

# IMAGES

# BUSINESS OF FASHION

7

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*The Big Denim Issue*

// MARKET RESEARCH // TOP BRANDS // INNOVATIONS  
// DENIM TRENDS // SUSTAINABILITY

// ALSO IN THE ISSUE: EDITOR'S TOP PICKS

Dear readers,

A very warm welcome to our favourite issue of the year – The Big Denims Special. Before anything else, I wish to thank all the participants from the industry, the expert contributors, and the entire IMAGES BoF team for bringing out this momentous issue. It was an absolute delight to work with and share the work of the highly committed and deeply thoughtful people that were associated with this month's issue.

Denim is evergreen. It is THE most timeless and global piece of apparel known to mankind. It's been more than a century that this blue hued fabric has dominated the sartorial desires of people around the globe, irrespective of ethnicity, gender or age. There's a pair of jeans for everyone out there. My vote is that the word denim should very well be included in dictionaries as the antonym of ephemeral without further ado.

It's but only natural that the denim industry is growing by the day in India as well. As leading management consulting firm Technopak outlines in the lead research of the issue, the denim apparel market spanned a size of INR 23,076 crores in 2017, and is further expected to grow at a CAGR of 12.7 percent to reach INR 41,947 crores by 2022 and INR 76,258 crores by 2027. Although, it is the men's segment that still dominates the sector with a ~84 percent share, a profusion of aspects have culminated to bolster the growth curve of the women's segment, which industry sentinels hold will exhibit a staggering growth rate of 13.1

percent during the period 2017-27. A special feature in the issue traces the growth drivers, popular cultures, consumption behavior, key trends and the prospects of both these booming denim sectors.

Sustainability is a crucial issue in the denim industry; and in the wake of increasing environmental awareness among consumers, an increasing number of denim brands are committing themselves to both the people and the planet. We look at the positive contributions of brands like Kuyichi, Monkee Genes, G-Star Raw, Patagonia as well as do an exclusive interview with Archroma which highlights their strategic vision and efforts towards catalyzing more sustainable denim manufacturing.

In addition, the issue is laden with numerous features on the current trends, the impact of the rising popularity of athleisure on the denim industry, the impact of leggings on women's jeans, denim for kids, prospects for premium denims in India, denim campaigns and collections, the take of India's top designers on denims, and its application in Indian ethnic wear. The fashion business and innovation section also looks at fashion financing, VM Innovation, start-ups, and features the laucj of American Eagle Outfitters in India, as well as of India's first fair-trade denim brand – Aizome.

I hope you like the issue. Happy reading!!



**Amitabh Taneja**

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Cover picture courtesy: Texas

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India's first-ever 'Fairtrade' denim brand, Aizome encourages responsible fashion consumption, even as it seeks to hold a special allure for patrons by introducing new designs, structures and colours of denim

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# GOTS SEMINAR ON 'SUSTAINABILITY AS KEY TO BUSINESS EFFICIENCY'



More than 180 delegates from five countries attended 'GOTS India Seminar 2018', organised by Global Organic Textile Standard (GOTS). The seminar was held at Le Meridien Coimbatore, Tamil Nadu, India on 29th May 2018. The seminar brought together important stakeholders under one roof to discuss efficiency through sustainability. The attendees included International brands and retailers, Indian fashion brands, textile manufacturers, chemical suppliers, testing laboratories, accreditation bodies, academicians, industry organisations, certification bodies, standard bodies, media, service providers, consultants and other important stakeholders from the field of organic textiles and sustainability.



The theme of the seminar was 'Sustainability as Key to Business Efficiency'. With time, focus on sustainable development has significantly increased both in India and the world. Actively implementing guidelines for protection of environment and people is seen as the instrument to secure the future and reputation of operations in the long run, India has made immense progress in terms of processing of organic textiles. As per December 2017 data, out of the 5,024 facilities GOTS certified worldwide, the highest, more than 1,650 are in India.

In his welcome address, Sumit Gupta, Seminar Coordinator and GOTS Representative in India and Bangladesh, introduced the theme and the sessions for the day.



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# PERSPECTIVES ON MEN'S PREMIUM Denim IN INDIA

Men will never fall out of love with denim. They need it and they want it; which will only augment with time. Moreover, with increasing amount of disposable income, men are now starting to look at the premium ranges to satiate their denim desires.

There is no denying that Indian denim wear market is sure to witness comprehensive growth in the coming years. Few of the drivers that promoted the market growth are ever-expanding economy of the populace, booming consumption, urbanization, and growing middle class purchasing power. Moreover, there has been a drastic shift of the rural fashion market from ethnic wear to western wear. Today, consumers look for style, quality and comfort. And thus, many manufacturers and brands are focusing on introducing premium denims meant for the new age consumer.

As mentioned by Jack & Jones, craftsmanship, innovation and quality of trims play a huge role in defining denim as premium. The concept of sustainability is increasingly playing a huge role as well. Attention to detail, whether it is the stitch or the embellishments, enhances the status of a denim. "In our top of the line denims, we use premium Italian oil pull up leather back patches for branding and punch through rivets or buttons to give the finished product a premium tag," they affirmed.





# THREE TO TANGO!

## JEANS, LEGGINGS AND JEGGINGS

When it comes to apparel, the basic rule is - the more the merrier! No one, especially women, have ever been heard complaining - "Oh! I have enough clothes!" Earlier it was just the top-wear that gave one the option to explore different styles and fit. As for the bottoms, the best option available would be that of trousers, jeans, skirts, shorts, track pants and pyjamas. With fashion evolving with each passing day, we saw the humble denim facing a healthy competition from jeggings and leggings. Where leggings are mostly opted to be paired with ethnic wear, jeggings have been standing shoulder to shoulder with jeans in a woman's wardrobe. We hear industry experts share their take on the impact of leggings and jeggings on the women's denim category.

