Future plans

Sugar Candy plans to expand its range of clothes to cater to teenage girls from ages 15 to 19 years. Right now, the brand has presence in Mumbai with high-end clients, celebrities and few international clients. Now, it wants to make its presence felt all across the country and internationally.



BRAND RETAIL MAPPING

Company:
SEEMA COLLECTION

Launch year:
2006

Website:
WWW.SUGARCANDYSTORE.COM

Indian cities present in:
MUMBAI

Total no. of EBOs: 1

Online presence:
SNAPDEAL, FLIPKART,
AMAZON, MIRRAW & OWN PORTAL

Turnover CAGR over last 3 years: 23%



>SUPER YOUNG & WOW MOM<

Toonz is a renowned name in the kidswear segment. It has bifurcated its range under different brands. Wow Mom, caters to the first few growing years of the child, when the child is under his or her mom's care and supervision. Merchandise under this brand are designed for newborns to 3 years, while keeping in mind the comfort, care, safety and durability for the child. Super Young highlights the energy and excitement of the kids in the age group of 4 to 12 years.

Current product categories

Toonz has good depth of categories in each of its brands depending on its target audience. For Wow Mom, it has products that are required at birth of the child such as nappies, towels, quick dry sheets, wrappers, net bed sets, bumper sets, bedding products, rompers, t-shirts, knit sets, dresses, shirts, denims and shorts. Super Young is further divided into 4 sub-brands - Core, Premium, Denim Diaries Fashion and Out of the box. Its products are designed based on season. Its product categories comprises shirts, dresses, 2-piece shirts, t-shirts, denims and shorts.

Target audience

Super Young targets kids in the age group of 4 to 12 years, while Wow Mom caters to newborns and upto 3 years old.



Top innovations

Keeping in mind the latest trends, the brands have introduced polo-fit shirts, snuggle free dungree sets, party wear suited rompers and quirky and patched denims.

Theme of the latest Spring-Summer'18 collection

The brand SS '18 collection is themed around the tropicals, beach and fun. It is all about summer camp, sports and adventure in holidays. Its core elements include tropical designs, sports elements and equipments. Especially in girls range, it has flamingos, dream catchers, etc. The common elements are neons, scribbled denims, printed shorts, flowers and petals.

Design capabilities & talents

Going forward innovation is the key. While the basics will never go out of fashion, various new apparel washes and treatments will give an upper edge to the merchandise. Print technologies are also getting superior. They have seen good sell through in printed merchandise.

Marketing strategy & promotion

The brands have a unique way of showcasing the products. In their photo-shoots, they usually use non model children to give it a local touch and a relatedness factor. They select kids from across the places to give regional touch. The products are promoted through

print media, outdoor and social and digital media. They also showcase the merchandise on selected fashion shows and local events.

Future plans

Super Young and Wow Mom are evolving and experimenter brands. They have in the past tried various innovations and also carried forward the successful ones. Under Super Young, product innovation happens every season that brings in the freshness. In Wow Mom, they have plans to introduce more products in baby basic range like prams, strollers and accessories.

×

BRAND RETAIL MAPPING

Company:
REDSON RETAIL & REALITY
INDIA PVT. LTD.

Launch year: 2012

Website: WWW.TOONZ.IN

Indian cities present in: 62

Total no. of EBOs: 110

Total no. of MBOs: 10

New territory added:
GUJARAT, MADHYA PRADESH
& UTTAR PRADESH

New territory targeted:
KARNATAKA, MAHARASHTRA,
GUJARAT & UTTAR PRADESH

Presence in the international markets:
GCC MARKET, FIJI & MALAYSIA

Turnover CAGR over last 3 years:
8% (APPROX.)

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING.com



THE **A TO Z** OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE YOU **NEED IN RETAIL**

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac** + unique visitors, on website, per month
- > **5.5 Lac** + page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to **1,50,000+** retail professionals?

INDIARETAILING.com



Advertise Now!!



To discuss how best to plan your campaign on IMAGES Group's Digital Platform, Please talk to our Digital Campaign Advisors"

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in



>UFO<

UFO (Under Fourteen Only) is a Creative Group venture, one of the oldest apparel manufacturers in India that have been in business for the last 50 years. It is a casual fast fashion brand for children offering modern design and sensibilities at competitive prices with international quality. With its tag line, "oodles of fun and style" that clearly bring fashion and fun together for the gen-next of India.



BRAND RETAIL MAPPING

Company:
CREATIVE KIDSWEAR INDIA PVT. LTD.

Launch year: 2012

Indian cities present in India: 100

Total no. of EBOs: 4

Total no. of MBOs: 200

Total no. SISs: 60

Presence in LFS:
UNLIMITED & CENTRAL

Online presence:
ALL MAJOR PORTALS

New territory added: EAST INDIA

New territory targeted:
NORTH INDIA, UAE & SAUDI ARABIA

Presence in the international markets:
INDONESIA & NEPAL



Current product categories

UFO has a complete wardrobe for boys and girls in casual wear segment. Its product range for boys comprises t-shirts, shirts, denims, non-denims, jackets, sweaters and cargos. The girls' range includes woven tops, t-shirts, dresses, denims, non-denims, leggings, skirts and jackets. Its top selling categories are shirts for boys and dresses for girls and denim bottoms being its top grosser.

Target audience

UFO targets children from age 0 to 14 years. The brand targets mothers who want the best for their children and are looking for fun and quality products at reasonable prices.

Theme of the latest Spring-Summer'18 collection

The upcoming theme is inspired from beach, surfing and neon colours. The latest collection encompasses sports, roller skating, basketball and surfing. The second theme is taken from tropical jungle. It is stylised through concepts of tropical leaves, wild animals and birds in bright floral colours.

Design capabilities & talents

The brand has an in-house design studio which follows trends from both the international and Indian markets. Its design team travels to major fashion centres to find the best designs and trends suited for Indian consumers. It leverages this intel in order to get the best product for its brand, UFO.

Future plans

UFO has launched its infant wear range named, "UFO Baby". Similarly, it plans to launch a night wear range for boys.

×



FASHION *CREATION*



DESIGNER
KIDSWEAR
IN INDIA

TOP 10 TRENDS-
LFW S/R 2018

>>DESIGNER WATCH
>>MINI FASHIONISTAS



DESIGNER WATCH
DESIGNING FOR LITTLE ONES

With designer wear for adults being in demand, many of the top fashion labels in the country have realised that there is a big market in high fashion children's clothes as well. Meher Castelino explains.

Pg No. 130-137



Designer Watch
RITU BERI ON BERI KIDS- A BRAND WITH A BLESSED HEART!

Up close and personal with veteran designer Ritu Beri about her kidswear label Baby Beri that features both Indian and western wear in high-style and colourful ensembles.

Pg No. 138-139



Designer Watch
PINK BLUE INDIA-DESIGNER CLOTHING FOR NEW BORN TO TEENS

Founder Aastha Aggarwal shares her thoughts behind launching the brand, about its retail presence, fashion trends and the brand's exclusivity.

Pg No.140-142



PINK COW PARTY SILHOUETTES FOR LITTLE GIRLS

Pinkcow is a classic designer clothing brand, which offers vintage style dresses for little girls. Their collection aims to make little princesses embrace their individuality with a classic twist.

Pg No. 144

MINE CRAFT & CLOTHING-LUXURY FASHION FOR KIDS

Founder and Designer Sonal Chowdhary shares details about the luxury fashion brand for kids and its products that have struck the right chord with its audience.

Pg No. 145



Celeb Kids
MINI FASHIONISTAS

As if to prove style can run in the genes, a lot of celebrity kids are head-turning trendsetters even while they are in diapers. A look at some really cool little men and women from the world over.

Pg No. 146-147



Fashion Watch
TOP 10 TRENDS: LAKME FASHION WEEK SUMMER/ RESORT 2018

Meher Castelino shares the highlights of the Lakmé Fashion Week Summer/Resort 2018, which was held in Mumbai from 31st January to 4th February 2018.

Pg No. 148-152

**Best interlining
solution for
“Formal Shirt”**





Baby Berti

DESIGNING FOR LITTLE ONES

When it comes to fashion and home linen children are as fussy and eager to have the best. With designer wear for adults being in demand, many of the top fashion labels in the country have realised that there is a big market in high fashion children's clothes as well as the style that surrounds the children at home.

By Meher Castelino



RITU BERI'S **BABY BERI**



going to school, peer pressure and exposure to a wider range of media makes them much more aware of the latest trends, celebrity styles, their favourite cartoon characters, etc., as compared to the earlier generations. Thus, today's children know exactly what they want to wear and how they would like to be dressed. This has created another opportunity for designer brands and retailers in terms of expanding their product portfolio and attracting new customers."

The latest trends are an amazing combination of contemporary style blended with Indian sophistication. Breeches with angarkhas, styled and formal jackets with dhotis etc. are just a few styles from the latest trends. Keeping it simple yet very attractive is the guideline.

