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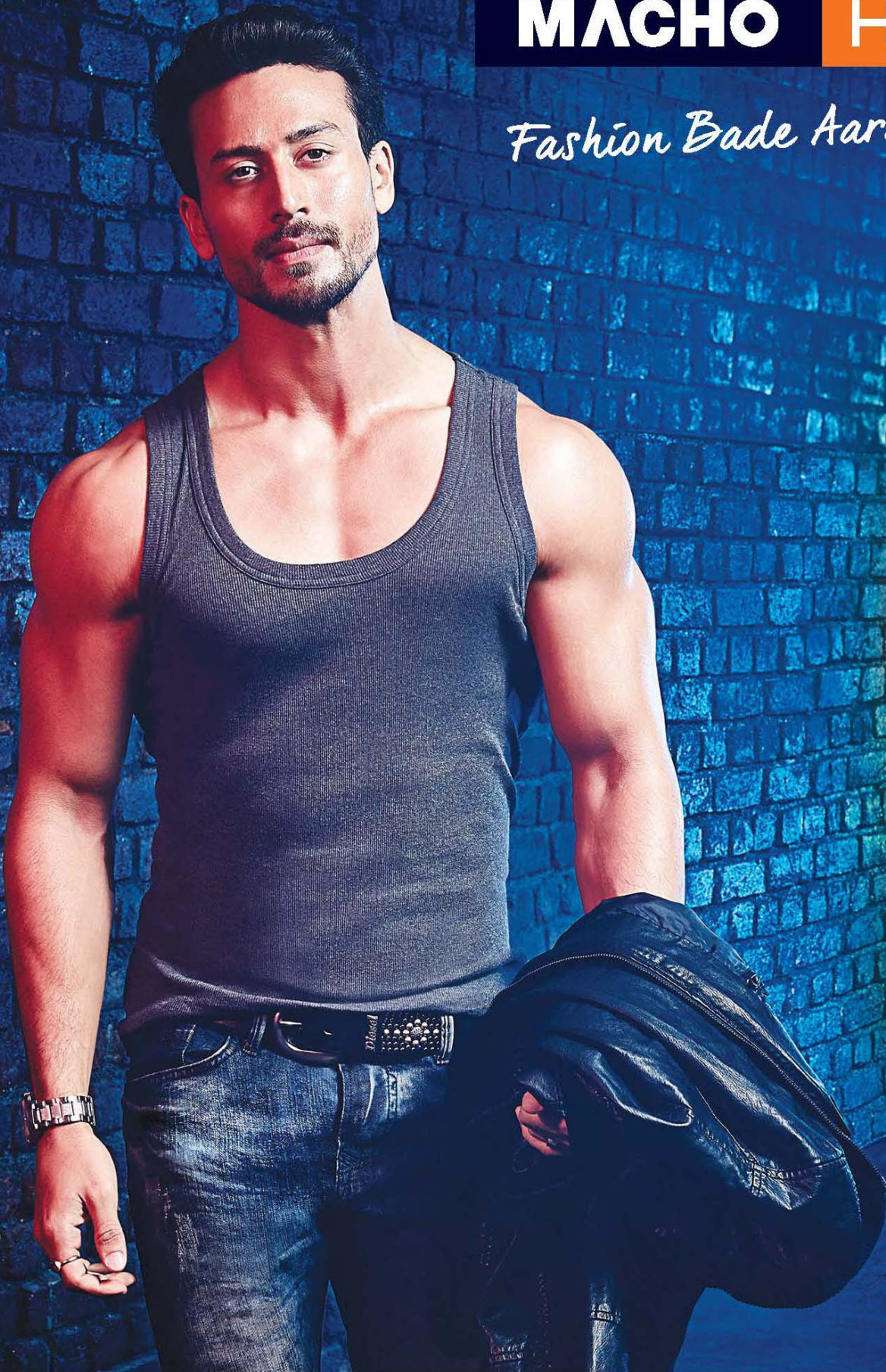
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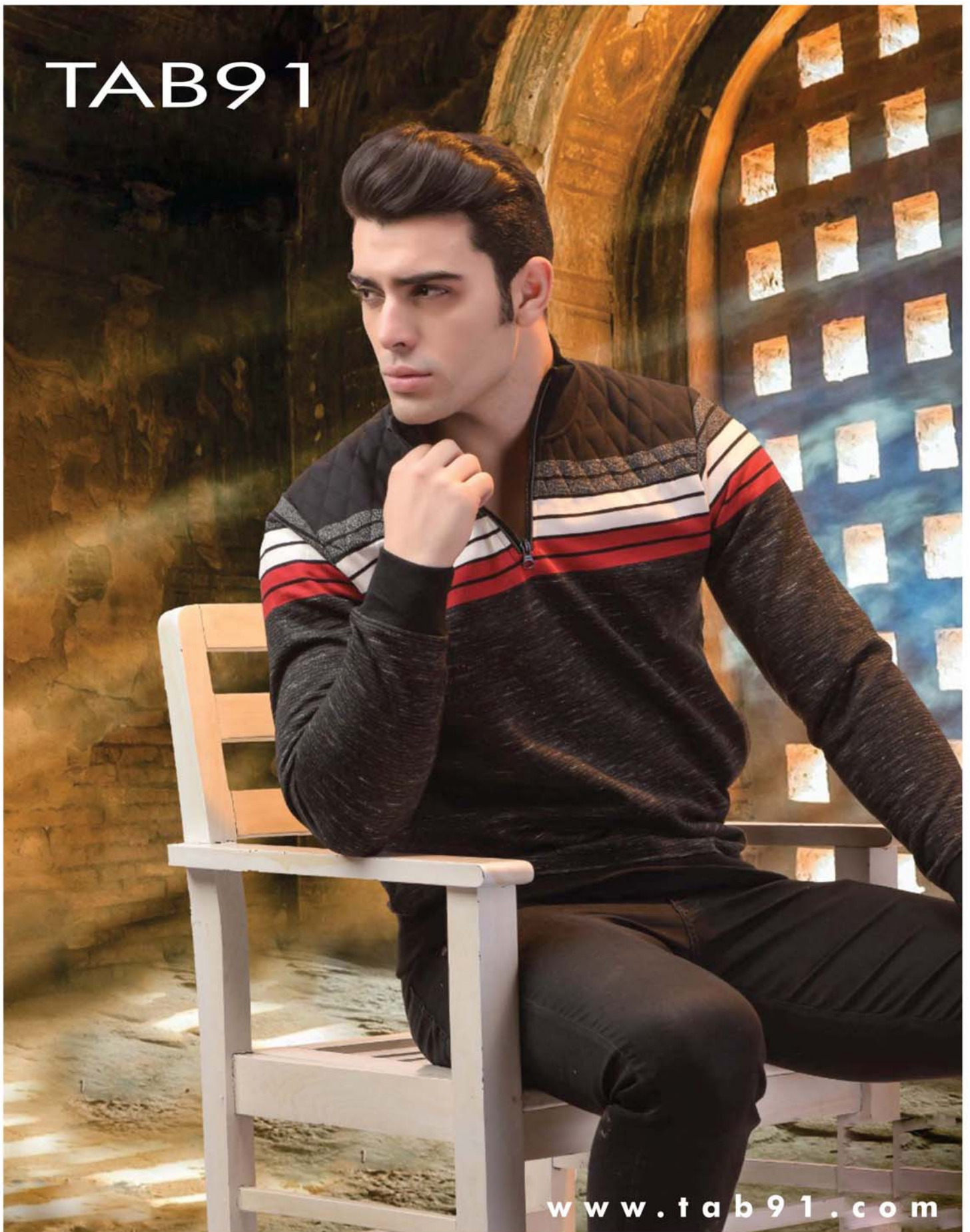
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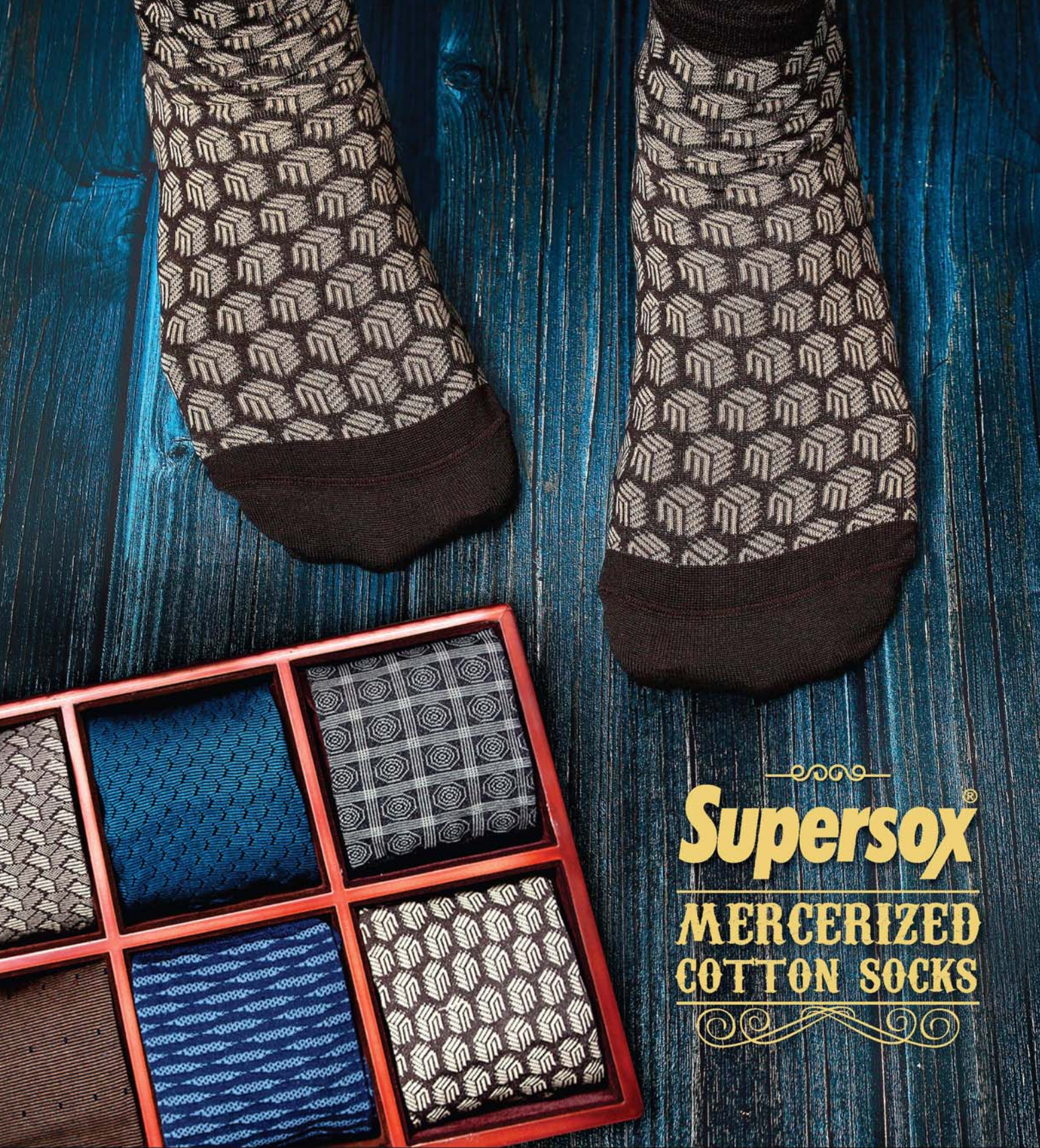
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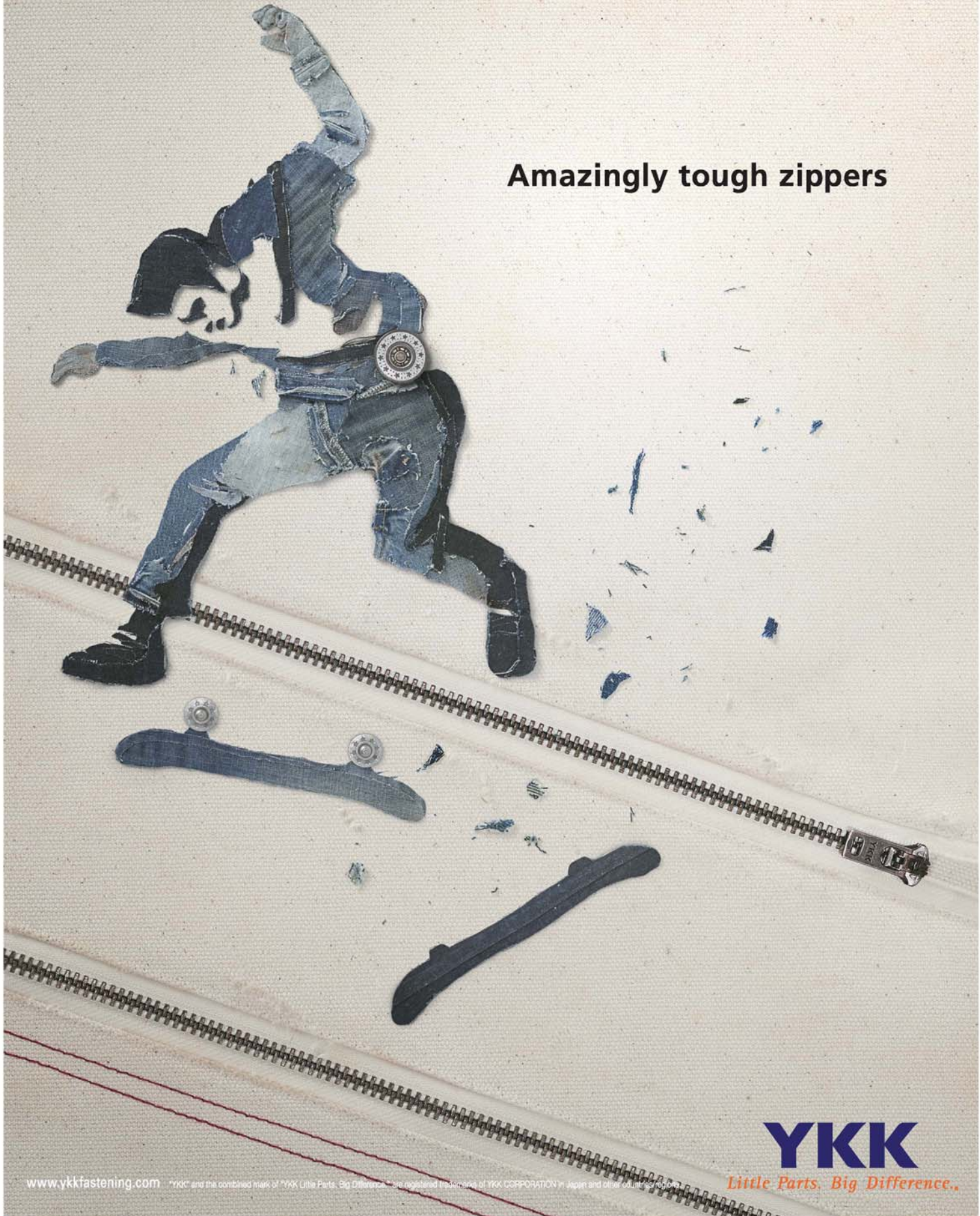
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Big fat Indian weddings, and festivals – the two things that are the essence of India. The latter were timed with sowing and harvests, the two most important dates in the agrarian economy that was India. With the growing influence of the Western culture, more festivals and occasions were added to the Indian calendar – occasions that the populace celebrated in style. And where there was celebration, there was the need to shop and dress up.

A growing awareness of global fashion trends has been fueled by Internet penetration and the fashion and lifestyle media. With growing awareness, a growing middle class and its rising disposable income, the occasion wear market in India has witnessed aggressive growth.

Today, customers are shopping for fashion specifically for birthdays and anniversaries – for others as well as their own, events and parties – for work and home, weddings, festivals and occasions – be they in the family or community based. The boom in shopping has acted as a powerful stimulant for fashion consumption in India.

In the September special on Occasion Wear in India, IMAGES Business of Fashion delves deep into the shift in customer preferences and their growing inclination towards occasion specific fashion enthusiasm across geographies. The issue focuses on this rising segment of Indian fashion retail, tracking brands which have become the

leaders in this category. The issue brings readers insightful articles – complete with trends – on how these retailers cater to the growing occasion wear consumer segment.

The September edition brings to light the technological and product innovations brands and retailers are using to lure in consumers and tap this market teeming with immense opportunities.

The issue features extensive insights on ethnic, fusion, and western occasion wear. Studies on bespoke as well as fashion accessories, footwear and precious wearables are also merited as all these categories have witnessed an unprecedented spike in sales during occasions in India.

This issue would be incomplete without the expertise of eminent fashion columnist Meher Castelino and her editorial contribution, as well as the research analysis by Technopak – a trusted advisor for over two decades on a broad range of business organizations such as Retail.

The issue also features an exclusive interview with Sharad Venkta, Managing Director & CEO, Toonz India Pvt Ltd, on the kids occasion wear segment in the country, their expansion plans and marketing module. All this and more in the pages that follow. The team had a challenging and informative time making this issue and we hope you enjoy reading it.



Amitabh Taneja



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Cover Picture Courtesy: Turtle

Stores



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Showcasing the beauty of Asian fashion at HKTDC.

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TRADE WINDS **AMBIENTE FAIR 2019**

Ambiente is a leading international trade fair, and acts as barometer of the latest trends as well as an order and design platform.

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E-COMMERCE **Fifty Degree starts e-retailing in India**

The brand announced that it would be e-retailing through leading e-commerce platforms and also showcased its latest collection at the 67th National Garment Fair, Mumbai.

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Business & Innovation



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BUSINESS CONNECT **NEVA**

At Neva Quantum Jump 2018-19, it unveiled its new winter collection and presented its up-and-coming summer collection for 2019-20.

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ALCIS

Alcis Sports, a cutting-edge Indian performance wear brand, unveiled its first store in Karnataka. The store houses the Alcis Sports' range spanning not only athleisure range but specific clothing for running, training, yoga, football, cricket and racquet sports.



BRAND:
Alcis

PROMOTER:
Alcis Sports Pvt. Ltd.

LOCATION:
Bengaluru (Inorbit Mall)

“Alcis Sports is a homegrown affordable Indian sportswear brand which is at par with international brands in terms of quality and also in sync with Indian sensibilities. We are happy to open our exclusive brand store at Bengaluru which is known for its vibrancy and energy, and we firmly believe people of Bengaluru will love our wide range,” said Roshan Baid, MD, Alcis Sports at the store launch.

Speaking at the occasion, Anuj Batra, President, Alcis Sports said, “Encouraged by the response we have received from our customers for our technology laden sportswear, we decided to enhance our presence in Bengaluru with this first exclusive brand store in the state of Karnataka. This is our step towards bringing our customers closer to our brand and giving them an immersive shopping experience. This is our eighth store in the country in the past seven months and we are on track to achieving our stated ambition of 15 stores by year end.” Speaking on his company’s association with Alcis Sports, Sunil Kumar M V K, Proprietor, Sri Enterprises said. “We at

Sri Enterprises are into retail business with various brand franchisees and when we came across Alcis we fell in love at first sight with the products and the technology that is there in them. The beauty of the brand is its wide range covering racquet sports, cricket, football, running, exercising and also yoga wear and is very economical. We are very confident it will appeal to our customers.”

Alcis Sports is also the exclusive rights holder to manufacture and distribute fan wear merchandise on behalf of FIFA in India for the ongoing 2018 FIFA World Cup Russia, and the new store will feature the range for football fans of the city.

Alcis is present at large format stores such as Shoppers Stop, Lifestyle, Globus, Central, Sports Station, Walmart, RS Brothers, Sarvanas, Pothys, JC Brothers and M&M and online retail channels such as Myntra, Jabong, Amazon, Flipkart, TataCliQ and Ajio to name a few.

Besides, being present in over 350 multi-brand stores across the country Alcis Sports is aggressively looking to open exclusive stores through franchise across the country. Alcis plans to open approximately 15 exclusive brand stores, covering all the major cities of India within this year. The store at Bengaluru is Alcis’ eighth exclusive outlet following its stores at Delhi, Mumbai, Jaipur, Kochi and Guwahati.

The company has secured an investment from Singapore based Venture Capital firm RB Investments, which has a strong portfolio of startups in India, including The Beer Cafe, Swiggy, Bluestone.com, Fab hotels, Faasos and PropTiger to name a few. It has also appointed celebrated Indian cricketer Shikhar Dhawan as the brand ambassador along with popular television personalities Lauren Gottlieb and Karan Tacker.





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JOE SHU

Profile: Joe Shu offers smart casual and sportivo collections – a range of elegant and light weight sneakers, casual loafers, unique tassel-fringed casual slip-ons with a chunky outsole. Apart from the footwear category, the brand also offers premium pocket squares, classic as well as quirky cufflinks, belts to match the shoe line in an assortment of colours and fun bracelets for the metrosexual man.

Store theme: The Joe Shu store has a contemporary and minimalistic theme. With elegant design aesthetics, the overall concept reflects the brand's luxe sensibility.

Store design: The store adorns soft earthy tones—hues of greys and browns with a touch of black. The lights are warm yellow and soft white that give a clean mood and help accentuate products. Similarly, the central island lit internally affords a chance to highlight the newest designs. The window minimally displays a strong mood statement of the brand as well as the most enticing designs.

Store designer: The décor of the store was conceptualized by the Joe Shue design team with the help of a reputed architectural firm.

BRAND:
Joe Shu

LOCATION:
Delhi (DLF Promenade,
Vasant Kunj)

SIZE OF THE STORE:
600 sq.ft.



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KNOT ME

Established in the year 1969 by Late Shri Shyam Sunder Agarwal, Knot Me is a luxury brand that offers scarves and shawls. The brand boasts of having two state-of-the-art printing factories at the outskirts of Kolkata and a weaving unit in Surat. The in-house designing team together with the expertise of two professional designers from Netherlands and Japan ensure that top notched products are delivered at the most competitive rates with absolutely no compromise on quality. Over the last 4 decades, it has been exporting scarves to many countries and clientele across the globe.

Target consumers

Knot Me target customers falling in the age group of 15 to 55 years. The brand aims to design and deliver the best in scarves. It focus to satisfy people who are looking for affordable luxury scarves with the best quality.

Expansion plans

The brand aims to open kiosks in all the leading malls across the country. It has seven stores at present, including a newly-opened kiosk at Seawood Grand Central Mall, Mumbai. It has kiosks in Quest Mall (Kolkata), City Centre (Kolkata), Nucleus Mall (Ranchi), Vega Circle (Siliguri), Xperia Mall (Mumbai) and R City Mall (Mumbai).

With presence in the eastern and western part of India, Knot Me is now planning to focus on the southern and northern regions of the country. The brand is likely to close the year with approximately 20 kiosks.



BRAND:
Knot Me

PROMOTER:
Kishorilal Shyamsunder

LOCATION:
Mumbai (Seawood Grand Central)

SIZE OF THE STORE:
64 sq.ft.



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CENTERSTAGE 2018

**SHOWCASING THE BEAUTY
OF ASIAN FASHION AT HKTDC**

With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world...

IMAGES Business of Fashion



The Hong Kong Trade Development Council (HKTDC) concluded yet another successful edition of its premiere fashion event CENTERSTAGE on September 9, 2018. Touted as the most happening fashion event of Asia, the 2018 edition of the four-day event (September 5 - 8, 2018) registered participation by about 230 fashion brands from 22 countries and regions and attracted 8,700 buyers from 80 countries and regions.

There was a 2.4 percent increase in attendance over last year and the event also witnessed increased participation from Canada, France, Germany, India, Korea, Russia, Taiwan and the United Arab Emirates. Overall, 35 percent of the total buyers were from Asia.

Commenting on the success of the latest edition of Centerstage, Benjamin Chau, Deputy Executive Director, HKTDC, said, "We're pleased to note that



CENTRESTAGE has become a premier event for the Asian fashion industry, offering regional fashion brands and designers a platform to promote and launch their collections. In its third edition, this year's CENTRESTAGE attracted many global brands and buyers to participate. An increased number of overseas buyers came looking for business opportunities and talents, which solidified Hong Kong's position as Asia's fashion capital."

CENTRESTAGE 2018 centred on the theme of 'Tomorrow Lab', with three thematic zones and presented about 40 activities over its four-day run. The activities also included more than 20 fashion shows, giving brands and designers ample opportunity to connect with buyers, media and fashion professionals during these activities.

Japanese avant-garde streetwear label Facetasm, Hong Kong ready-to-wear women's wear label IDISM, and Chinese luxury women's wear label Ms MIN presented their latest 2019 Spring/Summer collections at the opening gala show CENTRESTAGE ELITES, attracting over 1,000 guests.

At the Fashionally Collection #12 and Fashionally Presentation shows, 13 budding local designer brands paraded their 2019 Spring/Summer collections. >

CENTRESTAGE 2018 also introduced the latest collections by renowned Hong Kong brands including Dorian Ho, Artistic Palace, Harrison Wong, House Of V, and Loom Loop.

A slew of designers and key fashion industry players found their CENTRESTAGE 2018 participation fruitful. Mitsuo Nakahashi, Fashion Merchandising Director at Barneys Japan, discovered several new designer brands that could be potential partners, including a brand showcased by first-time Hong Kong exhibitor nano-secc showroom.

Hong Kong-based brand Loom Loop, which has participated in CENTRESTAGE since its inaugural edition, received an order from US retailer 3NY on the first day of the event this year, after securing a deal with a mainland multi-brand store at CENTRESTAGE 2017.

Polly Ho, designer of Loom Loop, noted that CENTRESTAGE is now a key annual event in the regional fashion calendar, especially as it is strategically timed with the start of the buying season, providing buyers and VIP customers with an exclusive preview of designers' upcoming collections.

Fashion Industry Poised for Sales Growth

The HKTDC commissioned an independent research agency to conduct on-site survey during this year's event to gauge the outlook for the fashion industry and product trends. Interviewing more than 300 exhibitors and buyers, the survey found that the industry is cautiously optimistic about sales in the coming year.

Nearly 60 percent of the respondents expect overall sales to remain steady, and about 30 percent expect good growth. While about half of respondents expect increases in sourcing prices or production costs, almost 60 percent of the respondents said they will not raise unit or retail prices, reflecting a general tendency of the industry's hesitance in transferring increased costs to customers.

The survey results also showed that over 70 percent of the respondents are optimistic about the potential of the mainland fashion market, which is seen having good growth prospects. On upcoming fashion trends, about 60 percent of respondents expect casual wear and urban fashion to be the most popular product categories, followed by fashion accessories and high fashion/occasional wear. In e-commerce, women's wear is anticipated to be the most popular product category going forward, followed by fashion jewellery and bags. Nearly 50 percent of the respondents believe that brand crossover combined with joint promotion is the most common product development strategy. Approximately 30 percent of respondents agreed that



celebrities' or key opinion leaders' endorsement is also an effective strategy.

Furthermore, CENTRESTAGE provided market insights through the Trend Talk Series and Meet the Visionaries Series of seminars featuring distinguished industry experts. These included Anupreet Bhui, Senior Editor of Global Street Style at trend forecasting agency WGSN, who explored upcoming fashion trends and the influence of streetwear among Generation Z. Euromonitor International's Head of Fashion Research Jorge Martin examined Asia-Pacific as the key growth engine for global fashion expenditure.

Hong Kong Young Fashion Designers' Contest (YDC)

An integral part of CENTERSTAGE, the 2018 edition of Hong Kong Young Fashion Designers' Contest (YDC) took place on the night of 8th September, serving as the finale for the third edition of the event.

