

IMAGES

6

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**THE
SHIRTS &
TROUSERS**
Special Issue



Dear friends,

There are two categories that have endured the test of time and still reign as the most popular apparel options, for men and women, around the globe — shirts and trousers. However, with the evolving times the preferences of consumers too have undergone massive changes. Indian consumers today are embracing the idea of fashion as a means of self-expression, and not merely as a functional purchase. The new generation is now at greater liberty from the traditionalist's sartorial template. Over the years both these fashion categories have been subjected to metamorphosis of mammoth proportions, yet the appeal remains the same. In this issue of IMAGES BoF, we look at the ever expanding market of these categories, the innovations that it has been subjected to so as to keep abreast with changing times, and the preferences and latest trends in the Indian market today.

Shirts continue to be the largest men's apparel category in India, and are now also one of the fastest growing categories in women's wear. So, this month apart from elaborately discussing the shirts market in India, we have also made the best of our efforts to cover the pressing subjects that pose a challenge to both these apparel segments. As the lead research reveals, shirts accounts for 12 percent of the total domestic apparel market and were estimated at ₹39,659 crores in 2017. As one of

the fastest growing markets, it is expected to grow at a CAGR of 6 percent to become ₹69,361 crores by 2027.

On the other hand, trousers are still holding ground against the denim invasion these past few years, and are expected to grow at a CAGR of 6.5 percent over the decade and are estimated to reach ₹78,480 crore by 2027.

The feature on the growing trend of bespoke fashion stands as a testimonial to the ever evolving preferences of the Indian consumer, who hesitated to accept readymade garments till the late 80s. We have top designers accentuating on the imperative need of innovation in men's shirts and trousers as well as throwing light on the latest cuts and trends of the season. In addition, the issue also features detailed accounts on the evolving preferences and innovations of both shirting and trouser fabrics that are fast changing the face of the industry.

This edition indeed makes a powerful attempt at analyzing the trends and consumption behaviour of the Indian shirts and trousers market to aid upcoming as well as existing brands establish strong brand equity, and, as part of the Trade Fair Special Series of IMAGES BoF, we are confident of its positive catalysis of the business of fashion in India.



Amitabh Taneja

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Intelligent Retail

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CONSUMER XPERIENCE

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BUSINESS & INNOVATION



CONFERENCE

MASTERCLASS NIFT & US UNIVERSITIES

A one of a kind master class, on the second day of IFF 2018, featured faculty members from National Institute of Fashion Technology, Iowa State University, University of North Texas and Auburn University, discussing trends affecting small independent retailers in India.

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LAUNCHES

Siyaram Launches Apparel Brands

Mozzo & Inspiro

Siyaram launched its apparel brands - Siyaram's Mozzo and Siyaram's Inspiro at the All India Dealer Conference in Goa.

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INITIATIVE

Usha Silai Bridging Rural Workpool to Urban Fashion Market

Usha International Ltd., in consultation with IMG Reliance, launched the sustainable fashion label Usha Silai at Ogaan, one of India's pioneering multi brand fashion store.

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EVENT

CENTRESTAGE 2018: The Asian Fashion Spotlight

Asia's fashion spotlight event returns with Centrestage, a unique promotion platform dedicated for international, especially Asian, fashion brands and designer labels.

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ABOVE & BEYOND THE 'MILLENNIALS'

By Rashmi Nair,
Associate Vice President
Abha Kadav,
Consultant, Kantar IMRB

“Fashion is the armour to survive the reality of everyday life” said Bill Cunningham, the American fashion photographer for The New York Times. This seems to ring true with the Indian consumers today.

Rising affluence, urbanisation, digital revolution has transformed the way Indians think. We live in a visual world today where look and feel is what rules. We derive our gratification from the number of likes on Facebook and Instagram.

More than half (58 percent) of Urban Indians believe that they need to keep up with the latest fashions or that it is important to look good. And this is true across the generations.

It is envisaged that the current fashion retail market worth US \$46 billion will grow at a promising CAGR of 9.7 per cent to reach US \$115 billion by 2026

Source: Technopak article on Fashion – Textile & Apparel, October 2017).

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SHIRT MARKET

SHIRTS SPEAK: CHALLENGES, OPPORTUNITIES & TRENDS

Shirts are still one of the most important wardrobe investments for both men and women across India. IMAGES BoF takes a look at the growing segment and the prevailing trends.

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AN EXPOSITION OF THE TROUSER MARKET IN INDIA

IMAGES BoF speaks to some of the leading brands to understand the current market and key trends in the trouser industry in India.

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The shirts & Trousers study



COVER RESEARCH

THE SHIRTS MARKET IN INDIA

Experts from Technopak map the Indian shirt's market that holds huge scope for brands and retailers, provided they manage to cater to the ever-changing fashion requirements of both formal and semi-formal shirts for men and women.