Ritu Beri's high fashion creations have an international touch so it is but natural that her 'Baby Beri' brand launched in 2009 would be high fashion kidswear for newborn to 16 years. The USP of her line is the annual show for the support of under privileged children in India through the Blessed Hearts Foundation.

The line is colourful and fun for both sexes with style and personality. Keeping the fit and comfort in mind, Ritu states, "It's fun to dress up children since they are very particular about what they wear. Both parents and children are becoming extremely brand conscious, resulting in the multifold growth of the branded sub-segment. Parents are not the sole decision makers today, as children, from a very early age, take active part in the shopping process. Once they start

Fabrics should be chosen very carefully for kids. They should be very soothing, comfortable such as various cotton and silk blends. "We use brocade and other fine jacquards for highlighting, but always keep a soothing lining for the wellbeing of the children's skin and temperament. We also make collections that develop and create a bond with our Indian roots in a very unique and culture conscious collection. The range varies from ghagras to salwars, details of embroideries and appliques, mix of our rich tradition with a contemporary look, a collection blending interesting traditional silhouettes with a modern outlook."

Prices are between ₹15,000 and ₹90,000 and they are retailed from the Ritu Beri Store in New Delhi.





Archana Kochhar Junior

ARCHANA KOCHHAR'S JUNIOR

Archana Kochhar's red carpet and bridal wear has a lot of glitz and glamour and she has designed kidswear for the past 2 decades ever since she launched her label. But the kidswear label 'Archana Kochhar Junior' was launched in 2016 at the Kid's Wear Fashion Week. Offering a wide range, the garments start with casual and party wear then move onto something more stylish like Indian couture wear for the little tots.

Archana is a specialist in creating bridal wear so for the little ones too from age 2 to 14 years she has something to wear at weddings for both sexes. "Designing garments for kids is slightly tricky as we have to keep comfort and ease in mind," she reveals. While many feel designer kidswear is over the top in style, she disagrees, "Kids enjoy dressing up extravagantly."

Parents prefer high fashion designer wear and kids too are more aware of what they want to wear. The best fabrics are cottons and linens and the latest trend for girls is ruffles, fringes, floral prints and stripes, while for the boys it is warm pastel shades with prints and solids. Archana's prices start from ₹5,000 and she retails from her flagship store in Mumbai and at Petit Royal.

PALLAVI SWADI'S COO COO

On her return from New York in 2012, Pallavi Swadi decided to create children's wear for her son and daughter under the label 'Coo Coo' when she could not find anything suitable. For Pallavi the motto 'less is more' for kidswear is important so it has to be pure cotton, chanderi, muslin thread embroidery, cotton satin and dobby. Quality ribbons, YKK zips, elastic and buttons are all export quality. For Indian wear, Pallavi even ensures the lace borders are soft and do not itch or harm the child, so crochet and soft pearl laces, gold borders and crochet buttons are used for the age group newborn to 12 years.

"Our Spring Summer collection in February include casual and semi-formal western wear. Our Autumn Winter collection in September include formal Indian wear. Last year we also launched a new line called 'Dressed Up by Coo Coo', our Indian and western heirloom inspired looks for weddings, celebrations and special occasions, featuring hand details, luxurious fabrics and finely crafted designer touches," she shares.

She further says, "It is harder to design and stitch kidswear since styles are graded up to 12 sizes. Each size has marginal changes in measurements and need to be perfect in order to fit and drape well. Unlike adult's clothes that have up to 4 to 5





Coo Coo

sizes at the most and can be altered easily. For this reason you would see many kidswear brands jump sizes, for example 2 to 4 years, 4 to 6 years, etc. But at Coo Coo, we follow yearly size 2 to 3 years, 3 to 4 years, 4 to 5 years, etc. This ensures it fits the child perfectly.”

The styles for boys include baby rompers, shirts, shorts, bow-ties, Indian kurtas and bundies along with matching father-son outfits. For girls there are baby rompers, playsuits, dresses (casual & formal), tops, shorts, hairbands, handbags, Indian kurtas, ghagra cholis, crochet payals, ghungroos and matching mother-daughter clothes.

The price range is ₹300 to ₹4,500 for boy’s wear and ₹300 to ₹8,000 for girl’s clothes. “All parents are sensitive to price when buying kidswear, especially

casual wear as kids outgrow clothes very soon. Also with competition from international brands like Zara, H&M and Gap, pricing is important. Parents in India are willing to spend more on formal kidswear for weddings or special occasions and festivals like Diwali,” she explained.

Prints in bright and pastels like floral-garden, butterfly-beetle, heart-star and strawberry-polka prints for girls are in all collections. Detailing favoured is box pleats, frill collars, peter pan collars, frilled neck and sleeves, belts, ribbons, flower brooches and contrast colour buttons and matching hairbands.

Indian wear has crochet laces and pearl embellishments. Ghagras are provided with handmade crochet gunghroos, jhumkas, tassels, crochet dupatta brooches in gold and silver crochet, gold-silver bangles are complimentary with each Indian outfit.

For boys it’s nautical, horses, dots and transportation prints in different shades of blue, pink, tomato red, pastel, lime green, white and cream. There are contrast coloured collars, buttons, roll up sleeves, pocket squares and matching fabric buttons. Pallavi retails in Mumbai at Scootsy, The Oak Tree, The Club and Petit Royal. In Kolkata, it’s available at Style Creche and online from her site as well as www.jaypore.com and www.littlemuffet.com.

A unique concept from Coo Coo—Dress Up Closet & Pop-Up Shop—a unique idea for return gifts at a child’s birthday party. The gorgeous closet displays Coo Coo dresses and shirts handpicked at the party, where little guests can choose their back present from the closet during the party and have their back present packaged and handed to them before they leave.





RINA DHAKA'S SMALL WONDERS

Rina Dhaka's sexy, glitzy, designs are well known for the trendy women but in November 2017, she turned her gaze on the small dresses and decided to design clothes for the little beauties in formal gowns and Indian wear.

"I present my particular look for girls' wear and only design for the age group 2 to 8 years. There is no compromise as far as comfort goes for children's wear,"

remarks Rina who loves to work with tulle, fluffy organdie and cotton, as they are ideal for girls' dresses.

Sizing is not easy she admits, since it is quite different with several additions that one has to keep in mind. Rina says, "My kidswear business is at a nascent stage so I am going about it cautiously."

"Most of the girls want what their

mothers' wear so we have shararas, lehengas, cholis, dupattas and maxis," she informs. Prices for jackets are at ₹5,500 and then could go up to ₹19,000 for an ornate festive outfit.

"We use happy colours with lots of block, digital and screen prints along with gotta patti work." Her creations for little darlings are only sold online on the site www.littletags.com.

NACHIKET BARVE'S LITTLE REPLICAS

Nachiket Barve is known for his great talent for fabric manipulation and intense detailing. He brought this to the junior fashion followers when he started designing kidswear in 2012. The clothes are usually festive wear and Nachiket only designs on special orders. His USP is obviously beautifully made clothes that convey effortless style. "Designing kidswear is not difficult but it is important to realise that the fabrics and embellishments are skin friendly and styling matches the age of the child," informs Nachiket who creates for the age group 1 to 12 years for both boys and girls.

He adds, "However the points to keep in mind are ergonomic fits, easy fabrics skin friendly embroidery and most important lengths that can adapt to the growing children." Priced at ₹8,500 upward, he adds thread embroidery, flat sequins, gotta work, appliqués, dyeing technique, fabric manipulation and uses only pure fabric.

"The latest trend is the 'Mini-Me' looks that reflect the parents' clothes. Depending on the occasion I do festive wear for weddings and Diwali of course, it is value for money. I tweak the designs to provide quality but not break the bank. We take great care to make the clothes stylish and timeless," concludes Nachiket.

A trade show designed to

Connect

South Indian Market



EXHIBITOR PROFILE

Apparel brands from across the men's, women's and kid's wear segments who wish to reach the ever growing retail sector of south India comprising primarily States of Karnataka, Tamil Nadu, Andhra Pradesh, Telangana and Kerala.

VISTOR PROFILE

Conventional retailers including large format multi-brand chain stores, department stores, specialty stores; wholesalers, distributors, buying houses & agents, online retailers.

**Visit our forthcoming
trade events 2018: www.textilefairsindia.com**

Bangalore
F&A Show

9 - 11 March 2018

KTPO, Trade Centre, Bangalore

Bangalore
Homtex Plus

28 - 30 June 2018

The Lalit Ashok, Bangalore

New Delhi
Yarnex / F&A Show

31st May - 02nd June 2018

Pragati Maidan, New Delhi

Tirupur
Yarnex / TexIndia

27 - 29 September 2018

India Knit Fair Complex, Tirupur

Organised by :



S S Textile Media Pvt. Ltd.