The winner of the event was Leo Chan for the design 'Wandervögel'. The

collection aims to revive the spirit of the German movement 'Wandervögel', which embraces nature and freedom, as an antidote to hectic city life. The winner was awarded a cash prize of HK\$35,000 and a month-long internship at Martine Rose, sponsored by Sun Hing Knitting Factory Ltd.

Yip Yeung-yeung was selected as the first runners up for her design 'Modificism', which explores the controversy of science exploiting genetic modification in modern times. Yip Yeung-yeung was awarded a cash prize of HK\$25,000 and an overseas study trip sponsored by MINI HK.

Ng Cho-kiu, Charlotte, was the second runner-up and winner of the Best Footwear Design Award for his visual simulation of the English rock band Radiohead's song 'Everything in its Right Place'. She was bestowed with a cash prize of HK\$20,000 and a month-long internship at CLOT Company Ltd. for being the second runners up. She also won a cash prize of HK\$10,000 and a mentorship offered by I.T Apparels Ltd., as the winner of the Best Footwear Design Award.



ABOUT HKTDC

Established in 1966, the Hong Kong Trade Development Council (HKTDC) is a statutory body dedicated to creating opportunities for Hong Kong's businesses.

With 50 offices globally, including 13 on the Chinese mainland, the HKTDC promotes Hong Kong as a platform for doing business with China, Asia and the world.

With more than 50 years of experience, the HKTDC organises international exhibitions, conferences and business missions to provide companies, particularly SMEs, with business opportunities on the mainland and in international markets, while providing business insights and information via trade publications, research reports and digital channels including the media room.

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INDIA TO BE A PARTNER COUNTRY:

AMBIENTE FAIR, FRANKFURT

Ambiente is a leading international trade fair and the world's number one in products associated with dining, cooking, household goods, gift items, jewellery, fashion accessories, interior decoration, ideas for home and furnishing accessories. It acts as barometer of the latest trends as well as an order and design platform...

IMAGES Business of Fashion

In some welcome news, India has become the second country in Asia, after Japan, to become 'The Partner Country of The Year' for the famed Ambiente Fair in Frankfurt. Ambiente is the trade fair highlight of the year, acting as a barometer of the latest trends as well as an order and design platform. The other prominent partner countries of the prestigious name include Denmark, France, the USA, Italy, the UK, and the Netherlands, amongst others.

Talking about the new association, Stephan Kurzawski, Senior Vice President, Messe Frankfurt Exhibition GmbH, said, "I am very pleased that we were able to win India as a partner country for the next Ambiente. India has an incomparable diversity, a rich culture and also a fabulous tradition of art and craft. It's also among our absolute top countries in terms of exhibitors and we are expecting a phenomenal response from Indian artisans and exhibitors at Ambiente 2019. In fact, I'm confident that India's presentation will be a real highlight at Ambiente 2019 for visitors and exhibitors from all over the world."

According to Ajay Tamta, Minister of State for Textiles, India will be getting a 130 square metres of open space in the fair in which 10 of its top artisans will avail the opportunity to give live demonstrations of their handicraft skills.

"India is known for its plethora of handicrafts products and designs and Ambiente 2019 is one of the best international platform where our designers will show the Indian specialty in handicrafts. Also, it will open up opportunities for sourcing and investment in India which will help in increasing employment in the country, benefiting manufacturers and exporters and the long-term sustainable partnerships of the Indian industry with the value chain across the world," he said.

The presentation of the partner country will cover a wide range of products by traditional craftsmen and artisans reflecting a detailed understanding of their respective mythology, architecture and culture through contemporary aesthetics.



Curated and designed by the Jaipur-based Indian designer Ayush Kasliwal, this year's exhibition will be shown again at Galleria 1. Kasliwal is an alumnus of the National Institute of Design, Ahmedabad, and is one of India's leading design thinkers, practitioners and advocates for artisans. With his architect wife Geetanjali, he is the Creative Director and Co-Founder of AKFD as well as Anan Taya, two interdisciplinary design companies based in Jaipur, India.

Armed with a strong belief that 'Objects Are Messages in Physical Form', Kasliwal redefines ancient local craft traditions and artisan communities by providing design, technology, capital, and creative collaboration. He works in multiple ways, from small batch manufacturing, to artisan driven orders finished at his factory, to interiors and large scale on-site installations throughout India.

Another designer associated with this platform is Sandeep Sangaru, who will design the Café in hall 4.1, where visitors can find moments of peace and quiet amidst the hustle and bustle of the trade fair. The café will be one of the many features at the trade fair that are fully focused on India.

Sangaru is a multidisciplinary designer, educator, entrepreneur and a nomad by nature. He studied industrial design and has specialized in furniture design from the National Institute of Design, Ahmedabad, with a background in Mechanical Engineering. Being multidisciplinary, Sangaru explores different mediums and materials. He owns Sangaru Design Studio, a multidisciplinary

design consultancy firm and founded Sangaru Design Objects Pvt. Ltd, a manufacturing company based in Bangalore, India.

Since inception, his studio has been actively involved with the craft sector, working with local people and local material to create global products. Craft has always been a need based process from ages and using design to interface the skills of the artisans is something he wants to work towards. His work has won many design awards and have been exhibited at various design and craft museums and events across the world.

In addition to the presentation and the café, there will once again be the traditional theme day on the Monday of the fair. The day will be rounded off in style by the Partner Country Reception. Apart from the Partner Country programme, the coming Ambiente will once again be the venue for numerous trend and product presentations, awards ceremonies, promotional areas for young people and many other events.

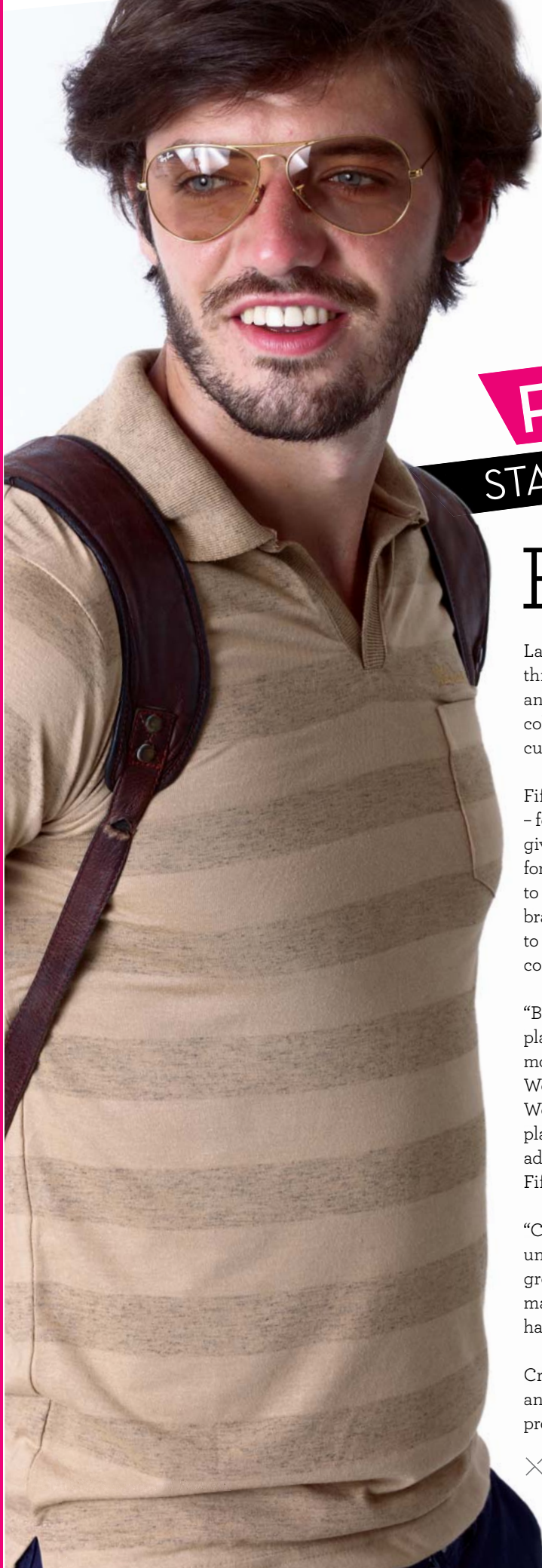


"Ambiente 2019 will open up opportunities for sourcing and investment in India which will help in increasing employment in the country, benefiting manufacturers and exporters and the long-term sustainable partnerships of Indian industry with the value chain across the world."

– Ajay Tamta,
Minister of State for Textiles, India

ABOUT AMBIENTE

- Ambiente is a leading international trade fair and the world's number one in products associated with dining, cooking, household goods, gift items, jewellery, fashion accessories, interior decoration, ideas for the home and furnishing accessories. It is 'The Show' for an entire industry, with the breadth and width of Ambiente making its unrivalled product range unique throughout the world.
- In 2018 Frankfurt Am Main attracted 4,376 exhibitors from 88 countries, showcasing their innovative products and services on 308,000 square metres of gross exhibition space for five days.
- India was represented by 434 companies and came 2nd among the exhibiting nations. On the visitors' side, India came 14th. Out of 133,582 visitors from 167 countries 1,798 came from India.
- The top ten visitors' nations after Germany were Italy, China, France, United Kingdom, USA, the Netherlands, Spain, South Korea, Turkey and Switzerland.
- In 2019, the global consumer goods industry is coming to Frankfurt from 8 to 12 February 2019.



FIFTY DEGREE STARTS E-RETAILING IN INDIA

Fifty Degree, the flagship brand of V3 Exports, which recently entered the Indian t-shirt market, has drawn up plans to expand its footprint across India.

Last month, the brand announced that it would be e-retailing through leading e-commerce platforms: Flipkart, Amazon and Paytm. The brand had recently showcased their latest collection of stylish men's t-shirts collection for Indian customers at 67th National Garment Fair Mumbai.

Fifty Degree specialises in men's t-shirts in four categories – formals, basics, sports and casuals (t-shirts and polos), giving a classic yet versatile staple that customers can take for anything from homewear to street wear to leisure wear to even the most high-powered boardroom meetings. The brand has an array of basic solid t-shirts that are crafted to help patrons go effortlessly from day to night without compromising on their style or quality.

“Based on the growth and with measured steps we are also planning to spread our product availability through a kiosk model and EBOs across the country, with focus on South and West India where the winter is shorter and summers longer. We are also in conversation with some large e-commerce platforms; Fifty Degree will also soon be available on a few additional platforms,” said Vinay Mehra, Founder and MD, Fifty Degree.

“Consumers' wardrobe preferences across the world are undergoing a distinct shift. The Indian t-shirt market is also growing at a fast pace and is expected to be a ₹23,000 crore market by the end of the current fiscal. A threefold growth has been projected in the next 10 years,” added Mehra.

Crafted with quality and simplicity, Fifty Degree's t-shirts are anti-pilling, shrinkage controlled, sweat absorbent, anti-static processed and have a smart and comfortable fit.





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PARVATI FABRICS LTD.

VENTURES INTO RETAIL WITH LAUNCH OF CONTEMPORARY CLOTHING LINE, RAISIN

Parvati Fabrics Ltd., are well-known as leaders in manufacturing and trading across India as well as exporting high quality fabrics and designer women's wear to various countries all over the world. After successfully functioning for over 30 years, they decided to challenge their innovation and launch Raisin - a contemporary clothing line for the modern Indian women.

Their aim behind the launch is to keep up with trends and create a range of apparel that successfully reflects the essence of a modern woman. Keeping this in mind, their overarching objective is to give the consumer a chance to connect with the manufacturer. With Parvati Fabrics Ltd., providing a strong backbone, Raisin fearlessly ventured into the fashion retail space, representing a perfect blend of Indian culture and modern influences.

One of Raisin's visions is also to position itself as a brand that provides modern women contemporary fusion wear that is not only exceptionally comfortable, but also stylish! The clothing line comes in a variety of styles including dresses, kurtas, tunics and more - making Raisin an ideal choice for the women of today.

The women's wear segment contributes 38 percent to the total apparel market in India. With an increase in the number of working women in our country, the purchasing power that Indian women possess today





“Our vision was to create a brand that sustains for decades and is known to provide comfortable fashion to today’s modern women. We’ve carefully created products that are not only affordable, but also high in quality and comfort”

– Vikash & Vishal Parcheriwal,
Co-Founders, Raisin



has increased too; making the women’s apparel market one of the fastest moving segments in India.

Understanding the needs of today’s women in terms of accessibility and staying updated with the latest fashion trends while still providing extreme comfort, Raisin wants to be a relevant force in the women’s retail market. Raisin’s target audience comprises women aged from 18 to 45. Thus the wide range in the launch collection, gives different personalities and styles an array of choices to express their individual sense of fashion.

Vikash and Vishal Parcheriwal are the co-founders of Raisin – a contemporary clothing line for the modern Indian woman and Managing Directors of Parvati Fabrics Ltd. Both the brothers grew up in a business-running household and learned the tricks of the trade at a very young age. From working hard in the manufacturing unit to making successful deals as managing directors, they have come a long way. With 30 years of business experience in manufacturing a wide range of premium fabric qualities under their belt, they are all set to conquer the retail market with the launch of Raisin.

One of their main objectives with the launch of the brand is connecting the consumer with the manufacturer so that there’s greater transparency in the making of the garments in addition to providing greater quality and price.

“Our vision was to create a brand that sustains for decades and is known to provide comfortable fashion to today’s modern women. The main challenge was to create products that

were affordable for our target audiences without compromising on quality and comfort. Today, even though the latest fashion is easily accessible to consumers online, we wanted to give consumers a chance where they can physically view trends online and then make an informed purchase decision. Most brands are available through the mediums of MBOs and EBOs only; Raisin wants to reach a larger audience through its SIS retail model. We’ve carefully created products that are not only affordable, but also high in quality and comfort and we’re hoping the market will embrace it!” said Vikash and Vishal Parcheriwal in a joint statement.

Debuting with the Autumn Winter collection this year, Raisin will offer a choice of patterns and trends across multiple styles without repetition or similarities within the collection. The fashion line in every collection by Raisin will change according to the Indian seasons. Each season, a colour palette will be adopted and that will serve as inspiration for the entire collection. This will ensure sustenance and endow today’s modern woman with comfortable fashion for years to come.

The entire collection will be available on Raisin’s official e-commerce website, Amazon, Jabong, Myntra and Ajio. The clothing line will launch in Ahmedabad, Mumbai, Delhi, Kolkata, Surat, Lucknow, Chandigarh, Rajkot, Ghaziabad, Meerut, Muzaffarnagar, Muradabad, Dehradun, Saharanpur, Bareilly, Anand, Nadiad, Gurugram, Jalandhar, Ludhiana and during the first phase, in Jammu. The price will range between ₹749-₹4,999. Eventually, Raisin wants to launch a minimum of 150 EBOs within a span of 3 years after the launch.





NEVA GARMENTS UNVEILS NEW COLLECTION, AIMS TO TAKE STORE COUNT TO 300

At the meet, Neva Garments unveiled its new winter collection that comprised thermal wear, winter wear, active wear, and innerwear. Further-more, it also presented its up-and-coming summer collection for 2019-20...

IMAGES Business of Fashion

Leading thermal wear manufacturer, Neva Garments organised Neva Quantum Jump Meet 2018-19 in Goa. The company showcased its new product range and discussed the way forward on their growth plans.

Apart from this, Neva Garments also unveiled its new winter collection that comprised thermal wear, winter wear, active wear, and innerwear. Further-more, it also presented its up-and-coming summer collection for 2019-20.

The meet was attended by the distributors who came from different cities of India. The networking meet between the company and its distributors saw the launch of various schemes for distributors. The distributors also shared their suggestions to advance the company's sales.

At present, Neva operates in six categories namely thermal wear, active wear, sweaters, jackets, innerwear and lingerie through its renowned brands like Neva Mod Quilt, Neva Esancia, Neva Velveti, Neva Mod Wool, Neva Soft, Neva Stile, Live Free, Neva Maxx, Feona Jersey, Neva Miss, Neva Mint, to name a few.

Considering the changing market scenario and its increasing range of products, Neva Garments has decided to foray into large format stores and multi-brand outlets. The company is considering to open special counters in both these formats to enable customers to see and choose from the large range of the company's product portfolio.

It also plans to partner with 100 franchisees and aims to take its store count to 300.



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BRAND'S SHARPEN FOCUS ON

MEN'S OCCASION WEAR

With growing awareness of global fashion trends, increasing brand awareness, a growing middle class and rising disposable income, the men's occasion wear market in India is witnessing aggressive growth in both metro cities as well as rural areas...

By Rosy N Sharma with inputs from Gurbir Singh Gulati

The men's occasion wear market is witnessing a great progression. The way men approach fashion and personal style is evolving from what it used to be. Today, men are far more aware of their choices. Previously, they lacked options and had no choice but to opt for simplicity when it came to occasion wear. This trend has changed drastically and come festive and wedding seasons, the men's formal wear market will be brimming with exhaustive fashion and accessories collections.

With growing awareness of global fashion trends, a growing middle class and rising disposable income, the men's occasion wear market in India is witnessing aggressive growth. Domestic and international brands are taking advantage of this growth, with domestic brands becoming stronger and international brands raising the bar with better pricing and product offerings.

The men's occasion wear market is transforming into a very detail-oriented, fashion conscious segment. The segment that can be classified into ethnic and western wear. These include sherwanis, Jodhpuris, bandhgalas in ethnic and suits, mandarins, tuxedos, shirt coordinates and formal party shirts dominating the western formal men's wear segment.





Surya Suri, Founder, Steele Collection says their collections are always in line with current market trends and are developed after a thorough understanding of customer needs.

“The men’s formal wear brand that was launched last year is an experiment with new trends and prints in our suiting range, which are appreciated a lot by younger customers,” he says.

One trend which is quickly catching on this season are multitude transformer suits which have convertible features and menswear brands are highly banking on its success.

“Multitude transformer suits is the statement Blackberrys is making this Fall. These are multi-occasion suits with detachable lapels as their main selling point. The focal idea of the suits is to enable men to make a swift transition from the business look to the party look. The detachable satin lapels ensure the one outfit meets both requirements,” says Suvarna Kale, Head of Design, Blackberrys.

Narinder Kaaur, Head of Design, Turtle, concurs saying that their brand’s style statement for this season is ‘detachables’ as well.

“A jacket or a suit with detachable waistcoat, lapel and scarves gives a multi-utility factor to an attire, and that’s our focus this season,” she says.

Key Growth Drivers

According to a study by Technopak, the Indian economy, one of the fastest growing economies of the world, is witnessing major shifts in consumer preferences. Increasing disposable income, brand awareness and increasing tech-savvy millennial population are the driving factors of corporatized retail within the country. Overall, Indian retail scenario has

shown sustainable long-term growth compared to other developing economies.

The study states that the Indian retail market was worth ₹41,66,500 crore (US \$641 billion) in 2016 and is expected to reach ₹1,02,50,500 crore (US \$1,576 billion) by 2026, growing at a Compound Annual Growth Rate (CAGR) of 10 percent. It is envisaged that the current fashion retail market worth ₹2,97,091 crore (US \$46 billion) will grow at a promising CAGR of 9.7 percent to reach ₹7,48,398 crore (US \$115 billion) by 2026.

One reason that the occasion wear market stands out amid these impressive numbers is the growing awareness of global fashion trends has been fueled by deep Internet penetration and the fashion and lifestyle media in India. As a result, the middle class and the young population of the country are extremely trend conscious.



“We are seeing a shift, in the recent years, from the un-organised and tailored occasion wear market to the organised, ready-made occasion wear market”

– Narinder Kaaur,
Design Head, Turtle



Arrow store



Blackberrys store

Rising disposable income among in India among the middle class has led to a change in their preferences. Indian consumers are now no longer limited to shopping based on needs.

Also, need-based shopping has graduated to occasion-specific shopping. Today, a consumer's wardrobe has different attire according to specific occasions. The consumer is concerned about his image and is willing to dress up according to the occasion. This has resulted in increased spending on occasion wear.

Various brands and retailers have also made sure that there are plenty of choices available for the consumer across various categories, which was not the case traditionally. Most brands have extended the product offerings to capture a higher share of wallet making it easier for the consumer to find the product suitable for a specific occasion..

Consumption Patterns

Today's men have started shopping for occasion wear more regularly than hitting stores only during festivals or weddings, once a year. Since Indians celebrate more than just festivals,

clothes play an integral role in every occasion and there are brands upon brands to choose from for men, a change in their shopping behavior has been observed over the last five years. Higher disposable incomes, nuclear family set ups and being fashion conscious have also brought about a great change in the spending pattern of modern men.

Ravi Gupta, Co-Founder, Gargee Designer's states that five years ago, the consumption pattern in metros and mini-metros was poles apart. "Thanks to the mall culture, pop-up shops and online shopping platforms, the difference has reduced to a large extent. Now the people of smaller cities are equally exposed to fashionable outfits and moreover, they are ready to invest in such clothes. Smaller cities are growing markets for brands like ours. Meanwhile, metro cities are at a saturation point, they are areas where we already know our target customers and cater to them every season."

Blackberrys' Kale adds, "Metros cover all our ranges - from formal to occasion wear. In non-metro cities, occasion



"We have more consumers in metros than in mini metros but now even mini-metro consumers are doing substantially well"

– Rajnish Sethia,
Director, Success



Steele Collection store

wear suits lead sales. 40 percent of the consumption happens in metros and the remaining 60 percent consumption occurs in non-metro cities.”

Steele Collection also receives an overwhelming response from metro cities, while Success observes more consumption in metros than in mini-metro cities.

“The Indian consumer is growing conscious of premium and super premium apparel products and is more willing to pay for the same. Upwardly mobile and wealthy Indians for whom money is often secondary to looking their best are eager to dress in a signature style. We provide such customers with signature styles,” says Suri.

According to Sumit Dhingra, CEO, Arrow, the occasion wear market is still dominated by the non-branded sector and made-to-measure stores, but brands are also picking up fast on the opportunity.

“We have seen Arrow suits and blazers sales showing healthy numbers especially during wedding and ceremonial periods,” he says.



Success

Market Size

The Indian men’s wear market is approximately ₹1,51,551 crore today. This includes apparel such as shirts, trousers, suits, winter wear, t-shirts, denims and others including innerwear, according to Steele Collection’s Suri. Of this, approximately ₹1.51 lakh crore is the size of the formal wear segment which is 10 percent or a little over ₹15,000 crore.

“Over the next eight years we expect the size of the men’s formal wear

market to expand by 15 percent while the size of the entire men’s wear apparel market is expected to grow at a healthy rate of 10 percent. So, by 2026 the annual revenues generated by the men’s wear market in India will be ₹2.96 lakh crore and the revenues generated by suits, jackets and tuxedos will be approximately ₹44,000 crore,” he adds.

“Currently the majority of men’s apparel sold in India is sold in the unorganized sector. But gradually as consumer demand for high quality apparel increases we expect the demand for branded apparel to increase. The unorganized sector today is 60 percent of the entire men’s wear segment while the remaining space is occupied by organized and branded players. Today, the organized sector’s revenue from sales of formal men’s wear apparel including suits, jackets and tuxedos is 10 percent of the entire organized or branded menswear apparel segment,” he further states.

He adds that Delhi-NCR has tremendous potential for a high-end apparel label like his. Apart from the Indian capital, Steele Collection has seen great potential in cities such as Mumbai, Bengaluru, Chennai and Pune. Chandigarh is another destination, where Suri believes Steel Collection can serve fashionably astute clients.

Competition & Opportunities

“The size of the men’s formal wear market is ever growing. In the present context the credit goes to Bollywood and more recently TV shows, which have always played a significant





“Thanks to the mall culture, pop-ups and online shopping platforms, now people of smaller cities are also exposed to fashionable outfits and are also ready to invest in such clothes”

– Ravi Gupta,

Co-Founder, Gargee Designer's (with his father & founder, Shyam Gupta)



Steele Collection

role in determining ethnic fashion trends. Better access to entertainment in addition to the explosion of e-commerce sales means that people in cities of any size now have both trends and purchasing ability. And that's the reason the future of formal wear is bright and blooming," says Ravi Gupta of Gargee Designer's.

“As far as the organized and unorganized market is concerned, the former is a long term player which understands the value of branding and works with a set of skilled professionals, while the latter are seasonal players who don't last long in the market because of their unplanned work and limited scope of design sense,” he explains.

Rajnish Sethia, Director, Success adds that there is a huge growth potential in this segment. Both the organized and unorganized market for occasion wear is doing well, both the markets run parallel and they have their own set off customers.

Meanwhile, Kaaur says that there has been a shift in the past few years from the un-organized and tailored occasion wear market to the organized ready-made occasion wear, where people are happy to come and chose from the variety that retailers have to offer. Moreover, with international brands coming in, the men's festive and occasion wear segment has gotten more competitive though domestic brands have not been greatly affected.

“This is because international brands do not specifically cater to the occasion wear segment, as this segment's needs are very specific in terms of colours, cuts and textures,” she explains.

Domestic brands have the upper hand where the ceremonial occasion wear segment is concerned, opines Kale, since international brands have higher price points. Sethia agrees with this



saying that international brands are more into business wear and casual wear segments, than occasion wear.

“International brands have actually helped customers in exploring ready-to-wear offering in the suits and blazers category. Due to this competition, the ready-to-wear brands have improved their merchandise over a period of time,” explains Dhingra, adding, “Although international brands come with offerings at edgy price points and latest trends, but their retail presence is limited against local competition.”

Product Offerings: Customization & Innovations

Arrow has a 167-year long heritage of shirts and the brand has been known as an expert shirt maker since 1851. It has been pioneering product innovation and known for its consistency of delivering future products to its consumers, be it auto press shirts, stitch-less shirts, iconic white shirts, auto flex trousers and even 4-in-1 shirts.

“We work on the concept of the shelf calendar which is very detailed from the beginning of the season. We are not



“Occasion wear market is still dominated by the non-branded sector and made to measure stores but brands are also picking up fast on the opportunity”

– Sumit Dhingra,
CEO, Arrow



“The consumer is growing far more conscious of premium and super premium products and is more willing to pay a premium sum for the same”

– Surya Suri,
Founder, Steele Collection



“Tuxedos is a big segment for Blackberrys and is growing at a good pace. Blackberrys has always focused on business and occasion driven suits and that’s the signature of the brand”

– Suvarna Kale,
Head of Design, Blackberrys

into bespoke tailoring as of now, but we give personalized customization offerings,” says Dhingra.

Sethia on the other hands say that the USP of his brand Success is innovation. “With an in-house production unit, factories equipped with state-of-art machineries and skilled labour, our product innovations are so fast-paced that the time taken for a design from visualization to rack is very short compared to other brands,” he expound

Meanwhile, a brand like Gargee Designer’s uses its tailoring process to combine traditional methods with the modern approach in a bid to offer their clients a grand collection of high-end suiting and fine shirting. Every outfit the brand produces is customised with utmost attention to provide the wearer with flawlessly crafted clothing.

“We have quite a strong online presence as well, with approximately 12,000 and 2,50,000 followers on Facebook and Instagram respectively. Our

out-of-box approach with a touch of traditionalism, progressive vision and technical strength has got us to a different benchmark of custom tailoring,” |shares Gupta.



Steele Collection

For Blackberrys’, the fit what differentiates the brand from others. The brand’s F3 range is one of its key innovations and its luxe suits are crafted from European fabrics with premium linings and fusing. “Our slim fit and Phoenix fit are perfectly crafted for Indian males,” says Kale.

According to Suri, Steele Collections is all about sustainability and ethical manufacturing techniques.

