

The Legend a Rockstar

Some people think that a Rockstar is born with it. Others think its God's gift. Few take into account the determination, the zeal, the effort it takes.

A Rockstar is not something you are; it's something you evolve into. They challenge the very fabric of the society they're a part of to bring about a change for the better.

As for us, we're just glad to be the armour they choose to wear while taking on the world.

ROCKSTAR  JEANS
SHIRTS | DENIM | TROUSERS | T-SHIRTS

WWW.ROCKSTARJEANS.COM

 @RockstarJeansIndia
 @RockstarJeansIndia

Toll free no.: 1800-120-7500
Email: sales@rockstarjeans.com

of
!

#Handcrafted



MOONWALKER

LIVE TO LEAD



Style

IS THE ANSWER
TO
EVERYTHING

Essential Tees | Fashion Tees | Urban Prep Polos

For trade enquiry, call at 9810-784-640 or Write to us at sales@planetclothings.com

Planet Clothings, 22, Ram Nagar, Tirupur, Tamilnadu - 641602



WINTERS
WON'T BE COLD
ANymORE



ZOIRO
- THERMAL -



 @zoirolifestyle

 thezoiro

 @TheZoiro

zoiro.com

 **CENTRAL**
BRAND-NEW

 **amazon.in**

 **MYATRA**.com
India's Largest Online Fashion Store

& Select Multiple Brand Outlets



SOFTTEST
UNDERWEAR
— EVER* —

*Made out of natural fibres

ZOIRO
— SOFTS —

Trade Enquiry: +91 990119000

ZOURO



SOFTTEST

UNDERWEAR

— EVER* —





HORRA
Timing Fashion

YOUR NEW LUXURY DESTINATION
NOW IN CHANDIGARH SEC. 17

BAGS · WATCHES · ACCESSORIES

For trade enquiries, reach us thru: Email ID: enqhorra@pbltd.in Mobile no: +91-9372801297

Outlets in Mumbai | Pune | Baroda | Ahmedabad | Jamnagar | Rajkot | Kolkata | Guwahati | Delhi | Lucknow | Noida | Gurgaon | Hyderabad | Vijayawada

#AlwaysAhead @horraluxury   www.horraluxury.com




#FESTIVEWINTER2018



Enquiries for Distribution, Wholesale & Shop-In-Shops Solicited.
Half Ticket Apparels, +91 7697288888, 8357022222
Email: care@mashupboys.com

Follow us:

 fb.com/mashupworld

 instagram.com/mashupboys





#GetInToGetOut

AW '18 By Deal



DEAL[®]
J E A N S

Deal Global Fashions Pvt. Ltd., Plot No. 1, Shah Industrial Estate, Veera Desai Road, Near Yashraj Studio, Andheri (W), Mumbai - 53

T: 022 4048 0101 | E: info@dealjeans.com | Like Us On:   



WHERE FASHION BEGINS



Divyanka Tripathi
For Toyo

Save The Girl Child

HOODY'S . JACKETS . BLAZERS . COATS

ENQUIRES FOR DISTRIBUTORS - WHOLESALERS & EXPORTERS SOLICITED

Mumbai - 9819083714 - Delhi - 9999882100 - Ludhiana - 9810119942

www.toyofashions.com

info@toyofashions.com



Poison[®]
jeans

*denimize
your
linens*



*Trend setter,
Slim fit, Custom tailored,
Versatile, Peached knit denim,
Super comfort, a must have for every occasion.*

Say Where! Say When! Say Cheers! Say Paribito!

Your signature partywear
for a romantic rush at heart



SHIRTS

BANDIS

BLAZERS

PATHANIS



PARIBITO

Fashion NEXT

Sizes available
from Small...
Medium... XL,
all the way
to 7XL

For business and trade enquires call Bhavesh: +91 99678 39967 or
write to us at bhaveshms@hotmail.com

THINK VISCOSE THINK HARDIK!!

100 X 100®

industry. The fact that extra premium this brand fetches says it all. Firms capacities are blocked by buyers well in advance. New developments has the highest priority at Hardik Fashions.

Experimenting with new yarns, creating worldclass fabrics, converting them into mass production and establishing long term production plans has become the routine for Shri Naveenbhai and his team. Realising the potential of premium yarns and future it holds, Hardik Fashions decided to make fabrics from 'Bemberg' yarn, generically known as 'Cupro'.

In India 'Bemberg' is supplied by Itochu Corporation, Japan. Asahi Kasei, Japan is the only manufacturer in world. Supply situation was and is severe.

Their persistent efforts yielded and today Hardik Fashions has established themselves as premium 'Bemberg' fabric supplier, though in limited quantity.

Hardik Fashions is catering to only selected premium customers with their 'Bemberg' fabric collection.

Terminologies like '**recycling**', '**eco-friendly**', '**sustainability**' started to gain momentum in world market. It has becoming integral part of business. Hardik Fashions Shri Naveenbhai sees big opportunity in it. His son Mr Hardikbhai Patel started to think about expanding capacities. He recognised importance to produce world class fabrics. Thus the firm planned to buy most modern rapier looms and decided to train the labour from unskilled to skilled category.

Today Hardik fashions sells more than a million meters (+10 lac meters) of fabric per month. **Crepe, Natural crepe, Dull crepe, Moss crepe, Georgettes, Shishu Voile is their speciality.** Apparel exporters supplying to world class premium brands are trusting their capabilities and prefer to wait to get supply from them, by paying premium.

Its over 30 years. "Hardik Fashions", the firm established by Mr Naveenbhai Patel is the name to reckon with, amongst the crowded weaving industry of Surat. Distinguishing themselves from the peer groups, Mr Naveenbhai Patel with his vision, dynamism, hard work and immense technical knowledge, created a trust amongst leading

Apparel Exporting companies of India and leading apparel buying houses of Delhi, Gurgaon, Bangalore, Mumbai and Chennai.

Second generations Mr Hardikbhai is successfully carrying the tradition by closely working with his father Mr Naveenbhai. Popularly known in trade circle with their brand "100 x 100®", Naveenbhai established the fabric manufacturing facility in year 1985 with mere 24 looms.

Through his sheer dedication and hard work, Mr Naveenbhai Patel gained amazingly well technical expertise. Viscose rayon yarn has limited supply capacity and few manufacturers.

Under such conditions gaining assurance from viscose yarn suppliers and keeping quality and delivery commitments to their fabric buyers was a herculean task. In his initial days, Shri Naveenbhai succeeded in this task and gained noteworthy trust from his fabric buyers.

Today Hardik Fashions, "100x100®", is the name reckoned with, in viscose fabric manufacturing

"100 X 100®", IS THE NAME RECKONED WITH, IN VISCOSE FABRIC MANUFACTURING INDUSTRY. THE FACT THAT EXTRA PREMIUM THIS BRAND FETCHES SAYS IT ALL. FIRMS CAPACITIES ARE BLOCKED BY BUYERS WELL IN ADVANCE. NEW DEVELOPMENTS HAS THE HIGHEST PRIORITY AT HARDIK FASHIONS.



Anti Skid Hangers



Quality is not an act, It is a habit

With many wise minds and expert hands behind it, KKPL is committed to manufacture finest hangers with highest quality standards to enrich lifestyles. We aspire to further become one of the strongest brands in the hanger manufacturing industry while opening new horizons of innovation and concepts in it .



KK FASHION HANGERS



MAKE IN INDIA

No.1,Raj Nagar Enclave, Pitampura
(Near Britania Chowk) New Delhi -110034 (INDIA)
T. +91-9711334551, 27184838
M. +91-82220 99976, 9811 292924
E. info@kkfashionhangers.com
W. <http://www.kkfashionhangers.com>

 **ZOLA**[®]



*Merry
Christmas*



Designer Kurtis & Salwar Kameez
Western Outfits | Denims | Night Wear
for LADIES & GIRLS

 **Pragati** Fashions Pvt. Ltd.

Shree Sadguru Heights | F.P.No. 455 | Bhavani Shankar Road
Dadar - West | Mumbai | 400 028 | India |

Available at all leading stores

enquiry@pragatifashions.com • www.zola.in    #zola_fashions • +91 98201 17585

hatsOFF®

Fashion Rules
of Contemporary
Clothing
12
05
H. L. P. B. H.

HATSOFF
EIGEN BRAND

hatsoffapparels@yahoo.com
www.hatsoffapparels.com

(MAH) INDIA TEL: 91-22-28734283 / 28731262



fiftydegree.com

**WHERE
COMFORT
MEETS
STYLE**

V3 EXPORTS

ADDRESS:
No. 3,
Bhoomi Acres,
G-Building,
Behind
Hiranandani
Estate,
Waghbil Naka,
Ghodbunder
Road,
Thane (W),
Mumbai 400 615.

**TRADE
ENQUIRIES:**
(022) 4970 8066
+91 75060 70712
sales@fiftydegree.com



Global fashions from

PAN AMERICA[®]

SHIRTS | TROUSERS | JEANS | T-SHIRTS

AVAILABLE AT ALL LEADING OUTLETS IN

ANDHRA PRADESH & TELANGANA | ASSAM | BIHAR | CHHATTISGARH | DELHI | GOA | RAJASTHAN | JHARKHAND | KARNATAKA | KERALA

MADHYA PRADESH | MAHARASTRA | ORISSA | GUJRAT | TAMILNADU | UTTAR PRADESH | UTTARANCHAL | WEST BENGAL



Delightfully Surprising

At Pan America, innovation is in our DNA.
Fabrics, finishes, Accessories.
We bring in the latest. To fill you with joy.

panamerica.in | 

SOLICITING ENQUIRIES FOR EXCLUSIVE BRAND OUTLETS

Manufactured by: Royalex Fashions (i) Pvt. Ltd, No 54/3, Industrial Suburb, Yeshwanthpur,
Bangalore-560 022, Karnataka. India. Ph: 080-23371139, 23377202. raj@panamerica.in | 



CMAI

**INTERSECTING PATHS TO
BUILD SUCCESSFUL BRANDS**



STITCHING THE WAY FORWARD

PRESENTING THE
68TH NATIONAL GARMENT FAIR

30TH & 31ST JANUARY 2019.

BOMBAY EXHIBITION CENTER, NSE COMPLEX
GOREGAON (E), MUMBAI - 400063.

10:00 AM TO 9:00 PM

Organised by:



THE CLOTHING MANUFACTURERS ASSOCIATION OF INDIA

902, Mahalaxmi Chambers, 22, Bhulabhai Desai Road, Mumbai 400 026.

T: +22-2353 8245 / 2353 8986 | F: +22-2351 5908 | E: info@cmai.in, ngf@cmai.in | W: www.cmai.in

Follow us on:     

BOARD

Editor-in-Chief
Amitabh Taneja

Editorial Director
R S Roy

Publisher
S P Taneja

EDITORIAL

Managing Editor
Surabhi Khosla

**Bureau Chief (Mumbai) &
Associate Editor**
Gurbir Singh Gulati

Assistant Editor
Shivam Gautam

Assistant Editor
Rosy Ngaihte Sharma

Contributing Editors
Zainab S Kazi
Namita Bhagat

CREATIVES

Art Director
Pawan Kumar Verma

Sr. Layout Designer
Prakash Jha

PRODUCTION

Sr. General Manager
Manish Kadam

Asst. Manager
Ramesh Gupta

SUPPORT

**Sr. General Manager
- Administration**
Rajeev Mehandru

SUBSCRIPTION

**Dy. Manager
- Subscriptions**
Kiran Rawat

ADVERTISING

BUSINESS HEAD
Santosh Menezes,
Chief Operating Officer (Fashion)
santoshmenezes@imagesgroup.in
Mobile: +91 9820371767

DELHI
Shivani Lorai
(Asst. Vice President)

Gauri Srivastava
(Sr. Manager)

MUMBAI
Radhika George
(Asst. General Manager)

KOLKATA
Piyali Oberoi
(Vice President & Branch Head)

Pragati Kumar Sinha
(Asst. Manager)

BENGALURU
Suvir Jaggi
(Vice President & Branch Head)

Smriti Bhagat
(AGM)

CONSUMER CONNECT

Anil Nagar,
Vice President
anilnagar@imagesgroup.in
Mob. : +91 9811333099

MEMBERSHIP TEAM

Priti Kapil
Sarika Gautam

For advertising queries, please write to: salesfashion@imagesgroup.in
For subscription related queries, email to: subscription@imagesgroup.in
For feedback/editorial queries, email to: surabhikhosla@imagesgroup.in

IMAGES MULTIMEDIA PVT. LTD.
(CIN: - U22122DL2003PTC120097)

MUMBAI: 1st Floor, Plot No. 111 / 3, Marol
Co-Operative Industrial Estate, Marol, Andheri
(East), Mumbai 400059
Ph: +91-22- 28508070 / 71,
Fax: +91-22-28508072

REGISTERED OFFICE: S 21, Okhla Industrial Area, Phase II, New Delhi 110020
Ph: +91-11-40525000, Fax: +91-11-40525001 Email: info@imagesgroup.in, www.imagesgroup.in

BENGALURU: 523, 7th Cross, 10th Main,
(Jeevanbhima Nagar Main Road), HAL 3rd Stage,
Bengaluru 560 075
Ph: +91-80-41255172/41750595/96,
Fax: +91-80-41255182

KOLKATA: P-513/B, Raja Basanta Roy Road,
CIT Scheme XLVII, Near Sabyasachi Store,
Kolkata 700029
Ph: + 91 33 40080480, 40080440
Fax: +91-33-40080440

SPORTS TERRY SOCKS

TITAN | TITAN NEON



Supersox[®]

SUPER KNIT INDUSTRIES

348, A to Z Industrial Estate, G.K. Marg, Lower Parel, Mumbai – 400013, India.