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COVER RESEARCH

THE TROUSERS MARKET IN INDIA

Experts from Technopak outline the market, key segments and the opportunities for brands and retailers.

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THE TROUSERS MARKET IN INDIA

The old school, custom-stitched for fit and price mentality pertaining to trousers is finally witnessing a revolution in India as younger consumers exhibit an increasing inclination towards trendy ready to wear bottom wear. Amit Gugnani, Sr. VP Fashion - Textiles & Apparel and Engineering, with support from Goutham Jain, Principal Consultant - Fashion & Textiles and Saima Nigar, Associate Consultant, Technopak Advisors, outlines the market, key segments and the opportunities for brands and retailers.

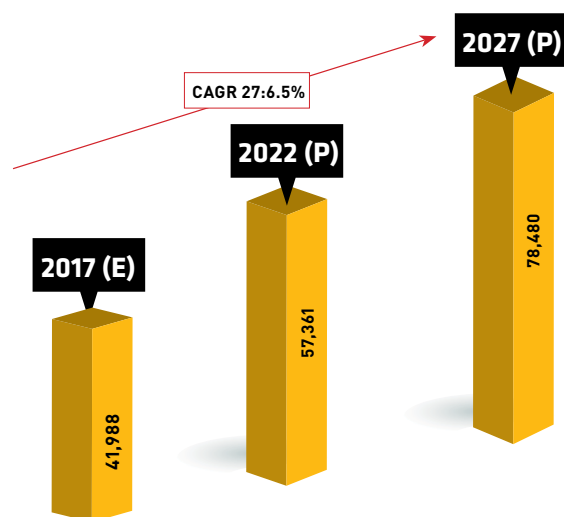
The Indian retail industry has picked up impressive momentum having recently revived from the sluggish growth due to Demonetisation and GST implementation. Buoyed by the increasing aspirations of the Indian fashion consumer, fashion retail continues to be one of the leading segments of modern retail in India. The Indian fashion retail market is likely to reach ₹6,74,037 crores by 2027 from the current level of ₹3,22,209 crores, growing at an impressive CAGR of 7.7 percent.

MARKET SIZE AND GROWTH

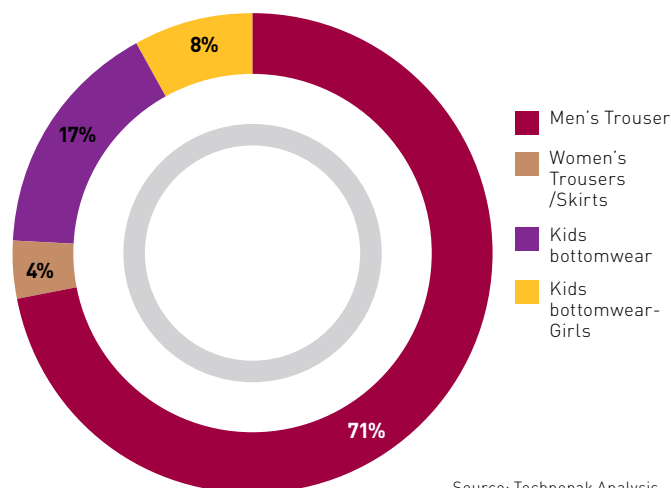
The bottom wear market in India, excluding denims, is estimated to be worth ₹41,988 crores in 2017 for men, women and kids. It is estimated that this market segment will grow at a CAGR of 6.5 percent over the decade and is estimated to reach ₹78,480 crores by 2027.

The trousers market in India is hitherto dominated by the men's segment which comprises ~71 percent, followed by the kids' segment which accounts for ~25 percent and finally there is the women's segment that accounts for ~4 percent of the total share.

INDIAN TROUSERS MARKET 2017 (INR CR)



INDIAN BOTTOMWEAR MARKET SPLIT



Source: Technopak Analysis

THE SHIRTS AND TROUSERS STUDY: MARKET DYNAMICS & TRENDS

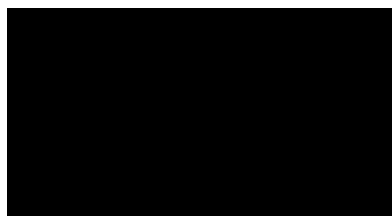
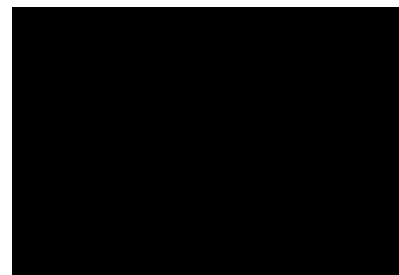
Shirts and trousers are the garments that can be found in every individual's wardrobe! In India, shirts and trousers are the highest selling assortment. The market for these has evolved gradually and through it, the wearers today, are inclining towards creating their personal fashion expressions.