“We try and utilise the most cost effective production techniques that are environment friendly. We also employ ecofriendly trims like corozo buttons. We also offer made-to-measure and made-to-order services for our premium customers and have plans to coming up with MTM Events with the finest international designers and pattern masters,” says Suri.

No wonder then that the men’s apparel segment is estimated to post an annual growth rate of 8 percent by 2020, growing to US \$19 billion as per Euromonitor International.



>ARROW<

Arrow's legacy began with the perfect white shirt introduced in 1851 for white collar professionals, establishing a cornerstone in the American men's dress shirt business. Arrow's main brand values are heritage, expertise, professional and understated. Continuing a rich history of innovation with sensitivity towards its rich heritage, the brand has embossed marks of excellence as an icon of style and sophistication in the Indian market.

Focus Customers

Arrow formal is classic, tailored work wear focusing on a relatively mature, loyal customer who seeks premium, timeless and classic products. Arrow New York focuses on young tailored work wear, with a twist of fashion, with leaner fits for the new, young recruit. Arrow Sport is modern American sportswear offering all consumers understated and casual fashion lines.

Winter Wear

While shirts are at the core of the brand, Arrow also offers a wide range of options in winter wear including, sweaters, sweatshirts and jackets.

Product Expansion Plans

The brand is coming up with an exciting winter wear range, with a

special focus on jackets, in AW'18. It is also celebrating 25 years of Arrow in India in the forthcoming Fall Winter and is geared up to showcase a product line which will nicely reflect the brand's heritage.

Key Markets & Retail Presence

North is a relatively stronger market for Arrow, although it is growing in other regions of India at a healthy rate too. Currently, Arrow has 212 EBOs, and is present in 580 MBOs and 210 LFSs.

Expansion Plans

Currently, Arrow is trying to expand and reinforce its presence in the tier -II and -III markets of the country.

Online Retail

Arrow has a robust online presence. About 11 percent revenue of the brand was from the online channel last year, which is growing at an astounding rate of 70 percent year-on-year



KEY INFOGRAPHICS

- >> Name of the company: **Arvind Fashions Ltd.**
- >> Year of launch: **1993**
- >> Headquarter: **Bengaluru, Karnataka**



>BLACKBERRYS<

Founded in the bylanes of Chandni Chowk (Delhi) by Mohan Brothers - Nikhil Mohan and Nitin Mohan - Blackberrys is a leading men's wear brand, providing wardrobe solutions with diverse style options for the progressive men. Not just capturing but rejuvenating the comfort scale with premium quality fabrics, the brand is a definitive fashion partner offering wardrobe essentials for work-, party-, casual- and street-wear.

Core Values & USP

Offering premium quality shirts, khakis, denims, t-shirts, suits, jackets, shoes, accessories and innerwear, Blackberrys is renowned for its impeccable fit since its inception.

Focus Customers

Each brand of Blackberrys speaks to a specific group of consumers. The parent brand, Blackberrys with its formal collection focuses on the enterprising men in the age group of 25 to 40 years. The formal wear brand offers fashionable business and party wear. Blackberrys Casuale caters aspiring men in the age group of 25 to 35 years. These men have a knack to travel and bring the nuances around the globe for their avenues. The clothing range offers smart-casual wear for work, leisure and outdoor. Urban Blackberrys offer youth wear collection including jeans, t-shirts and hipster shirts for males in the age group of 18 to 25 years.

Occasion Wear

Blackberrys offers party shirts, trousers, suits and blazers. Moreover, shoes and accessories like ties, cufflinks, pocket squares and brooches



KEY INFOGRAPHICS

>>Name of the company: **Mohan Clothing Company Pvt. Ltd.**

>>Year of launch: **1991**

>>Headquarter: **Gurugram, Haryana**

are also available under its occasion wear collection. Blackberrys Luxe collection is another highlight, which offers premium shirts, trousers and suits. Using fabrics from the topmost quality, the collection majorly focuses on refined occasion wear.

Latest Occasion Wear Collection

Blackberrys AW18 collection is about multitude, where special focus is given to occasion driven garments. These garments carry elements like detachable satin lapels on suits, reversible satin hem on trousers, changeable collars, etc. Elements such

as these deliver the need of today's aspiring men, who can head to a party from work with a swift transition in their look.

Plans For Forthcoming Fall-Winter Season

Blackberrys launched its new collection last month, focused on fall-winter wear in terms of colours, fabrics and fashion. The theme is festivity.

Retail Presence

Blackberrys has a robust retail presence through 230 exclusive brand outlets, over 800 multi-brand stores and presence in more than 200 large format stores across the country.

Expansion Plans

Blackberrys has plans to expand its footprint with over 100 more stores across the country, including Tier-II and -III cities.

Online Retail

Online retail contributes about 6 percent to the overall revenue of Blackberrys. When it comes to occasion wear purchases, though men buy online but majority of the sales comes from the in-store experiences where they can try multiple outfits and pick what goes with requirements.

Turnover & CAGR

Blackberrys clocked a turnover of ₹900 crore in FY 2016-17. The brand has been growing at a CAGR of 16 percent over the past few years.



>GARGEE DESIGNER'S<

Established in 1979, Gargee Designer's is known for its signature tailoring processes combining traditional methods with a modern approach. Each outfit is customized with the utmost attention to provide the wearer perfectly crafted clothing on his body.

Core Values & USP

The label maintains a synthesis of finest quality fabrics and clothing that are sleek, unconfined and impeccably cut.

Focus Customers

Backed with the latest technology, a team of creative designers, skilled masters, tailors and artisans, Gargee Designer's deliver the best quality men's wear. The label chooses high quality fabrics, fine stitching techniques, sustaining splendid finish, fit, comfort, style and offers flawless workmanship.

Occasion Wear

The label offers a wide range in formal wear, traditional wear and fusion wear including sherwanis, bandhgalas, Nehru jackets, suits, kurta pajama, Indo-western outfits for all occasions.

Latest Occasion Wear Collection

The label's latest occasion wear collection showcases a lot of small prints, floral patterns, embroideries and detailed work. Currently, it is planning a couture collection for the upcoming wedding season which will have different patterns, embroideries and new colours.



KEY INFOGRAPHICS

- >>Name of the company:
Gargee Designer's
- >>Year of launch: **1979**
- >>Headquarter: **New Delhi**

Category Expansion in Occasion Wear

This fall-winter season, Gargee Designer's will introduce a collection of kids' custom outfits for special occasions.

Expansion Plans

India is a land of diversity and there is a lot of scope for market exploration in the country. The brand plans to explore every part of the Indian market since the process of growth is never-ending and firmly believes that every region in the country is a deep ocean of skills and styles.

Online Retail

A large part of Gargee Designer's business runs on a traditional retail model, although the brand is actively exploring online retailing.



>SELECTED HOMME<

Established in 1997, Selected Homme is a premium men's wear fashion brand, with a strong focus on quality, premium fabric and fit. The brand epitomizes good taste in every shape and form within modern men's wear. Selected Homme stands for a unique interpretation of the contemporary man, who is both individualistic and confident in his style.

Focus Customers

The brand's target consumer is a global traveler, an urban and laid-back man. He mixes and matches his existing wardrobe with the season's newcomers in order to create a distinctive, exciting look.

Winter Wear

Selected Homme offers a wide choice in jackets, blazers, suits, trench coats, bombers, knits, sweatshirts, knitted denims, trucker jackets, etc.

Latest Winter Wear Collection

The brand's Autumn Winter'18 collection picks up right where the pre-autumn collection left off and introduces a string of retro pieces and refined cold-weather essentials. This season, the brand celebrates the return of sportswear-inspired zip-up jumpers, box logo tees and tracksuits, popularized in the 1970s. The new collection offers a string of vintage-inspired autumn essentials, multicolored retro checks and '70s-inspired floral prints. As a whole, the collection builds onto the existing pre-autumn colour story, re-introducing vibrant reds, vintage burgundy hues, a warm tobacco and an earthy brown, that combined, adds a distinctly retro feel.

The brand also has initiated an uncompromising approach to fabric

selection and this season, a whopping 65 percent of the styles in the collection contain more sustainable fabrics like organic cotton, recycled wool, recycled polyester and innovative fibres made from sources like natural and botanic products.

Retail Presence

Currently, Selected Homme is present in 15 countries through more than 2,500 wholesalers worldwide. In India, it currently has 6 EBOs, 7 MBOs and 33 SISs spread across the country.

Online Retail

Selected India is available online with Myntra and Jabong. The response received hitherto has been encouraging for the brand and it looks forward to introducing itself in more e-commerce portals.



KEY INFOGRAPHICS

- >>Name of the company: **Bestseller India**
- >>Year of launch in India: **2016**
- >>Headquarter: **Denmark**



>SPRINGFIELD<

Springfield is known for its international styling and quality and offers a range of fashionable casual range of shirts, trousers, jeans, t-shirts, suits, blazers and jackets with great styles and fits. The brand strives to make the wearer look good, feel good and be fashionably cool at the same time. Over the years, the brand has created a niche for itself with it's exciting fashion offerings that flaunt the latest international trends.

Focus Customers

Springfield targets the fashionably conscious audience between the age of 25 to 55 years.

Winter Wear

The brand offers a wide range of suits, blazers and trousers made from 100 wool, poly/viscose blend with grindle effect to give the wool look. The collection planned is with a vintage look story.

Primary Markets

As of now, Mumbai, Bengaluru and Delhi serve as Springfield's primary markets for its suits collections.

Retail Presence

Springfield banks mainly on MBOs and online retail formats to sell it products. Currently, the brand has one EBO in Mumbai and is in the process of rolling out one more in Ahmedabad.

Expansion Plans

The brand has aggressive expansion plans. By 2020, it plans to expand its presence across all prime markets of India mostly through MBOs and LFS. The brand also is aiming at a 9 to 10 percent CAGR year-on-year.

Product Expansion Plans

Springfield has plan to launch the brand in the innerwear category, through the licensing route. It, hence, is on the lookout for reputed innerwear brand manufacturers like Rupa, Duke, Dixcy Scott, etc., which already have a large presence and are looking for new brand name to further their market share in the innerwear market.

Online Retail

Although the brand has a strong online presence, it feels that selling suits is an uphill task owing to size and fit issues. Most people feel the need to try a suit before buying. For the next two to three years, Springfield hopes to be present in most prime markets of India.



KEY INFOGRAPHICS

- >>Name of the company: **Springfield Fashions**
- >>Year of launch: **1986**
- >>Headquarter: **Mumbai, Maharashtra**



>STEELE COLLECTION<

The apparel brand, Steele Collection was launched in 2017 to capture the essence of high fashion and panache that had been lacking in men's apparel in India. Since its launch, its makers have been trying to push beyond the common stripes and plaids and incorporate choicest trends from the universe of fast fashion. Positioned as a men's formal wear brand, it stands shoulder to shoulder with the best men's wear brand across the globe.

Core Values & USP

Steele Collection is the outcome of a diligent team that constantly thinks out-of-the-box and re-imagines the future of men's apparel. The brand's USP lies in its trendiest collection designed by the best, using the finest fabric and meant for men who want to look their best.

Focus Customers

The brand creates apparel for men that enhances the wearers' confidence



KEY INFOGRAPHICS

- >>Name of the company: **Steele Collection**
- >>Year of launch: **2017**
- >>Headquarter: **New Delhi**

and their appearance. Men who wear, the brand's garments are successful and are natural leaders. Its target demographic is men between the age group of 18 to 44 years, who live in urban centers of India, are well educated and who have a love for physical activities.

Occasion Wear

Steele Collection offers a variety of occasion wear including formal jackets, coats, waistcoats, suits, and trousers. The brand also provides made-to-measure services to its clients wherein they can select the fabric and style according to their taste with customized fits designed to accentuate their style.

Latest Occasion Wear Collection

The theme of the latest collection is elegance, panache, individualism, and ruggedness. Steele Collection creates apparels for men who are leaders and who excel in their profession, so it is evident that its apparel reflect the attributes possessed by leaders. The brand presents a fresh range of finely tailored suits and oxford shirts to dress men who are going to be the most fashionably dressed this season.

Category Expansion in Occasion Wear

Steele Collection's new range is inspired by fast fashion, its creative team of outstanding designers ensure that everything sold under the brand is uniquely theirs. It is adding new categories as and when it believes it has creative breakthroughs in designs and styles. At the moment, it is well placed with its current range of occasion wear.

Primary Markets

The brand's primary market is Delhi and parts of North India. Here, the brand serves fashion conscious men who are eager to make style statements.

Retail Presence

At present, Steele Collection is being retailed through renowned multi-brand stores. The brand has plans to open exclusive brand outlets and is working towards it.

CAGR

Steele Collection started operations in 2017 and within one year the brand has recorded a satisfactory growth rate of 35 percent. It expects to double the revenue and expand its public outreach in the coming years.



>SUCCESS<

Based out of Kolkata, Success was started in 1996 by Agwani Fashions Private Limited. The men's wear brand started out as a trouser manufacturing company, and today it offers a complete wardrobe for men comprising primarily of suits, blazers, jackets, waist coats, shirts, trousers, denims and accessories broadly classified into formal-, casual- and party-wear.

Core Values & USP

Best known for its suits, blazers and trousers, Success also make shirts, t-shirts, denims and accessories. With skilled manpower, the brand puts in a lot of emphasis on fabrics and trims so that the product could speak for itself. Its primary motive is to give high quality products to the consumers at affordable prices.

Focus Customers

The focus customers of Success consist of men who are in the age bracket of 25 to 35 years, with disposable incomes.

Occasion Wear

Success offers suits, tuxedos, bandhgalas, Indo-western wear, Jawahar jackets and more under the occasion wear category.

Latest Collection

The latest occasion wear collection from Success showcases different styles of Indo-western wear, which can be paired with polo pants, pajamas, slim fit trousers or even a patiala.



Category Expansion in Occasion Wear

At present, Success is concentrating on different styles of bandhgalas and tuxedos for various occasions.

Expansion Plans

Currently, Success has its exclusive brand stores throughout the East India and has a pan-India presence through large format stores such as Central and Brand Factory. The brand also has presence in Pantaloons stores in East India. Now, the brand aims to have EBOs throughout India and also wants to foray into Tier -II and -III cities.



KEY INFOGRAPHICS

- >> Name of the company: **Agwani Fashions Pvt. Ltd.**
- >> Year of launch: **1996**
- >> Headquarter: **Kolkata, West Bengal**



>TURTLE<

A renowned men's wear brand, Turtle offers international fashion to the modern customer. The journey of Turtle began in Kolkata with a production capacity of just 20 shirts a day. Today the brand is one of the fastest growing apparel brands in the country with presence in over 300 cities through its exclusive brand stores and presence in multi-brand outlets and large format stores.

Core Values & USP

Turtle's core values lie in its fashion. The brand offers customers a fashion lifestyle where they can come for all occasions. It focuses on quality and comfort, and its products are value for money. Apart from this, Turtle believes in constantly innovating its techniques.

Focus Customers

Turtle targets men in the age group of 25 to 40 years, who belong to SEC A+, A and B in Tier -I, -II and -III cities. The brand also focuses on men who have a revolutionalised concept of formal and casual wear.

Product Categories

Under the occasion wear range, Turtle offers shirts in dobby, jacquards and printed collection, and trousers in dobby structures. The outer wear range comprises tuxedos, ceremonial jackets, waistcoats, bandis and suits, including accessories such as ties, pocket squares, cufflinks and more.

Latest Occasion Wear Collection

Turtle's latest occasion wear revolves around festive wear - rich dobbies and textures in varied colours. Satin printed shirts with florals in offbeat shades like burgundy, teal green. The brand has introduced crepe-based shirts in its latest collection.

Adding some texture and feel to the garments like subtle detailing, the brand has played a lot with detachables this season - detachable lapels, waistcoats and even high-neck elements. A new entrant in this segment is the gilet suit. The collection also offers waist coat with coordinated trouser, which will attract the young crowd.

Category Expansion in Occasion Wear

In order to explore various occasion such as weddings and festive celebrations, which require different styles for different people, Turtle plans to come out with a range of festive oriented products like shirts, trousers and outerwear.

Primary Markets

Tier -I and -II form the primary markets of Turtle. The brand is slowly growing in Tier -II and -III as well since these markets holds consumers who are aspirational, with high disposable incomes.

Retail Presence

Turtle has over 100 EBOs pan India, mainly in the East. The brand's MBO presence indicates over 1,500 dealers and distributors. In LFS, it has partnered with Pantaloons, Central, Shopper Stop, Reliance, Brand Factory and recently with Max.

New Markets

Turtle has plans expand its reach in Andhra Pradesh and Uttar Pradesh. The brand aims to open 4 to 5 stores every month in these states.

CAGR

Turtle aims to grow at 12 to 15 percent year-on-year.



KEY INFOGRAPHICS

- >> Name of the company: **Turtle Limited**
- >> Year of launch: **1993**
- >> Headquarter: **Kolkata, West Bengal**





MANYAVAR & MOHEY: PROVIDING ETHNIC OCCASION WEAR SOLUTIONS ACROSS INDIA

With the inception of Manyavar and Mohey by Vedant Fashions Private Limited, there was a huge shift in the occasion wear segment as the brands created an entirely new category of ethnic garments and accessories and soon turned into a one-stop-shop for men and women for all celebration wear...

IMAGES Business of Fashion

IMAGES Business of Fashion

In 1999, Ravi Modi created a business that re-invented men's ethnic wear category – Manyavar under the parent company Vedant Fashions Private Limited. During the course of its evolution, the brand became synonymous with wedding wear – a one-stop-store for grooms and men of the family for functions big and small. As more and more variety was added to the range, the brand became popular for occasion wear and today it is one of India's leading occasion wear brands for men.

Timeless and iconic designs by the brand have served to cement its reputation across the world. The brand owns retail space of 6,50,000 sq. feet – 500+ stores including 60 flagship and 12 international stores across 160+ cities in India and abroad.

In 2016, Vedant Fashions introduced Mohey, celebration wear for women. Their range of ethnic wear—light and heavy lehengas—crafted for all occasions has been doing exceptionally well. The label is backed by



“From wedding wear to celebration wear to casual ethnic wear, we have broadened the definitions of ethnic wear and ensured that it finds space in every wardrobe by suiting it to all diversified needs of our customers”

– Shilpi Modi,
Director, Manyavar & Mohey

years of collective experience, values and passion and is available at 50+ Mohey stores across India.

In an exclusive chat with IMAGES Business of Fashion, Shilpi Modi, Director, Vedant Fashions Private Limited, talks about the company’s most successful brands Manyavar and Mohey, their USP and core values. Excerpts from the interview...

Summarize the core of your brand Manyavar, its values and USPs.

With the inception of Manyavar, there was a huge shift in the men’s ethnic wear segment as the brand created an entirely new category of men’s ethnic garments and accessories and soon turned into a one-stop-shop for men for all celebration wear. During the course of its evolution, it became synonymous with wedding wear and the go to place for all grooms.

In the initial years, the apparel market saw a huge void in men’s ethnic wear. Broadening from wedding wear to celebration wear and now casual wear, we have come a long way from creating

the category to being an ethnic catalyst in the country!

Our collections are enriched with traditional Indian designs and fabrics and are in sync with the latest global trends. With Mohey-Manyavar we wish to reach all Indians across the world and be a part of their celebrations and joy.

We have taken the roots of India to a global platform and with the spirit of transparency, fair play and care we persevere to make an impact in the lives of people by being a part of our customers’ celebrations and the lives of our craftsmen.

Who are the core customers for Manyavar?

We cater to every customer looking for ethnic wear options. Due to our pan-India presence, we are able to provide a huge variety in terms of colors, cuts and patterns across all sub-categories of ethnic wear. Being a category leader, we have proved to be the catalyst for men’s ethnic wear in the nation.

Being probably the only organized player in the category, we are also the preferred one-stop solution.

From wedding wear to celebration wear to now even casual ethnic wear, we have broadened the definitions of ethnic wear and ensured that it finds space in every wardrobe by suiting it to all diversified needs of our customers.

What are the product categories offered under occasion wear by Manyavar?

For men, we craft sherwanis, suits, bandhgalas, jodhpuris, Nehru jackets, Indo-western and kurtas. For women (Mohey) we offer lehengas, sarees, suits, gowns and kurtis. We also offer a wide range of accessories for both men and women to ensure that customers can complete their entire looks under one roof.

>

Tell us about Manyavar's forthcoming Fall-Winter collection.

We are targeting newer consumer segments such as the youth for the casual ranges and urging them to include more ethnics in their day-to-day casual wear. Our Parivar Ravivar campaign communication too has been encouraging this shift and perception change.

What are the top fabrics that you use for sherwanis/jodhpuris? Are there any premium fabrics that you use?

All our fabrics use for sherwanis and kurtas include cotton, silk, brocade, jacquard, velvet, polyester and linen. We ensure that the fabrics used are comfortable and breathable.

What innovations are you doing in fibres, fabrics, trims and linings in terms of technology and production?

We are standardizing on the fabrics we use for all our products. There are new chemical formulations implemented for fabrics to enhance the material and overall feel.

For an escalated look, we add trims like pocket pin, pocket brooch, variety of buttons crafted with different styles.

Consumers often look for variety. Has your brand experimented on any

new innovations in as far as the men's wear category goes?

We are constantly curating and updating our collections and category lines. Our aim has always been to spoil the customer with choices. Along with different options of celebration wear, we also offer a specially curated line of sherwanis and kurtas. Starting from Bandhgalas, Achkans, Jodhpuris to Patialas, Pathanis and Angrakhas which includes Indo-western sherwanis, kurta jackets, asymmetric cuts, we infuse Indian elements and style in our offerings.

To top it up, we offer numerous accessorizing options to ensure that one can create the perfect ensemble under one roof.

What are the looks that are trending in as far as sarees/lehengas/bridal gowns go for your brand Mohey?

As the festive season has started, occasion wear demand has increased. We are always updating our designs according to the fashion trends, making it a point to be the trendsetter for every festival.

Currently, we are experimenting with pastels because of its huge demand and also its presence in the fashion industry. Apart from this, evergreen colors like reds, maroons, creams,



beige, golden always stay in trend and can never go out of fashion.

What are the top fabrics that you use for sarees/lehengas/bridal gowns? Are there any premium fabrics that you use?

Our premium fabrics for Mohey products are mainly net, georgette, raw silk embroidery and more. All the products are crafted according to the seasons and occasions making it a trendsetter every time.

Tell us about your production and design capabilities and talents.

Our in-house design and production team constantly work on new designs and techniques to keep up with the latest fashion trends. This helps us to stay a step ahead in the market and fashion industry.

We are constantly working on improving our designs by researching and studying trend. Our expert craftsmen and karigars inspire us to keep our traditional essence intact while adapting to newer trends.

Customisation in the occasion wear category is very popular. Have you



patterns. We strive to provide ethnic wear solutions in every region that we are present in pan-India. We have also been increasing our footprint internationally in an effort to cater to the needs of the Indian diaspora abroad.

Tell us about the consumption pattern for your Mohey products in metros and non-metros?

India being a very culture-rich country, consumption does not really vary a lot. Everybody in every part of the country irrespective of the region or tier celebrates. As everybody celebrates festivals,

weddings and occasions, consumption is pretty much well distributed though consumption patterns may vary basis region, calendar, local culture and seasons. We are increasingly improving our footprint in Tier II and Tier III cities and are ensuring access to our stores, both offline and online.

Elaborate about your retail presence in numbers of EBOs, MBOs and LFSs.

We have 6.5 lakh sq. feet of retail space across 160+ cities and over 500 stores including 75 flagship stores and 7 international stores. We have a strong presence in MBOs and LFS formats too.

What are your plans for exploring new markets in India?

We already have a pan-India presence and continue to broaden our reach specifically in Tier -II and -III India. We feel that there is huge potential in these untapped regions as customers in Tier -II and -III closely follow national trends and are open to accepting them. We have an edge as we are able to offer pan-India trends to a customer in say a Tier-III town vis-à-vis their local ethnic wear seller.

What has been your progress through online retail? How is the response on occasion-wear market?

Online retail has been picking up pretty well. We have been getting a great response in terms of international orders too. On our part, we have crafted our online website in a way that it tries to give the customer a store-like experience in terms of carefully curated looks and accessorizing for all our offerings. This helps by giving the customer a comprehensive ensemble look. This has really aided our online response. We have recently introduced COD right before the festive season for a seamless experience. It will help us reach smaller cities providing easy payment solutions to them too.



evaluated this new avenue?

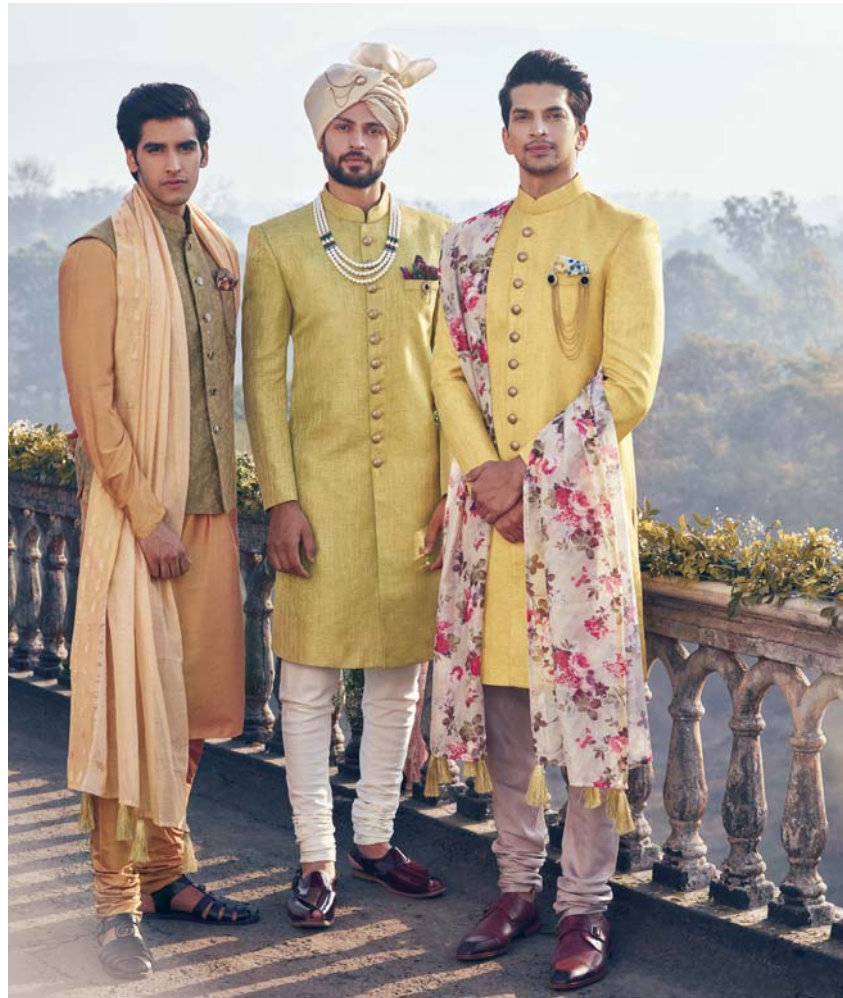
Need for customization stems from a lack in variety or options. As we already have a wide variety of products in every category, our consumers have an instant solution for all their celebration and festive needs.

Rather, we keep our priority in customizing on sizes of the products. If any size is not available according to their fittings, we take special orders and customize on the size according to their needs and wants.

Which are your primary markets?

Due to our wide presence across the entire country, we do not have any specific priority markets. Every city and town has its own potential and





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 the Raymond Group, which has best exemplified this essence.

The brand has been successful in reaching success despite several unforeseen, high magnitude disruptions including excise levies, demonetization, 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 Brand Director, Ethnix and Next Look. Out of these, sub-brand Ethnix has emerged as a high-growth opportunity for Raymond in the last one year.

