

Exclusive
Raymond to Expand Ethnic
and Next Look
pg 18

In Conversation
Lacoste is Steadily Working on
its India Expansion Plans
pg 24

Success Story
Cover Story to Introduce
Workwear Segment
pg 28

Dynamics
Indian Brands Revive Ethnic
Wear Genre
pg 56

R IMAGES Retail™

Future of Businesses
MARCH 2018
VOL. 17 NO. 3 • ₹100
www.indiaretailing.com



[COVER STORY]

THE INSIDE STORY

**WHAT MAKES FASHION RETAIL
THE MOST PROFITABLE SEGMENT
FOR MALLS**

[PAGE 32]



18



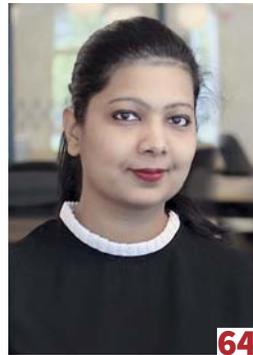
24



28



62



64

12. NEWSMAKERS NATIONAL

INDIAN RETAIL SECTOR FOCUSES ON ONLINE SERVICES, PHYGITAL EXPERIENCE

H&M, Landmark and Raymond Group make major inroads in expanding their presence in the Indian retail market. We list out some of the major activities in the sector in the last one month

14. NEWSMAKERS INTERNATIONAL

INTERNATIONAL RETAILERS KEEP UP THE PROFIT BLITZ

New partnership deals, mergers and acquisitions, signing and resigning of top managerial employees – a lot rocked the international retail market's boat in the past month

18. EXCLUSIVE

RAYMOND TO EXPAND ETHNIX AND NEXT LOOK; INTRODUCE KHADI-SPECIFIC BRAND

Given that the VUCA environment is intensifying, Raymond has reshuffled its top brass, and has decided to push forward some of its most promising sub-brands

22. CENTER STAGE

DYSON LAUNCHES DEMO STORE AT DLF PROMENADE

Dyson brings its latest problem-solving technology to India, including its cord-free vacuum cleaners and revolutionary hairdryers

24. IN CONVERSATION

'LACOSTE IS A BRIDGE-TO-LUXURY BRAND FOR PEOPLE ASPIRING TOWARDS WELL-APPOINTED LIFESTYLES'

Lacoste – known for its strict clean-cut design codes and aesthetic – continues to work towards creating a luxurious shopping environment

[COVER STORY]

THE INSIDE STORY: WHAT MAKES FASHION RETAIL THE MOST PROFITABLE SEGMENT FOR MALLS

[PAGE 32]

The cover story analyses change in consumer income and demographic profile, and the role technological innovations, cultural shifts, social media and brand endorsements play in the growing standing of fashion retail within malls.



28. SUCCESS STORY

COVER STORY TO INTRODUCE A WORKWEAR SEGMENT

The brand aspires to become the go-to brand in the western wear category for Indian women

48. IN FOCUS

AFTER GST, FOREIGN FASHION BRANDS TARGETING INDIA EXPANSION

Dr. Rupal Shah Agarwal, gives an overview on how international fashion brands have gained after GST implementation in India

52. INNOVATION

SPAR HYPERMARKET LAUNCHES NEW INNOVATIVE STORE FORMAT

The brand has designed the store to offer value in an engaging and interactive environment, delivering a truly amazing consumer experience

56. DYNAMICS

INDIAN BRANDS REVIVE ETHNIC WEAR GENRE

The ethnic wear genre is here to stay and going by recent trends, it plans on leading the way for women's wear in India.

62. BRAND SPOTLIGHT

KAZO TO OPEN 500 PoS OVER THREE YEARS

Kazo aims to give exclusivity to the buyers both on the corporate and party wear outfits

64. MY THOUGHTS

'OMBRÉ LANE WAS LAUNCHED AFTER RESEARCH ON THE INDIAN WORKING WOMAN'S BODY TYPE'

The apparel brand focuses on providing customers with a superior product design, quality and fits along with a well-categorised website experience with quality customer experience

RAYMOND TO EXPAND ETHNIX AND NEXT LOOK; INTRODUCE KHADI-SPECIFIC BRAND

– By Charu Lamba

Given that the VUCA environment is intensifying and given Raymond's commitment to providing growth opportunities for internal talent, the company has reshuffled its top brass, and has decided to push forward some of its promising sub-brands...



Over the last century, change has been a constant parameter in India; the entire nation and its people have grown from strength to strength on all frontiers. And, in Indian fashion retail, it is Raymond

Group, which has best exemplified this essence.