☎ : +91-22-40046920 | ✉ : info@superknit.com | 🌐 : www.superknit.com | 🛒 : www.supersox.in



/SuperSoxIndia



/SuperSox_India



/SuperSox_India

Available on

amazon.in

Flipkart



JABONG



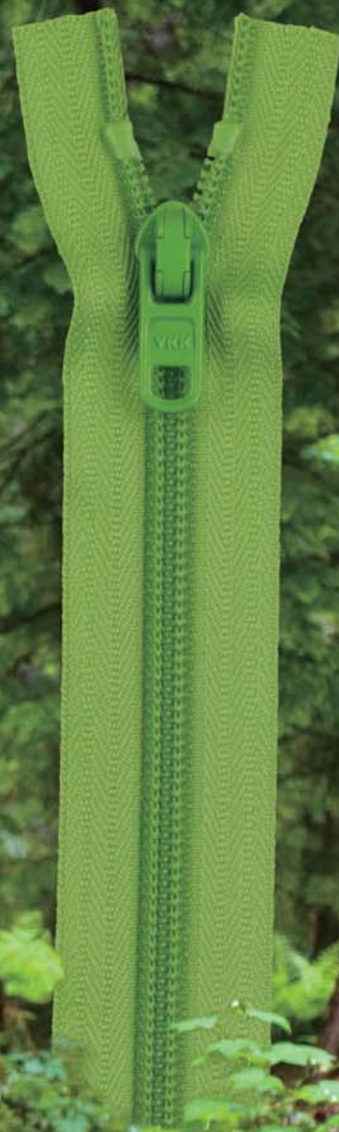
Myntra

For any trade inquires contact Mr. Vikram Deshmukh - Mob. : 7710055350

NATULON®

Eco-Friendly Zippers

Eco-Friendly zippers recycled from PET bottles and other post-consumer materials using the latest technology.



YKK

Little Parts. Big Difference.™

Fastening Products Group

Dear All,

The retail industry is changing every day – we don't need to scroll up decades to see how the retail template has metamorphosed over the years. Yet, there's one thing in retail that simply refuses to budge – innovation. The age old saying that constant innovation is the key to retail success holds true even today. And the need to differentiate from the competition through continual innovation has never been as dire as it is now.

Rapid change in technology and changes in the way we communicate, connect, and discover are carrying incredible implications for businesses worldwide. In the modern retail ecosystem, shoppers are turning into critical influencers, progressively deciding the goals of most retailers' innovation strategy. And it definitely is difficult to adapt naturally!

And honestly, the pressure to be more superior is nowhere as pronounced as it is in the fashion retail sphere. Whether a vertically-integrated luxury brand or a fast-turning low-consideration apparel store, fashion retailers are feeling the heat to be more innovative. But

the good news is that Indian brands and retailers are stepping up to the challenge and how!

The cover story of the December issue of IMAGES Business of Fashion – Technology & Innovation: The Core of Fashion Creation – outlines how fashion brands in India are investing on innovation, both process and technology. Engaging in novel ways and enabling new processes to focus on customer engagement and augment customer experiences has now become the new standard of fashion retail. I would also like to accentuate that while innovation can be very subjective, depending largely on the need of the retailer, ultimately, it is technology that is going to make innovation possible.

The issue also gives insights into the various aspects of innovation pertaining to the fashion industry in India, including accounts of some the biggest names in the domain. I hope you enjoy reading it as much as we did writing it.

Cheers!!



Amitabh Taneja

>

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

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

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.

ADVERTISOR'S INDEX



- Front Gate Fold
- ▶ **ROCKSTAR**
- Inside Front Cover
- ▶ **MOONWALKER**
- Gate Fold
- ▶ **ZOIRO**
- Special Insert
- ▶ **SOCH**
- ▶ **OTTO**
- ▶ **ETEENZ**
- ▶ **MOMS LOVE**
- Inside Back Cover
- ▶ **LIVA**
- Back Gate Fold
- ▶ **TWILLS**
- Back Cover
- ▶ **INDIAN RAYON/ RAYSIL**

100/100	15
CHECK POINT	91
CLONE MANNEQUINS	29
CMAI	22,23
DEAL JEANS	11
DUKE	83
FIFTY DEGREE	19
HATS OFF	18
HORRA	9
INDIA FASHION FORUM	116,117
INDIARETAILING	77
INFINITI MALL	72,73
JUST SCARVES	41
KK HANGARS	16
LULU MALL	46,47
MASH UP	10
MEXICO	67
NEXT ISSUE	109
PAN AMERICA	20,21
PARIBITO	14
POISON	13
PRETTY WOMAN	63
RELAN	113
SAFEXPRESS	32
SUBSCRIPTION	101
SUPERSOX	25
TESSILE CLOTHING	87
TOYO	12
TRANZ MANNEQUINS	79
WELCO	57
YKK	26
ZOLA	17





Courtesy: Peter England

Mannequins | Display Dummies | Dress Forms | Jiffy Steamers | Wooden Hangers | Display Accessories | Any Customized work

Mumbai Office - Ph: 022 24378548, 24220295
Mobile: +91 9819739853, Email: mumbai@clonemannequins.com
Kolkata Office - Ph: 033 40086955
Mobile: +91 9831033844, Email: Kolkata@clonemannequins.com

The mannequins shown above are protected worldwide under IPR Laws in the name of above principles.
Any unauthorized use of the same is an offence under the law

**CLONE
MANNEQUINS
INC.**

A Unit of Modern Artistic Handicrafts

D-9/4, Okhla Industrial Area,
Phase-II, New Delhi - 110020

E-mail: clone@clonemannequins.com

Tel: +91-11-40664000

Fax: +91-11-40664001

Contents

B

33-50

FASHION BUSINESS

BRAND EXTENSION

Shades of India Forays Into Menswear, Launches Third Store in Delhi

Shades of India, the brand that combines contemporary design with inspiring workmanship of traditional craft, has tripled its space to create a unique concept store for apparel, menswear and home.

Pg No.34-35

NEW STORES

Crocs Launches 100th Store

Pg No.36-37

Splash

Pg No.42

Tailorman

Pg No.43

Being Human Jewellery

Pg No.44

BR

51-110

FASHION RETAIL

COVER STORY

TECHNOLOGY & INNOVATION: THE CORE OF FASHION CREATION

It is a competitive ecosystem today, and success behests innovation to take a central stance in any brand or enterprise's business strategy. But how has innovation evolved at the fashion industry in India?

Pg No.52-59



GROWTH STORY

PATANJALI ENTERS APPAREL SEGMENT WITH PARIDHAN

Patanjali Ayurved forayed into the fast growing branded apparel segment through its brand 'Paridhan' and expects a sale of around ₹1,000 crore by the end of next fiscal.

Pg No.45

INNOVATION

Fila India: Fusing Sports Fashion to Indian Streetwear

Fila India has collaborated with Indian-Canadian Streetwear Label Norblack Norwhite for its first heritage collection.

Pg No.48

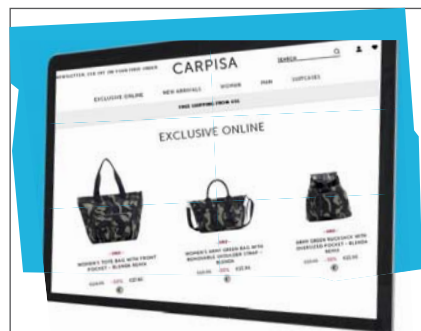
MARKET LEADERSHIP

BATA SALES BUOYED BY CONSUMER CAMPAIGNS & FRESH PORTFOLIO

With almost 50 new international design 'Red Angela' stores open, Bata India has already started to yield positive results by way of footfalls and delighted customers.

Pg No.49

Business & Innovation



NEW LAUNCH

Myntra Launches Italian Handbag Brand Carpisa Exclusively on its Platform

Carpisa is being introduced to shoppers in India for the first time exclusively on Myntra, through a range of handbags, crafted for the modern and fashion-conscious women.

Pg No.38

GROWTH STORY

Fast Fashion Major Zara On Expansion Spree

Zara has expanded its presence globally with the launch of its dedicated worldwide online platform - thus bringing its fashions to customers in 106 new markets.

Pg No.50



INNOVATION SPECIAL



E-RETAIL

ONLINE MARKETPLACES: DELIVERING FASHION TO THE DISCERNING MASSES

IMAGES Business of Fashion traces how online marketplaces like Flipkart and Myntra are launching brands that meet the demands of fashion conscious consumers.

Pg No.60-62

RETAIL REVOLUTION

ORGANIC FOOTWEAR: IS THE INDIAN CONSUMER READY?

Taran Chhabra, Founder, Neeman's talks to IMAGES Business of Fashion and shares his insights on the Indian footwear industry, while highlighting what made him start the country's first organic and eco-conscious men's footwear brand.

Pg No.64-66

IN CONVERSATION

CELIO: AT THE VANGUARD OF FASHION INNOVATION

IMAGES Business of Fashion gets into a freewheeling chat with Satyen Momaya, CEO, Celio Fashion Pvt. Ltd., to understand the brand's take on innovation and its recent outcomes.

Pg No.68-69

SPOTLIGHT

LIFESTYLE DEPLOYS NEW RETAIL TECHNOLOGY

Lifestyle has added a string of cutting edge in-store features such as Self-Checkout Kiosks, Mobile POSs, Fitting Room Assistance, etc., to augment its in-store experience.

Pg No.70-71

SPOTLIGHT

BLOCKCHAIN IN THE BUSINESS OF FASHION

Sudhir Gupta, Head - Buying & Merchandising, Planning & Sourcing, ITC Ltd. (Lifestyle Retailing Business) shares his thoughts with IMAGES Business of Fashion on Blockchain technology.

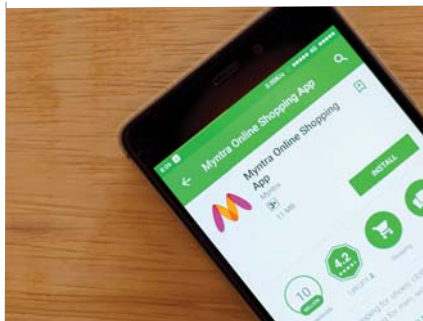
Pg No.74-78

DISPLAY & DESIGN

IN-STORE CONSUMER CONNECT

Today, visual merchandising, display and store design are no longer about enhancing the look, image and accessibility of a shop's goods and services. We take a look.

Pg No.80-86



SUCCESS STORY

HOW MYNTRA HAS REDEFINED FASHION RETAIL WITH ITS VORTA TECHNOLOGY PROJECT

Vorta has helped Myntra to launched products that had been turned around in less than 35 days, totally masterminded by machines and engineers with absolutely no designing background.

Pg No.88-95

RETAIL TECHNOLOGY

E-COMMERCE TECHNOLOGY: TRENDS FOR 2019

IMAGES Business of Fashion put together the technological developments that are expected to trigger e-commerce trends in 2019.

Pg No.96-100

RETAIL TECHNOLOGY

"Using Digital Tech to Create Multi-Sensory Consumer Experiences to Strengthen Brand"

IMAGES BoF talks to various renowned brands and accentuate some of their best social media campaigns hitherto, that won them recognition from consumers and competitors alike.

