

IMAGES

BUSINESS OF FASHION

10

Issue No.

October 2018 | Volume XIX // No. 10 // ₹ 100

www.imagesfashion.com

A woman with long, wavy brown hair is standing in a field of tall, dry grass. She is wearing a short-sleeved, button-down dress with a plaid pattern in shades of green, blue, and white. She is looking upwards and to the left, with her hands clasped in front of her. The background is a clear blue sky.

Women's Wear
Special Issue

Dear all,

Welcome to the annual women's wear special issue, a part of our ongoing attempt at showcasing fresh new thoughts and visions on women's fashion in the country.

Fashion and women are inextricable! Fashion has largely been a female dominated sphere and will remain so. Can you think of any fashion segment that's as varied, evolved or intricate as women's fashion? No, I bet, you cannot!

The Indian woman today has emerged as a powerful consumer base. Increased literacy has augmented the rate of employment and increasing financial independence, which in turn has revamped the demographic trend of women as a consumer. This snowballing phenomenon has had a huge impact on the women's wear market in India, propelling it to balloon by the day.

Market research by management consulting giants Technopak says the women's segment comprises almost 37.5 percent of the total fashion market of the country. It is estimated to be worth ₹1,20,935 crore (US\$ 18.6 billion) and is expected to grow at a CAGR of 7.6 percent to reach ₹2,52,164 crore (US\$ 38.5 billion) by 2027.

Also, as one of the fastest growing segments of fashion retail, it is all set to overtake men's wear

by 2025 as is outlined in the cover story of our women's wear special October issue, Women's Wear in India: Dynamics, Trends & The Future.

The demands of the segment has undergone massive evolution too. Today, the emphasis has shifted from being simply price conscious to demanding better designs, higher quality and trendiness. As a whole, the new Indian woman is expecting tremendous attention and with so many choices to be made, acquiescent efforts to collate and calibrate a strong culture of fashion professionalism is indispensable for all stakeholders of this segment.

All in all, I can promise you that this issue holds unmatched insight into the current dynamics of the women's wear fashion industry in India, along with detailed researches on the various subdivisions including ethnic wear, western wear, as well as the buzzing new category of fusion wear. The BoF team has reached out and talked to industry leaders across these categories to consolidate and showcase their broad opinions and beliefs of the market as well as the prevailing trends and opportunities in each.



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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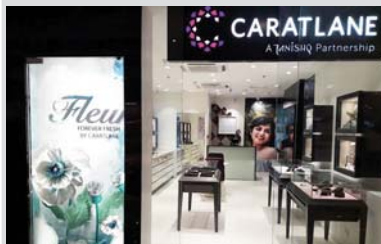
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New Store



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BUSINESS CONNECT Vingo Clothing Inc Develops Thermals That Are Skin Friendly, Light-Weight

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LEADING HOSIERY DESIGNS FROM POLAND

Gatta currently has a leading position among domestic manufacturers of tights and hosiery and also boasts of a growing range of clothing, including sports clothing, underwear and swimwear...

Aarti Kapur Singh



Gatta is a Polish brand owned by the Ferax Company, which is also the owner of the Wola brand, a leader in the production of hosiery in Poland. Gatta collections are available for sale in more than 130 brand stores in major cities in Poland and in renowned lingerie and tights stores. The brand has gained recognition not only on its home soil, but its products are also sold in European Union countries such as Great Britain, France as well as in Russia, USA and Australia.

A Unique Brand

Gatta has its origins in the first period of transformation, falling in the 90s of the last century. In 1993, Ferax, the owner of Gatta, appeared on the Polish market. It was a breakthrough moment for the domestic hosiery industry and was a milestone in its development. The next years of the brand's presence in the market were characterized by constant progress. The evolution was driven by the intensification of investments in modern machinery and confirmed the expansion of the brand into new foreign markets.

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TICK: Be it fashion sensibilities or wardrobes of the modern India women, western wear has become a staple today. IMAGES BoF takes a detailed look at the growth drivers, changing dynamics and the opportunities in this segment...

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Women's Wear in India



RESEARCH

WOMEN'S WEAR IN INDIA

The global women's wear market has shown rapid growth as fashion trends, which are the most important aspect of women's wear, are changing rapidly. Technopak throws light on how Asia Pacific is expected to be the fastest growing market for women's wear as it comprises some of the emerging economies with a very high proportion of middle class with significant disposable income...

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MARKET DYNAMICS

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The brand has crafted a new collection which consists of active wear leggings made with super fine bio wash cotton stretch with modern cuts and sharp pricing...

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DEEPEE TWISTER & PINK 'N' PURPLE

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WOMEN'S WEAR IN INDIA:

DYNAMICS, TRENDS & THE FUTURE

The women's wear market in India has evolved rapidly over the past few years and is now among the biggest segments in the Indian fashion industry. Are brands and retailers of this sphere ready to step up to the challenges and tap into the opportunity?

Shivam Gautam

The Indian woman's social positioning has witnessed unprecedented changes over the last millennia. From being passive, submissive, marginal, always confined and restricted, to emerging as a growing and powerful consumer group in the country, her evolution has indeed been eventful. With increasing literacy and employment, rising incomes and the proliferation of media and the internet, the behaviour and landscape of the Indian woman as a consumer group underwent high metamorphosis. Today, Indian women have transcended to become the prime decision makers in every purchase and are regarded by the retail community as the newest consumer force of modern times with the most potential.