The brand has been successful in climbing the stairs of success despite several unforeseen, high magnitude disruptions including excise levies, demonitisation, and GST, over the last two years. Given that VUCA environment

is only intensifying and given the company's commitment to providing growth opportunities for internal talent, the brand has promoted Bidyut Bhanjdeo to the post of Brand Director – Ethnix, Next Look and Raymond Khadi.

Both the sub brands 'Ethnix' and 'Next Look'

have emerged as two new, high-growth opportunities for Raymond in the past one year.

In an exclusive interview, Bidyut Bhanjdeo said, "Ethnix is all about ethnic wear, a major player in the ceremonial wear segment. 'Next Look' on the other hand is an economy range full wardrobe solution



‘Lacoste is a Bridge-to-Luxury Brand, for People Aspiring Towards Well-Appointed Lifestyles’

The bridge-to-luxury brand – known for its strict clean-cut design codes and aesthetic – continues to work towards creating a luxurious shopping environment, allowing the quality of product and design to take centerstage...

– By Surabhi Khosla

French bridge-to-luxury, lifestyle brand, Lacoste, popular for its polo T-shirts is steadily working its India expansion plans. With premium retail developments coming up at an even pace in India, on an average, Lacoste opens six to eight new stores every year. The brand even launched its highly anticipated online store, www.lacoste.in in the year 2016.

Lacoste – known for its strict clean-cut design codes and aesthetic – continues to work towards creating a luxurious shopping environment, allowing the quality of product and design to take centerstage.

The brand currently has 48 PoS in India, including its website, and is present in 18 cities in the country with its physical stores. Most of its stores are company-owned, but franchise stores have started contributing to a decent percentage of sales in recent times.

In an exclusive interview with IMAGES Retail Bureau, **Rajesh Jain, MD & CEO, Sports and Leisure Apparel Ltd. (Lacoste Licensee in India)** talks about the brand journey in India, the importance of in-store experiences, Lacoste's India Omnichannel strategy and the challenges of the fashion retail industry as a whole.

Excerpts from the chat...

Tell us about any in-store innovative experiences that Lacoste has introduced for its customers?

We believe in innovation from the word go. The first innovation that we do is on our products. Every six months or so, we launch



FAST FASHION BRAND **COVER STORY**

ALL SET TO INTRODUCE A WORKWEAR SEGMENT

– By Charu Lamba

The brand's growth aspirations are simple enough – to become the go-to brand in the western wear category for women and also the first Indian-born brand to be part of the fast fashion consumer consideration set...

In 2016, Kishore Biyani led Future Retail – as progressive a group as they come – decided to launch a fast fashion brand to take on the likes of international brands Zara and H&M. In April of that year, Cover Story was born.

When the Future Group does nothing, it's never halfway house. The company then proceeded to set up a design house based out of London to develop cutting edge fast fashion. This design house was dubbed Future Style Lab, a wholly-owned subsidiary of Future Group, which developed and procured styles for Cover Story. The brand refreshes 10 percent of its collection every week by adding new pieces. It then phases out 10 percent of the older collection to even out the stock.

Cover Story, which aims to set the pace for India's fast-fashion business through integrating global fashion design with smart and efficient sourcing, is fast becoming the go-to dress-buying destination for Indian women. The brand has EBOs in all the major malls of the country, and its outlets are designed to recreate an 'intimate boutique' and provide a comfortable shopping experience. The layout is layers of transparency with opacity, which encourages a sense of discovery while shopping.

IMAGES Retail Bureau spoke exclusively with **Manjula Tiwari, CEO, Future Style Lab**, who gave us the complete scoop on brand's plans for the future...



The Inside Story:

WHAT MAKES **FASHION RETAIL** THE MOST PROFITABLE SEGMENT FOR MALLS



The Indian fashion retail market is currently worth ₹2,97,091 crore and is envisaged to grow at a promising CAGR of 9.7 percent to reach ₹7,48,398 crore by 2026. The depth and variety of fashion brands have taken a quantum leap in shopping malls across all the sub-categories including apparel, footwear bags and accessories...

— By IMAGES Retail Bureau



AFTER GST, MORE FOREIGN FASHION BRANDS TARGETING INDIA EXPANSION

- By Dr. Rupal Shah Agarwal, CSO at Your Retail Coach

Whoever said GST has been a spirit damper should check out a few stores like Levis, US Polo Association, Charles & Keith, H&M, Zara, Mango and Uniqlo, the latest international entrants in the growing apparel retail industry in India...