S S Fashion Exhibitions And Services

826, 9th Cross, 10th Main, Indira Nagar 2nd Stage, Bangalore - 560 038, India. Tel: +91 25214711, 41151841

Mobile: +91 9845446570, 9342566532, 9845119893, E-mail: ssf@fashionconnect.co.in; sstm@textilefairsindia.com



Amare



Amare



Amare

HARSHITA GUPTA'S **AMARÉ**

If designer clothes are a big hit with kids can home linen be far behind?

A mother always wants to create exciting things for her children and make an impact. In June 2016, Harshita Gupta was arranging her 2-year-old toddler's wardrobe when she realised she wanted to cherish her child now 4-year-old's memories and thus was born Amaré a bespoke line of memory quilts, duvets, cushions, swaddles, bags, birthday gifts, return gifts that grows with the child and family refreshing memories each moment.

"Amaré is an emotional connect providing visual art of memories, a journey being born as a poetry in patchwork quilt, wall hanging, wedding gift as a bundle of memories. Amaré lives ever after, lives with you, shares your moments of smile, tears, love, nostalgia," expressed Harshita.

The USP of Amaré is that it is specifically customised for each client. "We discuss with the child's mother understanding her emotions in making the product and our design team does the necessary creative to best express a mother's emotions. Amaré

products address a certain section of people who are aware of memory, emotional connect products. Families who understand our products want the best not the cheapest." Creating an emotional visual for the parents was exciting for Harshita, a trained jewellery designer, but the challenge was to translate a mother's emotion in the visuals of the product. The points kept in mind by Harshita are that visually the product must emotionally connect with high quality. "We get the child's family's pictures printed onto fabrics, use embroidery to write names and messages and use 100 percent combed pre-washed cotton in woven or jersey," she says.

The age group is 0 to teen and Harshita has had parents, wanting to create memory quilts, cushions for them. She shares, "They say our child will grow and fly away so in our old age we can live with these quilts, touching their clothes, bibs, socks, shoes which they once wore and bring memories of the days gone by." The memory quilts are between ₹6,000 to ₹25,000, duvets ₹2,000 to ₹12,000 and cushions ₹300 to ₹1,000. The sale is through social media.



Amare

CHANDNI AGARWAL'S LITTLE TAGS

Online sales of children's designer apparel are one of the big attractions for parents and children alike in this fast paced cyber world.

Little Tags is one of Asia's largest kidswear portals with a long high-profile roster of designers and products. The brainchild of Chandni Agarwal, the site started in November 2017 has become a one-stop-shop of designer kidswear. In the list of 28 designers are top fashion names like Monisha Jaising, Anand Bhushan, Rina Dhaka, Pallavi Mohan, Ridhima Bhasin, Sahil Aneja, Nishka Lulla, Karishma Shahani Khan, Ashish Soni, Pawan Sachdeva, Siddharth Tytler, Roserom Couture, NooNoo, Masaba and even swim wear experts Shivan-Narresh.

There is a wide selection for parents to choose from. Ashish Soni's Indian and western boys wear is priced at ₹2,500 to ₹23,000. Karishma Shahani Khan offers prints and ombre dresses for ₹4,000 to ₹8,200. Masaba's quirky prints for dresses and tops cost ₹950 to ₹1,690 and Anand Bhushan's sweatshirts and dresses are for ₹6,500 to ₹11,000. Nishka has boys and girls western and Indian clothes at ₹4,500 to ₹18,750. Pawan Sachdeva's tuxedos are between ₹12,000 to ₹14,000 while Sahil Aneja's boys wear is from ₹2,500 to ₹28,700. Monisha Jaising caters to toddlers and goes up to 10 years priced at ₹1,299 to ₹6,200. Ridhima Bhasin's Indian wear is for ₹14,500 to ₹16,600. Pallavi Mohan offers girls western and Indian garments for ₹4,900 to ₹21,700. Shivan-Narresh beachwear starts at ₹2,500 up to ₹8,400.

"We provide parents with the convenience of getting their hands on the best designers in India. Since it's kidswear, we discuss with designers the special requirements for boys and girls from 0 to 14 years, as functionality and comfort are the main concerns. Parents look at kids as an extension of their personality so they want them dressed impeccably. We endeavour to provide value for money, so Shivan-Narresh shorts for boys and the swim dress for girls can be worn in and out of the water. Many parents want affordable clothing but when it's a special occasion they don't mind shelling out the extra bucks," reveals Chandni.

Many designers like Anand Bhushan, Rina Dhaka and Ridhima Bhasin have created special prints and styles for the portal. Prices start at ₹1,000 and go up to ₹25,000 for garments, while accessories are from ₹500 to ₹5,000.



Little Tags



Masaba



Nishka Lulla



Shivan Narresh



-Ritu Beri,
Designer

RITU BERI on BABY BERI

A BRAND WITH A BLESSED HEART!

Ritu Beri, the famous Delhi-based designer launched Baby Beri, her line for the kids, in 2009. Baby Beri caters to kids in the age bracket of 2 to 12 years. Her collection features both Indian and western wear in high-style and colourful ensembles. For Ritu Beri designing kid's clothing is a playful and joyful experience. She endeavours to create designs that are stylish, trendy and comfortable. The idea is to bring out the youthfulness and cheerfulness of kids.

Ritu Beri (RB): When did you start designing kids wear?

My journey as a mother made me realise the need for designer wear for children, something that's exclusive and yet easy-going! My collection 'Baby Beri' was launched in 2009 by Akshay Kumar.

RB: What kind of garments do you create? Are they formal, casual, Indian or western wear?

I create fun collections of occasion wear for kids where love and freedom are always the main theme of the collection. Extremely colourful, the mood of the collection is always carefree and crazy. The clothes are wearable and easy; it's a myriad of designs and a plethora of vibrant colours for girls and boys, a line that is packed with personality and style, very simple, easy to wear and cool. The simple and generous cuts of the dresses carry over the excitement and thrill of the look.

RB: What is the USP of your brand?

My show 'Baby Beri' is predisposed towards a cause. Year after year this show helps me support the under privileged children of India. The funds received from this show go towards supporting children suffering from autism through the Blessed Hearts Foundation*. Children bring immense joy to me and I'm very proud to be associated with a foundation whose philosophy is to create a magnificent future for the children of India. So, the idea is to have a gala time with the kids, spread awareness and at the same time doing our bit for charity.

RB: How difficult is it to design kidswear, and what age group do you design for?

It is so much fun to dress up children; moreover, kids today are so particular about what they wear. We design for all - boys, girls, and in fact we have designed from newborn babies to kids up to the age of 16 years.

RB: What are the points to keep in mind when designing kidswear?

Whilst designing for children one must consider the fit and comfort of the clothes



**Blessed Hearts Foundation is a charity for children created in November 2008 with the intention to improve and uplift the condition of the less fortunate children in India, from providing education, nourishment and healthcare support. Thus better the future of the children of India. The foundation now works to support Autism awareness and effective treatment initiation as its primary objective.*



for children. Kids are much easier going and its more about making comforting designs for them.

RB: Do you think high fashion designer kids wear is getting popular or how is the scenario changing?

Both parents and children are becoming extremely brand conscious, resulting in the multifold growth of the branded sub-segment. Parents are not the sole decision-makers today, as children, from a very early age, take active part in the shopping process. Once they start going to school, peer pressure and exposure to a wider range of media makes them much more aware of the latest trends, celebrity styles, their favourite cartoon characters, etc., as compared to the earlier generations. Thus, today's children know exactly what they want to wear and how they would like to be dressed. This has created another opportunity for designer brands and retailers in terms of expanding their product portfolio and attracting new customers.

RB: What are the latest trends for boys and girl's kidswear in India?

An amazing combination of contemporary style blended with Indian sophistication is the demand of the day. Breeches with angrakha style jacket, formal jacket with dhotis, etc., are just a few styles from the latest trends. Keep it simple yet very attractive. From simple to special, the Indian clothing tops every trend list and foremost, shall take best care of baby's comfort.

RB: What are the fabrics you like to use for kidswear?

Fabrics should be chosen very carefully for kids. They should be very soothing, comfortable such as various cotton and silk blends. We use brocades and other fine jacquards for highlighting, but always keep a soothing lining for the wellbeing of the children's skin and temperament.

RB: What type of embellishments – prints, embroidery, detailing do you like to use in your garments?

We make collections that develop and create bonds with our Indian

roots in a very unique and culture-conscious collection. The range varies from ghagras to salwars, details of embroideries and appliques, mix of our rich tradition with a contemporary look, a collection blending interesting traditional silhouettes with a modern outlook.

RB: What is the price range of your garments and where do you retail from?

My clothes range from approximately ₹15,000 to ₹90,000 for kids. We do embellished and fun clothes for kids developed from various different themes. We retail from the Ritu Beri Store which is located at Sainik Farms in Delhi.





PINK BLUE INDIA

DESIGNER CLOTHING

FOR NEW BORN

TO TEENS

Jaipur based Pink Blue India is a brand that exclusively designs everything for infants to teens. Aastha Aggarwal, the owner shares her thoughts behind launching the brand, about its retail presence, and fashion trends with Images Business of Fashion.