Pg No.102-108



EVENT REPORT

PANTALOONS CONNECTS WITH YOUTH OVER FASHION & MUSIC

Pantaloon and MTV India along with Liva Fluid Fashion are on the look-out for India's next fashionista.

Pg No.110



111-126

FASHION CREATION ■

COLLECTION LAUNCH THREE PIECE COMPANY LAUNCHES HIGH-END SUSTAINABLE FASHION COLLECTIVE

Three Piece Company is putting together sustainable high fashion apparel collections that will last long and stay contemporary for years to come.

Pg No.112

INNOVATIONS ULTRARANGE FRANCHISE BY VANS: FUNCTIONAL YET PROGRESSIVE

After the grand success of its UltraRange collection, Vans is all set to spotlight the expanded UltraRange franchise as a 'family' of modern designs.

Pg No.114-115

IN-FOCUS TURTLE USHERS IN THE WINTER SEASON IN STYLE

Subtle yet stylish, and as classy as it's casual, the new Winter18 collection from Turtle promises to dress you in sassy shades and layer you up in fascinating fabrics.

Pg No.118-119

COLLECTION LAUNCH DUKE LAUNCHES ACTIVE WEAR COLLECTION 18-19

Duke Fashions has brought home a veritable showcase of classy flamboyance and casual designer wear for the young at heart and the trendy.

Pg No.120

RELAUNCH LUX INFERNO REINTRODUCES THERMAL WEAR

Lux is reintroducing its thermal brand wear brand, Lux Inferno with Bollywood legend Amitabh Bachchan endorsing it in an all new avatar.

Pg No.123

PRODUCT INNOVATION LIVA: REVOLUTIONISING CONVENTIONAL FABRIC IN FASHION RETAIL

Comfortable, soft, cent percent natural and eco-friendly, Liva is charting a new course in fashion by embossing a strong presence in the fashion retail segment.

Pg No.124-126



REDUCE YOUR INVENTORY COSTS

Call the Logistics Experts



Lead The GST Revolution

GST gives you the opportunity to reduce your inventory costs significantly. Rather than keeping huge inventories in multiple regional warehouses, keep consolidated inventories at one central warehouse. Now is the time to call Safexpress, the Logistics Experts. Safexpress has India's largest Logistics Network, covering all **22,804 Pincodes** of India.



Call: 1800 113 113

info@safexpress.com

www.safexpress.com

Distribution Redefined

BUSINESS & INNOVATION

BUSINESS & INNOVATION





SHADES OF INDIA FORAYS INTO MENSWEAR, LAUNCHES THIRD STORE IN DELHI

The uniqueness of the brand style lies in the texturing of fabrics, the coordination and contrasting of colors, and the inventive, unexpected use of surface treatment...

IMAGES Business of Fashion

Shades of India, the brand that combines contemporary design with inspiring workmanship of traditional craft, has tripled its space to create a unique concept store for apparel, menswear and home.

Led by Design Director, Mandeep Nagi and former UK journalist, David Housego, the brand has separated apparel and accessories from home and the new space spreads across 800 sq. ft. All the interiors have been designed by Mandeep Nagi in the same spirit as the previous collections.

Store Interior

The interior is minimalist with an emphasis on open areas. As customers enter they look across to a shoji screen in wood and fabric that slides like a shutter in old Japanese homes. The walls are white and bare to allow the colours of the clothes and accessories to find their voice. The other elements are cement, iron and glass.

The home store is a few steps from the apparel and accessories. They form different elements of the Shades of India shop facade. The heart of the store remains textiles for interiors. But to this have been added iconic items that can give an unexpected touch to a home.

Textile hangings or hand crafted jewellery are treated as works of art. Ceramics – many again inspired by Japan – give an unexpected touch to a shelf or a table. The antique is mixed with the

contemporary. Textures are contrasted by colour or by mixing masculine or feminine. The message is that a room or an interior space can be rethought to provide the unexpected, the imaginative and the creative.

Menswear – A New Category

Along with these collections, Shades of India has launched, for the first time, a men's clothing collection. This has been designed in collaboration with Anupam Poddar, a collector and curator of contemporary art who has a passion for textiles.



Poddar believes men – even the more conservative – are ready to experiment with their clothing. The collection breaks away from the traditional but respects that men are still less willing to take risks than women. Together they have brought innovation to shirts, kurtas, waistcoats, jackets and men's accessories. The new men's collection is called Duet. The name is a tribute to the collaboration between Mandeep Nagi, Design Director and Anupam Poddar, distinguished art collector who has a passion for textiles. The two joined hands because they feel that there is a gap in the menswear market. Men – who once were so conservative – are looking for something different. This is as true in India as in the US and Europe.

Duet brings together one of the few men in Delhi who is innovative in how he dresses, with the creative skills and resources of Mandeep Nagi and Shades of India.

According to Poddar, "Fashion for me has always been an interest because it is a way of expressing yourself. What you wear is in a sense who you are and a way of creating your own persona."

"We called our collaboration a duet because it felt a little bit like a dance – a fashion and art tango of sorts. The synchronicity of two individuals who move as one, can take a little practice to achieve, but it's a beautiful thing in the end," he adds.

Mandeep Nagi says, "As a women's wear designer, I can imagine in advance how a dress or kurta will look. But I have no experience of men's fashion. It has been a great joy to collaborate with Anupam and to combine our different strengths."

The collection has both informal easy-to-wear clothes and also formal wear for a party or a special occasion. It is designed for men who want to experiment, but still be comfortable in

their clothes. It can be worn by men of all ages from the young to the father, who want to look unique and stand out from the crowd. The collection includes shirts, kurtas, jackets, waistcoats and men's accessories from scarves and shawls to men's pocket squares and cufflinks.

The uniqueness of the brand style lies in the texturing of fabrics, the coordination and contrasting of colors, and the inventive, unexpected use of surface treatment.

Future Plans

Founded almost two decades ago, Shades of India has built up a strong international reputation and has sold to leading department stores around the world including Harrods and the Conran Shop in the UK, ABC and Gumps in the US, Le Bon Marche in Paris, and Lane Crawford in Hongkong. The company has participated in major international fairs including Maison et Objet in Paris and the New York Gift show.

"In around 2008, when most of the markets collapsed, India wasn't really affected, and we decided to take a chance in India," reveals Nagi.

Building on its international reputation, Shades of India established its own first standalone retail store in Meharchand Market in New Delhi in 2012. It has already become an iconic shopping destination and covers Shades of India's full range of apparel, fashion and home accessories and home furnishings. Shades of India now sells through over 20 outlets in India including Good Earth stores and the Jaypore on-line site.

"In terms of profitability, it is more in India. We are looking forward to expanding the brand presence. The next store of Shades of India will be opening in Mumbai next year," she concludes.





CROCS LAUNCHES 100TH STORE IN INDIA

With its unique brand awareness and breakthrough product innovations, Crocs is progressing towards becoming India's top non-athletic casual footwear brand. The iconic casual footwear brand aims to be amongst the top 5 footwear brands in the country...

IMAGES Business of Fashion

As part of its ambitious and aggressive expansion strategy in the Indian sub-continent, Crocs India opened its 100th store at Chennai. A world leader in innovative casual footwear, Crocs is dedicated to the future of comfort. The new store, which is spread across 625 sq. ft., is Crocs' third store in the city and fifth in Tamil Nadu.

Boasting a premium location at VR Mall, the hub for luxury and international brands in Chennai, Crocs' 100th store promises to strengthen the reach of the iconic brand in the state capital. Since the opening of its first store in India in 2008, Crocs has successfully carved a distinct



positioning for the brand amongst the Indian consumers akin to its global positioning and is growing at a robust pace with presence across 50 cities in India.

Crocs, which is known globally for its iconic 'clogs', is turning towards India to fuel its next phase of growth. India is currently the 6th biggest market for Crocs globally with a high double-digit growth year on year. Metro Shoes, the national franchise partner of Crocs India, will be operating this 100th store located in Chennai. The partnership with Metro Shoes began in 2014 which has helped the iconic footwear brand in expanding its reach to over 50 cities through its EBO operations.

Speaking on the occasion, Deepak Chhabra, CEO and MD, Crocs India said, "We are excited on reaching the century mark in India. India is one of the rare markets where even after opening 100 stores we still feel under-penetrated. Our absolute focus for the next phase of geographical expansion will continue to be on top six metro cities across the country along with state capitals. Exclusive brand stores are a very significant part of our growth strategy. In addition to aggressively growing our EBOs, we will be strengthening our presence in Tier-II cities via MBOs and kiosks. Further, e-commerce will remain an integral part of our distribution strategy and help us reach out to consumers where our brick and mortar presence is limited. Region-wise South India, due to its demographics and very high brand recall, contributes the highest amongst all regions in the country and will remain an integral part of our India growth strategy."

Commenting on the occasion, Rafique Abdul Malik, Chairman and MD, Metro Shoes, said, "We would like to congratulate Crocs India on the

launch of their 100th store and are confident that this is just one of many more milestones to follow. Metro Shoes is glad to partner with a brand which despite being just 16 years old has an iconic status with probably the highest brand-recall across the globe. India as a nation has a high affinity for open shoes and sandals owing to the climatic conditions, making Crocs highly relevant in this market."

With its unique brand awareness and break-through product innovations, Crocs is progressing towards becoming India's top non-athletic casual footwear brand. Other than its EBOs, Crocs asserts its strong presence in MBO channels through which its overall offline reach extends to more than 150 cities via 1,500+ points-of-sale. Additionally, it caters to 20,000+ pincodes translating to 400 cities via its e-commerce presence.

Over the past 16 years, Crocs has sold more than 350 million pairs of shoes worldwide. Crocs as a brand will continue to focus on clogs and sandals, along with new product innovations and extensions of the current product line. This year, Crocs India launched LiteRide™, Drew Barrymore Crocs Collection, Crocband™ Platform Collection, and Luxe Lined Collection. Last year internationally, the brand has associated with designers like Balenciaga and Christopher Kane bringing in some exciting trends to the runway which further elevated the appeal of the iconic clog in fashion space.

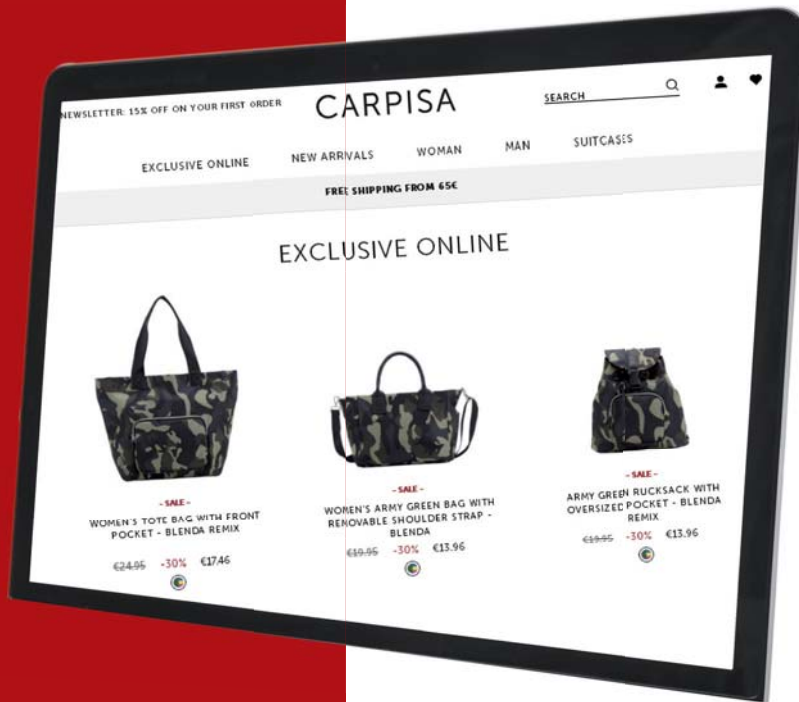


BRAND: Crocs

LOCATION: Chennai (VR Mall)

SIZE OF THE STORE: 625 sq.ft.

MYNTRA LAUNCHES ITALIAN HANDBAG BRAND CARPISA EXCLUSIVELY ON ITS PLATFORM



The brand is being introduced to shoppers in India for the first time exclusively on Myntra, through a range of handbags, crafted for the modern and fashion-conscious women...

IMAGES Business of Fashion

Myntra has launched Carpisa, an Italian brand known for its fine collection of handbags, suitcases, wallets and accessories, exclusively on its platform. The brand is being introduced to shoppers in India for the first time exclusively on Myntra, through a range of handbags, crafted for the modern and fashion-conscious women.