As the name suggests, Ethnix provides a complete range of ethnic wear from basic kurtas to stylized heavy sherwanis to bundis, bandhgalas. There's even Indo-western wear and cocktail suits on offer. The brand's core values is to have an understated style, which is elegant on the lines of Raymond and its unique cut/style. While kurtas, bazundis and Indo-western looks are popular among men, sarees, salwar-kurtis and lehenga-cholis are popular among women.

Design is the USP of brand Ethnix since its target customer is the teenage crowd, college going youth and the young, working class apart from newly-weds. The major consumption drivers are in the age group of 25 to 35.

RAYMOND

TO OPEN 15 STANDALONE EBOs FOR OCCASION WEAR BRAND 'ETHNIX'

“The brand takes creating exclusive collections seriously, going through a very long research and development procedure, which includes market research and understanding future trends, leading up to the final execution of the product. We are working on a collection called ‘To India from India,’” explains Bidyut Bhanjdeo, Brand Director, Next Look and Ethnix. He says Ethnix collections are usually inspired by Indian traditional techniques and art forms and they use more of handloom fabrics in products in a bid to revive crafts like Ikat and Kalamkari.

Changing Nature of Occasion Wear in India

With growing awareness of global fashion trends, urban India embraced consumerism and has since been brimming with brands offering the consumer an improved shopping experience. “With more designers



“With more designers entering the men’s wear segment and existing ones focusing more on the upper middle class and middle class weddings, we can expect the market to reach up to 40 percent of the wedding industry”

– Bidyut Bhanjdeo,
Brand Director, Next Look & Ethnix

entering the men’s wear segment and existing ones focusing more on the upper middle class and middle class weddings, we can expect the market to reach up to 40 percent of the wedding industry. This is a huge driver of the Indian occasion wear segment,” says Bhanjdeo.

For a large percentage the media is responsible for the growing awareness in the latest trends which triggers the fashion in the general population. To keep up with the change in occasion wear trends, Ethnix has recently introduced its new category ‘Smart Ethnix’ which is casual wear with an ethnic touch. This includes short kurtas, light weight bundis, Polo pants and kurta-bundi sets. Fabrics like linen and cotton have been used in this category.

Category Expansion & Product Innovation

The Indian wedding industry is a whooping ₹100,000 to ₹110,000 crore and it is only flourishing with each passing season and the men’s wedding market for sherwanis and jodhpuris is around 15 percent of this. Capitalising on this, Ethnix has launched its recent collection inspired from Meenakari art work.

“Stylish and trendy new-cut sherwanis, long cut kurtas in pastel shades like rose pink, turq and mint green along with traditional colours like beige, gold and shades of red make up our new collection of sherwanis and jodhpuris,” says Bhanjdeo. Ethnix is growing categories each season on overall ratio and has planned an expansion of almost 50 percent over the next two seasons. Apart for catering to the mass market, the brand is also into making bespoke garments.

“We are constantly working on developing new fabrics, taking inspiration from international trends in terms of colours, cuts and design sensibilities. We are looking at brands like Fendi for embroidery inspirations, and also working very closely with the interiors of Varanasi for the fabrics. So, in a way we have our eyes on all sectors and segments,” explains Bhanjdeo.

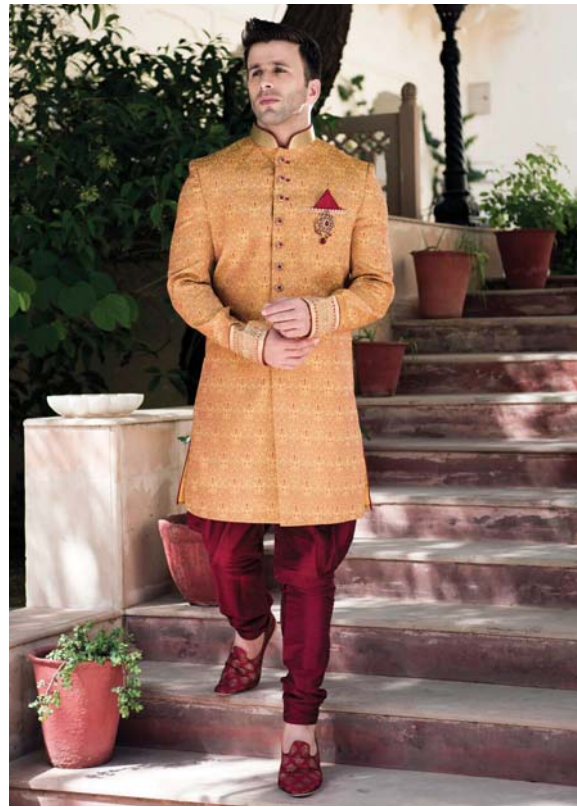
He adds, “We go to clusters of Varanasi—India’s handloom fabric hub—and sit with weavers and mesh different blends of fabric to create something new, something sustainable. For linings and trims we work towards developing our own branded buttons and linings which are more on the lines of top-end international designers.”

Retail Presence

Currently, Ethnix has a pan India presence through The Raymond Shop network and MBOs. The brand is retailed from 40 Raymond EBOs, 5 large format stores and 360 MBOs. Going ahead, apart from enhancing their presence across all channels, there is a plan to open 15 stand-alone Ethnix EBOs.

“Ethnix—which had a turnover of ₹18 crore in FY16-17—is also available on Raymond Next, our own online portal and is listed in most of the online market places. We are planning to scale-up to a ₹100 crore brand soon,” concludes Bhanjdeo.





MANISH CREATIONS

SPRUCES UP OCCASION WEAR COLLECTION TO ATTRACT CONSUMERS

Manish Creations has 27 exclusive brand stores, which it plans to take it to 40 by March 2019 and has presence in 500+ multi-brand outlets and large format stores. In an exclusive conversation with IMAGES BoF, Pratikh Rajpuria, Managing Director, Manish Creations shares details on changing demands in the category by discerning male consumers...

Established in 1999, Manish Creations is a prominent men's ethnic wear brand from Kolkata. The brand focuses on consumers seeking wedding, party and occasion wear. It caters to all segments in the market. It offers sherwanis, kurta-pyjama sets, kurta-jacket sets, kurtas, Indo-western wear, etc., for all occasion with accessories to compliment the main attire.

Ensuring designs with sober embroidery and texture detailing at economic price range, Manish Creations uses the best of handloom fabrics which are rich in texture and quality. Following the fast changing trends in men's ethnic wear, the brand is focusing more on cuts.

Consumers are always looking for new products and new trends for every occasion. Unlike in the past, when ethnic wear was restricted to weddings and the festive season only, today it has become a trend. Today,



“We are upgrading our occasion wear collection basket at stores to attract a major segment of ethnic wear buyers. We will be playing more with our core line along with some fashion cuts and new fabrics in linen, cotton and brocade”

– **Pratikh Rajpuria**,
Managing Director, Manish Creations

a consumer’s wardrobe has different attire according to specific occasions – these could be anything from birthdays to weddings, festivals and more. The consumer is concerned about his image and is shopping more to dress according to occasions. This has resulted in increased spending on occasion wear.

“Considering this scenario, we are upgrading our occasion wear collection basket at stores to attract a major segment of ethnic wear buyers,” said Pratikh Rajpuria, Managing Director, Manish Creations. “We will be playing more with our core line along with some fashion cuts and new fabrics in linen, cotton and brocade,” he adds.

Retail Presence

Manish Creations has 27 exclusive brand stores, which it plans to take it to 40 by March 2019. The brand has presence in 500+ multi-brand outlets and large format stores such as Central. “We look forward to increasing our MBO and EBO visibility in metro cities where we are not available, along with strengthening our presence in the existing markets,” Rajpuria says.

“Since consumers are buying casual ethnic wear a lot from portals, we are promoting our core product line aggressively online on Amazon, Myntra, Jabong and Flipkart,” he adds.

According to Rajpuria, the biggest advantage of a social media platform is that a product reaches to consumers in every corner of India – from metro cities to tier -III cities. However, he says product options are limited on e-commerce platforms whereas retail outlets provide more varieties along with latest trends.

Rajpuria also feels that in ethnic wear is a category in which consumers have very specific choices regarding colours, designs and fabrics before they make a purchase. These are options which an online marketplace may not be able to offer.

The Ethnic Occasion Wear Market

Fashion trends and consumer experiences have reached a new high. The apparel industry is being greatly influenced by the ever changing consumer demands and preferences. Ethnic wear has transitioned into a fashion essential nowadays.

“The young, the middle-aged, the elderly and kids – all these segments are a major part of the ethnic wear buying segment. About 65 percent of our sales happen during the wedding season. Apart from the bride and the groom, family and friends also tend to contribute a lot to the overall sales,” says Rajpuria.

Consumers are experimenting a lot more than just going by established fashion trends. What Bollywood celebrities wear, what is shown on runway fashion and TV shows also play a significant role in determining ethnic wear trends today. With consumers in tier -II and -III cities increasingly following trends, Manish Creations tries to cater to all whims and fancies of consumers.

“With the availability of proper infrastructure in malls and high streets, it has become easier to gain a foothold in the ethnic wear market,” Rajpuria concludes.





TOONZ RETAIL PROVIDES BIG STYLES FOR LITTLE ONES

Sharad Venkta, MD and CEO of Toonz Retail shares his insight on the thriving kids occasion wear market in India. He also talks about how his brand's flagship labels WowMom and Super Young have been meeting the demands of discerning parents...

IMAGES Business of Fashion

India's fastest growing homegrown kids retail chain, Toonz Retail, is a one-stop shop for all the needs and occasions of kids from 0 to 12 years. Launched in 2010, the multi-brand store offers a complete range of exciting products for kids including apparel, baby care, nursery, toys and school supplies.

Apart from its flagship kidswear brands - WowMom (0-3 years), Super Young (3-12 years) and Super Young Celebration (3-12 years), Toonz Retail showcases a wide variety of other brands as well. These include Luvlap, Avent, Chicco, Himalaya, Tiffi Toffey, Mothercare, Mitashi, Funskool and Mattel.

Through its stores Toonz targets parents who are value seekers yet appreciate latest trends and don't want to compromise on quality. In the financial year 2016-17, the retailer clocked a turnover of ₹70 crore and is now aiming at ₹100 crore in the next two to three years.

In an exclusive interview with IMAGES Business of Fashion, Sharad Venkta, Managing Director and CEO, Toonz Retail India Pvt. Ltd, talks about the kidswear market in India, while focusing on the occasion wear segment within this market. Excerpts from the interview...

Is the hypothesis true that parents have started shopping much more regularly for their kids for specific occasions?

With increase in disposable income and the penetration of the Internet, customers do not need any specific occasion to buy products. Parents, especially young parents, are buying as per their requirements, whims and fancies. They buy outfits for every occasion for their children.



“Parents like to buy different outfits for different occasions. A Raksha Bandhan dress will not be repeated on Diwali, hence there has been an increase in the quantum of kids’ fashion consumption over the past decade.”

– Sharad Venkta,
MD & CEO, Toonz Retail

Is this phenomenon restricted to just affluent sections of the society?

Everybody wants to look good and everybody wants to follow trends. They take inspiration from their favourite celebrity, fashion designer or bloggers. People want to make sure that they are party ready 24x7. This phenomenon is not restricted to just affluent classes. Rise in the consumption of mobile phones, constant internet exposure and social media influx have played an important role in spreading this phenomenon to all classes in India. Consumers today buy products and then share feedback and photos on various social platforms.

Which are the occasions – other than the wedding and festive seasons – that drive fashion consumption in kidswear?

Today’s generation does not really need an occasion to dress up. This generation believes in celebrating every day of their life. Hence, each day is like an occasion for them. Something as basic as a get-together or a house warming party may be termed as an occasion and can trigger grounds for fashion consumption. In kids, other than festivals, weddings and family programmes, various fun events at schools is a major consumption driver for occasion wear. Parents want the right apparel for every event.

How much of the overall sales in percentage is generated during the wedding and festive seasons?

October to December is the peak period where in nearly 60 percent of business is generated. Party wear is extremely

popular during this season. Also, like I said, parents like to buy different outfits for different occasions. A Raksha Bandhan dress will not be repeated on Diwali, and hence there has been an increase in the quantum of kids’ fashion consumption over the past decade.

What are the major influences on the fashion choices while buying occasion wear for kids?

The first and most important criteria that is considered by parents is the comfort of the outfit. Other factors like prices, fabrics, styles and colours play important roles in determining a sale as well. Parents do look up to Bollywood celebrities and fashion designers when it comes to shopping for their kids. Kids too are greatly influenced by celebrities and want to wear outfits like their favourite on-screen idol.

How do you work towards increasing footfalls at your stores? What attracts consumers when shopping?

Understanding the minds of customers, we focus on ideas like ‘celebrating everyday’. Our entire communication is based on celebration. We do a lot of promotions and activities on digital platforms and social media to engage with our customers. When it comes to shopping for any occasion, customers will go to someone they trust, someone whose core value matches to their own. As a result, it becomes very important for brands to connect with their customers emotionally and understand their needs. A customers’ need ascribe what they are buying and where.

What are the products that you offer for occasion wear?

For various occasions including birthday parties, festivals and family functions, we offer a range of ethnic collection like kurta-pajamas, sherwanis, waistcoats, etc., for boys.

>



Layered dresses, ghaghra-cholis, salwaar-kameez, ponchos and anarkali suits are popular for girls.

Tell us about your latest occasion wear collection and its theme. Also, share your plans for the forthcoming fall-winter season.

Our latest collection focuses on the theme, 'celebrating everyday', as we believe the kids to celebrate all around the year. The highlight of the occasion wear collection is the use of bright colours, which will later move to deeper shades of red and black for Christmas and winter season.

For the fall/winter season, we are planning more layered outfits. We are avoiding bulky outfits as they make the child very uncomfortable after a certain point. Our focus is on sweatshirts and jackets that are light weight.

Are you considering any new product or category expansion in occasion wear?

We have recently introduced 'easy wear', considering the problems faced by parents when they make their kids' wear a particular outfit. A very simple example of the same is our waistcoats, where the ties get attached easily without much effort. This is our ready-to-wear range. Considering the age group - 0 to 3 years - kids in this age bracket are fickle minded and not easy to handle, hence we have created outfits in very soft materials.

Tell us about your retail presence and primary markets.

We had opened our first store in 2010 in Bengaluru. Through Toonz, we operate more than 100 stores spread across 65 cities in 15 states including Delhi, Karnataka, Andhra Pradesh, Maharashtra, Tamil Nadu, Kerala, Uttar Pradesh, Haryana and Punjab. Our core strength comes from Tier -II and -III towns.



In 2016, Toonz opened its first store in GCC. Internationally Toonz's brands WowMom and Super Young are available in Nepal, Mauritius, GCC, Fiji and Papua New Guinea.

We also have a strong online presence with our e-commerce portal www.toonz.in and on leading e-commerce portals like Flipkart, Snapdeal, Jabong, Firstcry, Paytm and Amazon.

Furthermore, following the franchise model, Toonz stores are well sized between 1,200-2,000 sq. ft., catering to all the needs of a child.

What are your plans for exploring new markets in India?

India is a huge market to explore based on the kind of responses we keep getting. We are expanding rapidly in other markets on a monthly basis. We

are also trying to open specialty stores. We have been trying to explore areas that have yet not been explored by any kids apparel and accessories retailer, and we are covering those cities where the reach is minimal.

What has been your progress through online retail? How is the response on occasion wear market?

The market place has always been a learning experience for us, where we are experimenting and exploring our own capabilities. In case of occasion wear, we have understood that this category is more an offline driven, unlike other product categories. Parents and kids usually like to see, feel and experience before buying products, rather than ordering online.

×

WHEN YOUR ONLY
COMPETITION IS YOU

SUCCESS
menswear



Asansol Galaxy Mall Bokaro Bokaro Mall Bhubaneswar Forum / Janpath / Pal Heights Cuttack Cantonment
Road Dhanbad City Centre / Centre Point (Bank More) Durgapur Junction Mall Guwahati G. S. Road Gurdin
Court Road (Near Kalibari Chowk) Jamshedpur Bistupur Main Road (Opp. Kamani Centre) / P & M Mall
Katihar Milan Katra, Mangal Bazar (Opp. Shyama Talkies) Howrah & Kolkata Avani Riverside / City Centre
(Salt Lake) / Gariahat (Triangular Park) / Mani Square / Quest / Shyambazar / Sodepur (Station Road) /
South City / The Metropolis Raipur Chhattisgarh City Centre (Pandri) Siliguri Cosmos Mall

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BESPOKE SUITS

AN INVESTMENT IN INDIVIDUALITY

Customisation, while expensive, is just another way to build self-confidence, the best and most personal style upgrade a man can hope for today. Here's a detailed look at the growing demographic of the rapidly developing bespoke suits market in India...

By Shivam Gautam

Bespoke 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.

All it takes is just one look at the urbane and dapper men of today to realise that bespoke - made-to-measure or custom-made fashion - is the best personal style upgrade men can hope to gift themselves. After all, if fashion is all about glamour, then what can be more charismatic than having clothes tailored to your exact specifications, both in terms of size, style and individuality?

The Consumer

India has long harboured a rich bespoke tradition. Back in the day, bespoke was the norm and the only option, especially when it came

to suits. It was only with the entry and expansion of international and domestic apparel brands in the early 90s, that the RTW segment increased in popularity, especially in urban centres, and ever since, the segment has grown rapidly. 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, financially stable men of today.

Lately, a profusion of socio-economic factors has culminated in the proliferation of this savvy consumer base which exhibits a conscious inclination towards unique, made-to-measure pieces; a part of what is being called 'the new luxury'.

The growth of this segment within the Indian subcontinent is largely due to the emergence of the nouveau riche and the High Net-worth Individuals (HNIs). This section of society possesses an increased disposable income along with a keen desire for exclusivity. Apart from celebrating

their personal and professional achievements, the owners of bespoke clothing often also see the exclusivity offered by a bespoke suit as an extension of their own personality.

"In recent times, bespoke suits have enjoyed lot of popularity with the young crowd aged 15 to 24 as at this age they want to try something unusual. Apart from this, those with high net worth individuals who live in a socially active society also enable the Indian bespoke industry as does the upper middle class," says Rachit Sewani, Founder and Owner, Label It Custom.

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"Bespoke clothing has evolved over the years to become more experience oriented than just being product specific. While fit still remains the biggest reason why people prefer bespoke, design has been getting a lot of relevance"

- Prem Dewan,
Retail Head, OSL Luxury Collections Pvt. Ltd.
(Corneliani)



Corneliani store



Label It Custom store



House of Sunil Mehra store



Corneliani store



“Today, with the middle class becoming more affluent, the scope of customisation services in smaller cities is also growing at a rapid pace. The population of smaller cities has started following the latest trends of the fashion market”

– Sunil Mehra,
Designer & Founder, House of Sunil Mehra

Why Bespoke

A purposeful sense of individuality and uniqueness is what sets aside a bespoke experience from a homogeneous high street offering or even the expensive most factory produced apparel. In addition, bespoke suits are completely customized with utmost attention given to even the tiniest of detail.

“The whole point boils down to attention to the finest of details and the ability to customise even the smallest element. But in contemporary times, there is a growing awareness towards sustainability wherein clients would rather invest in a high quality product that is versatile and functional rather than selecting a low quality product that may be used only for a specific event or purpose,” says Sandeep Gonsalves, Director and Co-Founder, SS Homme.

Bespoke design in suits is a great concept for those who crave individuality.

“People who want to look great body-wise go for bespoke clothing as it assures them of 100 percent fit. Bespoke also opens the gate of imagination for the customers as they can design, experiment, innovate with colours and have a fit they desire which is next to impossible with ready to wear brands,” Sewani.

Bespoke clothing also serves to provide a more intimate relationship for the client with the brand, especially when it comes to luxury bespoke suits for these brands sell an experience.

“Bespoke clothing has evolved over the years to become more experience-oriented than just being product specific. The main driver for this has been the explosion of the wedding market in India over the past decade and bespoke has made a huge come back. While fit still remains the biggest reason why people prefer bespoke, design has been getting a lot of relevance,” says Prem Dewan, Retail Head, OSL Luxury Collections Pvt. Ltd., the company which retails the brand Corneliani in India.

The Occasion Connection

When it comes to nuptials, nothing quite rivals the opulence of an Indian wedding. Big fat Indian weddings, as they are righteously referred to as, are epitome of grandiose and one of the biggest markets of exclusive fashion in India. Today, it is not just the bride and groom who prefer to sport something exquisite and unique, the kin and guests are at their exclusive best too.

“India requires a reason to wear a suit as opposed to other countries where suits are regular buys. But with events such as weddings and the availability of affordable customization, this market is slowly gaining in momentum,” says Sewani.

“Usually we see a lot of wedding wear and corporate clientele at the store. I would say the social demographic is split evenly amongst grooms, groomsmen looking for wedding garments and corporate clients looking for business suits,” reveals Gonsalves.

Bespoke suits are also popular corporate workers since corporate offices emphasize on sharp dressing codes and bespoke suits fit the bill.

“The corporate world today accepts people who dress sharply for the workplace. The use of jackets is largely accepted, and they are often seen matched with fashionable formals,

shirts and trousers. A wide range of jackets are available at all our PN Rao stores for the semi-formal line/fashion formal line with different hues, cuts and color with different fits suiting all body types and need. We see a lot of potential in this segment and are seriously looking at it to tap into the opportunity,” says Ketan Pishе, Partner, PN Rao.

The Bespoke Suits Market in India

The bespoke market in India is steadily scaling the ranks. The growing need for that perfect fit, awareness of best fabrics, quality international brands and companies offering impeccable bespoke products along with a higher detail of product understanding, have all led to this growth. It has been noticed that the customised suit segment is growing at a high rate, and its share is expected to increase in the next five years.

“Rising awareness in terms of fabrics, styles and fits especially in the professional space is largely becoming a huge audience for this market. The customised market in India is here to stay and is growing at a very fast rate due to the competitive pricing and the quality of the products,” says Gonsalves.

“Bespoke services are seeing a much higher demand. Customised services account for almost 15 percent of the US\$250 million (₹1,300 crore) luxury apparel and accessories market in India,” states Sunil Mehra, Founder & Designer, House of Sunil Mehra.

Today, even small cities have the aspiration and the spending power so made-to-measure is no longer restricted to Tier-I cities. “Today, with the middle class becoming more affluent, the scope of customisation services in smaller cities is also growing at a rapid pace. The population of smaller cities have also started following the latest trends of the fashion market,” says Mehra.



SS Homme

According to Pishе, the trend starts from cities like Mumbai and Delhi for they have always stayed close to national and international fashion trends and then spreads out to rest of the country.

The big gap in the market between luxury brands and fast-fashion clothing has also been cited as a catalyst for the rapid growth of this industry. In a nutshell, the customised suits market in India is keeping pace with the elevated fashion conciseness of the Indian consumer. This has opened doors to a slew of breed of brands and designers who specialise in meeting the suave, modern consumer’s demand for a more fitted look. At the same time, it has also given rise to a healthy competition among the established names of this domain to up the ante on their products and services, stand out among their peers.

Infrastructure

In contemporary times, investing in new technology has taken center stage in every industry across the globe. Rules of business are changing by the day and it is imperative that businesses identify and implement relevant technologies can create new value for them. Even industries like the bespoke suits industry, that draw chiefly on manual processes are impelled to



SS Homme



upgradations and would we definitely will be willing to try it out any new technology after having a pilot study,” says Sewani.

Signature Styles

Label It Custom, which prides on dressing celebrities like Diljit Dosanjh, Akshay Kumar, and Shaan, stand out with an Omnichannel approach. The brand uses services of stylists to offer clients the luxury of ordering and giving measurements from the comfort of their homes. They have also introduced a digital measurement and trial machine through which clients can get the best possible fit and comfort.

PN Rao boasts of having a high first time right percentage and about 45 percent of its business consists of repeat customers. It also has a high referral of about 80 percent. “We offer the half canvas jacket as a standard at all our showrooms and the customer can opt for the full canvas jacket as well. There are very few tailors in the country who can make the full canvas jacket,” says Pishu.



“Rising awareness in terms of fabrics, styles and fits - the professional space is largely becoming a huge audience for this market. The customised market is growing at a very fast rate due to the competitive pricing and the quality of the products”

– Sandeep Gonsalves,
Director & Co-Founder, SS Homme -
Sarah & Sandeep.

utilise newfangled technology and machines to breast the sophistication and finesse that the cultivated modern consumers of this sphere demands.

“In terms of machinery and technology, we have a total of 10 machines, which are placed over the entire workshop space. We have eight sewing machines, one overlock machine and one fusing machine. With the advent of technology, there is a lot that can be offered in terms of bespoke clothing such as 3D technology and data storage to reinvent the entire process,” explains Gonsalves.

Brands like Label it Custom are also investing in the creative prowess of experienced designers to shell out unique products and create a niche. “We have our team of designers who innovate and churn out new styles every three months. We also heavily bank on cutting-edge laser cutting machines, button hole machines, etc., to ensure perfect finishing on the final product. We are very open to technical

At SS Homme - Sarah & Sandeep, design aesthetics that align with international standards and the influence of geometry is what makes the cut. “While our bespoke service is the most innovative and unique process, we also have a made-to-measure process which can get you a sharp garment in a span on 3-4 days,” states Gonsalves.

Corneliani aims to become the curators of Italian sophistication. Weightlessness is the dominant characteristic and specialty of the brand. Their garments are airy and built around an idea of subtle effortlessness.

Fabric Options

While there are several elements that craft the perfect suit, there’s no doubt

that the fabric is the soul of a suit. It is vital to appearance and can make or break a suit and it's no wonder then that brands work on offering only the best fabric to their consumers.

"Fabrics are the major factor of our market leadership as we ship the best possible fabrics from the reputed mills like Arvind Mills, Raymond, Siyaram's, etc. People trust the fine quality of Raymond and in addition to that they want experiment with the wool blended quality of Siyaram's as well. Our premium customers do not hesitate to experiment with Australian Merino Wool in 150s and 160s fabric count. We also have introduced Holland and Sherry to our collection of fabrics of late," says Sewani.

SS Homme - Sarah & Sandeep imports fabrics from England and



"We offer the half canvas jacket as a standard at all our showrooms and the customer can opt for the full canvas jacket as well. There are very few tailors in the country who can make the full canvas jacket. World over, the half canvas and full canvas jackets are recognized as high quality versions"

— Ketan Pische,
Partner, PN Rao

Italy and it only sources fabrics locally for the ethnic garments. "We have an extensive variety of high quality English and Italian fabrics by Dormeuil, Scabal, Holland & Sherry, Loro Piana, Huddersfield, Vitale Barberis Canonico, etc. We stock exquisite worsted wool in super 100s to super 180s in mohair, cashmere, finest merino wool and linens that are suitable for various climates. These fabrics are ideal for suitings, blazers and trousering for business mens' suits and special occasions that are perfect for the cosmopolitan man," reveals Sandeep Gonsalves, whose repertoire of clients includes names like Hrithik Roshan, John Abraham, Ranveer Singh and Ranbir Kapoor to name just a few.

At House of Sunil Mehra, options range from 100 percent silk, cashmere silk, wool-silk, alpaca-linen-silk, cashmere-silk with stretch. "Most preferred fabrics include wool silk, 100 percent silk/cotton jersey wool-linen-silk blend etc., along with premium fabrics such as Vienna which is the epitome of luxury for menswear," adds Mehra.