Pink Blue India was launched in 2014 to offer designer clothing for the newborn to teens by Kishen Impex. Shares Aastha Aggarwal, Owner, Pink Blue India, “The whole idea came to my mind when I myself became a mother of twins. Being from a small city like Jaipur, I could not find stuff for my children under one roof. There were multi-brand websites like Babyoye, FirstCry, etc., but no exclusive store where mothers in Jaipur could easily go and buy. That’s how the brand Pink Blue India came into existence.”

The Brand’s USP

The brand offers everything from head-to-toe for kids under one roof. Pink Blue India products are available on the brand’s own website as well as at their store in Jaipur. Parents can easily buy anything from hair accessories to garments, diapers, diaper covers, shoes, and socks.

The brand also provides customised accessories and garments, which are manufactured at their unit in Jaipur. Says Aastha, “Pre-teens and teens is a market which is not very popular in India. Upto 7 to 8 years the sizes are standard, but above 8 years, fit is usually a problem. We give customised options for 9 to 16 years age, which is not usually available in other stores or online.” She adds, “All ready-mades are specially handpicked either by me or by experts in my team who are parents themselves. Everything we pick are chosen by the parents, for the parents.”

Product Portfolio

For boys, the brand offers pants, denims, shoes, socks, dungarees and overalls priced from ₹500 to ₹2,000. The brand also has tuxedos, kurta pajamas, sherwanis, angrakha sets, waistcoats, Nehru jackets, shirts, pants, cowl kurtas and cowl shirts priced between ₹800 to ₹6,000. Their range of jackets, blazers and pullovers come under ₹1,000 to ₹3,000.

For girls, the brand has leggings, leg warmers, stockings, shoes, socks, dungarees, overalls priced from ₹500 to ₹2,000. Gowns, frocks, tops, tees, rompers, bodysuits, swim wear, pre-draped sarees, lehengas, ball gowns, skirts, crop tops, skirt sets, frocks, tops, tees, body suits are available from ₹800 to ₹10,000. In outerwear they offer jackets, shrugs, ponchos and pullovers priced from ₹1,000 to ₹3,000. Adds Aastha, “We have customised gowns for girls from one-year olds to teens. We also have family matching outfits for occasions and weddings. Similar casual t-shirts, bandgalas, for mother son duo. Mother daughter may go for matching gowns, pre-draped sarees or lehengas.”

For infants they have trendy gentlemen dresses, gentlemen rompers and bodysuits priced from ₹1,000 to ₹2,000. These are formal as well as very comfortable for the newborn babies as they are made of cotton hosiery. In accessories they have hair accessories, caps, booties, suspenders, bow-ties and ties for little



“Parents buy what their kids want to wear. A lot depends on the occasion. If the occasion is a birthday, then the outfit is made based on the themes. For weddings they prefer darker hues. For the day they prefer lighter shades.”

-Aastha Aggarwal,
Designer, Pink Blue India

ones. The brand also offers 16-piece gift sets for newborn babies, bodysuits, set of pants, rompers, etc.

Concepts & innovations recently introduced

Pink Blue India’s pre-draped sarees, Indo-western lehengas and cowl patterned kurta pyjamas for kids have been a major hit this season. This year they are focusing on the beauty of the nature.

Spring Summer 2018 Collection

Pink Blue India will be launching their SS 2018 collection by mid-March called “Garden of Roses”. The collection shall be designed in colours of roses and in summery tones like pink, peach, ivory, lavender, lilac and lemon yellow. Fabrics used too will be summery, like cottons, linens, etc.

Target Audience

The brand targets newborn to teenagers in 15 to 16 years age. Pink Blue India also offers a vast range of accessories for the newborn and teenagers.

Manufacturing capabilities

With its head quarters based in Jaipur, Pink Blue India has a state- of-the-art manufacturing facility, store and three warehouses at Jaipur.

Retail Presence

The brand is selling well in South India in Bengaluru, Chennai, Coimbatore, and Hyderabad. They have plans to open their own stores in Bengaluru and Chennai for ethnic wear. They have resellers all across the country and have witnessed good response from Pune, Indore, Mumbai, Hyderabad, Bengaluru, Sikkim and Chandigarh.

Online Presence

The brand markets through its own website www.pinkblueindia.com. They do not intend to sell their products through other portals. Shares Aastha, “We have tied up with various multi-brand chains in Pune, Hyderabad. Lot of sellers who market through online channels are mothers who are working from home and they are also taking our products. Sellers who are selling through facebook or instagram pages are also reselling our products. We are open to these kind of collaborations.”

Presence in international markets

The brand is already selling its ethnic wear collection in New York for 1 to 8 year old boys and girls. Pink Blue India also takes customised order. The brand also plans to have an outlet in London by mid 2018.





Marketing Strategy

Pink Blue India understands that having the right marketing strategy is the need of the hour. They participate in exhibitions, trade shows, etc., round the year in Bengaluru, Chennai, Indore, Kota, Udaipur, Mumbai, Hyderabad and Jaipur. They also organise various fashion shows, kids related competitions, etc. They recently sponsored an exclusive kids marathon, junior run in Jaipur. Pink Blue India has been covered on various occasions by the media.

Top trends in emerging kidswear industry

Aastha Aggarwal feels matching outfits is the trendiest thing ever. "I have not seen this much craze in parents, specifically moms for matching outfits. Even for their birthdays they want to wear something same or similar. For holidays too son and dad want to wear similar printed t-shirts. Girls like to go for something that is comfortable, easy to carry as well as stylish. Pink Blue India offers them pre-draped lehengas, pre-draped sarees and pre-draped gowns."

"For boys cowls are very much in fashion. Abstract prints are again coming in fashion this Spring Summer

season. Amongst colours greys and steel, earthy tones of rust and brown are in vogue for night parties. For the day, pastels like seagreen, powder blue, peaches are quite in fashion."

Fashion Predictions

According to Aastha, fashion basically is all in a fashion designers' hand. What any celebrity makes their child wear becomes a fashion in India. "Celebrities like Shilpa Shetty and Karishma Kapoor who are mothers have presented our stuff. There is this child artist, Ruhanika Dhawan, who wore our Shibori gown for Kids Choice Award in 2015. Shibori was totally out of fashion. Since she was wearing it, we made our entire collection based on Shibori and for nearly two years we had a good time. People really get influenced by celebrities."



Core competencies required to build a kidsbrand

Explains Aastha, "For infants the fabric has to be very soft. So we use soft cottons, satins, fancy taffeta and silks. For the older kids we play with a lot of fabrics with self embroideries, nets, leather, georgettes, imported fabrics like scuba and neoprene."

For infants and little ones the silhouettes have to be very simple so that the child can comfortable. For older kids, 4 years and above, the silhouettes have to be very stylish. Dhoti dresses are in very much vogue. "Parents buy what they want their kids to wear. A lot depends on the occasion. If the occasion is a birthday, then the outfit is made based on the themes. For weddings they prefer darker blues, blacks, dark browns or emerald greens for night parties. For the day they prefer lighter shades like yellows and orange."

Sizing in kidswear segment

Pink Blue India follows the basic sizing structure. Since some of the kids are taller or shorter than their age, they also offer customisation to fit their structure. Adds Aastha, "We follow a standard chart from newborn to teens. We have a measurement chart for every product on our website. The customer, be it in India or abroad can easily pick and choose the correct size for his and her baby."

Factors influencing kids fashion

Aastha feels, kids between 4 to 5 years get influenced from their peers. "I really observe my own kids while designing. I have evolved as a designer with my kids. With their growth, my growth as a designer is also happening." Bollywood and television are also one of the main sources of kid's fashion. "Parents like to dress their children in what the celebrity kids are seen wearing. Also, kids get influenced with cartoons and want to wear costumes of their super heroes. Super heroes like Captain America, Hulk, Iron Man, Disney princesses like Cinderella, Sophia, Jasmine, Snowwhite, etc., that are popular among kids act as influential factors," she adds.

✕



THE CHENNAI APPAREL ASSOCIATION
cordially invites you to

Fashionisim



Venue :

GRT Grand

Pondy bazaar, Chennai.

Date : 26th & 27th, February 2018

Time : 10 am to 9 pm



Communications with respect to 15th Garment Fair
(The Summer Edition) to be addressed to :

Chennai Apparel Association

C/o. R.D. Fashions, 201, 'B' Block, Shivalaya Building 2nd Floor,
118, C-in-C Road, Egmore, Chennai - 600 008

Ph: 2827 0425 | caatime@gmail.com

PINKCOW

PARTY SILHOUETTES FOR LITTLE GIRLS

Pinkcow is a classic designer clothing brand, which offers vintage style dresses for little girls. Hand designed and produced by Pratima Anand, Pinkcow offers a wonderful selection of party and formal boutique clothing. Their collection aims to make little princesses embrace their individuality with a classic twist. Pratima reveals, "Starting Pinkcow was like reliving my childhood memories. It is a tribute to my mother and my aunt Pat, who would help me choose fabrics, advice me on colour and cut and help me design it mentally. It made me feel so special and probably that is why I am a designer today. Pinkcow is my effort to make little ones feel like a princess."