Founded in 2001, Carpisa became one of the leading retailers in the bag, luggage and fashion accessory sector and holds celebrity actor Penelope Cruz as the brand ambassador. The brand is known for its designs, quality of products and above all, represents Italian culture and lifestyle. Catering to the affordable luxury segment, products from Carpisa

are available at an average price of ₹3,600, targeting women in the age group of 25 to 40 years from Sec A and Sec A+ categories in metros and Tier-I cities.

The handbags segment that Carpisa caters to in India is growing at a CAGR of over 15 percent, with an annual market potential of US\$ 10 billion when combined with luggage and accessories.

Manohar Kamath, CXO & Head, Myntra Fashion Brands and Category Business, said, "We are delighted to announce the launch of Carpisa exclusively on Myntra. Shoppers in India are increasingly becoming brand and quality conscious and are exploring international brands and designs, clearly looking up to global styles and trends. As a leader in fashion ecommerce, we are focused on making the best of international brands accessible to our customers and Carpisa is the latest entrant, targeted at the fashion conscious women in India."

Francesco Pinto, International Expansion Director, Pianoforte Group, added, "We are extremely delighted to set foot in India in partnership with Myntra. India offers a huge growth opportunity for Carpisa, considering the size of the burgeoning fashion and lifestyle market. We are proud of this association with Myntra that builds a strong launchpad for Carpisa, while also giving the much needed initial thrust to take off."





soch

RED
DOT
SALE

Upto
50%off

AT ALL SOCH STORES & WWW.SOCH.IN | To find the nearest store, log onto soch.in/store-locator



**INDIA'S
NO.1 TRUSTED
MEN'S WEAR BRAND**



2018

**INDIA'S MOST
CONSUMER FOCUSED
BRAND**



2018

OPENING SHORTLY AT TRICHY

FLAGSHIP STORES

CHENNAI : GN CHETTY RD - 044-4559 0033 | ECR - 044-4214 8441 | VALASARAVAKKAM - 044-4263 2633 | MADIPAKKAM - 044-4354 8333
CHROMPET - 044-4287 5608 | VELACHERY - 044-4383 6033 | TRIVANDRUM - 0471-4015 333 | KOTTAKKAL - 0483-2977 333
PONDY - 0413-4204 555 | TANJORE - 0436-2271 505 | KUMBAKONAM - 0435-2403 525 | RAJAPALAYAM - 04563-222 551
MADURAI - 0452-4246 064 | NELLAI - 0462-4000 433 | NAGERCOIL - 04652-422 505

EXCLUSIVE STORES

CHIDAMBARAM - 0414-4225 833 | ERODE - 0424-4270 633 | KARUR - 04324-261 221 | KARAIKUDI - 04565-400 096 | TIRUVALLUR - 044-2766 6637
MAYAVARAM - 04364-220 677 | NELLORE - 063013 57544 | RAMNAD - 04567-225 441 | TIRUPUR - 0421-4203 233 | TENKASI - 04633-280 633
SIVAKASI - 04562-276 333 | THENI - 04546-254 160 | DHARMAPURI - 04342-234 333 | MANJERI - 0483-297 1333 | VADAKARA - 0496-252 0999
CALICUT - 0495-4850 333 | PERAMBRA - 0496-261 7777 | PERINTHALMANNA - 04933-297 777 | KALLAKURUCHI - 04151-227 333

FOR FRANCHISE ENQUIRIES CONTACT : MR. SATHIYAN - SATHIYAN@OTTOCLOTHING.IN

91766 77111 | 89398 17665 | 91765 41786

just  scarves™
Fashion for the new woman



For Trade Enquiries:  +91 8584862457

Follow us on:



Write us: info@just-scarves.com



SPLASH

BRAND: Splash

PROMOTER: Lifestyle International Pvt. Ltd.

LOCATION: Mumbai (Phoenix Market City)

SIZE OF THE STORE: 6,225 sq.ft.

After the success of store launch in Pacific Mall, Delhi recently, Splash opened a new door to customers in Mumbai. The leading high street fashion brand, has launched its fifth store in Mumbai, in Phoenix Market City, Kurla, one of the prominent malls in the city.

The store was inaugurated by Abhinav Zutshi, COO, Splash Fashion, India. Top lifestyle and fashion bloggers like Shaurya Sanadhya, Aashna Shroff, Aashi Adani, Sejal Jain created a pre-buzz on social media before the launch. On the occasion of the launch Zutshi said, "We are excited to launch our latest store in Mumbai and hoping to enable our customers nearby for a seamless shopping experience." Currently, Splash has five stores in Mumbai and 20 stores across India including stores in Delhi, Mumbai, Bengaluru, Hyderabad, Chennai, Cochin, Chandigarh and Mangalore. It is also available on Myntra and Jabong and looking to expand its ecomm reach this year with other key portals.

Splash, a part of the Landmark Group, was founded in 1993 as a single brand store in Sharjah and is currently present in over 200 retail points in 14 countries across the globe.

Splash is positioned as an affordable fast fashion brand for the young, global Indian men and women. The brand believes in constantly being a trend-setter in the region and has successfully created some of the biggest and most popular brand properties/ events which have now become part of the social calendar of the region. The Splash Calendar and Splash Fashion Shows are by far the most popular annual and bi-annual events in the brand's portfolio of events.





TAILORMAN

BRAND: Tailorman

PROMOTER: Tailorman

LOCATION: New Delhi (Ambience Mall)

SIZE OF THE STORE: 15,000 sq.ft.

Tailorman, known for its unparalleled fit, finest quality and personalization, is very popular in the men's western wear category for their Savile Row quality suits and their purist take on fit and personalisation.

Gautam Golchha, Co-Founder, Tailorman adds, "Tailorman has held up a spotless reputation for expertly crafted British tailoring across Bengaluru, Hyderabad and Chennai. We will now be bringing those talents to the remarkable Indian Capital, New Delhi. With Tailorman's own positioning as a trendsetter and unorthodox brand, Delhi seems like the perfect city for us to expand into."

Vidya Nataraj, Co-Founder, Tailorman says, "When we started out in 2013 with our store in Bengaluru, we knew there was something lacking in the menswear industry and Tailorman was 'that' bridging gap. Today, we are at the frontiers of personalised tailoring, catering to men who not only have an evolved sense of style but who also understand that fit is the need of the hour."

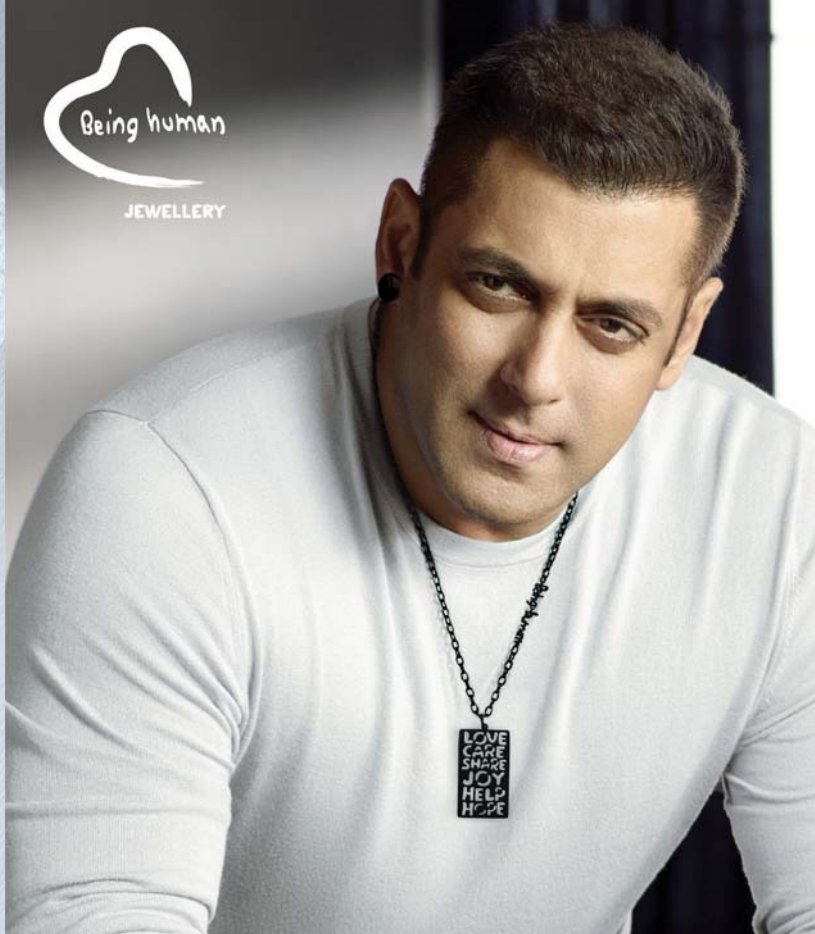
Alexander Asvarischtsch, Chief Designer, Tailorman was present at the store launch and shared detailed insights on the brand philosophy and the newly launched collections, Romeo (Festive'18) and Napoli Homme (Fall/Winter'18).

"The balanced mix of Indian and Western pieces was particularly appealing as it showcased the versatility of the brand as a whole. I do believe, this is the route forward in made-to-measure in India, striking a harmony between heritage and British tailoring expertise. The aim of our future ready-to-wear collection is to offer our clients a curated selection of garments. The collection will introduce washed cottons, denims, and linens and will represent our vision for a sartorial casual wardrobe," he adds.





Being human
JEWELLERY



BEING HUMAN JEWELLERY

Being Human - The Salman Khan Foundation has partnered with Mumbai based Style Quotient Jewellery Private Ltd., to introduce Being Human Jewellery's 1st exclusive franchise store in Chandigarh.

Being Human Jewellery's Franchise store in Chandigarh was inaugurated by Bollywood actor Aayush Sharma, who made his debut in 2018 with the Salman Khan Films Production - Loveyatri.

The store houses an enthralling range of fine jewellery catering to varied tastes. Elegantly designed, Being Human Jewellery comprises of light-weight collections in plain gold, diamonds, and coloured stone pieces. The designs are classic, stylish, quirky and affordable, catering to every woman's taste in fine jewellery.

On the occasion, Salman Khan, Bollywood actor, said, "It feels great that we are taking our next step of expansion with Being Human Jewellery's first Franchise Store in Chandigarh! The people of Chandigarh have always given me a lot of love and I hope we continue to receive it."

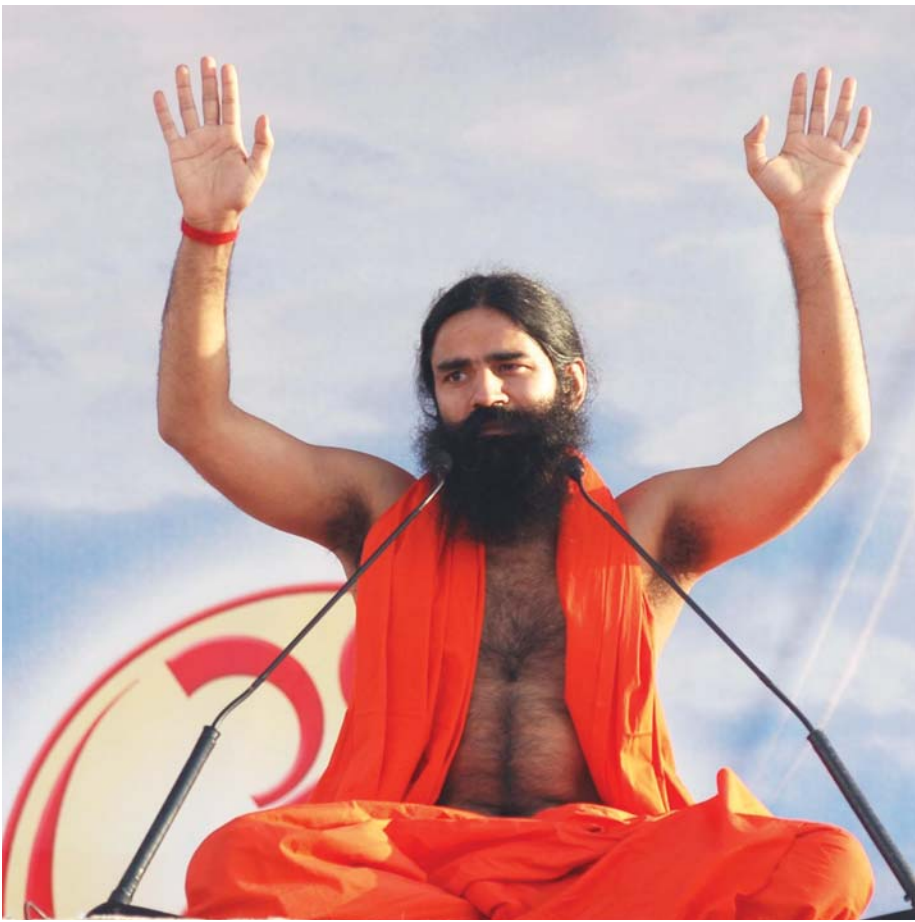
Prasad Kapre, CEO and Director of Style Quotient Jewellery Private Limited, the company holding the global licensee of Being Human Jewellery, said, "After a successful launch, Being Human Jewellery is all geared up for an aggressive growth plan. With Chandigarh being our first Franchise store, it sets the tone for upcoming Being Human Jewellery stores across the country. Women will now have access to a trendy, sleek, minimalist and elegant jewellery range to accessorize their lookwith."



