

IMAGES

BUSINESS OF FASHION

11

Issue No.

November 2018 | Volume XIX // No. 11 // ₹ 100

www.imagesfashion.com

Sportswear
Special Issue



Dear all,

The world has become diverse, but with smaller moving parts. There are major trends, but they are being broken down into many variants. One such trend is sportswear, which is being fanning out into various parts - athleisure, activewear, gym wear, kids sportswear and much more.

The burgeoning appreciation for healthier lifestyles, across the globe and in India, has paved way for what has been touted as one of the most profound cultural changes of the 20th century -staying fit. Fitness is no longer a buzzword, but an expected standard! The era of self-awareness, spearheaded by the millennial generation is now apparent in the wardrobes of the consumers across all age groups. The challenge is to find out what the customer wants and how the retailer is going to provide it.

In the November 2018 Sportswear Special of IMAGES Business of Fashion, we bring you a detailed look at the fact that 'Sports-leisure'

is no longer a trend, but a fundamental shift in how the world dresses today. We bring you the details of the fast-emerging categories of Sportswear and Athleisure in India.

Delving deep into the subject, the issue defines the size of the market, outlines opportunities for retailers, evaluates key trends and showcases innovations. Apart from this, we bring you market leaders in categories and deep dive into what makes the successful.

The edition also bring you studies on sportswear trends in the country from well-respected consulting giants Euromonitor International and Technopak

We hope you find our sportswear special issue - a part of our ongoing attempt at showcasing fresh new thoughts and visions on sportswear trends in India - useful and insightful, as always.



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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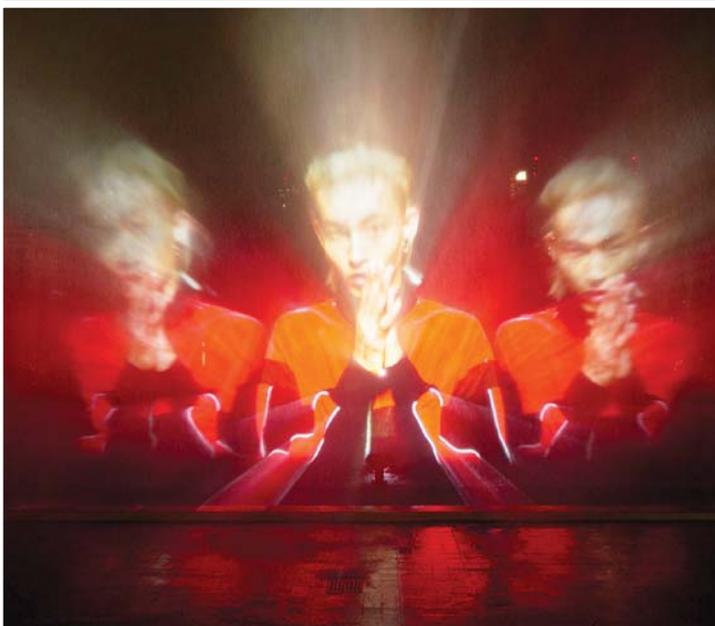
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TOMMY HILFIGER'S FALL 2018 COLLECTION

Presented Through Holographic Water Projection in Tokyo

Following 'Tommy Now Icons' in Shanghai and the 'TommyXLewis' VIP launch party at New York Fashion Week, Tommy Hilfiger brought the latest collections to Tokyo with global brand ambassadors Lewis Hamilton, Hailey Baldwin and Winnie Harlow...

IMAGES Business of Fashion

Tommy Hilfiger, owned by PVH Corp. [NYSE: PVH], presented the 'Tokyo Icons', an event that fused fashion with an innovative twist on the traditional runway show. The event built on the Tommy Hilfiger brand's Fall 2018 global campaign that celebrates the belief that the leaders of now are the icons of tomorrow – individuals who inspire others with their optimistic energy and extraordinary drive to create positive change.

'Tokyo Icons' took place on October 8, 2018, showcasing the Fall 2018 Tommy Hilfiger collections at the outdoors pool deck of the Tokyo Prince Hotel. The location of the event

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INSIDE THE INDIAN SPORTSWEAR INDUSTRY

As the newfound penchant for fitness sweeps the nation and beauty ideals begins morphing fast, sportswear is gaining traction, gaining in popularity among Millennials. Here's a look at the market dynamics and how players are gearing up for the sportswear boom in India...

Shivam Gautam

India today is at par with wider global fitness trends. The booming economy and changing lifestyle preferences have compelled Indian consumers to be more health conscious and add new health and wellness routines to their hectic lifestyles. This trend has largely benefited the sportswear industry in India, which now is among the top in demand fashion segments of the country.

According to a research report published by Global Industry Analysts Inc., the global market for Sports and Fitness Clothing is projected to reach US \$231.7 billion by 2024. The research also indicates that technological developments designed to improve comfort and performance has also led to the growth in sales of sports apparel. The report points out that the Asia-Pacific region is expected to be fastest growing region, with a CAGR of 6.9 percent over the forecast



FILA BETS BIG ON THE INDIAN MARKET

India is a very strategically important market for Fila and with a sharp focus on EBO presence in metros and mini metros across the country, followed by smaller towns; the brand is well placed to grow to five-fold in the coming five years ...