Target Audience

The brand designs dresses for girls between ages of 1 to 8 years and also customises for special occasions.

The Collection

Pinkcow is committed to offering the best selection of dresses. The collection hugely draws its inspiration from Parisian culture with party, evening silhouettes and surface ornamentation. The styles are in sync with the latest trends and offer a wide range of options for any occasion. The range comprises gowns, layered dresses, flared dresses, casuals, frocks, etc.

Trends emerging in the kidswear industry

The top trends emerging are more towards asymmetric, bolder off beat prints, use of textured fabrics, layering, embroideries and a move towards handmade ornamentation.

Fashion predictions for kids clothing

Shares Pratima, "In the coming



time the fashion will move towards simplification, sustainability organic wearability and constructive detailing." Colour blocking, cartoon prints, surface ornamentations, embroideries with off beat materials, asymmetrical design concepts will be in vogue.

Core competencies required to build a kids centric brand

Core competency to build a kids centric brand is to keep in mind the new trends and introduce newer ideas.

Sizing in kidswear segment

The sizing in kids is kept consistent with the demand in that particular age group.

Factors influencing kids fashion

Kids fashion gets influenced with adult fashion. It is just an extension of the same expression that is art in its purest form.

Role of cartoon characters, sports and young stars in influencing buying decision of kids

Says Pratima, "Cartoons are very famous among children and we are working at a full collection with cartoon prints as I see that as the latest craze."





MINE CRAFT AND CLOTHING

LUXURY FASHION FOR KIDS

Manufacturing premium clothing for the kids with no frills, no itch, Designer, Sonal Chowdhary shares details about the brand and their products.

Mine Craft and Clothing is a premium luxury kidswear brand priced between ₹1,200 to ₹12,500. The brand was founded by mom entrepreneur Sonal Chowdhary, who played designer to friends and families with designer outfits and sarees and then chose to take a break and pursue other interests. It was after her son Kiaan's birth and the lack of finding tasteful clothing that she began designing clothes for kids.

Target Audience

The brand caters to 0 to 5 year old kids and does the rest up to 10 years on order.

The Concept

Sonal is a no frills mom. "Let kids be kids and with them clearly less is more. Clothes always need to be an extension of your child," says Sonal. She follows no set colour palette or season highlights. Fabric feel, prints and a cutting board is all that she needs. Her mantra is "take the excess off". Shares Sonal, "We do not follow any season or trends. We are not fashion but style and comfort. We love birthdays and occasions where we can get our shine out. We do not itch."

Manufacturing Facility

The brand has its own workshop where everything is done in-house. They print most of their own fabric. New designs are constantly introduced every month. Says Sonal, "We are all cotton and silk; pure happiness and some bling."

Product Portfolio

Mine Craft Clothing offers a wide range of clothing for boys and girls with over 100 designs between the ages of 0 to 8 years. They work with breathable cottons in prints that speak volumes of the child's personality. The colours used are vibrant but not loud. Their clothes are airy and comfortable and also easy to maintain. Adds Sonal, "With a new range every 2 months, we balance the bling for girls with great ease and for boys its sophistication all the way. When we got a couple of kids to try our sophisticated range, we had no complains of itch, tightness nor any complaint for a quick change."

Retail Presence

Mine Craft and Clothing supplies its products to Paper Boat Collective, Goa; The Project Café, Goa; Whispering Café, Goa; Petite Royal, Mumbai; and Transform, Mumbai. Remarks Sonal, "We have no labels inside, just a tag outside saying the garment is yours. Love it."



MINI FASHIONISTAS

THEIR PARENTS GET TOP BILLING AT THE BOX OFFICE AND SET THE STYLE CHARTS ABLAZE WITH THEIR SARTORIAL CHOICES. AS IF TO PROVE STYLE CAN RUN IN THE GENES, A LOT OF CELEBRITY KIDS ARE HEAD-TURNING TRENDSETTERS EVEN WHILE THEY ARE IN DIAPERS. WHETHER IT IS BLUE-BLOODED TAIMUR ALI KHAN PATAUDI OR THE SCION OF THE BADSHAH, AB RAM KHAN, THE FASHIONABLE TODDLERS AND YOUNGSTERS MAKE PAPARAZZI GO INTO A TIZZY TO GET THAT PRIZED PICTURE. MANY A-LIST OFFSPRING START THEIR EXPOSURE TO WHAT IT MEANS TO BE IN THE PUBLIC EYE REALLY EARLY—WHETHER THEY BECOME SENSATIONS ON SOCIAL MEDIA OR HAVE PAPARAZZI STALKING THEM ON EVERY OUTING—WHETHER IT IS THE AIRPORT OR PARK. SO THEY WEAR DESIGNER CLOTHES AND WALK IN CUSTOM-MADE SHOES. THEIR WARDROBES COULD EASILY RIVAL THOSE OF THEIR MOST FAMOUS PARENTS. AS KARL LAGERFELD SUCCINCTLY SAID, “IT’S NEVER TOO EARLY TO CARE ABOUT FASHION.” THESE KIDS WERE BORN WITH AN INNATE EARLY ABILITY TO SIMPLY ROCK STYLE EVEN IN THEIR DESIGNER CRIBS. HERE’S LOOKING AT SOME REALLY COOL LITTLE MEN AND WOMEN FROM THE WORLD OVER. DO TAKE A CUE FROM THEIR FASHION SENSE.

By AARTI KAPUR SINGH



TAIMUR
ALI KHAN
Pataudi



The gorgeous Sabse Chota Nawab is the darling of the webworld. Taimur is fast emerging as a competitor to the fame and popularity of his more famous parents. Whether it is in cute onesies or pristine white kurta pajamas or his favourite red Converse shoes, he is already guiding new mummies about what must they buy for their babies.

Aaradhya is the daughter of one of the most beautiful women in the world, Aishwarya Rai Bachchan. And by virtue of this fact, she is already started making appearances at events that matter. She gave mum, Aishwarya, company at Cannes in a princess-style tulle gown. The little fashionista's designers of choice are the Delhi-based sisters Gauri and Nainika Karan who design most of her clothes. While she rocks denim and sweats with equal aplomb, a reliable source tells us that she loves ethnics. Her colours of choice include pink and yellow.



AARADHYA
Bachchan





MISHA
Kapoor



Misha Kapoor, who turned one last August, is already a fashionista. And she mostly channels the dainty dressy look. Her favourite colours are white and pink, and she is obsessed... Like literally OBSESSED with the colours. In addition, she's always seen matching hair accessories as well as shoes. She carries her cool attitude with her wherever she goes and that's what makes her stand out than rest of the star kids! Considering that her parents Mira and Shahid Kapoor always ace the fashion game, it goes without saying that Misha has definitely inherited that from her parents.



VIAAN RAJ
Kundra

Viaan's fashionable mom Shilpa Shetty lends her name to many designers and their craft, besides retailing her own brand of sarees. Small wonder then that the kid is always a dapper young man. Though he is as cute in ethnic Indian outfits, that he is dressed up in during festivities, Shilpa says, "He loves superhero prints more than anything else. So given the choice, that is what he loves to wear."



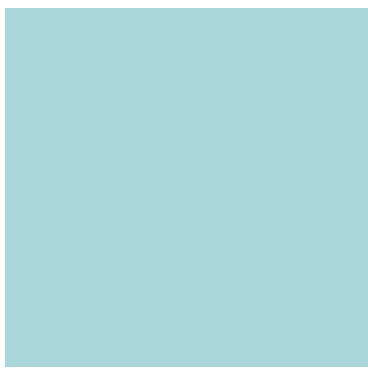
ABRAM
Khan

Whether prancing around stadiums with dad Shah Rukh Khan or helping him greet hordes of fans from atop Mannat, AbRam matches swagger for swagger with the Badshah of Bollywood. If you pay attention you'll realise that the kid's closet keeps up with the latest trends, much like that of his father. The duo is often spotted twinning in matching outfits. "I thought I was obsessed with denim, but AbRam beats me hands down. He has been picking his own clothes for any outing or even on a daily basis for the longest time. Yes he does copy me, so if I have to wear a kurta pajama, I get an exact miniature version tailored just for him." says proud father Shah Rukh. Not just denims but the father-son duo like wearing cool pants too. And guess who shops for the youngest Khan? It is "favourite aunt, Deepika Padukone, who always comes like this Santa with bags full of fancy names that I can perhaps not even pronounce," jests Shah Rukh.