Where one may think that the introduction and ready acceptance of leggings and jeggings may have hampered the market for denims, the fact remains that all these three categories seem to be happy in their own space. We see no clash between either of them. The denim jeans have their own set of dedicated audience and if anything, the introduction of denim jeggings have only helped the denim jeans category to grow. A woman who was earlier sceptical of owning and further being spotted in a pair of denim jeans, can now be seen exploring different brands while buying a pair for herself. All thanks to denim jeggings which acquainted her with the versatility of denims.

Dissecting the term 'jeggings', Sameer Patel, Founder and Chairman, Deal Jeans puts the above in place stating, "Leggings and jeans, fused into a revolutionary new form of bottoms called "Jeggings", offer an exceptional level of comfort due to the softness and unparalleled stretchability of the material." No wonder, we have women who now vouch for the pair of jeggings they own and after experiencing the comfort of denims, they take the plunge to go and buy denim jeans for themselves. Reiterating this, Samresh



### COLLABORATION BIRLA CELLULOSE PARTNERS WITH ANKUR TEXTILES TO LAUNCH A RANGE OF MULTI FIBER FABRICS

*The partnership aims to launch a wide range of LIVA fabrics with 100 percent modal, 100 percent viscose and viscose blends as an alternate to traditional fabric for new age Indian women.*

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### DESIGN ICONS DENIM DALLIANCES: INDIA'S ACE FASHION DESIGNERS

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### Ethnic Denims

#### **DENIM GOES ETHNIC**

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### Denim Textiles

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# BIRLA CELLULOSE PARTNERS WITH ANKUR TEXTILES

## TO LAUNCH A RANGE OF MULTI FIBER FABRICS

**B**irla Cellulose, has collaborated with Ankur Textiles, (a part of the US\$ 1.7 billion textile-to-technology conglomerate), a lifestyle division of Arvind limited to launch a wide range of LIVA fabrics with 100 percent modal, 100 percent viscose and viscose blends as an alternate to traditional fabric for new age Indian women. These include

use of technology, has enabled us to develop fabrics that offer both styles with comfort for consumers. Our in-house design team will continue to introduce more such trendy collections in the future to delight our customers.” He further added, “For more than five decades, Ankur has been designing high-quality voiles ranging from 100 percent cotton to all fancy blends that are available throughout India and exported to Switzerland, Middle East, China, Thailand and Africa. A heritage brand, Ankur develops high-quality fabrics for womenswear and menswear.”

Speaking on the collaboration, Manohar Samuel, President - Marketing, Birla Cellulose, expressed, “Collaborating with like minded brands is part of our business strategy and we are happy to partner with Ankur Textiles. This association allows us to reach millions of women through their wide range of distribution with an assurance of high quality fabrics which are nature based and fluid. This is just the beginning; we are looking forward to a long term collaboration with Ankur Textile.”

These fabrics will be available across retail points throughout the country in a range of colors, textures and prints. This will enable not just the retail consumers but boutique owners, designers and small retailers to access LIVA's fluid fabric to create their own fluid designs.

fabrics like Zoya, Glam and Glory, Blossom, Charm-me and Lilac which can be tailor-made into western and ethnic womenswear such as dresses, blouses, kurtis and tunics. Available in a wide range of colours, textures, and prints, these fabrics will be available at women's wear MBOs (Multi Brand Outlets) in the price range of ₹180 to ₹300 per meter.

Speaking at the launch, Brijesh Bhati, CEO, Ankur Textiles, said, “The launch of this collection marks our expansion into multi-fibre fabrics as a fashionable alternative to cotton. Our expertise in textile fabrics, combined with the



# DENIM DALLIANCES

## INDIA'S ACE FASHION DESIGNERS

Denim was initially used by workers in and around Europe during the 1800s. Gradually, during the 1930s, Hollywood stars adopted the style in most of the western movies, where almost all of them were seen wearing jeans. With time, Denim started changing the tides of fashion and brands like Wrangler and Lee started manufacturing designer jeans. The demand only kept increasing, and then there was no looking back. IMAGES BoF takes a look at what top designers like Ritu Beri, Jatinn Kochhar and Raghavendra Rathore have to say about this piece of fabric and its standing in the Indian fashion industry.

By Niyorkona Saikia & Bharti Sood

The denim market is already witnessing brilliant growth and is expected to grow even more. Explaining the evolution of the market, Ritu Beri explained that denim has always been an important item of clothing, since many decades. Denim garments came into existence during the 18th century, a time when there was abundant production of cotton. During that period, it gained importance due to its aspects of durability, which benefited physical labourers. During the 19th century the garment was popularized by Levi Strauss, a well known name in the jeans world. Denim clothing was manufactured by them for miners. The 20th century saw jeans as a top fad of pop culture. Western cowboy movies portrayed people wearing blue jeans. The 50s witnessed the cloth becoming a craze of the teen age population. Manufacturers utilized the situation by coming up with innovative designs, new colors, embroidery and patch work. During the 60s and 70s, bell bottoms and hip hugger patterns became popular. It was during the 80s, that denims started drawing attention of fashion designers. New and glamorous patterns were created and were brought to limelight by popular models in commercials. Puffy pants, puffy shoulder pads, and puffy hair became a style. In the 90s, it became one of the most sought-after garments. To



Image courtesy: Ritu Beri



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