BRAND: Being Human Jewellery

PROMOTER:
Mandhana Retail Ventures Ltd.

LOCATION: Chandigarh



PATANJALI ENTERS APPAREL SEGMENT WITH PARIDHAN

After much speculation, Baba Ramdev-led Patanjali Ayurved forayed into the fast growing branded apparel segment through its brand 'Paridhan' and expects a sale of around ₹1,000 crore by the end of next fiscal...

Patanjali Ayurved has finally stepped into the fashion segment with its brand Paridhan. Paridhan has, as of now, introduced three brands – Livfit, Aastha and Sanskar- targeting customers across all age groups. While Sanskar will feature a range of menswear, Aastha is a women's brand and Livfit would showcase a range of sportswear and yoga dresses.

"Our target is to compete with multinational companies in this field such as adidas, Puma," he told PTI adding that the Paridhan range would be around 30-40 per cent cheaper and would target ordinary people. Besides, Paridhan would have a range of artificial jewellery and wedding clothes which would be at least 40 per cent cheaper than rivals, he claimed.

Its range of Patanjali jeans would start from ₹500 and shirts will be priced between ₹500-₹1,700. Paridhan would have around 1,100 options along with 3,500 SKUs of menswear, womenswear, kidswear, denim and accessories.

With the first showroom already launched at Netaji Subhash Place, Pitampura in New Delhi, the Haridwar-based firm plans to open around 100 outlets of Paridhan by the end of this fiscal and have a network of around 500 stores by March 2020, mostly on franchise model. "This year, we would have a network of 100 stores ranging between 500 to 2,500 sq feet. We are aiming a turnover of around ₹1,000 crore in the next fiscal," Baba Ramdev was quoted by PTI.

Also, the brand is vying to utilise the digital space and expand aggressively by early next year. "It would also be available online by next year. We are working on it," Baba Ramdev was quoted telling.

The company may also plan to have standalone store of its three brands, depending on the catchment area and availability of space, said K M Singh, who is heading the apparel business of Patanjali.

According to Baba Ramdev, 90 percent sales in the textile industry is through unorganised segment and the branded segment accounts only 10 percent, in which there is hardly any Indian brand. "We want the ordinary people to feel proud of wearing a domestic brand," he told PTI.

The company is sourcing from 90 vendors across India and would encourage small and medium enterprises. This is the ninth venture of Patanjali after entering into herbal ayurved, natural pure products, cosmetics, personal care, cattle feed and biofertilisers, dairy products and frozen vegetables and packaged water.

Patanjali, which had recorded multi-fold growth in recent years, witnessed a marginal growth only last fiscal hit by the implementation of GST, finishing at around ₹12,000 crore. In 2016-17, Patanjali clocked a turnover of ₹10,561 crore, registering 111 percent growth.



Be seen at Lulu Mall, be seen above the rest.

In the 5 short years since its inception, Lulu Mall - Kochi has established itself as one of India's top shopping destination. With over 250 international and national brands, the largest food court, a 9 screen multiplex and a 55,000 sq feet family entertainment centre, Lulu Mall is where Kerala comes to shop and relax. And the Group is soon to make its presence felt in Lucknow, Thiruvananthapuram, Bengaluru, Hyderabad, Visakhapatnam, and 12 other cities across India. So be a part of Lulu Group's rapid expansion in India and fast-track your brand's growth.

TO KNOW MORE,

For Bengaluru, Abhijith R: 907 257 9077

For Thiruvananthapuram, Vinay Kailath: 999 580 7225

For Lucknow, Vishal Rana: 731 800 2555

For Kochi, Aravind Chandran: 759 381 2192





FILA INDIA: FUSING SPORTS FASHION TO INDIAN STREETWEAR

Fila India has collaborated with Indian-Canadian Streetwear Label Norblack Norwhite for its first heritage collection...

IMAGES Business of Fashion

The Italian sports-fashion brand Fila has announced its first ever heritage collaboration with indie streetwear brand Norblack Norwhite (NBNW) which are now available in its stores. Fila India's partnership with NBNW pays homage to a heritage of textiles from Italy and to the age-old traditions of Indian textile makers, debuting with this India-only exclusive collaboration.

Abdon Lepcha, Fila India's Creative Director, worked closely with NBNW for almost a year to design a limited edition collection that fuses iconic Fila silhouettes with their signature prints and patterns. The collaboration is a fusion of Indian streetwear with sports fashion. The collection was created applying the NBNW love for pattern and color, keeping it breathable within the sporty space. The styles focus on comfort, playing off some of NBNW's textile styles applied in a new way to work with Fila fabrics. Speaking on the collection, Mriga Kapadiya and Amrit Kumar, the designers behind NBNW, said, "NBNW celebrates textiles, colors and patterns. So creating within the Fila form and brand has

taken us out of our comfort zone and pushed the boundaries on our design capacity. Fila is a brand we grew up on and we were super excited when Fila India approached us to collaborate on this capsule collection. We've never got to design athletic wear and it's been super fun and also challenging to apply our style and aesthetic in this form! It's important for our process to stay true to things we feel comfortable and empowered in, while balancing the visual story of our favorite elements of India combined with our guiding feelings of classic streetwear."

Rohan Batra, MD, Cravatex Brands, the licensee for Fila in India, said, "This collaboration is one that is very special for us. It is the first time a global brand has collaborated on an entire collection with an Indian streetwear label. The limited India-only drop for the collaboration is part of our commitment to building and nurturing the streetwear fashion culture in India."

The collection comprises baseball jerseys, tracksuits, fanny packs, tees and a special edition disruptor. The price points for apparel, footwear and accessories start from ₹1,999 and go up to ₹8,999.





Settawat Udom / Shutterstock.com

BATA SALES BUOYED BY CONSUMER CAMPAIGNS & FRESH PORTFOLIO

With almost 50 new international design 'Red Angela' stores open, Bata India has already started to yield positive results by way of footfalls and delighted customers...

IMAGES Business of Fashion

"We have built up growth momentum in Q2 with portfolio refresh across categories, and we hope to continue it as we get into the peak festival season. Our strategy of using youth icons to push our key categories has yielded positive results. Continuing our commitment to provide a world-class shopping experience to our customers, we are expanding the footprint of the 'Red Angela' stores, which are driving additional footfalls as well as improving the brand saliency,"

-Sandeep Kataria,
Chief Executive Officer, Bata India.

Bata India Limited, the country's largest footwear retailer, reported ₹6,73.1 crore in net sales for its second quarter ending September 30, 2018. Officials attributed the growth to the new brand campaign 'Be Surprised' featuring Bollywood star Kriti Sanon and its fresh product portfolio.

Keeping up with its commitment to provide a world class shopping experience, Bata India continued the launch of its international 'Red Angela' stores in multiple cities across India. With almost 50 new international design 'Red Angela' stores now open, it has already started to yield positive results by way of footfalls and delighted customers.

"We have built up growth momentum in Q2 with portfolio refresh across categories, and we hope to continue it as we get into the peak festival season. Our strategy of using youth icons to push our key categories has yielded positive results. Continuing our commitment to provide a world-class shopping experience to our customers, we are expanding the footprint of the 'Red Angela' stores, which are

driving additional footfalls as well as improving the brand saliency," said Sandeep Kataria, Chief Executive Officer, Bata India.

Socially Responsible

The month of August witnessed floods in Kerala and the whole country got together to help the state get back on its feet. Bata India, as a responsible corporate citizen, immediately sprang into action by identifying the three worst-hit areas and creating local teams of managers to reach out to communities to arrange for essential items like shoes, medicines and clothes.

Bata India employees also volunteered to contribute a day's salary towards the relief efforts and an equivalent amount was contributed by Bata India towards the same cause. As a brand, Bata has continuously evolved over the years in India and has shown strong growth. It has come a long way since its foray into India and has today, grown into one of the largest footwear retailers with approximately 1,400 outlets across the country.





FAST FASHION MAJOR ZARA ON EXPANSION SPREE

Zara has expanded its presence globally with the launch of its dedicated worldwide online platform - <http://www.zara.com/ww> - thus bringing its fashions to customers in 106 new markets...

IMAGES Business of Fashion



The advent of e-commerce and digital retail in general has helped brands and businesses wake up to a new reality – retail without boundaries. The digital medium has been instrumental in decreasing the geographical distance between buyers and sellers and manifesting a revolutionary retail template where brands can be readily available at locations where they are not present with physical stores.

Zara has launched online sales through a dedicated worldwide online platform – <http://www.zara.com/ww> – thus bringing its fashions to customers in 106 new markets.

Most of these new markets are in Africa and include Angola, Cameroon, Congo, Ivory Coast, Senegal, Kenya, Mali, Mozambique, Namibia, Tanzania, Madagascar, Zimbabwe and Ghana, among others. The online store has also made its debut in numerous parts of the Caribbean and Asia.

The new platform, which is available in English and French and is supported

by a dedicated customer service, similarly available in both languages, features new items from the women’s (including the Woman, Trafaluc and Basic lines), men’s and kids’ collections twice a week. The simple and intuitive browsing experience configured for all devices, has been designed to enable the brand’s collections to be shopped as entire looks, thanks to its Corner Shops, which organise the ranges into curated collections (such as the current Dress Time theme), and Stories, which take shoppers on a visual tour of capsule collections and trends.

Zara customers can also shop the brand’s Join Life range, a selection of garments made from more sustainable raw materials and using more environmentally-friendly processes. In this specific section of the new platform, consumers can find out more about the stringent sustainability, environmental and quality standards that govern everything Zara does in order to generate value beyond profits.

The new platform accepts widely used online payment methods such as PayPal, as well as all the main credit cards. Orders are processed in euros, grossed up by the corresponding delivery and customs charges, and fulfilled from Zara’s online platform in Spain; they will be received within three to seven days.

×



INNOVATION SPECIAL



TECHNOLOGY & INNOVATION: THE CORE OF FASHION CREATION

It is a competitive ecosystem today, and success behests innovation to take a central stance in any brand or enterprise's business strategy. But how has innovation evolved at the fashion industry in India? IMAGES Business of Fashion takes a look.

Shivam Gautom with Inputs from Gurbir Singh Gulati

We are living in the age of digital Darwinism – an epoch where evolution of both technology and lifestyle is way too fast for businesses to adapt naturally. Rapid change in technology and changes in the way we communicate, connect, and discover are carrying incredible implications for businesses across industries, compelling them to evolve through rigorous innovation. Whether it be global bigwigs like Toyota Motors or a domestic fashion brand that has been just launched, business across the world are now compelled to endorse a forward-looking strategy and invest in both creativity and technology to adapt and outperform peers.

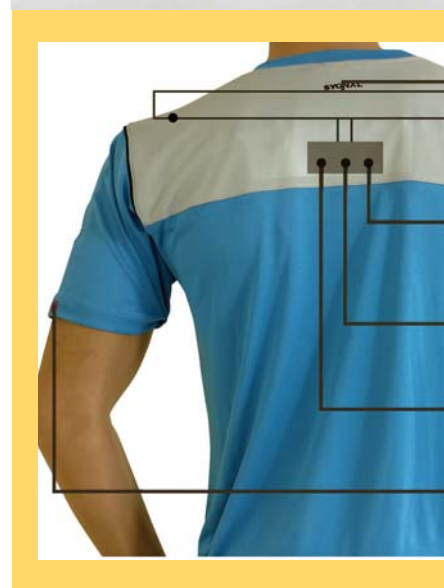
Even in India, a country whose disposition towards evolution in general has always been phlegmatic, exercises to innovate, adapt and stay relevant is fast becoming the trend for all industries. This especially holds true for a dynamic, impulsive, creative and people intensive industry like fashion retail. Fashion itself has had the reputation of being ephemeral since ages; and this rapid metamorphosis in the ecosystem has but only been instrumental in making it a more challenging business.

