

# BUSINESS OF FASHION

April 2018 | Volume XIX // No. 4 // ₹100

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**>> INDIA FASHION FORUM 2018**  
A REPORT ON THE BIGGEST FASHION CONFERENCE OF THE YEAR

**>> IMAGES FASHION AWARDS 2018**  
MEET THE WINNERS

- FASHION GURU: DAVID SHAH
- SPLASH SHOW • LUXURY MARKET



Dear readers,

It was an absolutely onerous month for all of us at IMAGES BoF. IFF 2018 turned out to be one of the biggest in its history and while the success of the event was unreservedly fulfilling, putting together the follow up issue, considering the multitude of gems of wisdom laden in the sessions, turned out to be an arduous task.

Let me start by thanking you all who were a part of the two day extravaganza. Inorbit, Infinity, Select CityWalk, Orion, The Arvind Group, Reliance India Ltd., Raymond, The Woolmark Company, Stylumia, Myntra, Pretr, Adidas, Best Seller India, Deal Jeans, Splash, TRRAIN; as well as our knowledge partners Technopak, WGSN, Yakobian, Wazir; NIFT; all the exhibitors; India Brand Show participants; the speakers, panelists and all IFF delegates. BS Nagesh and Bijou Kurien were once again our great mentors and in particular, I wish to extend my gratitude to one person— Suresh J —the Chairman of IFF '18. Thanks to your support, the 18th edition of IFF went miles in drawing a current and truly meaningful perspective to the business of fashion in India. It was unique in as much that it moved a long way forward in crystalising upon the core tenets driving this dynamic business.

A new addition to the regular IFA awards, this year saw the addition of a new award category -- The Presentation Awards which honored The Most Valuable Fashion Startups of 2017, Most Profitable Design Concepts, Most Effective Marketing and Promotion Campaigns, Most Exciting Innovations and Most Effective Tech Implementations of 2017, etc.

Solo X was a resounding success once again. Ganesh Subramanian's insights on Neuro-Prediction of Buy Buttons were a total delight.

IFF 2018 also registered an astounding international participation. Retail Guru Michael Yacobian, for the first time, conducted a master-class for the IFF Privilege Club Members that focused on in-store interaction principles for associates to craft the perfect Buying Environment. Also in attendance was a long list of luminaries from Yale School of Management, Iowa State University, University of North Texas, Oklahoma State University, Retail Management Consultants-UK, Lima, Dyson, Amazing Jewellery, et al.

Also in this issue, trend guru David R Shah reveals the evolving science of trend forecasting, and other experts share insights on the Indian Luxury, and the Indian denim market. The House of Anita Dongre talks about how they are empowering women through their production unit in Jawhar near Mumbai, and an exhaustive report on Fashion E-Commerce in India.

For those who missed the event, this issue of IMAGES BoF brings you a detailed report on all the key sessions and deliberations at the India Fashion Forum 2018. I strongly recommend that you, dear reader, go through the issue with a pen in hand, quickly marking off the insights that are of actionable value and ideas that are eminently replicable or inspiring.

Best wishes always!



**Amitabh Taneja**

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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

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EMPOWERING WOMEN

**ANITA DONGRE  
FOUNDATION LAUNCHES  
PRODUCTION UNIT IN  
JAWHAR FOR WOMEN  
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DENIMS

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*Kavinder Mishra, Managing Director of Pepe Jeans India shares his key learnings on the progressive retail market, the new generation of denim consumers, the evolving digital channel and the challenges that the market is facing.*

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**Fashioning a Great Connection**

*Abhishek Bansal, Executive Director of Pacific Group maps India's success as a fashion destination and the future direction in this article.*

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## ANITA DONGRE FOUNDATION LAUNCHES PRODUCTION UNIT IN JAWHAR FOR

# WOMEN EMPOWERMENT

By Tanya Krishna

Designer Anita Dongre has time and again proved herself and so have her brands in India as well as overseas. She has been in news for dressing some of the world's first ladies on state visits to India - Kate Middleton, Queen Mathilde of Belgium and most recently, Sophie Gregoire Trudeau. While the spotlight is always there around her glamorous successes, she has also come in the forefront for a social cause. The Anita Dongre Foundation has set up a production unit in Jawhar (Maharashtra) to train women in tailoring and to create local employment for women. Jawhar is the second livelihood project by the Anita Dongre Foundation after its success in Charoti, Maharashtra. The poverty levels in Jawhar due to dwindling agricultural produce and limited urbanisation have resulted in alarming cases of malnutrition and infant deaths. The project currently provides employment to 70 women working on 50 machines. This number is set to double within the year to create livelihoods for 120 women on 100 machines. Images BoF talks to Sangita Rohira, President - Sourcing & Production, House of Anita Dongre, about the project.

**Tell us about Anita Dongre Foundation and its inception.**

**Sangita Rohira (SR):** The Anita Dongre Foundation was set up in November 2015 with the aim to empower women, especially in rural India by taking jobs back to them and making villages independent economic centres. Anita Dongre has always believed in empowering

# REVIEW OF THE **INDIAN DENIM MARKET**

## **ITS CHALLENGES & KEY OPPORTUNITIES**

By Kavindra Mishra,  
Managing Director, Pepe Jeans India Ltd.

**I**ndia is the fifth largest destination in the global retail space, making the Indian apparel industry the second largest contributor in the retail industry. Basis industry statistics, denim is the single most leading segment in the fashion industry.