Global cues indicate that the fashion industry is moving towards the Orient. In India, the growth story is obvious, but the understanding the success story of any international brand in the country lies in comprehending the pre and post GST era.

Exclusive European and US brands have extended their business in many Indian metros. The young and aspirational crowd, the classic middle-aged bunch thronging the freshly smelling new stores with enthusiasm have helped lure these brands Eastward. Whoever said GST has been a spirit damper should check out a few stores like Levis, US Polo Association, Charles & Keith, H&M, Zara,

Mango and Uniqlo, the latest international entrants in the growing apparel retail industry in India. And each of these brands is working towards changing the social fabric of the country with their retail experience.

Here is a quick overview of how some brands have gained after GST implementation in India.

Pre-GST Tax Structure

Not many players in the apparel trade are likely to forget the unorganised taxation regime as it hurtles into the dustbins of history. Manufacturers, retailers and all stokers in between knew they had to pay 4.5 percent VAT along with 2 percent excise duty. Added to this were the new way of serving consumers, via e-commerce portals. Many branded retailers were also giving

heavy discounts and it added confusion to the pricing structure. Various portals and even showrooms offered schemes like 'Buy 2 Get 2 Free'. Added to these were 'End of Season' sales that made customers wonder at the drastically slashed prices.

A lot has changed now that the GST is in place. Before GST came into force, branded clothes above ₹1000 were being taxed at flat 12 percent. The problem was

accelerated by the technical and technological glitches that accompany with the new systems. As foreign brands are used to the system for them it has been an easy-peasy solution to showcase their polished stocks. They have benefits the most by the technological ease and GST software compliance. It is now left to the locals to match their fabrics and brands with them.





SPAR HYPERMARKET LAUNCHES NEW INNOVATIVE STORE FORMAT

– By Charu Lamba

The latest store spans across 55,000 sq. ft. and has on offer over 50,000 products with 25 billing counters. The brand has designed the store to offer value in an engaging and interactive environment, using technology in new ways to deliver a truly amazing consumer experience...

SPAR Hypermarket, part of the Dubai based Landmark Group, has introduced innovation-led experiential shopping at its new store in Vega City Mall, Bengaluru.

The latest store spans across 55,000 sq.ft and has on offer over 50,000 products with 25 billing counters. It has been designed to offer value in an engaging and interactive environment. The brand has used technology and product in new ways to deliver a truly amazing experience.

SPAR seeks to deliver on its four pillars – Fresh, Value, Choice and Service. The new store offers all these along with providing the consumer with an exhilarating experience. The store includes differentiated sections such as Wonder Years for kids, Beauty, Grandma’s Corner, Taste of India, Taste the World, Freshly, SPAR Natural to name just a few. The store uses technology in an innovative manner with self-assist kiosks, an interactive digital SPAR Studio and the SPAR play pad to deliver this.

In an exclusive interview with *Indiaretailing.com*, **Rajeev Krishnan, Managing Director and CEO, SPAR Hypermarket** spoke about how the retail chain is at the forefront of introducing various innovations and technological enhancements with a view to delivering a fulfilling shopping experience across demographics and age groups.



What was the need for introducing a new format (need for the intervention of innovative and interactive technology in the Retail /FMCG space) and how is it different from the previous stores?

At SPAR, innovation is in our DNA. Our endeavour is to enrich the shopping experience of our customers. The new SPAR store at Vega City Mall is a big step in this journey. It has been designed to offer value in an engaging and interactive environment. We have used technology and product in new ways to deliver a truly amazing experience.

What does experiential shopping mean to you?

The larger and more organised we have grown in the industry, we have forgotten the basics of connecting one-to-one with our customers. Therefore, we have decided that it is time to innovate beyond transactional operations to create customer experiences that are shaped by both the intelligence



INDIAN BRANDS REVIVE **ETHNIC WEAR GENRE,** INCREASE SPACE ALLOCATION IN MALLS

Today, the ethnic wear genre is here to stay and going by recent trends, it plans on leading the way for women's wear in India. We track the dynamics of ethnic fashion in malls today...

– By Zainab S Kazi

A quick peek into an urban women's wardrobe in India will accentuate the fact that Indian ethnic wear is facing stiff competition from Western wear. Western wear has made strong inroads into the Indian woman's closet, not just in Tier I cities but also in Tier II cities and small towns as well.

Having said that, it is comforting to also learn that Indian ethnic wear brands have taken it on themselves to revive the genre and give it a fresh and modern twist thus attracting women from different classes and strata of society.

Today, the ethnic wear genre is here to stay and going by recent trends, it plans on leading the way for women's wear in India. We track the dynamics of ethnic fashion in malls today...