So, how are brands in the fashion industry being innovative? Before we access that let's gauge what the word innovation means to most of the players of this domain.

“For us, innovation is the profitable implementation of ideas that deliver exceptional value to our consumers and to the company,” says Matteo Lambert, VP Collections, Bata. As a forerunner in the Indian footwear industry, Bata is propelled by a 3 Key Innovation mantra that relates to comfort, performance and sustainability. The brand's light weight, flexible and more rebound outsoles made of enhanced and unique formulation compounds speak volumes

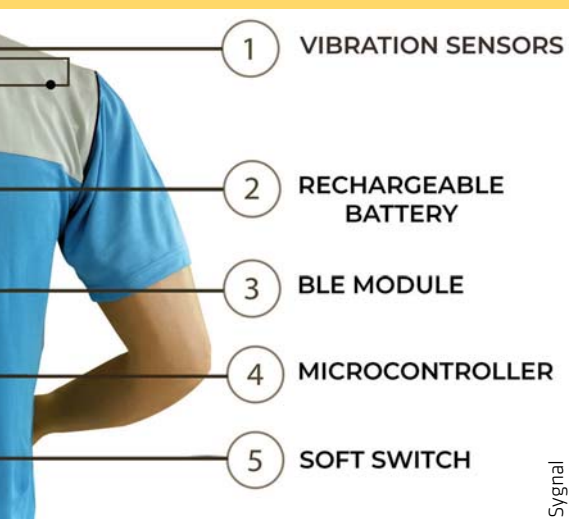


Bata





Urban Blackberrys



Sygnal



Spykar

about the brands dedication to innovate. The healthy comfort footbeds and insoles of its Comfit range and Insolia Collection are some of the highlights of its latest offering.

Popular home grown denim major Spykar holds that innovation is all about creating trendy and hi-fashion products using updated and efficient technologies which provide great look, feel and finishes to the end product while reducing waste, and are eco-friendly and sustainable.

“Some of the innovations we use at Spykar include less water intensive washes, laser technologies for dry processing and using recycled yarns. We have created the entire line of jeans and joggers using bi-stretch denim fabric. This collection, for both men and women, provides extra flexibility and gives freedom of movement,” says Abhishek Yadav, General Manager-Design, Spykar.

As explained earlier, even relatively younger brands are impelled by core principles of innovation. Premium women’s wear fashion brand Samshék is a fine example. The brand believes that innovation is at the heart of the future of fashion and hence is driven by a policy that revolves around three Is - Innovation Immediacy and Individuality.

“We initiated with developing a novel manufacturing system to ensure a quick turnaround time for custom clothing. We started with delivery of 48 hours for store bought products and the ultimate vision is to reduce this delivery time to 99 minutes. Our online orders are delivered within 5 days pan India, USA and the UK,” says Samiksha Bajaj, Co-Founder, Samshék.

“We have an excellent manufacturing system and a fantastic customisation tool on our website. Recently, we launched another innovation of 3D body scanner for perfect measurements in our physical store. We are trying to work on recycled and wrinkle free fabrics for the future,” she adds.





Urban Blackberrys



Sygnal



Samshék

Urban Blackberrys is a fashion trend driven brand for the youth, where innovation is achieved with a unique 'Runway to Market' design approach rather the industry standards that follows fashion forecast agencies.

“Our innovation relates to implementation of design thinking and unique process that helps to identify new areas to explore and develop, which in turn leads to innovative products,” says Kabeer Kodaniyil, Head of Design, Urban Blackberrys.

While most brands and companies think of product or process innovations, a slew of brands have been successful in cashing in on the prediction of the future trends. Hyderabad based Sygnal, an AI based firm that is creating ripples across the globe with its blend of technology-infused fashion, is one such name. The brand aims to enhance the utility of clothing by innovating smart clothing for safety, health and fitness or to simply make a fashion statements.

“We envisaged apparels will soon catch up with the boom in technology. We figured it would evolve to adapt more

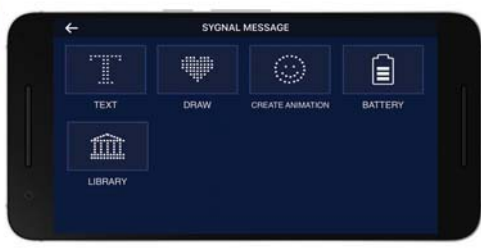
and more functions of the gadgets we use routinely, since apparels cover a wider body surface area,” explains Saumil Shah, Co-Founder, Sygnal.

Sygnal has the distinction of producing the world’s first touch-enabled t-shirt. The brand now specializes in integrating electronics with fashion and offers a range of smart fitness tracking t-shirt, a glow LED clothing line and smart accessories for men, women and kids alike.

Design Capabilities

Creative industries survive on the ability to generate ideas that excel and innovate and nowhere is this truer than in the world of fashion! Aesthetically rich designs are one paramount aspect in fashion that businesses cannot afford to ignore. In the recent years, design has become progressively more significant in the fashion industry, with design-centric products, retail environments and promotions now being the sole facets in differentiating retailers from their competitors in the volatile modern business weather.

“The ability to convert international runway trends into viable commercial concept is our key strength. To achieve that we follow a unique design process which not only looks at runway trends but also adapt the trends as per Indian



“Innovation is creating trendy and hi-fashion products using updated and efficient technologies which provide a great look, feel and finish to the end product while reducing waste, are eco-friendly and sustainable”

- Abhishek Yadav,
General Manager- Design, Spykar



“Our innovation relates to implementation of design thinking and unique processes that help to identify new areas to explore and develop, which in turn leads to innovative products”

- Kabeer Kodaniyil,
Head of Design, Urban Blackberrys.



market and consumer needs. We refer to forecasting sites at a later stage just to validate our findings, whereas most of the brands are depended on forecast sites and their outcomes make brands look similar to each other,” states Kabeer Kodaniyil.

Indian fashion brands are progressively investing on professional design teams to assist them in the highly complex, sophisticated and ambivalent process of product development. “All our collections are exclusively created by our team of designers. We follow specific seasonal

themes as inspiration, from which we develop amazing stories,” adds Matteo Lambert.

Brands also are leveraging on cutting edge technology to streamline the production process.

“Techniques like laser etching and cutting is widely used for denims and indigo shirts during dry process. At the production stage we utilise hyperfuse and seam sealing machines to create techno-aesthetic products,” says Kabeer Kodaniyil.

Made-to-measure brand Tailorman is armed with the technical know-how to offer complete personalization of an ensemble - right from the buttons and linings to the construction and fit of the final garment. “The customers can also choose to curate their look according to their personal sense of style or occasion, across different price brackets. To further personalize you can add custom monograms or contrast pipings to elevate your look,” says Aswathi Krishnan.





Samshék utilises a slew of softwares to suit the different stages of production. “Starting from order to end manufacturing some softwares have been outsourced for pattern making and some are developed inhouse for internal communication with production team. This has been done to fulfill the orders smoothly on daily basis,” says Samiksha Bajaj.

The brand is currently vying to implement automatic sewing robots and a mobile app for taking measurements from photos. The automatic sewing robot will help us to automatize the sewing process to some extent as well. The measurement app will help customers to extract measurements from three pictures of their front, back and side easily and accurately.

Bata is leveraging on three technologies to come up with power laden and technical lifestyle apparel – PWick featuring fast dry and anti-moisture management, Activent for enhanced breathability and Psoft for comfort.

Indian brands and retailers are also increasingly drawing on Omnichannel for increased revenue, reduced costs and increased return on assets.

“Our Omnichannel approach allows a seamless shopping experience across all our platforms. Our team of stylists

and master tailors are available at the comfort of your home to help you curate an impeccably tailored look, while our website offers the opportunity to visualize your customizations through 3-D rendering,” says Aswathi Krishnan, Manager- Design & Marketing Communications, Tailorman.

Brands like Sygnal have the advantage of being a technology-led company, rather than apparel manufacturing units. Most of the brand’s processes are now machine based and it continues to concentrate its efforts towards reducing human intervention to the minimal.

“Our inhouse software platform caters to our custom requirements to link each function in a system based format from the point to receiving an order to linking it directly up to the production stage. In layman terms, you can compare it with the functionality of a McDonald’s outlet, as soon as the order is received the kitchen starts preparing the required item,” explains Saumil Shah.



“We initiated with developing a novel manufacturing system for a quick turnaround time for custom clothing. We started with delivery of 48 hours for store bought products and the ultimate vision is to reduce this delivery time to 99 minutes”

- Samiksha Bajaj,
Co-Founder, Samshék



Germany | Hong Kong | China | Bangladesh | India

We are
the worldwide specialist
in interlining
for shirts and blouses.

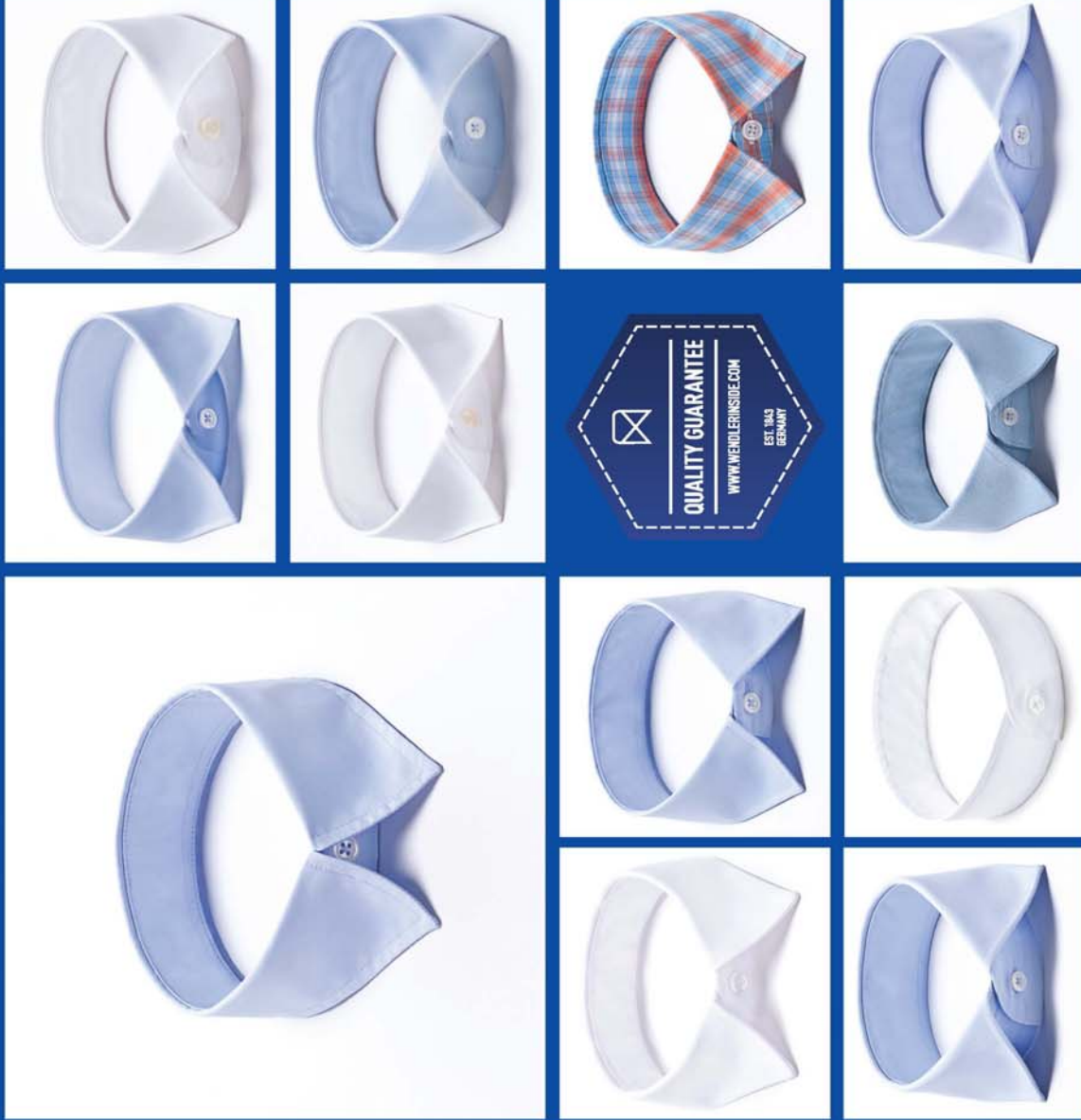
Est. 1843 Germany

**THE EXPERT IN THIS FIELD
CATERED TO YOUR NEEDS
TECHNICAL SERVICE
THROUGHOUT**

www.wendlerinside.com



Welco Agencies Pvt. Ltd.
AN ISO 9001:2008 CERTIFIED COMPANY



Delhi-NCR | **Mumbai** | **Bangalore** | **Chennai** | **Ahmedabad** | **Coimbatore** | **Madurai** | **Kolkata**
+91- 8527577999 | **info@welcoagencies.com** | **www.welcoagencies.com**



“Innovation is the profitable implementation of ideas that deliver exceptional value to our consumers and to the company”

- Matteo Lambert,
VP Collections, Bata



Bata



Spykar

Sygnal is working towards building a platform of smart clothing with sensors which can be further iterated with features like touch, navigation, gesture or posture recognition, so as to provide better solutions in the domain of safety, health, fitness, wellness, etc. The brand’s range of Connected Apparel can be integrated with such electronic patches to provide the user with a solution to wear such patches without having to be be conscious about the appearance since it would be integrated within the fabric. The Connected Apparel can communicate with the brand’s Artificial Intelligence platform to use and transmit the data more effectively.