Within this retail community, fashion has always been a female-dominated sphere. Despite this, in recent years, brands, retailers and all stake holders of the Indian fashion retail industry are being compelled to make an effort to keep pace with the evolving demands of this new breed of consumers, whose emphasis has shifted from being simply price conscious to demanding better designs, higher quality and trendiness. The result has been monumental – the women's wear industry is evolving by the day and trends seems to change faster than seasons.

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 operating successfully for over 30 years, the company decided to veer away from the beaten path and launched Raisin in August 2018 – an innovative, contemporary clothing line for the modern Indian woman.

Brothers Vikash and Vishal Parcheriwal are the Co-Founders of Raisin and Managing Directors of Parvati Fabrics Ltd. They grew up in a business 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 their ready to wear brand Raisin.

One of the main objectives of the brand is connecting the consumer with the manufacturer. This will not only ensure greater transparency in the garment making process but also will provide greater quality and pricing.

RAISIN

MUCH MORE THAN JUST A WOMEN'S WEAR BRAND

After operating successfully for over 30 years, Parvati Fabrics Ltd. decided to veer away from the beaten path and launched Raisin in August 2018 – an innovative, contemporary clothing line for the modern Indian woman...

Gurbir Singh Gulati



DE MOZA

TAKING THE LEGGINGS CATEGORY FROM MINIMAL TO MUST HAVE

De Moza - which has a strong presence across all regions of India - has crafted a new collection which consists of active wear leggings made with super fine bio wash cotton stretch with modern cuts and sharp pricing...

IMAGES Business of Fashion

De Moza, launched in the year 2013 by Audaz Brands Retail India Pvt Ltd as a leggings brand, has today grown in to complete bottom wear brand for women for all occasions - casual, ethnic, active and fashion wear.

"Leggings have become a staple product in women's wardrobe across the world today. In India, the growth has been exponential, mainly due to leggings becoming an alternative for churidars. This category has been growing by over 40 percent in the last eight years," says Agnes Raja G, Managing Director, De Moza.

Despite there being a significant change in trend which is moving towards pants, palazzos, leggings hold about 30 percent across all major ethnic brands. In addition to this, in the last couple of seasons, there has been significant growth in active wear and fashion legging segment which is growing by 60 percent annually.

Capitalising on the opportunity, De Moza - which has a strong presence across all regions of India - has crafted a new collection which consists of active wear leggings made with super fine bio wash cotton stretch with modern cuts and sharp pricing.

"Prices for our leggings can vary from as low as ₹399 to as high as ₹1,999. Our highest selling price point bracket is around ₹449," says Agnes.

He states that cotton stretch is most preferred selling fabric, adding that new-age fabric viscose stretch is also gaining good traction due to its longevity. "Other new-age fabrics - apart from viscose - like ponte and scuba are also getting a good response among customers," he says.

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RETAIL REVOLUTION NEW-AGE FABRIC LIVA IS DEFINING THE FUTURE OF FASHION

IMAGES BoF talks to Manohar Samuel, President - Marketing & Business Development, Birla Cellulose, Grasim Industries Limited, to understand their vision for LIVA and how the fabric will create more value for the company...

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SPOTLIGHT THE REVIVAL OF INDIAN HANDLOOMS IN THE DIGITAL ERA

Jawahar Singh, Co-Founder, Avishya pens his views and thoughts on the least capital-intensive sector, handloom. He shares his opinions with IMAGES BoF how the handloom sector adaptable to market requirements and is always open to new innovations and latest trends...

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GEN-NEXT FASHION TOP 10 TRENDS FROM LAKMÉ FASHION WEEK

A report... Celebrated fashion columnist Meher Castelino writes on the 10 disruptive trends from Lakmé Fashion Week Winter/Festive 2018 with an emphasis on new fabrics, occasion wear innovations and gender-neutral fashion...

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Fashion Creation



INNOVATION ANKUR TEXTILES LAUNCHES WIDEST RANGE OF MULTI- FIBRE FABRICS FOR FESTIVE SEASON

For more than five decades, Ankur Textiles has been designing high-quality voiles ranging from 100 percent cotton to all fancy blends that are available throughout India...

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CONFERENCE GFI 2018: DISPLAYING SUSTAINABLE FASHION BY INDIAN & INTERNATIONAL DESIGNERS

The 2-day event showcased Indian and international designers and their amazing sustainable collections with Indian crafts, organic and recycled fabrics...

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NEW-AGE FABRIC LIVA IS DEFINING THE FUTURE OF FASHION

When Aditya Birla created Liva, they went with a vision – to create an aspirational brand that will provide consumers the freedom to move effortlessly, confidently and naturally through garments that celebrate natural fluid fashion with Liva fabrics. Also in the process create more value for the company as well as the whole Liva eco-system.

Gurbir Singh Gulati

Liva, the new age fabric brand from the Aditya Birla Group's Birla Cellulose, is a soft, fluid fabric which falls and drapes well, unlike other fabrics, that are boxy or synthetic. The new-age naturally sourced fiber made into fabric in pure or blended form, transforms not just the garment but also the person wearing it. It is comfortable, soft, natural, and eco-friendly.

The fabric aims to create a 'distinct value' for consumers by giving them clothing that is fashionable as well as comfortable, a rare combination, as well as an ultimate in consumer experience.

When Aditya Birla created Liva, they went with a vision – to create an aspirational brand that will provide consumers the freedom to move effortlessly, confidently and naturally through garments that celebrate natural fluid fashion with Liva fabrics. Also in the process create more value for the company as well as the whole Liva eco-system.



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