PN Rao holds about 1,000 varieties of fabric in-house, 500 of which are brand new for this season. "Apart from the new lot, we also have over 500 options all of which are made available on the PN Rao catalogue to showcase it to our customers this autumn-winter. To throw more light on our fabric options, we have broadly categorised in five different sections viz., poly wool is called Moxi; a combination of wool and little of polyester is Premio; all wool fabric is Gracia; premium wool fabric is Superio and fancy Jacquards and velvet is Elita. We will also be showcasing brands such as Vania, Dormy, Caval, and Europeana, shortly," states Pische.

Subtle Differentiators

Apart from the fabric, a well-tailored suit encompasses an array of other aspects that demand detailed attention





to bring out the best in a man. All SS Homme orders are finished with a 1/4th inch burgundy pipping. We use horse hair on the chest piece as well as lapels. For closures, we use the finest zips sourced directly from Japan,” says Gonsalves.

Corneliani features a 150 step start-to-finish process, including 27 handmade phases. All processes are exercise under the able guidance of an expert in-house tailor and clients have the luxury of dictating every fundamental detail of the garment. “Clients can personally select each element, from the fabric, cuts, style, and shape, buttons, to the lapel and lining. A personal tailor will deliver a one-of-a-kind piece of artistry, executed with the utmost precision, to define your personal style,” says Dewan.

Another important aspect of a suit are accessories including lapel pins, cufflinks, tie bars, pocket squares, bags, shoes, bow ties, etc. The right mix of accessories can add texture, colour and potentially infuse personality into a suit. “We offer our clients a wide range

in buttons, blazer brooches, inner linings, collars, vents and pocket types to select from,” says Sewani.

SS Homme - Sarah & Sandeep utilises accessories like buttons, zippers, linings, etc., to highlight every suit tailored. “Depending on the type of garment, there are a variety of decorative and classic buttons that we offer. A popular option that most clients go ahead with is Italian Corozo buttons due to its structure and it being ideal for varied conditions,” says Gonsalves.

House of Sunil Mehra offers handmade buttons, sterling silver, hand-painted, jewelled buttons, meenakari work, and bespoke buttons with branding.

Pricing Policy

Bespoke is freedom of choice! And as the saying goes, “Freedom has a price. Most people aren’t willing to pay it.” A bespoke suit generally tends to be on the higher side of the price spectrum. But considering the time and dexterous attention invested in the creation of a bespoke suit, its cost is well justified. Also, a multitude of options come into play in further enhancing the cost of a custom tailored suit; the paramount being the fabric used followed by

the labour involved. “Mostly our fabrics are developed in Italy and ideated by us in terms of making the composition. So, the fabric costing is little above the notch as compared with the other brands in the market,” explains Mehra.

Design is another important influencer that determines the price of a final product. “There are several garments that are hand-embroidered that significantly drive up the price because of the added cost. Selecting a premium fabric usually is very expensive but with the bespoke process combined, it usually ends up being a balanced purchase,” says Gonsalves.

It also has to be noted that in the bespoke fashion world, brands deal mostly with a very cultivated clientele whose concerns converge more on product quality than pricing!

Latest Trends

Talking about the latest styles in vogue in the bespoke suits segment, Gonsalves says, “The current trends are structured suits, sharp razor cuts, precise attention to sub structured silhouettes and neutral shades.”

Industry sentinels have also witnessed a steady transition towards powder blues, camel, taupe and teal to stand out from the crowd. “Colours are showing their presence in accents like pocket squares, patterned satin neck ties, socks, etc. Making headlines in global fashion circles are print, checks and jacquard. Everyone wants a high level of customization options with their names or initials on the product. The fit is still slim and would continue to be that for some more time,” expresses Dewan.

Suits are getting trendier every season as customers are open to experiment and innovate. “American style peak



SS Homme

collar and tuxedo collar will be trendy this season with double vents and slanted patch pockets. Modern fit and tailored fit will be consumed most this season as skinny fit blazers go to trash. To stand out from the crowd, add blazer brooches as an essential part with silk pocket squares to get the next bond look,” says Sewani.

Mass Scale Manufacturing VS Bespoke

The mass scale manufacturing ready to wear brands are well equipped when it comes to technology/machinery which results in immaculately manufactured products. The bigger question that has baffled men, including me, is that - has the bespoke industry, especially in India, evolved enough to match these production quality standards?

There is a clear difference between the two types of production based upon the purpose of the production, the costs involved, the business model, and lead times. The difference ultimately boils down to one single point - manufacturers vs makers. The custom making process would have more human fabrication as oppose to mass production which would rely solely on automation of machines. This enables bespoke brands to allow a plethora of option in terms of customisation and also allow them to create one-off novelty item products for an enthusiastic individual.

“Technology may have evolved, but the craftsmanship of bespoke tailor is far superior than any manufacturing unit. A bespoke specialist takes the client’s body type into consideration while producing the garments which gives him the upper hand over any technology. The devil is in the details,” says Gonsalves.

Conclusion

The Indian bespoke industry is rapidly snowballing despite the growth of ready-to-wear and branded segment of the apparel market. A plethora of new brands, including a surprising number of regional and online players, have emerged in the recent past to lure consumers with their artistry in this domain. This itself stands as a testimonial to the demand and potential of bespoke services in India.

It is also natural that, with increased competition, fulfilling consumer needs will be an important success factor for brands that will also have to design their go-to-market plan cautiously, identifying key pain points and ensuring that a superior experience is offered.



“In recent times, bespoke suits have enjoyed lot of popularity with the young crowd aged 15-24 as at this age they want to try something unusual. High net worth individuals who live in a socially active society also enable the Indian bespoke industry”

– **Rachit Sewani,**
 Founder & Owner, Label It Custom.





>CORNELIANI<

Corneliani is an Italian men's wear manufacturer best known for its values of tradition and quality that make it an essential in every man's wardrobe. The brand has a fantastic heritage and an elegance which has been built over the past 60 years. Designed for the demanding, fashion-conscious man, the brand combines the most refined fabrics with tailoring details into a lithe, graceful look. Corneliani is retailed in India through OSL Luxury Collections. The brand's main factory is at Mantua, Italy, from where products are supplied worldwide including India.

Focus Customers

A Corneliani man is refined, sophisticated, and cultured. He has sensitivity for beauty and authenticity and he's spending money to live an experience, not just to own a product. A Corneliani wearer is one who understands style and luxury in terms of material construction.

Occasion Wear Product Offerings

Corneliani proposes a complete lifestyle wardrobe – from day wear to formalwear, the collection is about getting the right mix of elegance and casual attitude. Shirts, jackets, suits, trousers and accessories make up the brand's core product basket. Court suits i.e., bandhgalas from the brand's India Inspired Collection is a huge hit among its customers. Its product basket also comprises of suits and jackets in dominant and authoritative styles.

Latest Occasion Wear Collection

Corneliani's collection of court suits reflect modernity amalgamated with tradition, in new shapes and designs, both innovative and respectful of the jacket's origins. Crafted with the finest raw materials and shaped with the rigour of unrivalled tailoring skills, the pieces boast of irreplaceable hand-crafted techniques as well as nano-technologies.

The garments are embellished by the design intricacy seen in different guises depending on fabric and color. Available in ultra-light 150's wool flaunting classic shades of grey, blue and a chic range of natural tones from beige through to brown, the court suit is bound to cast a timeless and cultural impression.



KEY INFOGRAPHICS

- >> Name of the company: **OSL Luxury Collections Pvt Ltd.**
- >> Headquarter: **Milan, Italy**



Category Expansion

Corneliani strives to balance the values of tradition and quality with current trends and develop future strategies accordingly. The brand is currently touching on every single element, right from a new digital platform, new store concept, and new corporate ID to new energy in product development.

Forthcoming Fall Winter Collection

This Fall/Winter, there is a thoughtful take on familiar tropes — impeccably functional outerwear, effortless business wear, and refined leisurewear. Evolution results from a subtle balance of weights, patterns, shapes and occasions of

use. Traditional patterns are enhanced in outerwear and tailoring, while technical pieces gain unexpected aplomb. Color and functional details are hidden on the inside, pleasing the wearer.

Retail Presence

Currently, Corneliani has 2 EBOs — one in DLF Emporio, Delhi and the other at The Collection at UB City Mall, Bangalore.

Expansion Plans

The brand is very open to all opportunities pertaining to expansion. It is currently vying to expand its presence throughout India and is evaluating retail space and any necessary other plans.





>HOUSE OF SUNIL MEHRA<

House of Sunil Mehra, a bespoke luxury men's wear brand with a legacy of over 25 years, focuses on taking its patrons onto a journey of hand craftsmanship envisioning the reconciliation of fashion along with innovation and spirituality. The brand offers tailor-made and bespoke experience ranging from Indian couture, bespoke western wear and luxury accessories for men.

Focus Customers

As a luxury men's wear brand, House of Sunil Mehra's core customers involve a lot of NRIs and affluent men from different backgrounds from all over India.

Core Product Categories

The brand's product categories include customized 2/3 piece suits, tuxedos, sherwanis, kurtas, Indo-westerns and a myriad of contemporary patterns in different silhouettes.

Latest Occasion Wear Collection

The brand's latest collection comprises both Indian wear and western wear. Collections in of the latest occasion wear range feature four themes - Formal Fun, Royal Indian Bandhgalas, Quirky Prints and Monochrome. Formal Fun offers a striking collection of accessories and apparels, breaking the notions around limitation of clothing in formal wear. The collection includes a wide range of quirky apparels and accessories with vibrant colors, textures and designs to choose from.

Royal Indian Bandhgalas showcases a collection crafted in blends of fabrics like silk cotton, linen and velvet. The construction is done in a way that each garment has a sleek and sharp fit and the entire collection is synonyms to comfort and chic. Quirky Prints, as the name suggests, features a collection encapsulating striking animal prints, paisley, check and floral prints. Shades like primrose



yellow, dark blue, magenta, warm brown highlight exclusive patterns of the collection.

Monochrome is an assortment of coats, shirts, ties, cufflinks, pocket squares, scarves, bow ties and shoes crafted in monochrome motifs. Crafted in fabrics like cashmere wool silk and velvet, this extensive range is ideal to wear in different occasions. Designed in striking blend of black and white hues, the collection dominates the exquisite patterns like paisley motifs, stripes, checks, herringbone and polkas.

Product Expansion Plans
House of Sunil Mehra has introduced a huge variety in men's handmade luxury shoes and are in the process of adding up more offerings in the product line.

KEY INFOGRAPHICS

- >> Name of the company: **Sunil Mehra**
- >> Year of launch: **1990**
- >> Headquarter: **New Delhi**

Forthcoming Fall Winter Collection

The brand's upcoming collection will include bandhgala jackets, contemporary outfits, embroidered Indo-westerns, shirts with quirky prints, pathani salwars and palazzo pants under kurtas.

Retail Presence

Currently, House of Sunil Mehra retails through two exclusive boutiques located in New Delhi and Gurgaon.

Online Retail

The brand is not present online yet as it emphasises on personally understanding the need of its customer so as to deliver the best of services.



>LABEL IT CUSTOM<



Label It Custom gives customers the opportunity to look festive like never before! The brand was launched in 2015 in Mumbai, as a premium online custom clothing specialist. Label It Custom's unique offering in suiting and shirting fabrics and the highly skilled workmanship helped emboss marks of unmatched excellence in this then nice industry. As demand and customer loyalty increased by the day, the brand launched its very first brick and mortar store in Bhopal with just two years of its existence.

As a custom clothing website, Label It Custom aims to provide an extraordinary experience with the help of an intuitive user-interface where customers can personalize almost everything about their garment - from fabrics, styles, and components to accents, monograms, and much more. It also offers a vivid set of collections for customers to have as a starting point of their customization journeys. Today, Label It Custom is among the leading names in the domestic custom fashion segment.

Focus Customers

When the brand started out, it focused on a very niche clientele, mainly the upper middle class and high net worth guys. Eventually, it the brand's vision morphed, and it concentrated on the age bracket of 15-35 years age group and people. The brand also has been successfully catering to a wide base of clients who earlier has that misconception that custom fashion is always costly.

Products Offered

Label It Custom offers a wide range of garments to provide its clients something unique yet subtle to carry anywhere. The brand's range includes designer kurta pajamas with floral Modi jackets,



where clients have the freedom to select the leather options, sole options, buckle options and lacing. In the next wear we will be adding up Custom made accessories like tiesets, bowtie, brouches, etc.

Forthcoming Fall Winter Collection

The brand is gearing up to mix quirky geometrical printed waist coats with regular coloured suits in their fall winter collection. For wedding wear, it will be light colours like pink, sea green and peach coloured, slider patterned sherwanis that will rule the charts. Last but not the least, tweed jackets will make a comeback this season with lining and checks pattern.

Primary Markets

Label It Custom's strongest physical markets are Bhopal and Mumbai. Online, the brand has registered strong demand from Bengaluru and Odisha. At present, Label It Custom has one EBO and two MBOs in Bhopal.

Market Expansion Plans

The brand is ready to expand its retail footprint and reach out to different markets beyond its present territory. It is especially trying to expand in a new city next year with in the Omnichannel format.

Online Retail

As per Label It Custom, online sales of custom made clothing is still quite meek and people still prefer to search online but buy offline as this is a high price product and it requires a lot of try and experiment process. But in the near future, the brand is optimistic that its online sales will increase to atleast 25 percent of the overall sales.

Growth & Future Expectation

With the phenomenal response that they are receiving now, Label It Custom is expecting about 200 percent growth in business in the next 2 to 3 years.



KEY INFOGRAPHICS

- >> Name of the company: **Label It Custom**
- >> Year of launch: **2015**
- >> Headquarters: **Bhopal & Mumbai**

Indo-western wear, cowl kurtas with pants, elongated pipe in shirts with dhotis and more.

Latest Occasion Wear Collection

Label It Custom is offering suits with a wide range of options in collars, sleeves, pockets, lining and buttons. Taking festivals in consideration, the brand's occasion wear collection also offers exquisite silk shimmered kurtas with pant style pajamas, different styles of jackets that clients can team up with shirts and kurta pajama.

Product Expansion

The brand has launched its new collection of custom made shoes





>PN RAO<

PN Rao is one of the oldest and largest family-led corporations in the suit industry, which has been in the forefront of suitings and groom wear for more than 90 years. What began as a dressing convener in the early British Empire has grown into a multi dimension company with hundreds of fashion projects around the suit industry with in store designers and craftsmen.

Since its founding in 1923, three generations of PN Rao have steered the company through many fashion trends and custom wears redefining fashion statements. Along the way, the brand has been successful in established a reputation for undertaking bespoke tailoring orders that prove to be too big, complex, or remote for others.

Focus Customers

PN Rao's core customer areas are segregated into following categories – grooms and families of the grooms, customers who chose their clothes basis celebrations or events and people who travel. The brand boasts of a vast portfolio and it has, over the years, served the aforementioned categories with a slew of options.





KEY INFOGRAPHICS

- >> Name of the company:
PN Rao
- >> Year of launch: **1923**
- >> Headquarter: **Bengaluru, Karnataka**

Occasion Wear Product Basket

PN Rao is a specialist in the occasion wear category. The brand considers both the latest fashion trends as well as customer preferences and incorporates them through design elements to create an exclusive range of products. The brand's occasion wear collections predominantly feature embroidery concepts under the ethnic section. It also has a wide range of options to offer to those who like a touch of ethnic in their look with bundi, waist coat, kurta

set etc. It is also known for its range of classical ethnic Indian wear staples like the bandhgala.

PN Rao also believes men always prefer subtler or understated looks; elegance is the key word in men's occasion wear segment. In line with this, the brand's offering in this segment offers a variety of subtle color, cuts, and designs.

Category Expansion

PN Rao is launching a new brand called Neumen that will be available from October 2018 onwards. This will be an exclusive for aspiring customers who are looking to stand out through distinct fashion statement. Neumen will showcase a wide variety of products suits, jackets, ceremonial jackets as well as smart casuals. All of it will be made available through PN RAO's in house catalogues.

Retail Presence

PN Rao has a strong presence in Bangalore and Chennai with 5 stores and 2 stores respectively. All these stores showcase the best of PN Rao — the latest in men's fashion and world-class premium fabrics to choose.

Market Expansion Plans

The brand is concentrating solely on the southern markets as of now. After establishing a formidable footprint and goodwill in the markets of Bangalore and Chennai, the brand plans to expand its footprint to Hyderabad.

Online Retail

PN Rao does not retail online. However, it has a very strong social media presence which it banks on to study customers' style preferences.





>SS HOMME<

Having honed the necessary consultation skills in Savile Row, founders Sarah S Gonsalves and Sandeep S Gonsalves started SS Homme as a nuclear team and personally consulted each client and took them through the brand's unique bespoke process. Gradually, as the brand evolved, it hired experts from the Indian bespoke industry alongside marketing and communication specialists to place the brand correctly in the market. Initially, the prime focus was creating bespoke garments, but eventually SS Homme ventured into the Indian wear market as well.

Focus Customers

The brand focuses on au courant men from different walks of life who wish to experience the best fit possible. Its current TG is made largely of grooms and businessmen.

Products & Services

SS Homme's occasion wear portfolio encompasses a wide range of products such as sherwanis, bandhgalas, bandi jackets, suits, tuxedos, shirts, kurtas, jodhpuris and trousers. Along with apparel, the brand also offers a range of handcrafted accessories such as lapel pins, brooches, cufflinks, pocket squares, bow-ties, ties and bespoke shoes.

Latest Occasion Wear Range

The brand has recently launched its Autumn/Winter 2018 collection named 'The Arcane'. The entire collection features geometric symbolism and construction of atypical attire for the gentleman through depiction of esoteric art with futuristic identities. To bring out the technique and then fluently immerse them in a range of garments while making it 'wearable fashion' was the aim of the design and detailing. Creating a more immersive and experimental set, the garments come alive with elements such as modern curves, neutral embroidery, tuck detailings and clean lines. Arched hallways, stone-paved pathways are depicted as 'geometric and architectural strengths' as hints in the line of garments. The basic



principle was to create a contemporary perception on Indian wear through the applied communication of a geometrical matrix.

Product Expansion Plans

As of now SS Homme acts an entire one-stop destination for the au courant gentleman. However, with time, the brand hopes to expand to a more diverse range of products and solidify its position in the market as a one-stop shop for formal bespoke garments.

Retail Presence

Currently, SS Homme has one flagship studio in Mumbai, along with being present in two multi-designer stores - AZA (Mumbai) and Almari (Hyderabad). The brand is also present online on AZA, Aashni + Co and Carma.

Market Expansion Plans

SS Homme is vying to expand in the brick-and-mortar format in metros and tier-I cities like Delhi, where there is a target audience who would appreciate the core aesthetics and the range of products offered by the brand.

Online Retail

SS Homme doesn't retail through its website. However, the brand is present online on AZA, Aashni + Co and Carma and conducts Skype consultations for its global audience.



KEY INFOGRAPHICS

- >> Name of the company: **Ssentialist Clothing Pvt. Ltd.**
- >> Year of launch: **2012**
- >> Headquarter: **Mumbai, Maharashtra**





KEY INFOGRAPHICS

- >> Name of the company:
Camden Apparel Pvt. Ltd.
- >> Year of launch: **2013**

>TAILORMAN<

Tailorman is a premium men's wear brand offering made-to-measure, ready-to-wear, and ethnic clothing across multiple product categories and stores (Bengaluru, Chennai, and Hyderabad) in India. Over the years the brand has revolutionized the way men perceive fashion and redefined the importance of fit, quality, and personalization. In a very short span, Tailorman successfully established a niche for itself in the made-to-measure segment and hopes to continue this journey of redefining fit and quality across multiple cities and stores in India. Over the years, the company has had the opportunity to suit up some of the finest men in India including Saif Ali Khan, Rohan Bopanna, Manu Chandra, Sunil Chettri, among others.

Focus Customers

Tailorman's core customers are well-informed, well-traveled individuals with a unique and defined sense of style. Their years of experience reflects in the way they approach fit and personalization. Fashion to these established men means exuding their individuality and making their stance professionally and personally.

Occasion Wear Products

The brand's ethnic wear line offers bandhgallas, sherwanis, bundys, kurtas, tuxedos, and suits. Tailorman offers a unique, completely personalized wedding trousseau service for all wedding customers.

Latest Occasion Wear Collection

Tailorman launched its first, in-house festive and wedding wear collection 'Romeo', designed by Harsh Datta, the brand's Head Designer. His years of experience designing for eminent labels like Sabyasachi, Anita Dongre, and Shantanu Nikhil has driven his cultivated take on ethnic wear for Indian men. The collection is an extensive range of western, Indo-western, and ethnic pieces that are available in made-to-measure and ready-to-wear designs.

Forthcoming Fall Winter Collection

For the forthcoming season, Tailorman has launched an exciting range of western and ethnic pieces. It has also launched a new line of premium, wrinkle-resistant fabrics. The collection features a fine selection of formal suits, bandhgallas, hand-embroidered sherwanis to modern tuxedos, textured bundys, and silk kurtas.

Market Expansion Plans

The brand is currently planning to expand its presence to Delhi and launching a new showroom in Ambiance Mall, Vasant Kunj. The brand also is scouting for locations in Mumbai for the coming year.

Online Retail

Tailorman is an Omnichannel brand and provides a consistent and seamless experience across all platforms. Its website aims to offer a similar personalized experience, as do its showrooms.



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India is a vivid land of occasions, especially in contemporary secular times, when even regional occasions and festivals enjoy pan India popularity. Hardly a calendar month goes by without at least one day dedicated to some occasion. For the fashion industry, these times spell a fortune for they act as powerful stimulants for fashion consumption in India.

Consumer behavior and spending patterns are shifting as incomes rise and Indian society evolves. People are spending on new clothes for all sorts of occasions – birthdays, parties, business events, weddings and festivals. If it's an occasion, Indians need something new to wear.

“People as individuals have started celebrating life every day. It's not limited to the defined festivals. The lifestyle includes travel as another crucial aspect, and people have become fashion conscious. It is true that they have started shopping throughout, but the response during festivals always takes the lead,” says Suvarna Kale, Head of Design, Blackberrys.

And as occasions transcend borders and traditions, a generational transformation has been ushered into the fashion market in India -- the

INDIA'S FASHION RETAILERS BET BIG ON OCCASION WEAR

The suave modern Indian consumer now leads an occasion-oriented lifestyle and his fashion needs are frequent and diverse. A look at the dynamics of this relatively new fashion segment that is obliging India's newfound penchant for celebrating occasions...

By Shivam Gautam



“The growing middle class has a larger wallet today, and is open to spending it across newer occasions and contemporary needs. The industry supports such customer needs by tailoring its offerings to specific occasions”

– Kumar Saurabh,
CBO, Manayvar & Monhey



“The rise in the popularity of social media as well as exposure to international trends and self-image has meant that it is not only the affluent consumers who are going in for occasion wear but also the young middle class”

– Vinay M Chatlani,
Director & CEO, Soch



“Modern lifestyle involves a lot more meetings for business or for partying. So, people have started shopping throughout, but the response during festivals always takes the lead”

– Suvarna Kale,
Head of Design, Blackberrys

average Indian's wardrobe is shifting from need-based clothing to occasion specific dressing along.

Growth Drivers

With the boom in retail in the last few decades, urban India has embraced consumerism and the occasions for consumption has grown manifold. In the recent past, the growing awareness of global fashion trends has been fueled by the proliferating penetration of the internet and the fashion and lifestyle media. Higher disposable income, nuclear family set up and being fashion conscious have further brought

immense change in the spending pattern of modern customers.

“Unprecedented growth of retail, coupled with an increase in disposable incomes has largely fueled consumption in India. The growing middle class has a larger wallet today, and is open to spending it in a different manner, spread across newer occasions and contemporary needs. The industry in turn supports such consumption levels and customer needs by tailoring its offerings to specific occasions,” says Kumar Saurabh, Chief Business Officer, Manyavar and Mohey.

“Other than the weddings and the festive season, people shop for occasions like birthdays, anniversaries, housewarming parties, new year eve, holidays, every year students who are (20-25 year old) shop for their graduation day. People also shop for gifting purposes as it is one of the easiest items to pick up and can be exchanged,” says Shachi Singhanía, Brand Manager, Turtle.

Various brands and retailers have ensured that there is plenty of choice available for the consumer across various categories, which was not the case traditionally. Most brands have extended the product offering to capture a higher wallet share, making it easier for the consumer to find a product suitable for a specific occasion.

Target Group

Traditionally, the occasion wear market in India was catered by either the unorganised players or the high-end designers. But, today, this segment has emerged to be an attractive market for the middle class as well. “Today, all consumers are target customers

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“From my experience consumers between the ages of 18 to 35 make up a considerable number of occasion wear shoppers. This is a relatively young demographic whose members strive to look their best”

– Surya Suri,
Founder, Steele Collection



“With availability of proper infrastructure of malls and high street, it has now become easier to gain foothold in the markets of Tier-II and -III cities, home to a consumer base that is increasingly following the latest trends”

– Pratikh Rajpuria,
Director, Manish Creations



“Other than the weddings and festivities people shop for occasions like birthdays, anniversaries, housed warming parties, new year eve, holidays, every year students who are (20-25 years) shop for their graduation day”

– Shachi Singhanian,
Brand Manager, Turtle

for occasion wear. The rise in the popularity of social media as well exposure to international trends and self-image has meant that it is not only the affluent consumers who are going in for occasion wear but also the young middle class, armed with higher disposable income, which is fuelling the demand in this category,” says Vinay M Chatlani, Director and CEO, Soch.

Industry sentinels have also noted that it is the young demographic, with a greater proclivity towards ‘looking and feeling good’, who are amongst the core drivers of this phenomenon. “In my experience consumers between the ages of 18 to 35 make up a considerable number of occasion wear shoppers. This is a relatively young demographic whose members strive to look their best and often compete amongst one another in this respect,” says Surya Suri, Founder, Steele Collection.

Traditionally, although metro cities have always contributed more towards occasion specific sales, with the flow of information and easy access to a wide range of brands, non-metro towns have

emerged as parallel contributors of this market as well. “The consumers of Tier -II and -III cities are increasingly following the latest trends and wants to be in sync in as far as fashion goes of their counterparts in metros and Tier-I cities. And with availability of proper infrastructure of malls and high streets, it has now become easier to gain foothold in these markets,” says Pratikh Rajpuria, Director, Manish Creations.

Popular Segments

Every occasion/festival calls for its own style and product categories. Under the men’s wear segment, sherwanis, jodhpuris, bandhgalas reign as the top demanded apparels in the ethnic wear segment. While party shirts dominate the western wear segment – generally reserved for formal occasions – suits, mandarins, tuxedos, zoot suits, shirt coordinates, etc., enjoy a healthy demand.

Under the women’s segment sarees, lehengas, suits, western wear, fusion wear, party gowns and dresses, gym wear, yoga clothes and travel wear are some of the popular segments in occasion wear.

“Kurtas and kurta jackets find maximum focus during small occasions and festivals. For grooms wear, Manyavar sherwanis are an evergreen choice. The Indo-western category is also finding its own loyalists amongst consumers who love to experiment and mix and match. For example, a sleeveless jacket paired with a shirt enhances the entire ensemble. Amongst women, lehengas are the go-to category. At Mohey, we channelize our expertise with handwork and combine it with the latest trends to craft our lehenga ranges,” says Kumar Saurabh.

Currently, a number of major players are attempting to redefine this category, and the teeming opportunities has lured in many premium brands to enter the occasion wear segment by enhancing their existing product offering to cater to this market. In the years to come, the occasion wear market is expected to transform into a more detail-oriented and fashion conscious segment along with the rising aspirations of the Indian consumer.