Cape Capelet Poncho Kotwara



Male Dazzle Falguni And Shane Peacock



Gender Neutral Anaam



Indigo Ragini Ahuja



Light As Air Tarun Tahiliani



Trouser Verandah



Pink Nishka Lulla



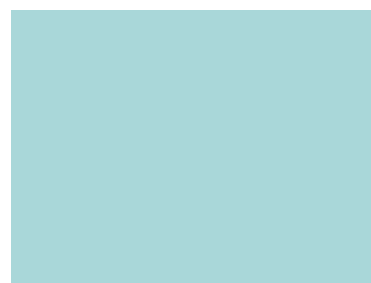
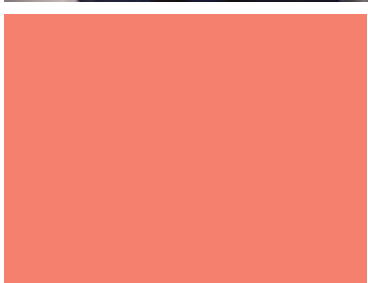
Layer Them Ka-Sha



Power Shoulders Shirya Som



White Is Right Rajesh Pratap Singh



TOP 10 TRENDS

LAKMÉ FASHION WEEK SUMMER/RESORT 2018

By Meher Castelino

When it is summer then the collections have to match the rising mercury so it was but natural that the designers at the Lakmé Fashion Week Summer/Resort 2018, which was held in Mumbai from 31st January to 4th February 2018, created collections that were ideal for comfort. There were interesting trend directions that were perfect for the following season.

Trouser silhouettes took on varying forms, while capes, capelets and ponchos, retained their importance but gender-neutral garments made an aggressive fashion statement. Men's wear opted for dazzle, while layering was able to hold its own on the fashion charts. The colour pink was the hot favourite, while white remained the first choice and indigo stayed firm on the colour palette. Power shoulders and feather light garments ensured that the heat would not prevent trendy fashionistas from dressing to the hilt.

THE NEW LOOK TROUSERS

The trousers for both men and woman seem to attract more volume than being fitted for the coming season. Watch out the dhoti pants or salwars which designers showed in great abundance. Sayantan Sarkar, Urvashi Kaur, De Belle and Verandah added to their line a variety of options. There is also the drop or low crotch pants that is a hot favourite with Payal Singhal. She has had that silhouette in her collections for several seasons. Another look is the wrap trouser that seems to be in for both sexes and then there is the high waist version that Narendra Kumar offered for his athleisure inspired collection.

CAPES, CAPELETS, PONCHOS

A cape brought a lot of excitement to the fashion scene a few seasons ago and turned into a 'must have' for most creations and at times even got attached to sleeves. For the coming season the cape has turned into a capelet, as it is not as flowing and floor sweeping as it was a few seasons ago. Even the poncho is a little shorter and appears over a sari blouse or as a sari blouse at times and is even added on to kurtas, dresses and tunics by designers Tarun Tahiliani, Kotwara, Jayanti Reddy, Ridhi Mehra Sekhri as well as Amoh by Jade.



Trousers Payal Singhal



Cape Capelet Poncho Ridhi Mehra





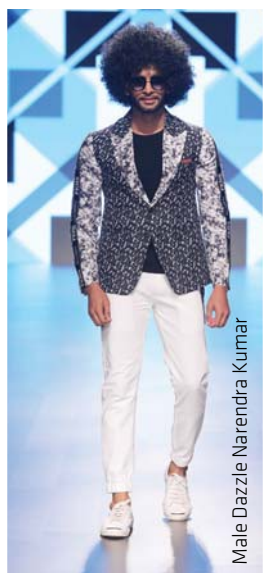
Gender Neutral Shantanu Nikhil



Gender Neutral Anvita Sharma And Asit Barik



Male Dazzle Anushree Reddy



Male Dazzle Narendra Kumar



Layer Them Saaksha Kinni



Layer Them Tahweave



Layer Them Asa

GENDER NEUTRALITY

A few years ago the word androgynous started appearing for fashion collections. It was for feminine clothes with a hint of masculine touch. A sharply cut blazer for women was considered a masculine addition to the wardrobe. Two seasons ago the gender neutral term appeared for garments and since then there is a full blown category in fashion called Gender Neutral clothes that move effortlessly from HIS wardrobe to HERS and vice versa. The Anaam label by Sumiran Kabir Sharma' for his collection "Janaza Summer/Resort 18 had a wide collection when he presented during his Gen Next Collection during Lakmé Fashion Week Winter/Festive 2017. For the coming season his draped long maxis from his line called "Janaza Summer/Resort 18 has a wide collection with a unisex appeal that will save money for a couple. There is also the Bloni label by designer Akshat Bansal that gives a great gender-neutral look and Anvita Sharma and Asit Barik for their label TwoPointTwo showed a gender-neutral collection for the Gen Next show at Lakmé Fashion Week Summer/Resort 2018 called "Gyne-Andro-Philia". There was a touch of unisex creations in the Shantanu and Nikhil line called The Tribe – the India Story where sharply cut jackets appeared for both sexes.

MALE DAZZLE

Who says only women can wear flashy clothes for the coming season. The men are turning into fashion plates and dazzle is what they want when they step out. When red carpet designers Falguni and Shane Peacock launched their men's wear line with a collection called "Louche" at Lakmé Fashion Week Summer/Resort 2018, they splashed the clothes with all the glitter that they have poured on their women's lines in the past. So now their Peacock man can march proudly with the Peacock woman and at times even out shine her. Designer Narendra Kumar also gave men's wear some flash and dash with his black, white and red "The Fake Show" collection. Lots of detailing and slogan writing on the clothes ensured that the men made their significant fashion statement. Anushree Reddy and the SVA labels also had glitter for the men's bridal wear.

LAYER THEM

Layering can never go out of style on the fashion charts. With the summer heat making the mercury climb up, it is sheer voiles and Chanderis that inspire designers and with a hint of Khadi added on, the layered look is in the forefront. Th master of the layering genre is Karishma Shahani Khan with her Ka-Sha label as she combined nearly 4 garments in checks and solids. The Tahweave label brought cool fabrics into one ensemble and the Saaksha and Kinni brand worked with not only layering but also multiple prints that were brought together in one outfit. The ASA label by Shreya Oza brought the beauty of fabrics with the layers of various garments

POWER SHOULDERS

While there are cool and sheer fabrics for summer, there is marked return of the power shoulders of the 1980s, which is

making a gentle appearance. Designer Ashwini Reddy and Lovebirds offered a medium version of the accentuated shoulders; while Rajesh Pratap Singh made them more obvious for men and women. The Shriya Som label for the collection “Summer of Love” brought the shoulder accents for evening glamour and Helen Bajaj Larsen added them to her jackets when she showed at the Gen Next Show at Lakmè Fashion Week Summer/Resort 2018.

PINK IS THE NEW NAVY

Every body wants to be in the pink of health and now everybody wants to be in pink, when they step out of their house. Because pink is the new navy for the coming season and it looks great when the mercury is rising. For casual or formal wear and for bridal or summer wear pink, is the colour that designer’s feel will make women very happy. So Anushree Reddy devoted her whole bridal collection to the colour pink, while Rajesh Pratap Singh brought pink for his Tencel™ collection during summer, as he wanted a happy colour palette. Nishka Lulla for her line added bubble gum pink for the clothes, while Nakita Singh used the colour in a strong tone for checks and solids during her layered creations display.

WHITE IS RIGHT

When it’s summer and the living is easy then the only colour that designers are safe with is white, because it is so right for the steamy days ahead. White creates magic for both casual wear as well as the glamorous bridal looks that are in vogue right now. Mohamed Mazhar the Gen Next designer for this season created a full white line in cotton and layered it with yards of fabrics for a dream like look. The Crow label brought out a full collection in white and so did Nakita Singh. Nearly every designer offered a spot of white right from 6Degree designer De Belle to Rajesh Pratap Singh who had full men’s suits in white. The Aikeyah label also gave importance to white for the very formal western wear line.



Power Shoulders Helena Bajaj Larsen



Pink Rajesh Pratap Singh



Pink Nakita Singh



White Is Right Nakita Singh



Pink Anushree Reddy



Pink Anushree Reddy



Light As Air Shyamala Bhumika

GO INDIGO

Indigo is the colour that excites designers season after season and this time too brands paid homage to this colour whether it was for denim, for relaxed western wear or for traditional Indian clothes. The Maku label by Santanu Das presented the collection “In Transit” with indigo as one of the prime colours that was worked with minute detailing. Gaurang Shah called his collection “Neel” and devoted it completely to the indigo colour, which has been around since 1750 BC in Mohenjo Daro. He worked with different shades of indigo for his saris and ethnic wear and then added prints, weaves and embellishments to complete the total look. Ragini Ahuja brought indigo in the denim stage for jeans, jackets, bralets and skirts but teamed the denim with soft cotton.

LIGHT AS AIR

Who wants to wear a heavy fabric when it is summer definitely, not the brides of India who long for summer weddings. To please them Tarun Tahiliani brought his weightless bridal collection created in tulle with the most amazing embroidery and called it “Tarakini”. The starry designs were embroidered with sequins, Resham and badla work along with crystals for that starlit shine, since Tarun’s collection was inspired by the stars and the celestial bodies in the sky. The Crow label too ensured that the garments were light as air even if they were layered and Nakita Singh brought the feather light creations on the ramp and layered them to perfection, yet maintaining the lightness of the garments. Kotwara, Shyamal and Bhumika also gave importance to light tulle as the base fabric for the gorgeous bridal wear.