Pricing Policy

Indian consumers have long been known to be price conscious. While brands are coming up with designs and products that align with the price sensitivity that Indian consumers are synonymous with, there is a balance of sorts as consumers too are slowly opening up to the idea of paying more for quality products.

Kabeer Kodaniyil echoes this saying, “More than affordability, we focus

on creating value in the product. For example, new technology like seam sealing can hike up product costs. However, we try and control costs by converting the techniques into aesthetics rather than functionality,” he says.

Having said so, competitive pricing policy remain a paramount strategy for all brands across the fashion industry.

“Our products are affordable luxury and we assure a higher quality than others in the same price. Our virtual inventory model allows us to spend more on improving quality. Our average ticket size is ₹3,000 inclusive of customization and shipping pan India,” says Samiksha Bajaj.

Also, affordability is very subjective, especially in a country with a vast demographic diversity like India. “When it comes to fashion, we can get a similar looking product at very different prices. What makes the difference is the raw material quality, workmanship and fashion quotient. At Spykar, we ensure to deliver all the three factors,” states Abhishek Yadav.



Tailorman



“Our Omnichannel approach allows a seamless shopping experience across all our platforms. Our team of stylists and master tailors are available at the comfort of your home to help you curate an impeccably tailored look, while our website offers the opportunity to visualize your customizations through 3-D rendering”

- Aswathi Krishnan,
Manager- Design & Marketing
Communications, Tailorman.



Urban Blackberrys

Sustainability

Sustainability is a crucial issue in the fashion retail industry especially in this eco-friendly age; and in the wake of increasing environmental awareness among consumers, an increasing number of brands are committing themselves to both the people and the planet.

“Traditionally, fast fashion model is not sustainable. It produces tons of inventory and the unsold inventory is dumped causing environmental harm. However, our model allows us to have a virtual inventory and make our business model completely sustainable. We are working on utilising recycled



“We envisage apparels will soon catch up with the boom in technology to adapt more and more functions of gadgets, since apparels cover a wider body surface area as compared to our gadgets”

- Saumil Shah,
Co-Founder, SYGNAL

fabrics in the future and also work on smart apparels,” says Samiksha Bajaj.

“It is a challenging topic, but very actual among consumers, especially the younger generations. Sustainability is and will become more and more part of our agenda. Our target is to make sustainable collections, without compromising on style, comfort, quality and great pricing,” adds Matteo Lambert.

CONCLUSION

It is clear that the retail template around the world is being overhauled by constant connectivity, contextual relevance, and a multi-screen world. To adapt to the new competitive reality, smart retailers are drawing on constant innovation and trends to transforming shoppers’ experience. It also has to be noted that, generally, although product or process innovation is more stressed on, brands and retailers also need to converge focus on intangible innovations such as business model, networking and brand innovation to reap benefits of long-term value creation.

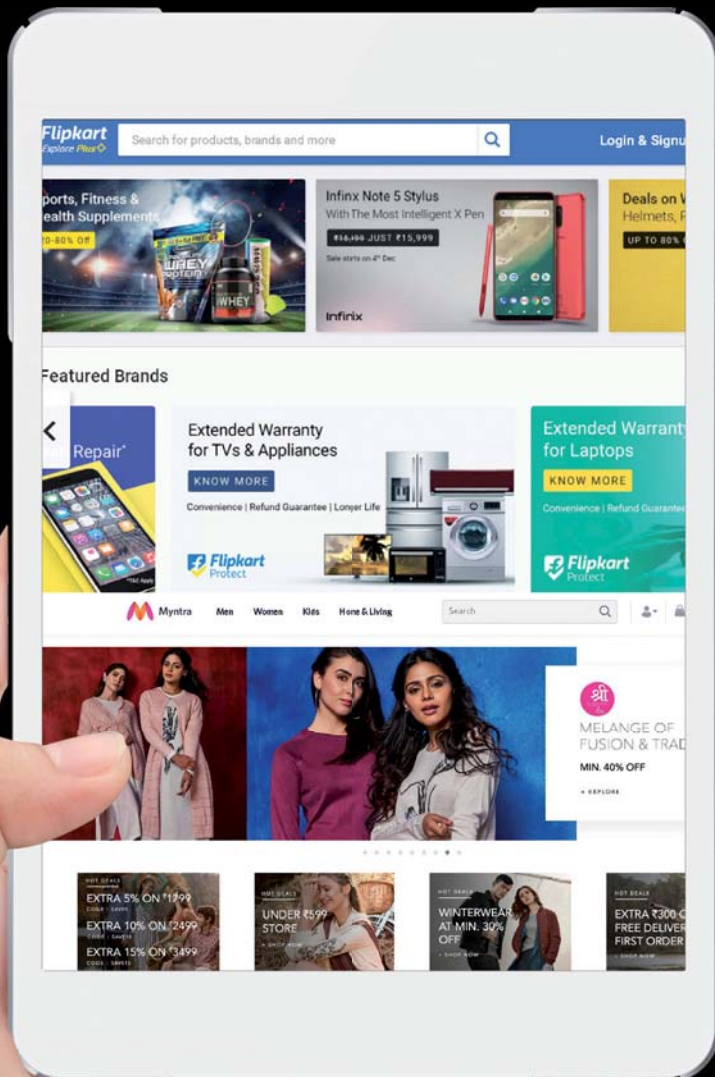


ONLINE MARKETPLACES:

DELIVERING FASHION TO THE DISCERNING MASSES

IMAGES Business of Fashion traces how online marketplaces like Flipkart and Myntra are launching brands that meet the demands of fashion conscious consumers. With terms like affordable and fashion-for-all they are eyeing for a bigger chunk of the apparel market share...

IMAGES Business of Fashion



The online fashion space in India is positively buzzing with private labels or brand partnerships. Recently, heritage American denim brand, Wrangler collaborated with Indian e-commerce giant, Flipkart to launch an exclusive sub-brand called Wrangler 20X. Myntra also launched its in-house plus size apparel brand, Sztori as well as House of Pataudi, an ethnic wear brand co-owned by Myntra, Exceed Entertainment and Bollywood actor Saif Ali Khan.

Addressing Consumer Demand

Wrangler 20X is targeted at the digitally-savvy youth who increasingly shop for fashion online and are seeking the perfect mix of trend and value. Gen Z are increasingly brand-aware and aspire to own brands with flaunt appeal. The denim brand aims to give them a brand that they would be proud to wear at prices they can afford.

Known for democratising fashion across segments, the launch of both Sztori and House of Pataudi enables Myntra to go a step further and include profiles into the ambit of 'fashion for all'. It champions inclusivity in fashion, evaluating and emphasising greater attention to styles, trends, designs, fit and fabric for plus sized apparel and fashion conscious consumers, in order to bring out the personality of the person wearing it.

Sztori has been especially designed to suit a larger range of body shapes and sizes. It is essentially a designer wear in the plus size category, offering consumers the perfect fit and multiple



“We are clearly focused on a strong customer proposition and currently there is a huge gap in brand offerings in the ethnic wear space, especially for men. House of Pataudi is an ideal fit, being rich on tradition, heritage, design, and offers customers a slice of the world that we believe is lost, at price points that are highly affordable”

-Ananth Narayanan,
CEO, Myntra-Jabong



“We are extremely delighted to announce the addition of Sztori to our portfolio of private brands. Plus size clothing is in great demand and it was time we offered something substantial in the category, opening up more avenues and possibilities for our customers”

-Manohar Kamath,
CXO and Head, Myntra Fashion Brands



“Men’s fashion is one of our fastest growing categories, where we have witnessed a 75 percent Y-o-Y growth, within which denims is one of the most successful categories. We are excited to launch Wrangler 20X, a denim-wear brand, from the house of Wrangler, exclusively on Flipkart Fashion”

-Rishi Vasudev,
Vice President, Flipkart Fashion

style options. The apparel is made to suit plus size body types rather than prove to be a mere extension in size on existing profiles, thus breaking the existing age-old norm in the Indian market.

Manohar Kamath, CXO and Head, Myntra Fashion Brands, says, “We are extremely delighted to announce the addition of Sztori to our portfolio of private brands. Plus size clothing is in great demand and it was time we offered something substantial in the category, opening up more avenues and possibilities for our customers.”

The brand offers a range of products for men and women, including, tees, denims, tops, dresses and more in L to XXXXL (Large to 4 times Large) sizes. Shoppers can choose from over 225

styles and designs at prices ranging from ₹799-₹1,999.

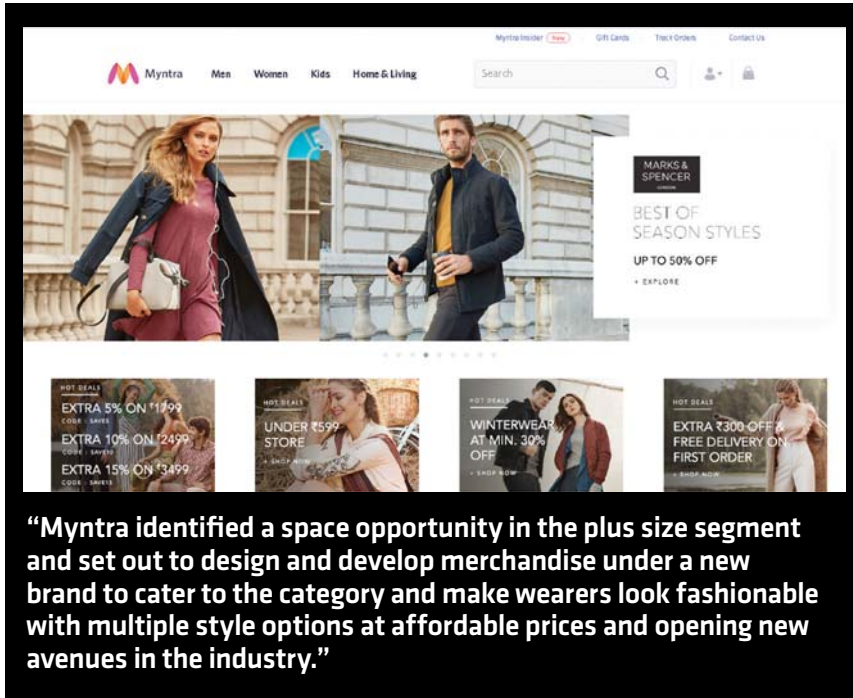
Myntra identified a space opportunity in this segment and set out to design and develop merchandise under a new brand to cater to the category and make wearers look fashionable with multiple style options at affordable prices and opening new avenues in the industry.

‘House of Pataudi’ is a lifestyle brand for men and women that delivers fine taste and refinement to the discerning and the fashion conscious. Each piece not only exudes style but also narrates the rich story and history of the Pataudi heritage. The collection comprises traditional Indian wear, conceptualised in the form of Rozana, every day wear with a contemporary ethnic touch; Jashn, festive finery with

a regal charm; Riwayat, bespoke splendour for the classic Indian wedding; and a Special Edition, comprising collections inspired by the Pataudi trousseau.