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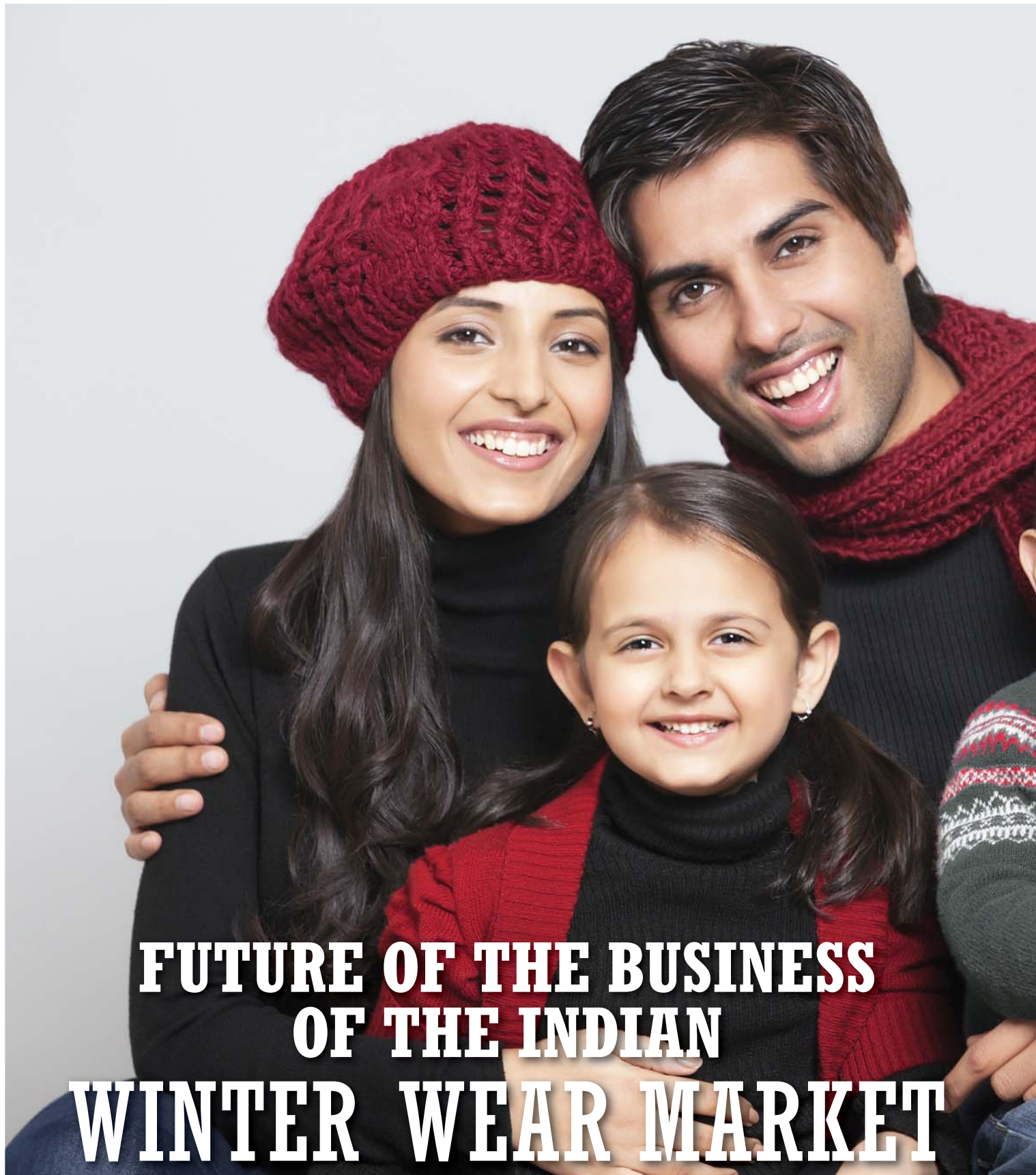
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FUTURE OF THE BUSINESS OF THE INDIAN WINTER WEAR MARKET

Branded and unbranded segments of the winter wear market are both working on offering innovative products, new fibre blends and competitive prices to accelerate the purchasing of winter wear and to beat the unpredictable weather conditions in India. Amit Gugnani, Senior Vice President - Fashion (Textile & Apparel) with Goutham Jain, Principal Consultant, Fashion-Textile & Apparel, and Saima Nigar, Associate Consultant - Fashion & Textile Division from Technopak takes a look at this rapidly emerging segment...



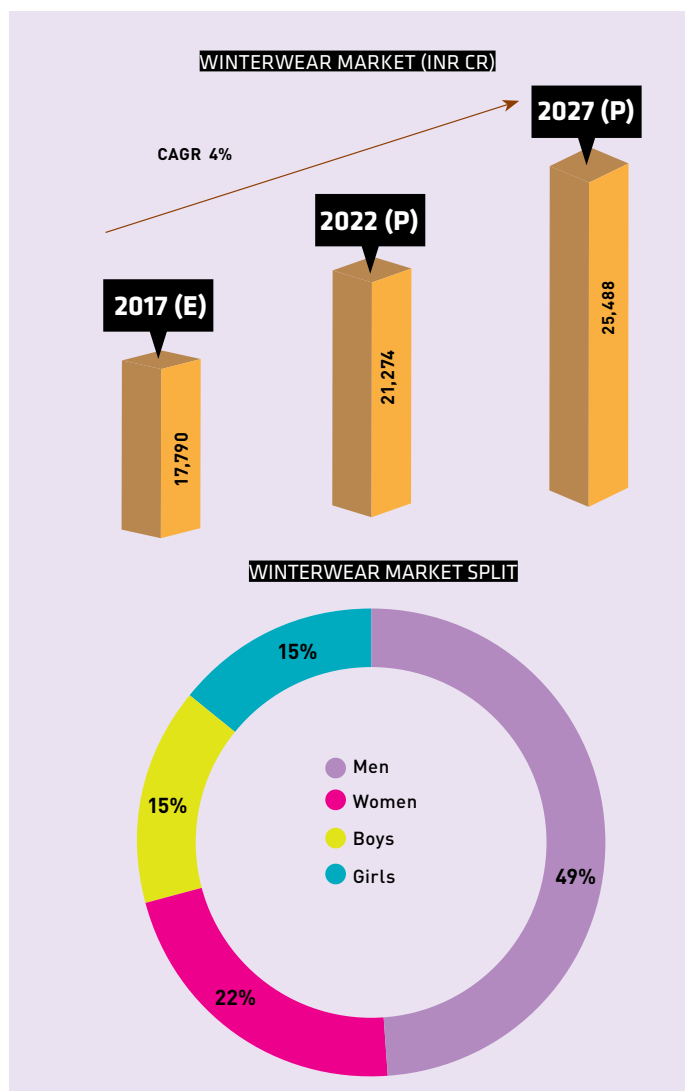
The Indian sub-continent is known for its diversity, not just in terms of culture but in terms of weather and climatic conditions. Northern India witnesses winter season from mid Nov – mid Jan. Though it spans for about three months it provides for a sizeable market opportunity for apparel brands/retailers.

The winter wear market in India was pegged at ₹17,790 crore in 2017. The market is expected to demonstrate a Compound Annual Growth Rate of 4 percent to reach ₹25,488 crore by 2027. Currently, the unbranded segment commands nearly 70 percent of the market share, with the branded segment trying to bridge the gap by innovating and offering new products.

WINTER WEAR SUB CATEGORIES:

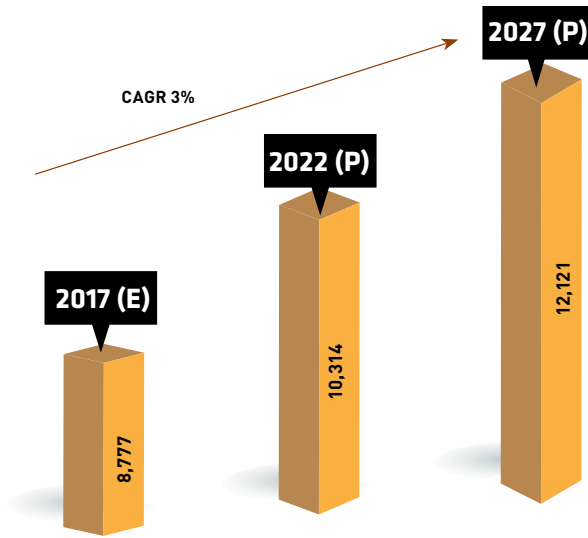
The winter wear category can be further classified into men’s winterwear, women’s winterwear, boys’ winterwear and girls’ winterwear. Men’s winterwear accounts for 49 percent of market share followed by women’s (22 percent), boys’ (15 percent) and girls’ (14 percent).

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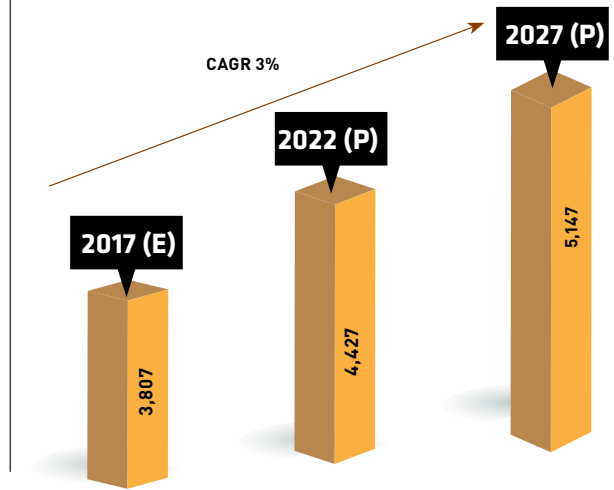


Source: Technopak Analysis

MEN'S WINTERWEAR MARKET (INR CR)



WOMEN'S WINTERWEAR MARKET (INR CR)



Source: Technopak Analysis



MEN'S WINTER WEAR

The men's winter wear market was estimated at ₹8,777 crore in 2017 which is expected to grow at a CAGR of 3 percent to reach the market of ₹12,121 crore by 2027.

The key products in this segment are jackets, sweaters, pullovers, cardigans, sweatshirts, mufflers, thermals, blazers and suits, etc.

WOMEN'S WINTER WEAR

The women's winter wear market was worth ₹3,807 crore and is expected to grow at a CAGR of 3 percent for the next 10 years to reach the market of ₹5,147 crore by 2027. Women winter wear in tandem with other women's apparel categories is witnessing growth due to the increased women workforce and their tendency to spend more on repeat purchases. Women's winter wear is usually more fashionable with wide range of designs, feels and embellishments.

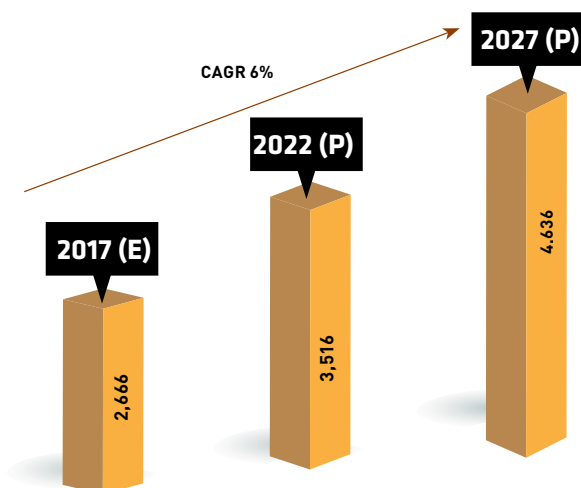
Major winter wear products in this segment are sweaters, cardigans, pullovers, stoles and shawls, thermals, innerwear, track suits, sweaters cum kurtis, etc.

KIDS' WINTER WEAR

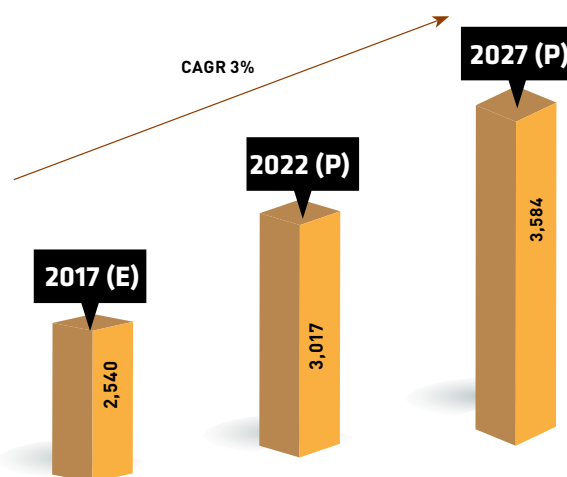
Kidswear segment in India is gaining traction in the overall apparel market. Many national and international brands are finding kidswear a lucrative segment and have started catering it making it to grow rapidly. Kids winter wear too is leveraging the benefit of the drive and is witnessing a shift towards organised retail.



BOYS' WINTERWEAR MARKET (INR CR)



GIRLS' WINTERWEAR MARKET (INR CR)



Source: Technopak Analysis

Many national and international brands are finding kidswear a lucrative segment. Kids winter wear too is leveraging the benefit of the drive and is witnessing a shift towards organised retail.

BOYS' WINTER WEAR

Boys' winter wear market was estimated to be worth ₹2,666 crore in 2017 which is expected to grow at a CAGR of 6 percent to reach ₹4,636 crore by 2027. Majority of boys' winter wear product comprises sweaters, jackets, blazers, thermals, innerwear, sweatshirts, etc.

GIRLS' WINTER WEAR

The girls' winter wear category was estimated to be worth ₹2,540 crore in 2017 and is expected to grow at a CAGR of 3 percent to reach ₹3,584 crore by 2027.

Key products of girls' winter wear include cardigans, scarves, jackets, knee lengths, thermals, innerwear, tunics, etc.

GROWTH DRIVERS OF WINTER WEAR

Despite several challenges, winter wear can attribute its growth to the following mentioned growth drivers:

- **Lifestyle positioning**

Gone are the days when winterwear consisted of basic sweaters, shawls, cardigans or trousers only. Increasing fashion awareness and rising disposable income has resulted in increased demand of trendy and colourful apparels to meet season's requirements as well as address the fashion needs of the consumers.

From jackets to suits, sweaters to thermals, the wide collection on offer by both upscale brand stores and unbranded small retailers are trying their best to attract more customers. However, since this category is seasonal, brands need to invest in heavy marketing and supply chain management strategies to churn out maximum profit during winter season.

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Due to seasonality of sales, lack of skilled labourers, availability of cheap imported products, huge unorganised market and changing climatic pattern the winter wear market has become a major challenge for the retailers.

- **Product innovation**

Many new winterwear categories have emerged due to the changing climatic pattern. Reduced winters have led in the emergence of semi-thermal or pre-winter categories. Millennials are ready to experiment and to cater this segment, retailers are providing them ample options in terms of sweatshirts, ponchos, Indo-western tunics, etc.

The product portfolio of brands/retailers now includes a whole range of products such as mufflers, warm caps, hats and footwear complimenting the main products like sweaters, jackets and pullovers to capture higher share of consumer's wallet.

Over the last few years, major innerwear brands have expanded their product portfolio to include thermal innerwear/comfort wear for every segment of the market.

- **Increased fashion awareness**

With increased Internet penetration and exposure to media, Millennials are aware about the changing fashion trends in the international market resulting in increased demand of variety of products in apparel categories. This is applicable to winterwear segment also.

CONCLUSION

Factors such as fashion awareness, rapid urbanisation, higher disposable income and rising aspirational lifestyles have resulted to a more want based purchasing of fashionable products in every season.

Indian winter wear market is attracting a lot of international and domestic brands owing to these growth drivers. In case of winter wear, brands have a significant market opportunity as the margins are higher in comparison to other product categories. Despite such promising growth, the seasonality of sales, lack of skilled labourers, availability of cheap imported products, huge unorganised market and changing climatic pattern have become major challenges for the retailers.

Thus, it becomes prudent for the retailers, to devise strategic planning and innovation along with the fashionable products, competitive pricing, aggressive marketing etc., to cater their target customers to capture maximum market share in this booming apparel market segment.



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INDIA'S WINTER WEAR MARKET

Monte Carlo

**IT'S BUSY BUSINESS AS
RETAILERS GEAR UP
TO WEATHER CLIMATE
CHANGE**

The Indian winter wear market has been witnessing a slump for quite some time now due to the erratic duration of time for which the season actually comes to India. Unpredictable weather conditions have impacted the business of apparel to such a great extent that brands are being forced to revisit their product mix. IMAGES BoF spoke to various brands to compile a comprehensive study of the winter wear market in the country and the road ahead...

Rosy N Sharma With Inputs From
Gurbir Singh Gulati

Global warming, inconsistent weather conditions and the shrinking winter season have adversely impacted India's winter wear market, changing consumer buying behaviour. Climate change has served to transform the business models of apparel retailers as well as their designs, and the very notion of seasonal fashion itself.

The period between December to March, when the northern part of India usually witnessed extreme winters, has shrunk to just a few weeks. The practice of bringing winter fashion to the shelves in August to ensure smooth logistics for retailers are a thing of the past, with brands questioning the lead time since no one really buys winter wear so early on in the year anymore.

"The climate change has not only impacted sales locally but globally as well, since weather patterns are becoming increasingly unpredictable. India being a seasonal market, the challenge becomes even bigger as retailers are left with limited time to ensure the inventory is sold," says Abhishek Shetty, Head - Marketing, PR & Loyalty, Celio*.

Rishabh Oswal, President, Oswal Woolen Mills (Monte Carlo) agrees, saying that while a few years ago apparel wasn't considered winter wear unless it was heavy woven, today light fabrics are serving the purpose easily, with knitted woollen sweaters are being replaced with light weight cardigans and jackets.

"The impact of global warming is definitely visible in the industry. Earlier people used to invest in solid sweaters and jumpers while today they prefer

dividing the budget and buying light weight winter wear. The course of buying winter wear has changed and so has our business model in terms of productivity and profit," he adds.

Agreeing with the fact that shorter winters have disrupted the seasonal retail calendar, Neha Shah, Head Marketing, Pepe Jeans, concedes that people are now more or less wearing the same clothes the whole year round. "In a scenario like this, we have to fine tune our collections according to consumers' demand. But this doesn't mean that winter wear as a category will soon become obsolete. With the change in weather patterns, new styles will be created to meet the requirement for all-weather clothing," she explains.

Winter Wear Market Size in India

Winter wear occupies 50 percent of the domestic market and around 45 percent of the international market with an upward growth of 9 to 10 percent annually. In 2017, winter wear was pegged at ₹14,475 crore and this is expected to reach almost ₹33,957 crore by 2027.

"Winter wear overall accounts for about 8 percent of the total menswear apparel market which is pegged at ₹1,24,423 crore and forms the largest segment (men's wear) in the apparel market. The winter wear market is expected to clock about 9 to 11 percent growth in the coming years. Currently the unbranded segment accounts for about 70 percent of this market," says Shetty.

Shah says that the Indian apparel market consists of 50 percent men's wear, 20 percent women's wear, and 30 percent kidswear. Winter wear as a category has an equal market of branded and unbranded players, she



Lee Cooper





“We are seeing a surge in stylish and trendy pieces in this segment. Also products which make a fashion statement tend to do quite well in the urban areas.”

– **Abhishek Shetty**,
Head - Marketing, PR & Loyalty, Celio

adds, with both international and local players always looking for innovative ways to capture a majority of the market share.

According to Oswal, winter wear is a major driver in the Indian knitwear market, with trade faring better despite the climate shift in last few decades.

“With increase in accurate penetration and appropriate exposure, the winter wear market does have potential to grow in excess of 10 to 15 percent annually in the near future,” adds Hetal Kotak, CEO, Lee Cooper.

From Utility to Fashion Wear

While the main purpose of winter wear is to keep a person warm in cold weather, over the years, this category has evolved from a necessity to a fashion statement. While the global consumer has already pushed retailers and brands to consider environmentally-flexible fabrics, for winter wear, the more obvious shift may be the design of the apparel. Brands are now warming up to the fact that winter wear is no longer about bulky, functional, warm garments, but could be defined by a whole new aesthetic.

Shah recounts that a couple of years ago, winter wear was not as diversified as compared to the range

that exists today. “It mainly revolved around sweaters, heavy woollen wear and jackets that only provided function and not much of style. The transition in winter wear came with the western influence, runway trends and entry of many international brands in the Indian market,” she recalls.

While Pepe Jeans offers a wide array of chic casual wear for men, women and kids and jeans is the brand’s core product – very popular and selling extremely well – other products in the brand’s kitty include flat knits, sweaters, sweatshirts, jackets as well as woven merchandise. Aside from this, there are t-shirts as well as an accessories range consisting of bags, wallets, caps, socks and footwear.

“In our latest Autumn/Winter 2018 collection, we have introduced a mix of light and heavy winter wear keeping in mind people’s preferences as well as fashion forward styles such as that offer comfort and at the same time are also practical,” Shah states.





“With increase in accurate penetration and appropriate exposure, the winter wear market does have potential to grow in excess of 10 to 15 percent annually in the near future.”

– Hetal Kotak,
CEO, Lee Cooper



“Over the past few years in particular, retail sales have suffered as a result of unseasonably warm weather and consequently less reliable traditional seasonal cycles.”

– Manish Mandhana,
CEO, Being Human Clothing



“Winter wear has an equal market of branded and unbranded players. Both international and local players are always looking for innovative ways to capture majority of the market share.”

– Neha Shah,
Head-Marketing, Pepe Jeans

Meanwhile, international brands Lee Cooper and Celio* say that they offer products that are urban, smart, elegant and very wearable. Taking pride for being in the business for more than 110 long years, Lee Cooper has witnessed massive changes in every aspect of fashion – be it bell bottoms or skin fit denims. The brand has always ensured that its products are in sync with contemporary fashion in its respective time period.

“Lee Cooper has always been effortlessly stylish yet comfortable. It has undergone various transformations over the years and always sharp focused its offerings to cater to the taste and preferences of the ongoing consumer trends,” says Kotak.

In the winter wear range, customers can pick and choose from a wide range of overdyed cotton sweaters, hooded over dyed sweatshirts, denim jackets, biker jackets, sweatshirts in different wash techniques, over-dyed and garment washed cotton jackets, cardigans and pullovers. Front open sweatshirts with zipper are doing phenomenally well for Lee Cooper.

“This time we are introducing options in light winter wear. We have also included a range of athleisure jackets to provide our consumers with a larger bouquet of options,” he says.

“We are seeing a surge in stylish and trendy pieces in this segment. Also, products which make a fashion statement tend to do quite well in urban areas. This season we will launch light weight puff jackets, which are made of specialized lightweight fabric, but gives you high degree of protection from the cold. We are calling them ‘Lightweight Heavyweights’,” says Shetty of Celio*.

“Over the years, we have increased both width and depth in terms of winter wear offering. In the last few years a portion of the consumers have been moving from value-based purchasing to lifestyle-based purchasing. Being in the business of fast fashion, we constantly innovate and upgrade our products on a season-to-season basis and sometimes even within a season. Being a global fashion powerhouse helps us to be at the forefront of global





and sweatshirts with added fashion elements are ideal products, for which consumers are ready to spend.”

Spykar, a brand for younger audiences, has been known to keep up with its target consumer’s high fashion consumption quotient. The brand couples this with offering winter wear with functional benefits and they have a bestseller.

“We are heavily experimenting with light weight fabric for winter season. We offer a range of bomber jackets, which is a trendy product this season. Quilted adventure jackets for outdoor needs in sporty and classic colours are crafted in light-to-medium weight nylon, cotton and cotton blends,” says Sanjay Vakharia, CEO, Spykar.

fashion trends and launch products which the India consumer aspires to buy,” he adds.

While, Monte Carlo’s motto is to provide quality and variety to its customers, the brand’s winter wear range is solely based on blending comfort with fashion.

Domestic Vs International Brands

Manish Mandhana, CEO, Being Human Clothing says that the presence of international brands has made the Indian winter wear market tougher for domestic brands to capture.

“We design clothes keeping the fashion zeitgeists in mind and formulate the best cuts, designs, patterns and colours that give an edge to the regular winter wear,” explains Oswal. “This year the classic camel coats are making a comeback (in lighter fabric), cardigans and jardigans (a hybrid of cardigan and jacket), sweatshirts and jackets are trending,” he adds.

Menswear brand, Parx that offers shirts, trousers, polos, t-shirts, denims, sweatshirts, pullovers and outerwear, has introduced super light jackets, scuba jackets and more that are easy to handle and light weight too.

Pragati Srivastava, Brand Head, Parx, shares, “The heavy winter season has shrunk and is limited only to certain parts of India. Light weight jackets



“Heavy winter season has shrunk and is limited only to certain parts of India. So, light weight jackets and sweat shirts with added fashion elements are ideal products, for which consumers are ready to spend.”

– Pragati Srivastava,
Brand Head, Parx



Lee Cooper

BRANDS WEATHER PROOF THEIR EXPANSION PLANS

• **Being Human Clothing** generated revenue for the last fiscal year was Rs. 260 crores, this year the brand plans to achieve a target of Rs. 290 crores. Having made an impact in most metros and key markets in India, it is now focusing on expanding largely in Tier -II and -III markets across the country.

The brand plans to tap new markets such as the North-East. Apart from the region, it will also open stores in Jamshedpur, Bhubaneswar, Srinagar, Vapi, Nagpur, Hyderabad, Delhi, Noida, Lucknow, Dehradun, Jammu, Raipur, Meerut, Gorakhpur, Gurugram, Cuttack, Imphal, Shillong and Goa this year.

It has already expanded its points-of-sale in Europe, Fiji, Mauritius, Middle East and Nepal in the past six years, and recently, even showcased a pop-up experience in Canada at Holt Renfrew; home to the world's most prestigious and innovative designers, giving rise to speculation that the brand may soon be launched in Canada and other markets including the UK and USA.

“We have recently launched our online store that will give access to shoppers across India to its latest fashion trends. It will leverage our vast network of stores across the country and warehouse to dispatch online purchases, making it the first Omnichannel online store by a fashion retail brand in India. It is a massive attempt by an Indian apparel company in recent times to prioritize fulfilment of its online orders from its stores and not just warehouses,” Mandhana says.

• **Lee Cooper** is an international brand with presence in more than 100 countries. In India, it is planning to pilot 5 to 8 flagship stores at Hyderabad in the next 6 to 8 months. It also plans to add 10 to 12 exclusive brand outlets in Andhra Pradesh and Telangana.

• **Pepe Jeans** is planning to open about 40 to 50 stores in the next three years across the country.

• **Spykar** started as a brand that retailed through MBO markets, the brand is now present in 220 EBOs, 700 MBOs and over 700 SIS across 350 cities. It aims to have its SIS and MBOs spread to 500 towns, and standalone stores in 200 towns soon.

• **Celio*** covers all the key markets such as Mumbai, Delhi, Chennai, Bengaluru to name a few. The brand is currently present in 91 cities with more than 320 points-of-sale and additionally present on all major e-commerce channels such as Myntra, Jabong, Amazon, Flipkart, etc.

“We are planning an aggressive expansion strategy which will be a combination of deeper penetration in the current cities we are present in and also entering new cities,” says Shetty.



Monte Carlo store



Patx



Spykar



Lee Cooper store



“We design a range of clothes keeping the fashion zeitgeists in mind, and after an in-depth research, we formulate the best cuts, designs, patterns, colours that give an edge to the regular winter wear.”

— Rishabh Oswal,
President, Monte Carlo



“Weather influences the sales. The erratic cold period which is shortening year by year has led to brands revisiting the product mix.”