W

ith the likes of the Zaras and the H&Ms which have entered into the country, would it be right to say that fashion is becoming synonymous with western wear and that women in India are giving a cold shoulder to ethnic clothes? A walk in a mall may perhaps answer to question. Where western wear brands stand tall in malls with huge sq.ft. space, there is an undercurrent of ethnic wear brands too. Until a decade ago, ethnic wear was more or less restricted to bespoke clothing where the neighborhood masterji aka tailor had women coming to him to get suits stitched.

However, all this changed when brands like BIBA entered the market and led way for other brands to gain a foothold. Gradually, not only formal and festive wear, but also casual Indian wear found standalone stores – both branded and non-branded.

KAZO

With 160 PoS located pan India, Kazo Fashion Limited,

an India-based womenswear brand offering international fashion trends at affordable prices, is in pre-expansion mode. The brand aims to open 35 more pos to reach a figure of 200 PoS by the end of the current financial year. Currently, Kazo has 60 EBOs and 100 shop-in-shops.

Deepak Aggarwal, Director, Kazo says, "With an investment of ₹100 crore, we want to reach the figure of 500 PoS in three years from now."

Kazo is a premium high street western wear brand that has made its way into the center of the fashion industry within a short span of time. It constantly tries to push the envelope to bring the best and latest of fashion from around the globe.

The brand is a home to contemporary, chic fashion, which represents a mindset and an attitude, not an age. It is designed for the modern Indian woman who is confident, glamorous and sensual, who leads a sophisticated lifestyle.

The garments designed by the brand are phenomenally fashionable with a high wear ability and practicality quotient. The main asset of the collections is that they are highly affordable, which means latest designer wear is accessible to all women, then be it office wear or occasion wear outfits.

The brand's pricing strategy is pretty reasonable, making it affordable and available to a wide economic spectrum. The price range for an 'easy day wear top' starts from ₹1290, while a cocktail dress can cost up to ₹8000.

THE BEGINNING

Kazo opened its first store in 2007 in Delhi. The brand completed 10 years since launch last year and is hoping to maintain the upward growth trajectory in the popularity chart among consumers. Recognising a gap in the Indian market for affordable dressed up international fashion wear, Aggarwal created a homegrown contemporary fashion brand for women.



KAZO TO OPEN 500 POS WITH ₹100 CRORE INVESTMENT OVER THREE YEARS

– By IMAGES Retail Bureau

Kazo Fashion Limited, one of India's premium apparel and accessories womenswear brands aims to give exclusivity to the buyers both on corporate and party wear outfits

'OMBRÉ LANE WAS LAUNCHED AFTER MONTHS OF CAREFUL RESEARCH ON THE INDIAN WORKING WOMAN'S BODY TYPE'

The apparel brand focuses on providing customers with a superior product design, quality and fit along with a well-categorised website experience with quality customer experience...



As per a BCG-Facebook study, the online fashion market in India is poised to

growing share is Ombré Lane. Founded in July 2017, Ombré Lane is an upcoming versatile fashion brand, with an objective to create beautiful and comfortable workwear

Idea Behind the Brand

The business ideation came from a personal pain-point of not being able to find fashionable and quality work clothes for the Indian

and countless social engagements.

Early Difficulties & Challenges

The biggest challenge was to create the right fit for the working class. Unfortunately, most of the choices available today are not made keeping the Indian body types in mind. We did months of research on body types for the Indian women, especially on measurements and fabric, before finalising our designs and the right fit.

The Product

Ombré Lane offers a wide and distinctive range of workwear collections with constitutive details like no gape buttons, darts, back yokes and curved hems for easy movement and better fit. We also cater in dresses that are lined and have functional pockets. The workwear not only ensures functionality but also includes feminine features like laces, pipings, and bows to celebrate the element of the modern woman. We will soon be launching the pants and the skirts collection.

We design our clothes in-house, source quality fabric and manufacture the product within the country. The garments are tailored with handpicked durable



reach \$14 billion by 2020, with the women shopper share increasing from 39 percent to 48 percent. The modern women's western wear is set to increase its share to 18 percent from 14 percent of the total online fashion market.

One brand which is looking to capitalise on this

for modern working class Indian women.

In an exclusive interaction with IMAGES Retail Bureau, **Shweta Sharma, Co-Founder, Ombré Lane**, talks about the business proposition and future aspects of the newly launched brand.

women. Emphasising on the importance of the women's apparel as one of the fastest growing segments of the market, we decided to use the premium quality fabrics to form the workwear for working-class women, fitting into their daily requirements of meetings, conferences

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

