

IMAGES

# BUSINESS OF FASHION

9

Issue No.

September 2018 | Volume XIX // No. 9 // ₹ 100

[www.imagesfashion.com](http://www.imagesfashion.com)

**OCCASION &  
FESTIVE  
WINTER WEAR**

*Special Issue*



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 Venkata, 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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Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 and published by S P Taneja from S-21 Okhla Industrial Area Phase - 2, New Delhi-110020 Editor : Amitabh Taneja

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Cover Picture Courtesy: Turtle

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Showcasing the beauty of Asian fashion at HKTDC.

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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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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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# 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...

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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





## FIFTY DEGREE STARTS E-RETAILING IN INDIA

**F**ifty 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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## 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.







# 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...

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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





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'



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

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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.*

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Launch

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

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

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# ARE YOU IN?



For Membership Contact:  
**Anil Nagar: +91 9811333099 | E: anilnagar@imagesgroup.in | E: www.indiaretailing.com**



## 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

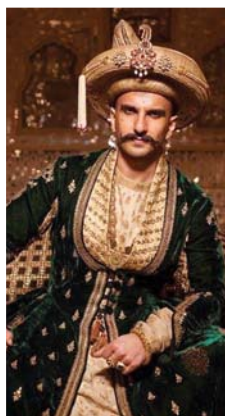
alongwith color and fabric choices similar to those used for traditional costumes for women.

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 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



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