— Sanjay Vakharia,
CEO, Spykar

Pepe Jeans



Pepe Jeans

“The only way to beat international players at their own game is to take the technology route, to get closer to the customers, to get more intelligence information about what is the pattern of the markets, consumers and designs. And plan your business based on that because it’s time to be a little watchful,” he explains.

According to him, international players offer very sharp prices at lower multiple rates. They believe more in volume gains and faster turnovers, due to which Indian value retailers have been impacted.

Foreign brands like H&M, Zara, Forever 21—and Uniqlo, which is on its way to India—have cannibalized the Indian homegrown businesses.

Shetty observes that earlier, players in the non-branded segment procured new, innovative and cheaper products from countries such as China and offered them at great prices, thereby making it difficult for bigger brands to penetrate the market. “Now, there will be an aggressive push from the branded segment in the next few years to bridge this gap by innovating and offering new product ranges,” he says.

Meanwhile, Shah explains that Pepe Jeans’ approach is very simple. “We stand for certain values and as long as we are able to make the consumer understand that the price product equation that Pepe Jeans is offering is better than anybody else, nothing else matters. Our consumers look for a great fit, quality products and a sharp pricing. Keeping in mind our end customers and staying true to our values of a cool denim brand is all that matters,” she concludes.



Being Human Clothing

IMAGES BUSINESS OF FASHION

Celebrating the Rise of Women's Wear!

The global women's wear market is estimated to reach an US\$829.6 bn valuation by the end of 2022. The fact that fashion is fast becoming a very important part of peoples' lives has given the industry a shot in the arm. Rapid urbanization and industrialization witnessed in leading regions of the global women's wear market as well as rise of online retail have been the major drivers of this growth, with India being one of the fastest growing economies in terms of women's wear with a projected CAGR of 10 per cent. The market/segment still has massive potential and is witnessing major innovations every single day.



The October issue of BoF studies the dynamic women's wear market in India and the massive potential of this sunshine category and its top segments. The issue brings to the reader the top innovations, trends and growth stories in the sector.

The issue will present a comprehensive report on:

> The Women's Wear Market in India > Top Drivers of Growth > Challenges & Opportunities > Top Retail Trends > Top Fashion Trends > Investments & Funding in Women's Wear > Women's Western Wear > Women's Ethnic Wear > Women's Fusion Wear > Women's Winter Wear > Designer Bridal Couture > Women's Innerwear, Shapewear & Sleepwear > Women's Denims, Jeggings & Leggings > Women's Apparel > Women's Footwear > Women's Fashion Accessories > Women's Watches & Jewellery > Top Women's Wear Brands > Women's Wear Sections of Top Retailers > Women's Wear Collections of Mega Brands > Innovative Fabrics for Women

Also in The Issue:

- Dressing the Indian Masses: Unlocking Economy & Value Fashion Retail
- Trends: Fall/Winter 2018

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A NOT TO BE MISSED ADVERTISING OPPORTUNITY

>BEING HUMAN<

Being Human is a clothing line launched by Bollywood actor Salman Khan in 2012. Globally, the brand is licensed by The Mandhana Retail Ventures Limited. Royalties from its merchandise sale give impetus to the initiatives of Being Human - The Salman Khan Foundation in India, dedicated to the twin causes of education and healthcare for the underprivileged. This unique business model finds an instant international connect, acceptance and appreciation.

Focus Customers

The brand's combined ethos are 'celebrity, charity, and fashion'. Anyone who believes in these ethos' and are influenced by the same is the psychographic target audience.

Winter Wear

Being Human Clothing offers a wide range of winterwear fashion including long sleeve t-shirts, jumpers, hoodies and casual jackets.

Latest Winter Wear Collection

The brand has been working on four distinct themes, of which 'Digital Grunge' and 'Modern Noise' form its Athleisure line and 'Future Rises from the East' and 'In to the Wild' form its denim line. Some of the highlight products from the collection include flannel check shirts, military shirts, light weight nylon jackets and heavy bomber jackets.

Category Expansion in Winter Wear

The brand has introduced a new range of light weight jackets in its AW'18 collection. Basically, the range comprises multipurpose jackets that can be used across all seasons. Also introduced by the brand are new ranges of track pants, hoodies and fashion jackets in the athleisure section.

Primary Markets

Apart from India, UAE, Europe, Nepal, Mauritius and Fiji serve as the strongest markets of Being Human Clothing.

Retail Presence

Being Human Clothing has its footprints in over 15 countries with over 600 points-of-sale. Currently, the brand has 195 MBOs, 70 EBOs and is available at 204 large format stores.

Expansion Plans

Having made an impact in most of metro and key markets in India, the brand is now focusing on expanding largely in Tier-II and -III markets across the country. The brand is trying to tap into the north-eastern states which are known for their fashion driven consumers. Apart from this region, Being Human Clothing will also be opening stores in Jamshepbur, Bhubaneshwar, Srinagar, Vapi, Nagpur, Hyderabad, Delhi, Noida, Lucknow, Dehradun, Jammu, Raipur, Meerut, Gorakhpur, Gurugram, Cuttack, and Goa this year.

In the international arena, Being Human Clothing has recently showcased in a pop up experience in Canada at Holt Renfrew; home to the world's most prestigious and innovative designers. It now has plans to launch soon in Canada and other markets like UK and USA are in the pipeline.

Online Retail

Online retail contributes to almost 12 percent of Being Human Clothing's turnover. It is looking at a 5 percent growth in online retail this fiscal year and has plans to expand its online space internationally. The brand has recently started its very own e-commerce website and is optimistic about increased response from the online platform in the near future.

Revenue FY (16-17) & CAGR

Being Human Clothing generated revenue of ₹260 crore in the last fiscal. It plans to achieve a target of ₹290 to ₹325 crore for this year. It registered a CAGR of 14.7 over the last three financial years.



KEY INFOGRAPHICS

- >> Name of the company: **Mandhana Retail Ventures Ltd.**
- >> Year of launch: **2012**
- >> Headquarter: **Mumbai, Maharashtra**



>CELIO<

Celio is a French clothing brand serving the needs of à La mode men since 1978. It brings a breath of newness to the Indian fashion sphere with its chic and relaxed range of men's wear. Present in 60 countries with more than 1,140 outlets, the brand aims to expand its fashion footprint, and develop style-conscious clothing for generations to come.

Focus Customer

The brand has pinpointed its target group as 25 year old Indian men from section A of society. It targets conventional style seekers while also being appealing to progressive consumers. These people might either be professionals or businessmen belonging to affluent middle class households. A typical Celio consumer is socially connected, style conscious and spend time on leisure.

Winter Wear

Celio offers a wide range of sweaters and pullovers in its range of winter wear. The brand's range of pullovers include, 100 percent, cotton, V-neck coloured pullovers, stranded knits with twist details and exquisite Brandenburg pullovers. The brand also offers light knitted pullover hoodies and Tunisian collars.

Retail Presence

The brand is retailed across 27 states of India through the right mix of EBOs, MBOs and shop-in-shops. In terms of retailing strategy, Celio covers all key markets such as Mumbai, Delhi, Chennai and Bengaluru and is present in some of the most notable large format retail

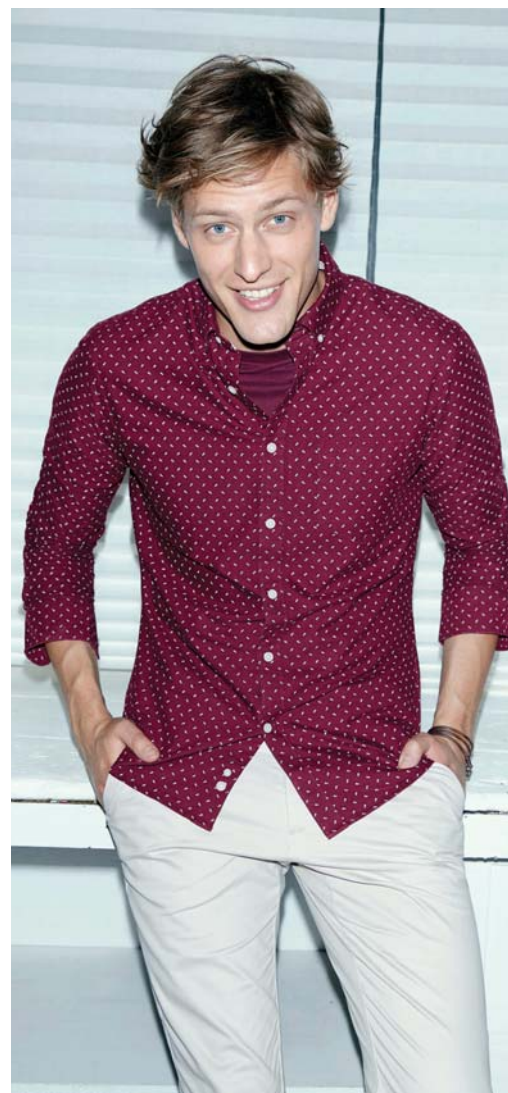
chains including Lifestyle, Shoppers Stop, Central and Pantaloons. It also is available on most major e-commerce portals including Myntra, Jabong, Amazon and Flipkart.

Expansion Plans

Celio is extremely bullish about the India market and has seen strong resonance in Tier -I and -II cities in the country. The brand has aggressive expansion plans which are a combination of deeper penetration in the current cities they are present in while also foraying into new cities. It also plans to open more stores - including in the hinterlands of India - in an effort to establish itself as the most preferred international brand.

Online Retail

Celio is clocking a strong double digit growth year-on-year on various e-commerce portals and the brand is continuing to strengthen this business channel even further in the coming years. At the same time, Celio strongly believes in merging online and offline spaces towards the next wave of growth which is Omnichannel retailing.



KEY INFOGRAPHICS

- >>Name of the company:
Celio Future Fashion Pvt. Ltd.
- >>Year of launch: **1978 (France), 2008 (India)**
- >>Headquarter: **France**

>LEE COOPER<

Lee Cooper is an authentic British Denim Brand which was founded in 1908 by Morris Cooper and established itself as a leading maker of workwear, providing uniforms for the British Troops in WW1 and WW2. Soon it emerged as the preferred denim brand in the UK to a point that 8 out of every 10 denims sold were Lee Cooper. Over the years, it has emerged as a brand catering to the youth and their celebrity icons. Creating specialist cuts and innovative new styles has always been at the core of the brand, thereby creating a great fan base across the globe.

Focus Customers

The brand's target consumer is the youth and people with a young mindset, mainly in the age group of 18 to 30 years. These people want a relaxed and easy going look. They are the ones who need classic, well-cut clothes. They want to look cool but don't want to try too hard at the same time.

Winter Wear

For winter wear, Lee Cooper offers its customers a wide array of options. These include overdyed cotton sweaters, hooded over dyed sweatshirts, denim jackets, biker jackets and sweatshirts in different wash techniques, overdyed and garment washed cotton jackets, cardigans and pullovers. Lee Cooper's products for the Indian market are adapted to the mild winters experienced in the country.

Latest Winter Wear Collection

Lee Cooper's Autumn/Winter'18 collection is completely dedicated to denim which, again, is the core of the brand. This season, the collection showcases the touch of the brand's roots, from where it was curated originally i.e., East London. The hues and shades manifest the entire ambience of East London and its surroundings which is at the center of collection.

Category Expansion in Winter Wear

Lee Cooper has a dedicated team who studies the latest trends, fabrics and technology to provide something new and trendy to the brand's customers every season. Apart from the heavy winter wear range, the brand is introducing options for light winter wear this year. It also has included a range of athleisure





KEY INFOGRAPHICS

- >>Name of the company: **Future Group**
- >>Year of launch: **1908**
- >>Headquarter: **United Kingdom**

jackets to provide its consumers with a larger bouquet of options.

Plans For Forthcoming Fall-Winter Season

Apart from different styles and fits in denims, Lee Cooper is introducing options in imported fabrics in fancy yarns and different design structures on sweaters. The brand plans to introduce a range of authentic denim jackets across men, women and kids.

Primary Markets

While Lee Cooper is present across the country, cities like Mumbai, Hyderabad, Bengaluru, Pune and Kolkata serve as the top 5 markets.

Retail Presence

Over the last 1 year, Lee Cooper has rapidly expanded and has increased its footprint to more than 750 doors. Today, the brand is present in more than 200 cities and retails out of 1,650 POS across formats like Central, Lifestyle, Shoppers Stop, Reliance Trends, fbb, Hypercity, Brand Factory and online portals like Jabong, Myntra, Flipkart and Amazon.

Expansion Plans

Lee Cooper is planning to open between 5 to 8 flagship stores in Hyderabad in the next 8 months. It also has plans of launching 10 to 12 EBOs in Andhra Pradesh and Telangana along with expanding its presence across key large format department stores and add around 200 to 300 POS in next 16 to 18 months.

Online Retail

The brand believes that overall, online retail has stabilized, and consumers have their own set of reasons to explore both offline and online retail, for their respectively unique value proposition.

Turnover in FY (17-18) & CAGR

Lee Cooper registered a turnover of around ₹700 crore in the last year and aims to cross the ₹1,000 crore milestone in next 2 years. The brand has grown at around 17 to 20 percent in last three years and plans to accelerate the growth to more than 25 percent in the next three years.



>JACK & JONES<

Jack & Jones is an ultra-modern, edgy, rebellious and iconic contemporary fashion brand for the youth. It entered the Indian markets with the aim to revolutionize men's wear fashion in the country. Today, Jack & Jones is one of Europe's leading producers of menswear with more than 1,000 stores in 38 countries apart from being sold by thousands of wholesale partners all over the world. The brand is known for its on point trends with a strong offering in the jeans' category. Within a span of few years, the brand has successfully identified its target group for the brands and established an indelible brand recall amongst the fashion-conscious youth in India.

Focus Customers

The Jack & Jones target audience are millennials in the age group of 18-28 years who are true representatives of the persona of the brand i.e., ultra-modern, edgy, rebellious, unique and never holding back. They are confident individuals who are expressive, sporty, trendy and fashion conscious.

Winter Wear

The brand's winter wear product basket encompasses a wide range of cardigans, pullovers, sweaters, etc. Jack & Jones also offers a wide range of jackets like biker jackets, denim jackets, bomber jackets and casual jackets.

Latest Winter Wear Collection

The Autumn Winter 18 collection boasts of edgy, rebellious yet trend setting fashion pieces that are a must for any fashion forward millennials'

wardrobe. As Jack & Jones celebrates denim as its core proposition, the latest collection sees a myriad of acid and enzyme wash treatments and laser technology in denims. The brand also has introduced earth tints with extensive mud wash that satiates the rising need of ruggedness. Adding to this, the brand has introduced single seam denims that are easy to wear at all times.

Retail Presence

Jack & Jones has 68 EBOs and 404 SISs spread across the country.

Expansion Plans

Jack & Jones' products and brand imageries have turned out to be the key drivers in the most dynamic and ultra-competitive Indian retail market. It exponentially increased its footprint in

tier -II and -III cities to widen its reach and to optimize topline and bottom-line growth. The brand believes that there is a huge untapped potential in these cities, owing to evolving needs of young consumers who are influenced by pop culture and high fashion trends.

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KEY INFOGRAPHICS

- >>Name of the company: **Bestseller India**
- >>Year of launch: **2008**
- >>Headquarter: **Denmark**



>MONTE CARLO<

Established in 1972, Monte Carlo was formally launched in 1984 through MBOs. The main products were woollen pullovers and jackets but in 1999 the brand launched men's t-shirts. Today, Monte Carlo holds the number one position in t-shirts and sweaters in India. In 2003, the brand took a step ahead and started its exclusive brand outlets, the store count of which has clocked 237 as on date. Monte Carlo is today considered as a complete apparel brand offering full range of men, women and kids wear.

Core Values & USP

Monte Carlo, known for being a premium quality winter wear brand believes in quality assurance and creating fashion trends. The brand's USP lies in its high quality knitwear with a touch of exclusive fashion.

Focus Customers

The brand serves fashion conscious teenagers, tweens and youth who prefer international quality products at affordable prices.

Winter Wear

Monte Carlo's winter wear range encompasses cardigans, pullovers, sweaters, sweatshirts, jackets, coats, shawls, thermals, socks and more.

Latest Winter Wear Collection

The latest winter wear collection is all about providing and ensuring warmth and comfort through premium quality fabric. This year, Monte Carlo has introduced pre-winter collection, which include lightweight jackets, stoles, tunics and denims. Each and every piece is specially designed keeping in mind the styles that are in trend with the latest fashion.

Category Expansion in Winter Wear

In order to bring freshness in the



KEY INFOGRAPHICS

- >>Name of the company: **Oswal Woolen Mills**
- >>Year of launch: **1972**
- >>Headquarter: **Ludhiana, Punjab**

collection, Monte Carlo ensures that it has something new to offer every season. This season, the brand is offering a host of versatile collections such as reversible range, pastel-hued cardigans for women and more.

Plans For Forthcoming Fall-Winter Season

With a wide range of light woollen cardigans, cotton pullovers, sweatshirts, denims and full sleeves tees for both men and women, Monte Carlo's pre-winter collection is offering an amalgamation of style and comfort.

Retail Presence

Currently, Monte Carlo is available in more than 250 EBOs, over 2,000 MBOs in India and abroad, and has a wide presence in large format stores like Lifestyle, Pantaloons and Central. The brand's products are also available online through its official website www.montecarlo.in and also available on other leading e-commerce portals.

Expansion Plans

Monte Carlo is exploring the markets of the North-East and the South India. The brand will be opening new stores in these regions in the coming years.

Turnover

The turnover in the last fiscal year (2017-18) was ₹645 crore. In the next fiscal, Monte Carlo aims to surpass this turnover and also plans to open 100 new stores by 2022.



>PARX<



KEY INFOGRAPHICS

- >>Name of the company:
Raymond Apparel Ltd.
- >>Year of launch: **1999**
- >>Headquarter: **Thane, Maharashtra**

Parx is a premium men's casual lifestyle brand from the house of Raymond. From its inception in 1999, Parx has been the preferred casual wear brand of the country for its continuous innovations infused with international trends and styling. It is positioned to meet the consumer needs for all day wardrobe solution which are addressed through categories like casual, denim, black stag and play.

Focus Customers

Parx is directed toward the tech-savvy globally connected youth who has a trendy sense of style. The brand reflects the persona of the energetic 22 to 26 years old male who is outgoing, trendy and dynamic.

Occasion Wear

The brand's occasion wear portfolio encompasses a wide range of styles and fits in suits, suits, jackets and sweatshirts.

Latest Occasion Wear Collection

The key collection from Parx's AW'18 are orbital inspired digital print shirts and t-shirts, graphic t-shirts, eco shirts, eco denim, shackets, yoga chinos and denims. With 'Future Forward' as the theme, the new collection takes inspiration from both physical places and digital elements, encompassing physical world representations and orbital transitional hues, printed in digital ink and graphics. Depicting

cool winter looks, the collection is perfect for celebrations and routine hang outs. The phygital or orbital range is also reminiscent of space exploration and is a perfect balance between bright colours and dark tones, making the collection a great choice for everyday wear.

Augmented by an eco-friendly range, the new AW '18 collection is based

on sustainable fashion. The collection is characterised by great functionality and brings together a range of eco-friendly recycled fabrics along with organic cotton, acrylic, wool, viscose and bamboo blends, to support a healthy environment and eco system.

The Parx AW'18 collection also contains reversible shirts and jackets, sleeveless quilted jackets, scuba and leatherite jackets, graphic sweatshirts, accessorised trousers and velvet chinos, making Parx a coveted choice of today's fashion embracing and tech savvy youth.

Retail Presence

As an established brand Parx enjoys popularity throughout the length and breadth of the country. It currently has 22 EBOs spread across 17 cities in India covering the North, South and West zones. Overall, the brand is present in 21,282 MBOs and 177 LFS counters.

Expansion Plans

Parx has plans to open about 25-30 EBOs in FY'18-19 under the FOFO model which will help increase the brand's reach in Tier -II and -III cities. This will also help boosting the other channels sale especially MBOs which has been the pillar of success for the brand in last 2 to 3 seasons. The brand aims to expand to around 100 EBOs by FY 2020.

Turnover & CAGR

For the financial year ended March 2018, Parx registered a revenue of ₹218 crore in revenue and clocked a high growth of 31 percent over FY17. Parx has also achieved a consistent revenue growth of 23 percent YOY and is pitched to grow by 27 percent for FY'18-19.

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>PEPE JEANS<

Founded in 1973, Pepe Jeans is a brainchild of the Shah brothers from Kenya - Nitin, Arun and Milan Shah who revolutionized London's fashion scenario by creating stylish and trendy jeans unlike the customary ordinary looking of those days. In 1989, Pepe entered India and quickly captured the imagination of fashion starved consumers across the country. Pepe Jeans India manufactures a wide array of chic casual wear for men, women and kids. Jeans is still the brand's core product and is very popular and sells extremely well. Its denim range comes in a variety of fabrics, washes, fits and colours. The brand's product portfolio also includes t-shirts, flat knits, sweaters, sweat shirts, jackets as well as woven merchandise. The accessories range consists of bags, wallets, caps, socks and footwear.

Focus Customers

Pepe Jeans is for the young at heart. The brand caters to the fashion forward consumer who wants stylish and trendy denims that fit well at an affordable price. The quality, fabric, fit, color, wash, price, feel, etc., together influence the customer's purchase decision.

Winter Wear

Pepe Jeans' winter wear catalogue comprises a wide range of sweaters, sweat shirts, and jackets across adults and kidswear.

Latest Winter Wear Collection

Pepe Jeans AW'18 collection takes inspiration from the quintessential British institution and divides it into four clever categories that riff on the rooms in which the club comes to life. Taking this as the central theme, the four categories are - The Members' Lounge, The Library, The Games

Room and The Drawing Room. The Members Lounge is the place to relax; in wardrobe terms, this translates into downtime cool for billowy-sleeved blouses and other smart casuals with a little more emphasis on the smart part. The Library is a place that harbours treasures and for Pepe Jeans London, that means denim. The Games Room takes its style cues from music, film and sport and features an enlivened mash-up of easy designs that speak of independent style. Overall, it is all about having fun. The Drawing Room is a little more dressed-up in style and evening-orientated florals for women.

Retail Presence

Pepe Jeans is the first choice of many throughout the country when it comes to trendy casual clothing, especially denim. As on date, the brand is present in 582 LFSs and 240 EBOs.

Retail Model

Pepe Jeans London is a wholesale driven company with a strong retail presence. One very important aspect of the brand's expansion model is based on appointing partners across regions who not only handles distribution but also opens retail franchise stores. Similarly, if a store in a particular region isn't performing well, it will be shut and a new store will be opened in another area taking into consideration the location and people's buying patterns.

Online Retail

Pepe Jeans has a strong online presence and retails on most popular online platforms including Myntra, Amazon, Jabong, Ajio and Cilory.



KEY INFOGRAPHICS

- >> Name of the company: **Pepe Jeans India**
- >> Year of launch: **1989 (India launch)**
- >> Headquarter: **Spain**

>RAYMOND READY TO WEAR<

Raymond RTW is a premium apparel brand from the House of Raymond and brings in 'a complete wardrobe solution' for the evolved gentlemen of today. The brand personality is represented through a lens of sophistication, discernment and the style quotient is effortlessly elegant. The product offering includes not only apparels like jackets, suits, shirts, polos, shorts, etc., but also includes accessories like wallets, shoes, belts etc.

Focus Customers

Raymond RTW's core customer is self-assured and discerning, immaculate and affluent. He is well-travelled with a taste for the finer things in life. Understated elegance is his core preference for what he wears. He is between 25 to 45 years and depends on the brand for providing him with elegance and differentiated designs.

Winter Wear

Raymond RTW's winter wear basket offers myriad options in suits, jackets, sweaters, sweatshirts and winter accessories. All products offered feature sophisticated style and elegance.

Latest Winter Wear Collection

Raymond believes that 'strong personalities can influence descendants for generations'. In line with this, the brand has crafted a collection that is all about creating a heritage. The winter wear collection is about the exteriors and the interiors of a true gentleman. Exterior refers to how a gentleman depicts himself, while the interior is all about the warmth of the persona. With this as inspiration, every designer from the Raymond

Design Studio has created a range that infuses the theme of heritage that blends beautiful fabrics into stylized silhouettes, thus creating a collection that suits a refined taste.

Plans For Forthcoming Fall-Winter Season

The Raymond Ready to Wear AW18 collection infuses detailed craftsmanship with the essence of sophistication and modernity. The collection has a representation across business, travel and leisure and ceremonial. Drawing inspirations from international trends in heritage and nature oriented themes, this collection brings in a milieu of silhouettes, choice of tasteful fabrics and texture, prints and motifs.

Retail Presence

Raymond RTW has a strong EBO penetration in all major cities and present across MBO doors pan India. Currently, the brand's EBO count stands at 48. It is also present in about 143 LFS counters 985 MBOs across the country.

Turnover FY (17-18)

Raymond RTW registered a turnover of close to ₹300 crore in FY 17-18. Over the last two to three years, the brand has been growing at 40 percent CAGR. The brand is expecting a healthy growth rate in the near future considering its strong expansion plans and newly introduced categories like khadi, footwear, etc.



KEY INFOGRAPHICS

- >>Name of the company:
Raymond Apparel Ltd.
- >>Headquarter: **Thane, Maharashtra**



>SPYKAR<

Spykar is a denim wear brand for the young and restless generation of today. Young, stylish and fashion-forward, Spykar keeps up with the ever-changing dynamics of the global fashion industry with products that exude an individualistic and contemporary style statement. The brand celebrates this quirky generation's passion for all things that are in constant, ever-changing flux and stands for youthfulness, passion, creativity and energy.

Focus Customers

The brand's core target audience is the youth of the country; who fall in the age band of 18 to 35 years, is from metros and tier-I cities and who appreciate fashion. This is the young and restless generation which wants to make the best of life, the go getters and the ambitious, who do what they feel is right and stand by what they believe in.

Winter Wear

Spykar's winter wear basket consists a wide selection in jackets, blazers, sweatshirts and pullovers to name a few products.

Latest Winter Wear Collection

The Spykar Autumn/Winter collection is about celebrating the spirit of denim.



KEY INFOGRAPHICS

- >>Name of the company:
Spykar Lifestyles Pvt. Ltd.
- >>Year of launch: **1992**
- >>Headquarter: **Mumbai, Maharashtra**

The focus is on natural indigo across product categories be it jeans, denim shirts or t-shirts knitted with indigo dyed yarns. Experiments with washes and various shades of denim is the key along with various updated fits and trendy styling details across categories. The collection also encompasses checks, printed and solid dyed shirts and t-shirts.

There are four major capsule collections catering to various casual and semi-formal occasions like evening/after party, a cleaner and trendy approach to outdoor and travel, a collection for the youth who wants to connect to countryside and have a modern and aspirational approach towards globetrotting and nomadic life. Statement prints, doodles and sporty details make a trendy collection for urban youth.

Category Expansion in Winter Wear

Spykar is expanding the winter wear category and coming up with a wide range of products this season. Along with the variations in sweatshirts and hoodies, there is a mix of trendy bomber jackets, utility jackets in different weights of nylon and poly-blend fabrics. The range consists of biker jackets, utility puffer jackets, gilet jackets and blazers. These products are high on fashion quotient and utility features. Different patterns of camouflage and badge details are being used. Fabrics used in these products are of varying weight and textures.

Primary Markets

The brand's main markets are Mumbai, Delhi, Ahmedabad, Hyderabad, Lucknow and Patna.

Retail Presence

As of now, Spykar has 220 EBOs in 140 cities and 700+ MBOs in about 350 cities.