★★★★★★
**IFF PRIVILEGE
 MEMBERSHIP OFFER**
 ★★★★★★

MEMBERSHIP FORM

The Indian fashion industry is today a very fast-moving, challenging category. Technology and consumer behaviour are forcing fashion retailers to constantly evolve and adapt to these changes.

And that is where India Fashion Forum (IFF) comes in. It is India's largest fashion market intelligence hub, and its members have unparalleled access to every connection, information and research that they need to ensure informed and profitable growth of their businesses.

Membership of India Fashion Forum Privilege Club – India's largest fashion retail network – offers:

- Pan-India networking and business development openings for top leaders and industry influencers.
- Multiple routes to optimise brand visibility and marketing reach.
- Instant access to IFF's multiple knowledge platforms and a broad network of top-level decision makers and business owners.
- Connecting them to the entire value chain (designing, buying & sourcing to manufacturing, merchandising, branding, marketing & retailing) round the year.
- Privilege access to **India Fashion Forum** annual fashion retail intelligence event, including an exciting blend of Conference sessions, CEOs Roundtables, workshops and masterclasses, zoned exhibitions and industry awards.

HOW TO ENROLL?

Choose your 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

IMAGES MULTIMEDIA PVT. LTD.
 CIN:- U22122DL2003PTC120097
 S-21, Okhla industrial Area, Phase 2,
 New Delhi 110020.
T: +91 11 40525000
F: +91 11 40525001
W: www.indiafashionforum.co.in

NAME/S OF AUTHORISED REPRESENTATIVE/S TO AVAIL IFF PACKAGES

Name:	Designation:	Phone:	Mobile:	E-Mail:

.....
 Signed by CEO / Director / Owner
 Name:
 Designation:

.....
 Company stamp/ seal



IFF ANNUAL MEMBERSHIP & DELIVERABLES*

**YOUR
ACCESS
TO THE
FUTURE OF
FASHION**

MEMBERSHIP 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

NEXT ISSUE: IFF SPECIAL ISSUE

IMAGES MARCH 2018

BUSINESS OF FASHION



MEET THE MASTERS

VISION AND VIEWS OF FASHION THOUGHT LEADERS

According to optimistic reports, in the coming eight years the Indian fashion market will be growing very fast indeed—expanding at a compounded annual growth rate of 11.8%. Statistically, the overall domestic market for apparel and lifestyle products, which is currently estimated at \$85 billion will reach \$160 billion by 2025.

Arguably, with these strong indicators projecting some great days ahead for fashion businesses, it is our conviction that it is our greatest fashion stars who will take a lead in

not just steering the market to not just this predicted potential, but to even play a multiplier effect, by sheer dint of their innovation and effort, to make it scale even further heights.

In a special feature in the **March 2018** issue of **Images Business of Fashion** we will delve deep into the minds of these titans and showcase insights into their innovative thinking, efforts and their vision for fashion in India.

We are sure that this special issue, which will be presented at the India Fashion Forum 2018, would be priceless in Inspiring and Shaping the future of the fashion sector in the country.

Also in the issue:

As a celebration of International Women's Day (March 8th) we showcase the great connect between fashion and women live from some of India's topmost women fashion leaders.

TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:

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

NORTH: Shivani Lorai, +91 9811511038, shivanilorai@imagesgroup.in

Jatin Nehra, +91 7042671306, jatinnehra@imagesgroup.in

EAST: Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

WEST: Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

AHMEDABAD: Monark J. Barot, +91 9560090520, monarkbarot@imagesgroup.in

SOUTH: Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

*A Not To Be
Missed Advertising
Opportunity*



www.indiafashionforum.in

13 - 14 March 2018

RENAISSANCE HOTEL, MUMBAI



**CUSTOMER
EXPERIENCE
FORUM**

**ENGAGEMENT
EXPERIENCE
BUSINESS
TECHNOLOGY**



what CX Forum
can do for your
business

LEVERAGE
TECHNOLOGY

to create a memorable Customer Experience & Loyalty

CROSS CHANNEL
MARKETING

to effectively understand Customer Behaviour

DESIGN FOR
BUSINESS

Visual Merchandising & Store design to enhance sales

IS YOUR BUSINESS READY FOR THE FUTURE OF FASHION RETAIL IN AN EXPERIENCE-CENTRIC CONSUMER MARKET?

CX FORUM IS DESIGNED FOR

- Technology Solution providers
- Virtual Reality
- Augmented Reality Solutions
- Big Data & Analytics
- CRM systems
- Data capturing
- Advertising Technologies
- Digital Marketing Solutions
- eCommerce and mCommerce
- Security technology
- Smart card technology
- Electronic payment
- Checkout systems/solutions
- Electronic shelf labels
- Inventory and supply chain management
- Magic Mirrors
- Mobile solutions
- RFID Inventory tracking
- Screens and video walls
- Digital signage
- Workforce management
- Customer Feedback Apps
- eGift Cards
- Social Media Platforms
- Digital Agencies
- Chat Apps – Conversation Commerce
- Architects and Store Design Consultants
- Lighting Manufacturers and Designers
- Signage and Display equipment suppliers
- Multisensory specialist and consultants
- Graphics/Large Format Print Suppliers
- Furniture and Furnishings Suppliers
- Flooring Suppliers
- Fixtures and Fittings Suppliers
- In-Store Music and Video Specialists
- Wall Coverings and Systems Suppliers
- Fragrance and Aroma Specialists
- Installation Specialists
- Shopfitters
- Mannequin Suppliers
- Materials and Surfaces Suppliers
- Special Effects Suppliers
- Advertising Agencies



Fashion brands and Retailers, be it apparel, textiles or lifestyle products (like sports goods, accessories, bags) need to understand consumer preferences, channel-specific shopping behaviour, purchase trigger points and brand experiences across all points of contact with their brand.

CX Forum will display a 360° view of the latest in customer experience enablers – both physical and digital under two distinct exhibition platforms:

future shop

RETAIL TECHNOLOGY



EXPERIENTIAL RETAIL

Sign Up Today

For PARTNERSHIP & ASSOCIATION

INDIA FASHION FORUM

Santosh Menezes, +91 9820371767
santoshmenezes@imagesgroup.in

NORTH INDIA:

Shivani Lorai, +91 9811511038
shivani1orai@imagesgroup.in

WEST INDIA:

Radhika George, +91 9833446767
radhikageorge@imagesgroup.in

CUSTOMER EXPERIENCE FORUM

Bhavesh Pitroda, +91 9867355551
bhaveshpitroda@imagesgroup.in

SOUTH INDIA:

Suvir Jaggi, +91 9611127470
suvirjaggi@imagesgroup.in

EAST INDIA:

Piyali Oberoi, +91 9831171388
piyalioberoi@imagesgroup.in

FOR DELEGATE ENQUIRIES

Sarika Gautam, +91 9717544226
sarikagautam@imagesgroup.in

Images Multimedia Pvt. Ltd.

CIN: U22122DL2003PTC120097

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

Organised By



Supported By



Online Partner



Luxury Insight Partner



Session Partner



Masterclass Partners



Charity of Choice



International Network Partner



Official Media Partners



Online Media Partner



International Media Partner





THE FASHION AND LIFESTYLE PROJECT

IFF
2018



CUSTOMER
EXPERIENCE
FORUM

13
14
March
2018

Renaissance Hotel
MUMBAI

INTELLIGENCE
DESIGN
RETAIL
TECHNOLOGY



The Conference at IFF breaks it down into 4 power nodes, the essential corner stones for building a sustainable retail model.

Intelligent Engagement

The need to access and share knowledge has never been as critical as it is today.

Design For Experience

A store is a collection of a thought for a lifestyle, and non-stop customer experience is the most important branding tenet today among retailers.

The Business Of Retail

In addition to understanding the tenets of retail operations, mastering the science of leasing and real estate are critical because fashion brands are growing at a faster pace than retail space.

The Tech Of Everything

New-age consumers expect a consistent, seamless, and integrated experience across all retail touch points. Creating seamless shopping experiences requires the right set of unified technology, with a heavy emphasis on the back-end systems and integration to make it all work as one.