By Niyorkona Saikia with inputs from Gurbir Gulati and Rosy N Sharma

Elaborating upon the growth story of India's shirt and trouser industry, few of the big players have presented their views on the fostering elements that has acted as prime catalysts for the ever-evolving market. Team IMAGES BoF tries to know from them, about the impending future of the industry.

Describing the current status of the shirt and trouser industry, Abhishek Shetty, Head - Marketing, PR & Loyalty, Celio said that they are the highest selling apparels at present. Highlighting on the same, Prem Dewan, Retail Head, Corneliani says, "The market has evolved along with the rest of the global apparel market. Consumers are also embracing the idea of fashion for its own sake, as means of self expression and not just a functional purchase."

Trousers are considered the most versatile garment for men with multiple applications like





Design Icons

DESIGNER SHIRTS AND TROUSERS

Designer fashion is a segment that has been steadily climbing up the ranks when it comes to the modern consumer's affinity for a perfect look. IMAGES BoF takes a look at the finer nuances of the shirts and trousers segment as it gets more and more organised with the increase in the modern consumer who wants the best fit for him.

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Bespoke Fashion
BESPOKE SHIRTS AND TROUSERS

Over the past few years, there has been a steady rise both in the number of clients and brands in the bespoke apparel segment. Shirts and trousers act as the gateway for the nouveau bespoke enthusiast, chiefly due to the relatively lower prices. A ground report from the industry.

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Bespoke Brands

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Fashion Creation



Textile Leaders

BIRLA CENTURY: RISING DEMAND FOR BLENDED FABRIC & FUNCTIONALITY

R C Panwar, Joint President - Marketing, Birla Century reflects on the shirts and trousers market and sheds light on the evolving fabric market and how the market has transformed in the past few years.

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Textile Leaders

MAYKA: EMPHASIS ON FABRIC INNOVATIONS & FINISHES

Jayanti Gangar, Partner, Mayka shares his experience about the shirts fabric industry with IMAGES Business of Fashion. He shares insights on the emerging trends and market demands for the shirts fabric.

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David Abraham



Reynu Tandon



Raghavendra Rathore



Rajesh Pratap Singh

DESIGNER SHIRTS & TROUSERS

Designer fashion is a segment that has been stealthily climbing up the ranks when it comes to the modern consumer's affinity for a perfect look. IMAGES Business of Fashion takes a look at the finer nuances of the shirts and trousers segment as it gets more and more organised with the increase in the modern consumer who wants the best fit for him.

By Shivam Gautam & Bharti Sood

Designer fashion, once a prerogative of style connoisseurs with deep pockets, is fast becoming a growing trend among professional men around the world, as prices fall and awareness grows. The once underground market, propelled by the gaining penchant for exclusive details and individualised fashion preferences, has today been impelled to the street level making it accessible to everyone, with a fondness for a personal style statement.

Although it's hard to handpick names of the pioneers, a walk through the legacy of designer shirts and trousers in India takes us back to the memorable (read nostalgic) commercials of Charagh Din, Ravi Bajaj, et al. "I think in 70's and 80's designer shirts were basically done by Charagh Din. They were one of the first ones who's shirts were very popular. Then came in Raymond with legwear collection in early 80's. Designers were never like just making designer shirts or designer trousers. It has always been part of the entire collection. It is not a category specific designer product," says designer Rajesh Pratap Singh.

In contemporary times, the demand for designer shirts and trousers have undubiously snowballed. But designers like Raghavendra Rathore believe that there had been a constant demand in the yesteryears

BESPOKE SHIRTS AND TROUSERS

India, as a nation, has long nurtured a rich bespoke heritage. Especially, when it comes to shirts and trousers, bespoke was traditionally the norm and the only option back in the day. Owing to lack of size standardisation, there were few ready-to-wear options for consumers of yesteryears, who preferred to buy ready-to-stitch (RTS) fabric and then have a tailor craft it according to their respective sizes. It was only in the late nineties that the RTW segment frog-leaped to popularity, especially in urban centres, and ever since, the segment has grown rapidly and outpaced the RTS segment of the apparel market. But a shift away from ready-to-wear back to bespoke has been registered in the last few years mostly among the young, style conscious, and financially stable men of today.

Over a period of time, the demand for customised fashion has rapidly increased. “The changing phase of fashion in India has definitely ascended the demand for the made-to-measure shirts and trousers, especially in the past few years. The customers are now more inclined towards their own choice of clothing. The bespoke service gives them a freedom to personalize their own wardrobe,” says Sagar Mehra, Creative Director, House of Sunil Mehra. The concept works very well for shirts and trousers as most users,

Over the past few years, there has been a steady rise both in the number of clients and brands in the bespoke apparel segment. Shirts and trousers act as the gateway for the nouveau bespoke enthusiast, chiefly due to the relatively lower prices. A ground report from the industry.

By Shivam Gautam

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