Expansion Plans

Spykar is now focusing on Tier-II and -III markets, where the brand has witnessed immense untapped potential. Cities in focus include Mancherial, Faizabad, Siliguri, Guna, Adilabad, Kalahandi, Beed, Chhindwara and Talchar.

Online Retail

For the last financial year, online retail contributed about 7 percent to the revenue, which the brand aims will increase to about 10 percent by 2018-19.

Turnover FY (17-18) & CAGR

Spykar closed FY 17-18 at ₹550 crore and aims to grow at a rate of 25 to 30 percent in the next two to three years.



LITTLE STREET

INTRODUCES FASHIONABLE WINTER WEAR FOR TOTS & TWEENS



Banking high on the success of their latest collection, Praveen Gupta, MD, Little Street talks to IMAGES BoF to share his opinion on the fashion quotient in kidswear. The brand is well on its way to launching EBOs soon...

IMAGES Business of Fashion

Kidswear brand Little Street brings out the new trends of clothes which influences lifestyles. The brand has launched sweatshirts in round necks with hoodies and collars for both boys and girls, available in a variety of fashion fabrics. The winter wear collection also includes fashion track pants.

At present, the brand offers product range for 2 to 14 years, majorly in tees and tops. The brand's core customers are families that believe in keeping their children fashionable and trendy. "Little Street has always been an amazing and economic range to buy from. It is for customers who believe in quality and affordable yet fashionable clothes. We focus on the comfort and ease of kids clothing," says Praveen Gupta, MD, Little Street.

The brand is planning on expanding its collection to toddlers soon.

The theme of the latest winter collection is based on pastels. "The idea is to focus on these soft and lovable colours which parents lovingly choose for their children and which positively influence a child. They bring out the fun and make the collection more attractive," says Gupta. The brand has a strong presence in the North India, North-East, Bihar, Karnataka, Maharashtra, Goa, Chattisgarh and Madhya Pradesh.

With an annual growth rate of 40 percent, the brand clocked a turnover of ₹6 crore last year, and it aims to accomplish a turnover of ₹25 crore in the near future.

Gupta shares, "We run our business successfully via distributors and cater to 880 multi-brand stores. In the near future—2018-19—we're planning to open 25 exclusive brand outlets."

"The areas which we have not covered yet include Rajasthan, Telangana, Jharkhand, Kerala, Tamil Nadu and Gujarat. We will be focusing on them once we achieve the targets we have set for ourselves in our current focused areas," he concludes.



FASHION

CREATION





Design Studio
**LIVA LAUNCHES LAPF
STUDIO IN TIRUPUR**

Pg No. 166



Trends & Insights
**FESTIVE & OCCASION WEAR:
A REPORT BY THE FASHION
FORECASTER**

The Fashion Forecaster unveils three trends that will influence the upcoming festive & occasion season – Ungendered, Conscious and Affordable. A detailed report.

Pg No.160-165

Launch

**INDIGENOUS TEXTILE
DESIGNER
KSHITIJ JALORI
LAUNCHES EPONYMOUS
LABEL**

The designer showcases an exhibition to celebrate Indian textiles and silhouettes.

Pg No. 170-171



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TRENDS & INSIGHTS

FESTIVE & OCCASION WEAR || Report By: The Fashion Forecaster

“UNGENDERED”

DISSOLVING GENDER LINES WITH FASHION

Fashion is about something that comes from within you, expressing your identity, showing someone who you are through your clothing choices and using your clothes to tell someone something about you. However with the current upsurge of identity politics in gender, Indian fashion industry is going through a gender revolution, breaking notions of stereotypes and creating a new culture of “genderless” clothing options.

India did not have gender differentiation in its tradition of garment construction. History of Indian menswear is rife with makeup, swishing angarakhas, anarkalis, lungis and dupattas, and heavy jewellery

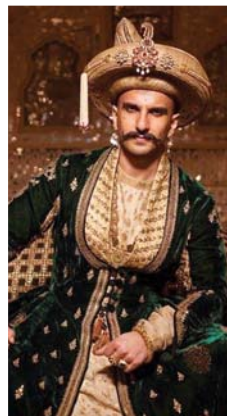
alongwith color and fabric choices similar to those used for traditional costumes for women.

The British Raj brought the societal conditioning for creating gender specific costumes which was prevalent in Europe. This heavily influenced the notion of clothing in India over the subsequent decades, further aided by the fast fashion clothing culture. However designers are increasingly using fashion as a tool to bring back our lost history of gender dissolution.

This season of occasion wear is witnessing a pronounced effect of blurred lines in gender definitive

garments and societal definitions of clothing categories. The play of identity is highlighted in the comforting yet dramatic array of color options as well as print designs.

Conversations about sex, opening up and even the LGBTQ community finding representation in the media is talking about a cross cultural exchange of ideas. This exchange is shown by the well coordinated prints stories seen in ensemble by Urvashi Kaur and and Nakita Singh. Abstraction is playing a major role in expression of ideas and hence simplistic floral forms or non defined motifs are taking the centrestage.



from left to right
Shahab ud Din Mohammad Khurram, Shah Jahan | “Woman with a Flower”, 17th century Mughal miniature, Women in Art Series, Museum of Fine Art, Boston | Ranvir Singh in a still from the film Bajirao Mastani | ‘Last Dance of the Courtesan’, Tarun Tahiliani’s India Couture Week 2016 | Rohit Bal, Gulbagh 2014

In a matriarchal set-up with parents adopting non-normative gender roles with ease, this concept of gender reflects fluidity. Being called conscious millenials, role of gender has seeped far into our doctrine of society. It has found its expression in the form of vintage color options that are more sophisticated in language and perception. An unprovoked nostalgia

is seen to be present throughout all the designs and patterns spotted during the upcoming season. Reminiscence, non evocative yet effective use of tints highlighted in fashion collections are clearly demarcating a dual color dominance over the market. Designs are dominated by monochromatic tones or two hues paired together reflecting gender binary notions and tonals

or gradients, suggesting the broken stereotypes of gender binary politics. Juxtaposition of two tones heighten a sense of contrast, and creates a mood that is fantastical and otherworldly creating a cross generational palette. Subliminal presence of midtones is highly impactful towards setting trends this season adaptive to all genders throughout.



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1. Urvashi Kaur | LFW Winter/ Festive 2018 || 2. Rahul Mishra | ICW 2018 || 3. 1. Antar Agni | LFW Winter/ Festive 2018, || 4 & 5. Rajesh Pratap Singh | LFW Winter/ Festive 2018 || 6. Siddesh Chauhan | LFW Winter/ Festive 2018

TRENDS & INSIGHTS

FESTIVE & OCCASION WEAR || Report By: The Fashion Forecaster

“CONSCIOUS”

CHANGING BUYING BEHAVIOURS IN THE INDIAN AUDIENCE

Talking about identities and their importance, our personal image is often linked to the image projected by the products that we buy. Consuming has become much more than just an acquisition of necessary material goods, which in itself is not inherently bad. Everyone needs to know and assert as to what they do has some meaning and create some value.

Change in spirit leads to a change in consumption patterns and vice-versa. Our consumption patterns are so much a part of our lives that to change them would require a massive cultural overhaul or an economic shift. And this has been made possible with the government policies like demonetisation and GST. It has brought

about an economic reconditioning among the masses. Consumption model has changed noticeably and so has the designing model.

Since currency flow had been almost blocked causing consumers to buy with caution, the garments trending the runway and streets this season are mostly inspired by minimal layering resulting into single piece ensembles. In consumer society of the last decade, people would replace their goods with newer ones, use them and throw them away. The question of repair would never arise when people had the buying capital. However now the idea of preservation is catching up quickly and therefore the prints and colors are timeless in appeal and presentation. When the life cycle

of trends gets shorter and the price gets higher, there's comfort in investing in the long-game, spending on pieces that have withstood time.

Demonitisation had an impact on both organised and unorganised sectors of the fashion industry. In the short term, both offline and online retailers have experienced a dip in sales; but at the same time, adoption of cards and digital wallets has increased. Belief in cash has gone up but lack of thereof is widely accepted with people reverting to Paytm. This has perhaps led to a rising sense of wistful reminiscence for simpler, pre-smartphone times, and it surfaced through the return of familiar trends and designers reviving their greatest hits.



from left to right
Handloom Weaving | Sufani craft | Sustainable huts of Kutchch | Frugal Innovation (jugaad)

It may not have made for the most agenda-setting fashion, but there's no doubt it is creating a feel-good balm in a year worth of nonstop news that covered devastating natural disasters, sexual harassment and economic upheavals. Gold and silver nuances are trending the markets. There is demand for lustre in clothes and products tapped by designers Abraham and Thakore and Raw Mango.

The wave of nostalgia well paired with craft integration is well reaped by

Gaurang Shah in his latest collection of old brocades and light silks.

Already reeling under this cash crunch, labour intensive workers and farmers have shown a rise in migration patterns on the domestic front. This migration has resulted furthermore into a cross cultural exchange leading to an accidental outbreak of amorphous designs and prints into fashion trends. Revival of crafts is seen taking the spotlight where folk art and craft is influencing the charts. With indigenous

cultures coming into forefront, designers like Madhu Jain and Paramparik Karigar are dabbling with crafts as their main design offerings in saris and suits. Nikasha and Masaba have brought about experimental draperies in dual tones and the prints are effervescent in appeal. Western silhouettes are brought back in style by Mogachea with kediyos and pants while Ka-sha's collaboration with Craftmark is to bring kota doriya as a fabric to the masses.



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1. Raw Mango , Cloud People || 2. Gaurang | LFW Winter/Festive 2018 || 3 & 6. Abraham & Thakore | LFW Winter/ Festive 2018 || 4. Madhu Jain | LFW Winter/ Festive 2018 || 5. Ka Sha | 6. LFW Winter/ Festive 2018

TRENDS & INSIGHTS

FESTIVE & OCCASION WEAR || Report By: The Fashion Forecaster

“AFFORDABLE”

POCKET FRIENDLY LUXURY FOR THE RISING MIDDLE CLASS

The consumer story of rapidly rising Indian economy is domestic consumption driven. With young demographics, rising disposable incomes, improved education and rapid growth, India is creating a consumer driven market. The trend in rising income levels and propensity to spend is not limited to metros but has also spread across tier two and three cities as well. Access to affordable internet and smartphones to this forward looking generation has already marked a significant change in media consumption habits. Sneaker craze has spread among the masses and is promising to stay for a healthy

amount of time. In India, it has a lot more to do with media fanaticism and social currency than with activism as was in the case of Trump. Sneakers suggest comfort and wearability with an added flair of coolness. And with Anand Ahuja, fashion entrepreneur and head of Bhane and VegNonVeg, introducing sneaker as part of the wedding trousseau, this sneaker craze might just unroll into the wedding season as well.

The silhouettes and the garments are more working class in appeal and made more relatable in terms of daily wear. Loose silhouettes with an effusive quality hugging the body and bringing

sensuality back into times of festivities are sticking out more.

Breathable and open necklines are streaming in back and beckoning the boom and rise of feminism. Meanwhile, dresses and blouses now in long sleeves and cape sleeves are elevating the look of a sari or a kurta/angrakha. The preferred cut for the skirts is mid leg. Longer lengths sitting below the knee or grazing the ankle are preferred for a more formal, mature feel and tie waists are adding a feminine element. Tea length is making heads turn in with floral prints of all kinds, be it overall or mini prints just on the right side of chic.

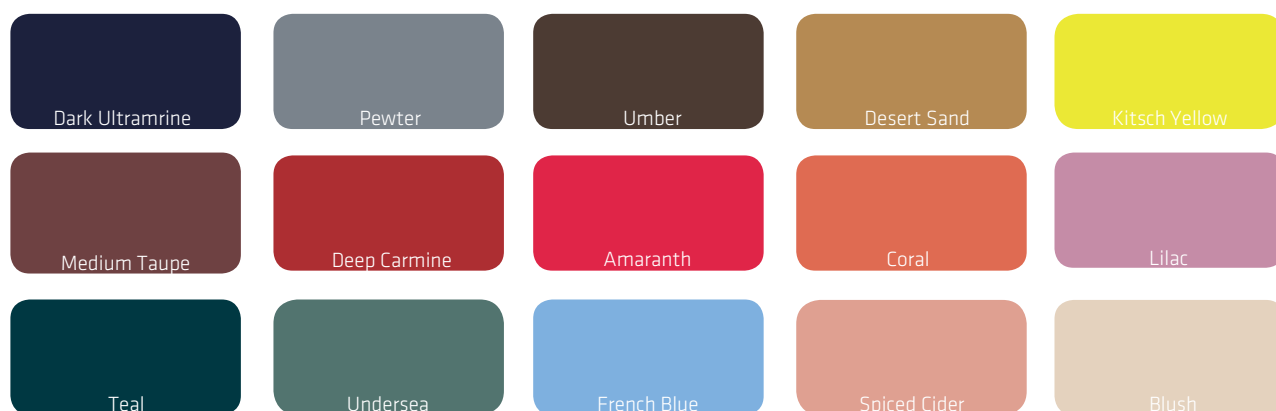


Good Earth in its first couture collection 'The Miniaturist' of its first sustainable clothing line Sustain has hit the markets this festive season with miniature art of Rajasthan, bringing back cholis and lehengas alongwith kurtas and saris in rich pastel colors, leading us to the good old golden times with Gotapatti creating its magic on Chanderi silks.

It's not a surprise that several brands are now championing the approach of evolving their collections from season to season, offering repeat styles with pieces that have longevity to invest in. Nostalgia, as a trend, speaks to the millennial customer who didn't experience it properly the first time round and therefore now can with disposable income at his bay.

Luxurious weighty fabrics and metallic finishes are striking and futuristic in touch. They are obtained with sequins or satin fabrics and are used in all types of garments and with all kinds of shades and prints while classic cottons have a more casual feel. Lurex is the staple yarn alongwith all natural fibre yarns booming the market. Glamorous silks are rampant in almost all collections

with a sensorial enhancement to fascinate the touch of the wearer. Some of the trends of this summer are repeated and continued during the autumn-winter season. It stands out in the use of transparencies with sheers making a comeback and illusion bodice hitting the ramps. Ribbed and ruched textures are more evident in detailing, dresses and blouses.w



The ever changing Fashion business requires actionable insights to sustain, thrive and be future ready always.

Being future ready calls for conscious consumption and hence precise anticipation. Best way to predict the future demand is to constantly & consistently study, analyse & understand the possible needs and desires of the future generations. Fashion as a verb literally means “a manner of doing something” and practically fashion in clothing finds its origin from a peculiar way of doing something. Some things are noticed more than other things. Some things stay longer in practice than others. Some are timeless fashionable in all aspects.

Key to future needs and desires essentially lie in the present as well as the past. Fashion forecasters analyse the present via different parameters like demographic shifts, economics,

politics, socio- cultural setup, consumer behaviour, emerging art movements, cultural anthropology, etc. to make sense of peculiar patterns in these different fields. They develop their own yardsticks to measure these phenomena in order to make sense of their effect on Fashion. And as Peter Drucker says, “what can be measured can be managed”, the results of analysis helps us manage the future better. Analysis puts the best possible solution to upcoming needs and desires. These solutions are what are likely to become trends.

For an incredibly diverse land like India, triggers from the west don't hold any importance. In fact, there is such an ocean of diverse inputs, content and inspiration around us in India that we don't really need to borrow things. Besides, acquiring what we don't need would be unsustainable. It's high time we drive ourselves and be driven by what we truly stand for.



The FashionForecaster is a startup by NIFT and NID alumni who are trying to consciously craft an alternate perspective for Indian fashion industry by providing fashion forecasts and insights truly relevant in the Indian setup. We find ourselves bridging the gap between western trends and needs of the Indian ethnic and indo-western fashion market.

SS20 forecasts releasing on Sept 15, get in touch for introductory offers

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Liva

LAUNCHES LAPF STUDIO IN TIRUPUR



Leading fashion ingredient brand from the Aditya Birla Group, Liva launched a state-of-the-art LAPF Studio in Tirupur. This is the third such studio after Noida and New York. LAPF Studios (Liva Accredited Partner Forum) act as a one-stop customer experience centre for innovation, technical, product and marketing solutions.

The Tirupur studio has a collection of more than 2,000 fabric innovations of Viscose, Modal and Excel. Technical specifications, uniqueness of the fabric and marketing stories are available in wide variety of fabrics including woven, knitted and flat knitted. Liva's seasonal collection specially designed by the in-house designers would be displayed in the studio to align global buyers to the cluster.

At the launch, Dilip Gaur, Business Director - Pulp and Fibre Business, Aditya Birla Group and Managing Director, Grasim Industries, said "I recall the meeting, we had with leaders of Tirupur Exporter's Association (TEA) last year and the seed was sown for a much

deeper collaboration between Liva and TEA. Today we are happy to launch LAPF Studio at Tirupur along with TEA, which I feel serve as a fountain of innovation for man-made cellulose fibre based knitted apparel."

Raja M Shanmugam, President, Tirupur Exporters Association, said, "Our vision in TEA has been always to work towards excellence in buyer engagement, infrastructure and product innovation through collaboration. In this direction we see LAPF Studio as a platform for fueling business growth for the Tirupur cluster. We look forward for innovations in fabric and Liva seasonal collection."

The collaboration between TEA and Birla Cellulose brings seamless alignment with global innovation and ensures preference for the cluster's products with global brands. One important aspect of differentiation is the sustainability credentials of both Tirupur Cluster and Birla Cellulose which would be communicated through a benefit story. Focusing on best in quality and cost is of paramount importance for greater operational efficiency, a must for the cluster to be competitive against global knitwear hubs.



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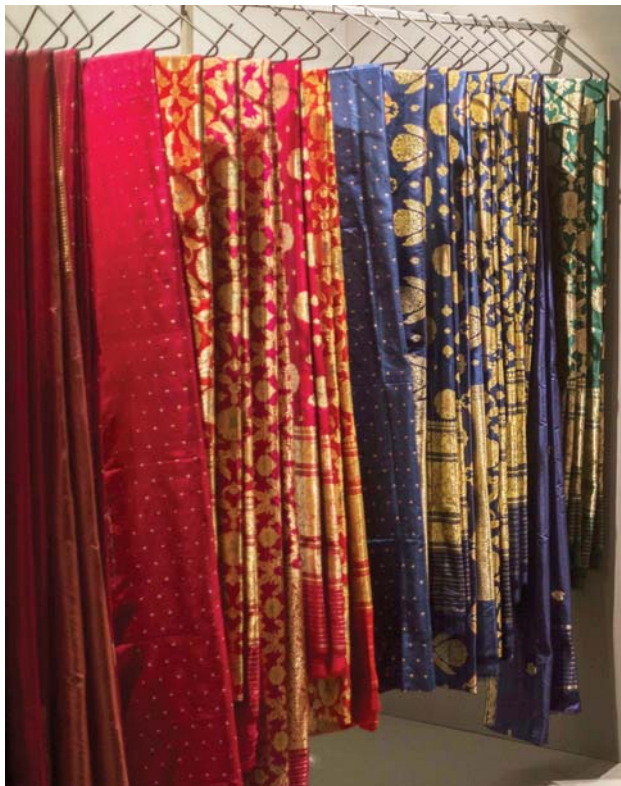
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He works with textiles by converting these into beautifully stitched modern silhouettes, the indigenous textile designer Kshitij Jalori has decided to take his work a step ahead by launching his eponymous label, Kshitij Jalori. The launch show was an endeavour to showcase iconic Benarasi textiles with an incremental reductionist approach.

For the launch of his label, Jalori worked with Indian textiles, beginning with the Benares sector, and aimed at delivering a global vision and appeal by converting these into beautiful ensembles.

Each piece possessed minimal trims, clean aesthetics and are very comfortable to wear with well worked out details such as pockets and sleeves. The idea was to transform the timeless traditional handloom textiles into sophisticated, modern outfits while taking cues from India's rich cultural heritage and making it more appealing to the millennial audiences.

Three collections were showcased at the two-day exhibition - Coromandel Colony, PakhiBadi and Gul Bulbul. Each collection paid tribute to the ancient traditional textiles and presented them in new and eclectic ways.

With 28 displays set in a plain grey background, the designer extended an experiential appeal to the viewers. The subtle grey background was inspired by the textiles Jalori showcased at the exhibit to recreate the look and feel of a museum. The lighting was done in such a way that the entire focus stayed on the textile and garments. The area had been curated tastefully

INDIGENOUS TEXTILE DESIGNER **KSHITIJ JALORI** LAUNCHES EPONYMOUS LABEL

Showcases an exhibition to celebrate Indian textiles and silhouettes!



The collections incorporate clean and minimalist silhouettes. The designer has emphasized on the form and functionality while developing the garments. He has used brass hooks instead of gundi buttons for ease and wearability. The clothing has been constructed essentially keeping in mind the user-centric point of view.

The collection comprises functional separates including scarves, jackets, dresses, overcoats, pantsuits and multi-functional kurtas that can be teamed up with pants or simply be worn as dresses along with the exquisite range of sarees and dupattas from Kshitij Jalori's classic range, which come packaged in a vintage trunk which has been developed in collaboration with Cord. The designer has created cohesive looks with each garment with customized shoes elegantly created in pure leather matching the aesthetics of the ensembles. They gave a regal appeal yet are extremely comfortable to wear. Talking about the colour palette, Coromandel Colony has been inspired by the Chintz artworks, so the collection has been designed in the shades of mustard, onion pink and charcoal, while Gul Bulbul has been developed in shades of old rose, indigos, earth grey and pale blue owing to its Persian influence. The collection titled PakhiBadi stays true to the romantic pastel hues that remind us of the old world charm.



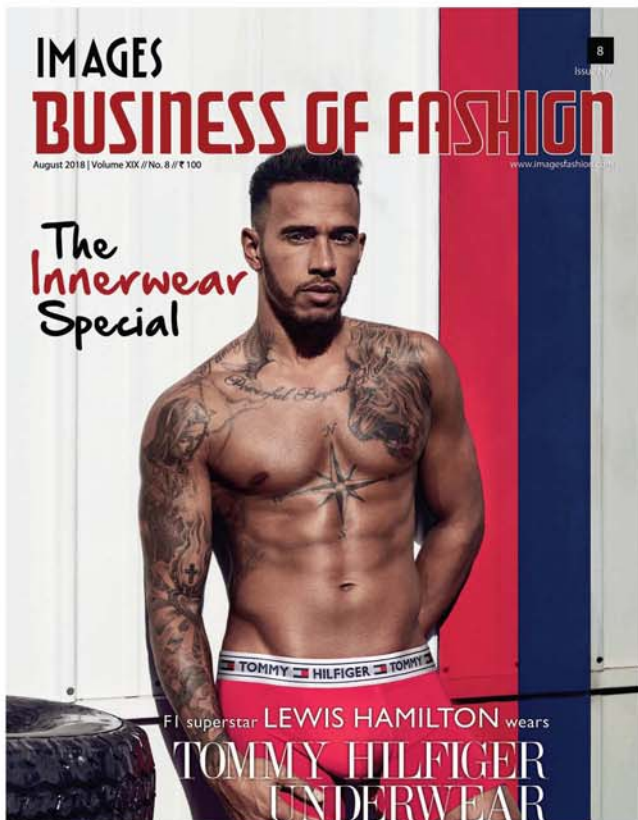
– Kshitij Jalori,
Designer

that totally drew people into a world disconnected from the outside world.

For Coromandel Colony, Jalori used a variety of fabrics like plain weaves, Kadwa and Phekwa techniques with a gentle use of Mashru. Gul Bulbul incorporated luxurious fabrics like satins and tanchois in addition to the fabrics used for Coromandel Colony. PakhiBadi primarily consisted of heirloom sarees that revolved around plain weaves and kadwa techniques.

With each collection, Jalori tried to incorporate a new texture of fabric, while also developing the Pashmina Brocade, a fabric made of fine cashmere yarns have been woven with silk and zari to develop a fabric which has a soft, smooth texture and drape. This use of Pashmina was the highlight of the exhibition.

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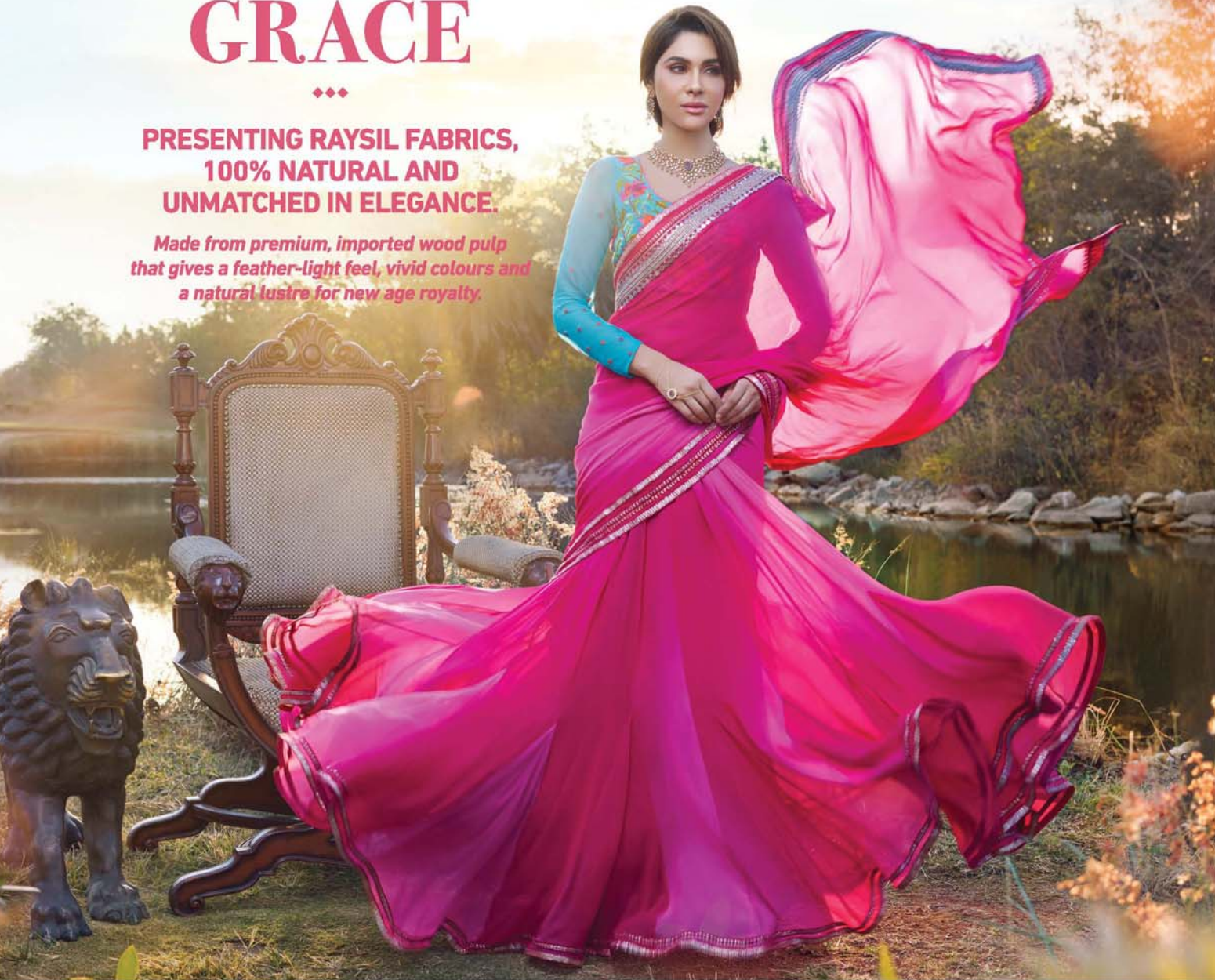
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