### **Retail market's progression over the years**

Somewhere in the mid-nineties, the apparel industry in India began to get more organised. During this time there was a radical shift in fashion and men became more experimental with their choices. Denims became the garment of choice for urban Indians - both men and women. Today the Indian denim fashion industry is at an exciting place - with huge growth opportunities ahead. There is a strong and technically sound production base that has evolved through the export base of garment manufacturers. The design sensibility of Indian brands is at par with international brands. The ability to produce well-designed denims at affordable prices is the strength and forte of Indian brands. They can exploit the opportunity to position themselves in the middle of the



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## 18th India Fashion Forum

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# INDIA FASHION FORUM 2018

## PUSHING THE BOUNDARIES OF FASHION INTELLIGENCE



The India Fashion Forum has been nurturing the Indian fashion retail evolution since the last 18 years. The annual event is known globally for being the chief catalyst of fashion business magnification in India, facilitating the most powerful brands, companies, professionals, academicians and experts from across the global fashion fraternity to converge every year with a single minded focus on learning, sharing, evolving and catalysing the growth of the complete fashion value chain.

As with every year, IFF 2018 benchmarked a new high reinforcing its prodigious stature as the chief instigator of a fashion forward India. Hosted on the 13<sup>th</sup> and 14<sup>th</sup> of March at the Hotel Renaissance, Mumbai, the proceedings of the 18th edition of the event revolved around the four core themes – Intelligent Engagement, Powered by Design, Retail as Experience and The Tech of Everything. Keynote addresses, panel discussions, CEOs roundtables, presentations, customer experience (CX) sessions, and workshops throughout the two day extravaganza discussed at length on subjects spanning across artificial intelligence in retail, intelligence design retail

# Splash

IN LOVE WITH FASHION

## 25 years of Splashing fashion

Splash celebrated an evening full of fashion, glamour and joy to mark its 25 years in the fashion business. The high-on-fashion event was held on the first day of the 2-day mega fashion event, India Fashion Forum 2018. Several prominent names from Bollywood and the fashion fraternity attended the fun filled celebration, which included a glittering fashion show with models sashaying the latest Spring Summer collection.

Headquartered in Dubai, Splash is the Middle East's largest fast fashion retailer and part of the Landmark Group, one of the biggest retail conglomerates in the Middle East, India and Africa. Founded in 1993 as a single brand store in Sharjah, Splash currently operates over 220 stores and 55 brand stores (Lee Cooper, Bossini, Kappa, etc.) across 14 countries.

Showcasing popular collections for men, women and teens, Splash's existing product portfolio includes a uni-brand concept across its stores providing a comfortable and easy shopping environment. The brand celebrates fashion in its true sense with its tagline 'In Love with Fashion'.

As a brand, Splash believes in constantly being a trend-setter in the region and has successfully created some of the biggest and most popular brand properties like the bi-annual fashion shows, the annual calendar launches which have now become part of the social calendar of the region. With constant revamping of the marketing portfolio, newer forms of communication are added and channeled to keep the consumer involved.





# IMAGES FASHION AWARDS 2018

The 18th edition of the IMAGES Fashion Awards powered by Stylumia rolled out the red carpet for some of Indian fashion retail's most illustrious names. Attended by India's most prolific luminaries from the fashion fraternity, IFA 2018 recognised the achievements of outstanding fashion brands and retailers across 22 unique categories.

The categories in IFA 2018 were adjudged by four distinct jury panels – a Business Jury, the Presentation-based Awards Jury, the Tech Implementation Awards Jury, and one for the IMAGES Fashion Success Story of the Year: Mall + Retailer Collaboration category.

The night of the awards, on the second day of the India Fashion Forum 2018, commenced with a stellar performance by nouveau Bollywood playback sensation Apeksha Dandekar, after which emcee Sophie Choudry and Anish Trivedi kicked off the award ceremony for IMAGES Fashion Awards 2018 with the presentation-based awards

Adidas was the big winner of the day, calling it a night with 3 awards – Most Admired Profitable Design Concept of the Year: Retail Design and VM, IMAGES Most Effective Marketing and Promotions Campaign of the Year, and the first





# IMAGES SOLO X PRESENTATIONS BY VIBRANT & PASSIONATE CEOs



Continuing the success of 'Images Solo X', which was started last year at the India Fashion Forum 2017, the IFF 2018 once again presented the powerful success stories of top vibrant fashion CEOs at the mega fashion event.

Images Solo X powered by Raysil, is a presentation based session where highly spirited fashion personalities made stimulating and fiery presentations in front of the jury and the audience on untold stories, mega life lessons, bold opinions, outstanding outcomes and the coming alive of big business dreams. The presentations were followed by a question and answer round by the jury.

Promoting the session for the second consecutive time, Ranjini Roy, Head, Raysil, addressed the august gathering at the mega annual fashion event of the country. Welcoming the distinguished participants at the Images Solo X session, she expressed gratitude for coming to the event and showed the willingness to share their fruitful journeys and success stories.

Felicitating the participating CEOs, she mentioned that the audience would be delighted to know how the people from different avenues of fashion businesses attained the height and how they have made their companies attain even greater height. They will be sharing their unswerving phases, firm beliefs, single-minded approach, etc., for the audiences to take life lessons from their vast experiences, she said.

Raysil is a brand from the Aditya Birla Group and is manufactured by Grasim Industries Ltd., at its 21,000 ton per annum capacity plant at Viraval (Maharashtra). Raysil is a 100 percent natural viscose filament yarn. It gives a superior drape and yet keeps the comfort. Raysil is crafted for the new age royalty. It is for the women who exude confidence much beyond what is made up. Across the world, majority of the ethnic wear and heavy garments are made from Raysil.

Inviting the audience to view their entire collection which was at display at the exhibition area, Roy offered an opportunity to partnering with everybody across the textile fraternity and take Raysil forward to be a part of their stories and successes.





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