Conference Highlights

Class-leading insights from the heads of world's most renowned fashion brands and retailers, & international marquee speakers on:

- / Winning With Fashion Innovation
- / Consumer Insights On Evolving Categories from over 10 million customer base
- / Transformation Through Innovation
- / Bringing Alive The Future Of Fashion & Lifestyle
- / India The Promised Land For Foreign Brands
- / The Business - Where The Top Line Is The Waistline
And The Bottom Line Is The Hemline

IFF Grand Finale:

V2ForU:

Success Stories of Collaborations between Retailers and Malls

SOLOx:

- 10 Vibrant Fashion CEOs to present
- # Untold Stories # Mega Life Lessons
- # Bold Opinions # Outstanding Outcomes
- # Biggest Business Dreams

Star Attractions:

- **C-Suits Luncheon Meet** with a Visionary
- **Roundtables/ Exclusives** with CEOs/CIOs/CXOs & Heads of Design/ Innovation/Category Buying & Merchandising/ Sourcing/ Retail Design & VM
- **Presentations**
 - / Most Valuable Fashion Startups
 - / Most Effective Marketing & Promotions Campaigns
 - / Most Profitable Design Concepts
 - / Most Exciting Innovations in value chain/ distribution and retail channel including fashion & lifestyle ingredients/ construction materials/ finishes/ processes/ technology/ products
- Most Effective Tech Implementations by Retailers with Tech partners

MASTERCLASSES & CERTIFICATE PROGRAMMES

1. Executive Masterclass with

Michael Jacobian,
Leading Fashion Retail Transformer



RESERVED FOR IFF PRIVILEGE CLUB MEMBERS

For 30 years, Michael Jacobian has worked with the world's finest retailers to transform traditional Selling Environments into Buying Environments. This transformational approach and content is easy to understand, internalize and apply in all retail channels, Brick & mortar, Online and Mobile. His impressive portfolio covers more than 75,000 stores, more than 3 million associates & managers trained and a whopping \$1 trillion sales. His clients include: Nordstrom, Bloomingdale's, Lord & Taylor, Chanel, Gucci, Ralph Lauren, Staples, Casual Male XL, The Collective, and many more...

2. Masterclass by NIFT

with
Globally famed US Academies



RESERVED FOR FASHION FORWARD LEAGUE

For local/SME fashion retailers/ franchisees and distributors Inductees Nominated by India's 20 top fashion companies

3. Masterclass by WGSN

Fashion & Lifestyle
Trends and Retail Design

WGSN

4. Trusted Shop Certificate Program for Fashion Retailers by global experts on ISO standards

Sign Up Today

www.indiafashionforum.in

For PARTNERSHIP & ASSOCIATION

INDIA FASHION FORUM

Santosh Menezes, +91 9820371767
santoshmenezes@imagesgroup.in

NORTH INDIA:

Shivani Lorai, +91 9811511038
shivaniilorai@imagesgroup.in

WEST INDIA:

Radhika George, +91 9833446767
radhikageorge@imagesgroup.in

CUSTOMER EXPERIENCE FORUM

Bhavesh Pitroda, +91 9867355551
bhaveshpitroda@imagesgroup.in

SOUTH INDIA:

Suvir Jaggi, +91 9611127470
suvirjaggi@imagesgroup.in

EAST INDIA:

Piyali Oberoi, +91 9831171388
piyalioberoi@imagesgroup.in

FOR DELEGATE ENQUIRIES

Sarika Gautam, +91 9717544226
sarikagautam@imagesgroup.in

Images Multimedia Pvt. Ltd.

CIN: U22122DL2003PTC120097
Registered Office: S-21, Okhla Industrial Area,
Phase-II, New Delhi - 110020, Ph: +91-11-40525000
Fax: +91-11-40525001, Email: info@imagesgroup.in
Website: www.imagesgroup.in

Organised By



Supported By



Online Partner



Luxury Insight Partner



Session Partner



Masterclass Partners



WGSN

YACOBIAN

Charity of Choice



International Network Partner

Retail Management Consultants

Official Media Partners

IMAGES BUSINESS OF FASHION

IMAGES Retail

Online Media Partner

INDIA RETAILING .COM

International Media Partner

RetailME

IMAGES MARCH 2018

BUSINESS OF FASHION

celebrating

Women's Day **Special Issue**

International Women's Day assumes high pertinence for women in emerging countries. Women's Day is a time to reflect on progress made, to call for change, and to celebrate acts of leadership and determination by women who have played an extraordinary role in the country.

The great connect between women and fashion is also undeniable, therefore, to commemorate International Women's Day 2018, we will be showcasing a few

incredible female leaders in fashion business in India. We will look at their wonderful journeys, their achievements, vision and aspirations, and most specifically at what they believe will redefine the fashion space over the coming years and the role of women in it.

Discover, connect and be inspired by these amazing women leaders. Images Business of Fashion issue aims to inspire the next generation of female fashion leaders in India.

Section presentation and advertising participation options available.

TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:

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

NORTH: Shivani Lorai, +91 9811511038, shivanilorai@imagesgroup.in

Jatin Nehra, +91 7042671306, jatinnehra@imagesgroup.in

EAST: Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

WEST: Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

AHMEDABAD: Monark J Barot, +91 9560090520, monarkbarot@imagesgroup.in

SOUTH: Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

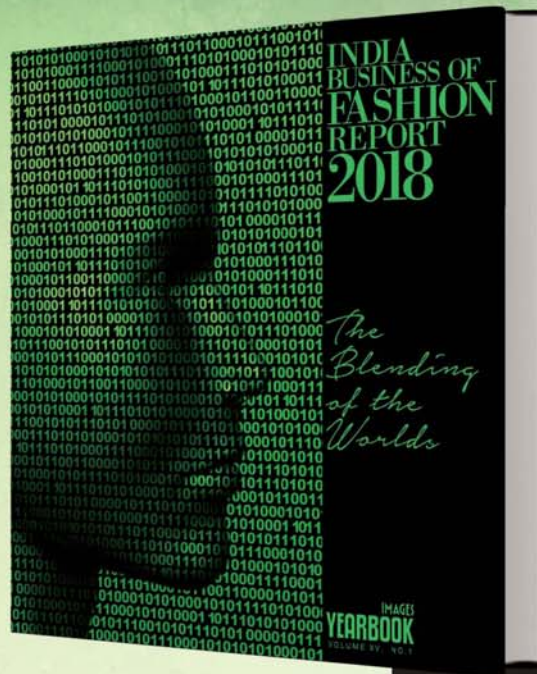
*A Not To Be
Missed Advertising
Opportunity*



INDIA BUSINESS OF FASHION REPORT 2018

FORMERLY KNOWN AS
THE IMAGES YEAR BOOK

(15TH EDITION)



Launching at



13-14 March 2018
The Renaissance,
Mumbai

...the *Blending of the Worlds!*

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 avataars.

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
- ▶ 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
- ▶ 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

FASHION RETAIL ADVERTISERS

NORTH:

Shivani Lorai, +91 9811511038,
shivani.lorai@imagesgroup.in
Jatin Nehra, +91 7042671306,
jatinnehra@imagesgroup.in

EAST:

Pragati Kumar Sinha,
+91 9804338455,
pragatisinha@imagesgroup.in

WEST:

Radhika George,
+91 9833446767,
radhikageorge@imagesgroup.in

GUJARAT:

Monark J. Barot,
+91-9560090520,
monarkbarot@imagesgroup.in

SOUTH:

Smriti Bhagat,
+91 9686902343,
smritibhagat@imagesgroup.in



Lg | Legend®
CASUAL WEAR

CHARCHIT APPARELS PVT. LTD.

Milan House, Old Milan Cinema, Opp. Ashok Wadi, Saraspur, Ahmedabad - 380018.

Phone: +91 79 22929077, 22929055 | Fax: +91 79 22929091

Email: charchitapparels@yahoo.com



100% NATURAL



RAYSIL. ADDS ELEGANCE TO FASHION. The superior quality VFY from Indian Rayon.

Presenting Raysil. The versatile yarn that helps create the best of georgettes, crepes and chiffons that flow and drape well. Go ahead, try Raysil and feel the difference it makes to fabrics.



Raysil[™]
The fashion yarn

For details, call: Mumbai: +91 22 66917930 / 31, Surat: +91 261 4003362 / 64 | Email: raysil@adityabirla.com



SHIRTS . TROUSERS . DENIMS . T-SHIRTS . SHORTS

TWILLS CLOTHING PVT LTD

Vijayawada Office - No. 172/A, Lane beside Sri Shakthi Function Hall, Kanuru Donka Road, Enikepadu, Vijayawada - 521 108. Ph. 0866 - 2845500/1/2/3/4

Mumbai Office - Gala No. 19, Shreeji Industrial Estate, Subhash Road, Jogeshwari (E), Mumbai - 400 060. Ph. 022 - 40100707 | +91 9811959052
www.twills.in

Available in 98 Exclusive Stores & all leading MBOs' across India.

TWILLS



RNI NO: DELENG / 2000 / 02804

INTERNATIONAL BY STYLE. INDIAN BY HEART!

Over 150 styles in different washes and fits to suit every mood of contemporary Indian women.
Available in more than 3000 outlets across the country.

focus
jeans®

Passion, Jeans & More.

Scan to know more



B. ENTERPRISES: 120, Atlantic Plaza, Garage Galli, Dadar (W), Mumbai 400 028.
Tel: +91 22 2436 6050 | Telefax: +91 22 2436 6080 | Email: info@focusjeans.co.in | www.focusjeans.co.in

www.againsttheflow.in - 9820708887