Gurbir Singh Gulati & Shivam Gautam

Fila has had a long and colourful history! Right from its humble beginnings in Biella, Italy over a hundred years ago to the colossal stand that it enjoys today in a country like India, Fila has endured as a brand!

Fila entered the sportswear market in the 70s and has been a trailblazing vanguard at the nexus of the sports and lifestyle industry. Over the years, the brand has also been associated with many iconic moments in sporting history - from Bjorn Borg winning five Wimbledon titles in a row, Reinhold Messner being the first man to summit Mount Everest without bottled oxygen to German Silva winning the New York Marathon despite taking a wrong turn a mile short of the finish.

Parallely, the brand's business and reputation has also grown exponentially in the bygone years, buttressing on its brand mantra and producing incredible products inspired by the style, elegance and passion of its inherent Italian heritage.



A STEP IN THE RIGHT DIRECTION: THE BOOMING SPORTS FOOTWEAR MARKET IN INDIA

Over the past few years, India has rapidly caught up with the wider global fitness trend. If there's one fashion segment that made the most out of the rising craze for fitness, it is the sports / athletic shoes segment...

Shivam Gautam

India is becoming increasingly health-conscious, and Indians, irrespective of age, sex and demographic, are turning to sports, outdoors and adventure activities. For modern India, fitness and sports are not prerogatives of professional sportsperson anymore – it is a lifestyle. This change in lifestyle preferences has also heralded a boost to the sportswear industry in India. Products like apparel and accessories, and variety of sports gear and equipment now tops priority in shopping lists around the country. This stands especially true for sports shoes or athletic footwear – how can one partake in sports/fitness activities without proper footwear? Isn't it the prime priority of any fitness/adventure activity?

The Indian athletic footwear segment is witnessing a steady boom. According to the statistics portal Statista, revenue in the athletic footwear segment amounts to US\$3,232 million in 2018. The market is



IN FOCUS

SPYKAR TO GET INTO THE ATHLEISURE SEGMENT

Spykar eyes up to 30 percent higher sales at ₹700 crore in FY19

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CENTRESTAGE
DUKE UNVEILS MODISH SPORTS & RUNNING SHOES COLLECTION '18-19

These sports shoes provide comfort to the feet, exhibit a sporty style, and guard people from rough surfaces and tough movements. They also ensure smooth movement, durable traction for high-energy workouts and offer enhanced foot motion...

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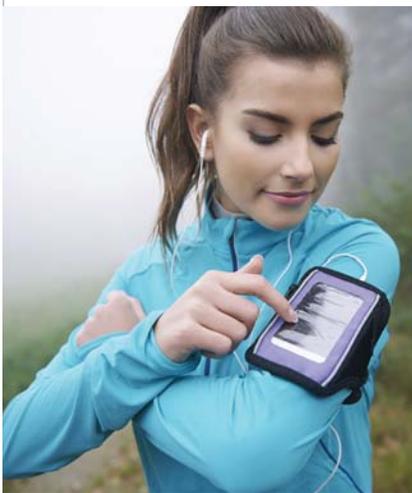


IN FOCUS

SMART GARMENTS: THE NEXT BIG THING IN SPORTSWEAR

Fitness wearables are no longer just a matter of wrist straps or pieces of practical jewellery. Such technology now works via our clothing. In fact, smart garments are all set to supercharge the fashion industry in the years to come...

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MARKET SCAN
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spykar



SPYKAR GETS INTO THE ATHLEISURE SEGMENT

Spykar eyes up to 30% higher sales at ₹700 crore in FY19

Homegrown denim brand Spykar is eyeing a growth of 25 to 30 percent this fiscal to clock a revenue of ₹700 crore, a top company official has said. The brand clocked retail sales of over ₹550 crore in 2017-18.

“We see a remarkable change in consumer sentiments which encourages us to stick our neck out to go for such aggressive growth. This fiscal year we are aiming to close at ₹700 crore, a growth of around 25 to 30 percent,” Sanjay Vakharia, Chief Executive Officer, Spykar Lifestyle told PTI. According to the PTI report, the revenues of Spykar have doubled and the profits grew by 4x in the last 3 years. The

company is also expecting a better growth in the festive season this year at 15 to 18 percent and plans to expand its retail presence to 350 stores soon. It currently operates 220 stores in 140 cities, which are franchisee outlets.

“We plan to spread in 200 towns soon. And increase store count to 350 stores,” he said, adding that lack of real estate space is a serious issue as the supply is not conducive for aggressive growth in retail. The company which gets around 40 percent of its business from Tier II, III and IV cities, has forayed into the athleisure category and expects the segment to contribute significantly in future. Vakharia

expressed, “We are getting into the athleisure side of the business and we will make sure that it will start contributing to the business in a major way.” In terms of revenue contribution, men account for 90 percent of sales but the company expects women’s share to increase to 25 percent in future.

Accessories account for 4 percent of revenues currently which it expects to double to 8 percent by the financial year end. With e-commerce being a preferred mode of shopping these days, currently online space contributes 7 percent to the business and the company expects to close it at 10 percent for this fiscal year.



“We see a remarkable change in consumer sentiments which encourages us to stick our neck out to go for such aggressive growth. This fiscal year we are aiming to close at ₹700 crore, a growth of around 25-30 percent.”

—Sanjay Vakharia,
Chief Executive Officer, Spykar
Lifestyle



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