The range includes kurtas, sherwanis and Nehru jackets for men and kurta sets, lehengas and dresses for women. Products from House of Pataudi will be available exclusively on Myntra and Jabong, across a price range of ₹1,500-₹15,000 for men and ₹2,000-₹20,000 for women. The brand’s design team has worked closely with Saif Ali Khan; inspired by his own personal style statement and has designed and perfected the line, modelling it on the Pataudi lineage and contemporary fashion preferences, to make it relatable for the modern fashion shopper. House of Pataudi is

>



“Myntra identified a space opportunity in the plus size segment and set out to design and develop merchandise under a new brand to cater to the category and make wearers look fashionable with multiple style options at affordable prices and opening new avenues in the industry.”

focused on changing the perception about ethnic dressing being limited only to festivals and occasions and bringing it back to every day wear.

Tapping the Market

“Research estimates that the plus size segment will account for US\$ 5 to 6 billion in the US\$40 billion Indian online fashion apparel market, by 2020, which is approximately 10 to 12 percent of the overall market, making it an important proposition,” shares Manohar Kamath.

Flipkart’s has aggressive plans to grow the fashion business and this maps well with Wrangler’s vision of meeting the needs of the young, online shopper. “We are delighted to partner with Flipkart on the launch of Wrangler 20X. The brand will be available exclusively on Flipkart and is designed for young, trend-aware digital citizens who aspire to buy Wrangler but are also looking for a more affordable value proposition. We look forward to working with Flipkart to make this a successful sub-brand of

Wrangler,” comments Krishna Dorai, General Manager, Wrangler.

Rishi Vasudev, Vice President, Flipkart Fashion says, “Men’s fashion is one of our fastest growing categories, where we have witnessed a 75 percent Y-o-Y growth, within which denims is one of the most successful categories. Crafted basis an understanding of what fashion shoppers are looking for, we are excited to launch Wrangler 20X, a denim-wear brand, from the house of Wrangler, exclusively on Flipkart Fashion. The range is specifically designed to offer the latest in fashion to the style conscious young men looking for the best in the value branded segment and we are sure, this range will be a massive hit, while it strengthens our men’s portfolio.”

The Wrangler 20X collection features attractive style elements such as PU detailing on the pockets and belt loops, the shirts embrace printed designs with yarn-dyed fabrics and the tees receive a fresh colourful



graphic spin. The sub-brand is currently available only for men.

Ananth Narayanan, CEO, Myntra-Jabong, said, “We are clearly focused on a strong customer proposition and currently there is a huge gap in brand offerings in the ethnic wear space, especially for men. House of Pataudi is an ideal fit, being rich on tradition, heritage, design, and offers customers a slice of the world that we believe is lost, at price points that are highly affordable.”



pretty woman[®]



KURTIS • DRESSES • TUNICS • SHIRTS • TOPS • PALAZZOS • PANTS

TRADE ENQUIRY: 9509595696, 9871214530, 0141-4043030,3131 anilsingh@prettywomanjaipur.com,
sspl2k@gmail.com Website: www.prettywomanjaipur.com

Bhavya sales, G-121, RIICO Industrial Area, Mansarovar, Jaipur-302020

ORGANIC FOOTWEAR:

IS THE INDIAN CONSUMER READY?

Taran Chhabra, Founder, Neeman's talks to IMAGES Business of Fashion and shares his insights on the Indian footwear industry, while highlighting what made him start the country's first organic and eco-conscious men's footwear brand, Neeman's, with The Woolmark Company...

Rosy N Sharma



Footwear brand Neeman's has partnered with The Woolmark Company – the global authority on wool – to launch a range of shoes made from 100 percent Merino wool. The eco-conscious brand showcased its attractive range of men's shoes in New Delhi.

Neeman's is India's first footwear brand to use natural, renewable and biodegradable fibre in its shoes. The brand's footwear collection comprises joggers (multi-functional, lightweight running shoes), classic sneakers with a modern twist, and simple, yet elegant, loafers in subtle colours, fit for all occasions. Its shoes are suitable to wear throughout the year with the ability to withstand every weather condition.

Celebrating the unique organic inclusion in Indian lifestyle through their exclusive men's shoes, Taran Chhabra, Founder, Neeman's explains that it was his own personal struggle to find a shoe that could truly provide all-day comfort. "This led me to look beyond synthetic fibres and my search ended with the naturally versatile Merino wool fibre," he stated.

Ajay Pradhan, Marketing Manager, The Woolmark Company, India says, "The Woolmark Company is looking at innovative ways to showcase the versatility of the Merino wool fibre and this collaboration with Neeman's allows us to do exactly that. Merino wool is the world's most revolutionary natural fibre that's trans-seasonal, breathable and has a variety of eco-credentials, making it the perfect addition to your wardrobe be it in the form of luxury apparel or innovative. We cannot wait for consumers to try them and experience the natural benefits and versatility of Merino wool."





The Idea Behind Neeman's

Neeman's focuses on two core principles - true comfort and creating a culture of sustainability.

"We are focused on bringing truly comfortable footwear that looks good, feels good and is good for the planet. Today, when the whole world is talking of organic and natural resources, we decided to take undervalued 'comfort' for wearers to the heart of the shoe industry and follow nature's path of environmental sustainability using natural fibres along with recycled and renewable materials," Chhabra says.

While in the pursuit to understand footwear manufacturing, Taran Chhabra had travelled to many footwear manufacturing hubs around the world and what he saw left him perplexed. He found that footwear manufacturing units use too many synthetic materials like nylons, polyesters and leathers and consume a lot of non-renewable resources like petroleum in the manufacturing process. Apart from this, the industry is responsible for emitting a huge amount of carbon dioxide in to the atmosphere.

"According to a recent study, around 10 percent of the carbon dioxide that is emitted in the atmosphere is by footwear units alone. So these things kind of hit me," he explains.

As a result, while making Neeman's, he made a conscious decision to remove everything synthetic and unnecessary, and kept only the stuff that was required to actually make shoes. He chose a natural fiber like Merino wool from Australia in-place of synthetic materials. Merino wool is a superfine and lightweight fiber with features like moisture-wicking and breathable, naturally odour resistant and keeps skin cool and dry even in extreme temperatures.

"Merino wool comes from Merino sheep, and all it takes is water, sun shine and grass to raise them. So we are not spending any energy, we are not emitting any carbon dioxide in to the atmosphere, we are not using any petroleum based oils and we are preserving our environment," he says.

"Today, when the whole world is talking of organic and natural resources, we decided to take undervalued 'comfort' for wearers to the heart of the shoe industry and follow nature's path of environmental sustainability using natural fibres along with recycled and renewable materials"

-Taran Chhabra,
Founder, Neeman's



“The Indian footwear market is very vast. India is the second largest in terms of footwear manufacturing and the third largest in terms of consumption. It is just behind China.”

Another important component within a shoe is the insole. Traditionally the insole is made of petroleum based foams. Neeman's also reduced the amount of petroleum based foam with a natural plant-based castor bean oil and recycled rubber.

A Global Brand

The shoes—conceptualised in America and designed in London—are made from the finest Merino wool sourced from Australia. The Merino wool then travels to South Korea, where it goes through a proprietary process of combing, drawing, steaming and being made into a fabric. There, three different type of fabrics are being produced, one for the shoe upper, another for the insole and a third for lining the shoe. Then the fabric travels to China, where a highly specialised women-owned shoe manufacturing unit—which has been in operation for the past 30 years—assembles the shoes. After that the shoes finally reach India to be sold.

Market, Consumer & Retail Strategies

The opportunity for brands like Neeman's in India is immense. “The Indian footwear market is very vast. India is the second largest in terms of footwear manufacturing and the third largest in terms of consumption. It is just behind China,” says Chhabra.

Operating within the premium range, the brand's target consumers are the



(L-R) Amar Preet, Co-Founder & Director - Operations, Neeman's and Taran Chhabra, Founder, Neeman's

one who seek comfort. Precisely, any male from 26 to 40 years is its target customer. “Just by looking at the consumption rate in India, there is a vast segment that looks at economy range but there is still a major segment that looks at premium range and we fall within the premium segment,” he says.

At present, it is being sold through its website (www.neemans.com). Being a direct-to-consumer, the brand has excellent customer acquisition strategies to share, such as educating its consumers through content on social media. “We plan to travel and organise several demo locations,

pop-ups locations within major places where people can come and experience our products,” Chhabra says.

The brand is taking expansion slowly.

“We aren't giving our shoes to outlets for now. The focus is to drive people to our website and help them understand what Neeman's stands for. So right now we are keeping a very close hold on how and where our product is being represented. Right now our focus is India and then may be to spread Neeman's to different countries within Asia in the next year,” he concludes.

×



mexico[®]

J E A N S

SPEAK YOUR
MIND
WEAR YOUR
STYLE

mexico Clothing Co.

110, Star Ind. Est., Near Sakinaka Telephone Exchange
Andheri Kurla Road, Andheri (East), Mumbai - 400 072

Tel: 28528173 Fax: 28521885

E-mail: mexicojeans@yahoo.com

www.mexicojeans.com



CELIO: AT THE VANGUARD OF FASHION INNOVATION

Over the years, Celio has innovated in several diverse aspects. While some of those innovations were directed at building a better business, others were meant to create a more socially-accountable organisation...

IMAGES Business of Fashion

Founded in 1985 by Marc and Laurent Grosman, European men's wear major Celio is a forerunner when it comes to innovation - both product wise and socially. In an exclusive feature, IMAGES Business of Fashion gets into a freewheeling chat with Satyen Momaya, CEO, Celio Fashion Pvt. Ltd., to understand the brand's take on innovation and its recent outcomes...

How does your brand define innovation?

Over the years, Celio has innovated in several diverse aspects. While some of those innovations were directed at building a better business, others were meant to create a more socially-accountable organisation. For example, we ensure ethical sourcing; we have tied up with responsible vendors who are socially accountable with SA8000 and Oeko compliance. Recently, we have launched the Go Green Denims range, which are environment-friendly and uses less water and electricity.

On the marketing front, we adopted engaging gamification techniques to engage with customers. In a recent campaign, Celio launched the Fantastic Football League, an interactive program that crossed 70 lakh+ impressions and broke all previous engagement records.

What are the key innovations that have given a new dimension to your products?

The key innovations this season are Soft Touch and Powerflex range of denims along with our range of reversible shirts and light jackets. With a unique blend of fabric made in Italy, the Soft Touch Celio Denims are as comfortable as they are chic. The special twill weave confers a very soft feel. The yarn quality, T400, mixed with Lycra brings comfort and good recovery to the garment. The Celio Soft Touch range extends to t-shirts, sweaters and shirts creating an entire range of relaxed, comfort wear keeping the fashion quotient intact.

The Powerflex range of denims is yet another super comfortable denim with a unique fabric blend that ensures high stretch ability with comfort. This innovative technology by Celio with its extreme elasticity Power Flex gives you great freedom of movement.



How many collections do you plan in a year and how is this worked in, in correlation with the customers demand?

The year largely is divided into two seasons - Summer and Winter. The season is launched with an early summer collection which is around February, also a transition from winter to summer. The early summer collection is followed by a full/peak summer collection, that features comparatively vibrant colors, fresher styles as the summer sets in full swing.

Again, the transition from summer to winter is followed by a bridge collection which is also the holiday season. By August, we launch the season with a fresh collection of early winter range which is also the onset of the festive period in India. Finally, it is followed by the full/peak winter collection comprising of complete winter wear range be it jackets, outerwear, sweaters or sweatshirts.

How do you define affordability with great products in your collection?

Our collections are very reasonably priced. We have launched a range of washed fashion denim at just ₹1,999 catering to everyday need of the consumer. We also have the immensely popular Celio biker jackets starting from only ₹3,999.

Technology is becoming the biggest enforcer today. Tell us, in details, how you employ technology at the production stage?

Technology is aiding in the retail production process and helping various organizations to not only churn out better fashion but also become more socially accountable. For example, novel ways to use less water and electricity during production of various denim products. We are also increasingly looking at partners and vendors who can reduce lead time and increase profitability by using innovative methods of construction and technology. There is a lot of other

technologies that we leverage such as robotic stream stress machines, laser cutting machines, etc.

Is your brand working on smart clothing?

Honestly, while we are following and looking at the category seriously on a global level, we feel that in India, this trend is yet to catch up as the back-end technology to support smart clothing needs to develop first. What I can tell you is that, we would surely be ready to ride the wave when it takes off across the world.

How do you define transparency behind the making of the product and the raw material used?

Like I told you, ethical sourcing is a priority at Celio. We have tied up with responsible vendors who are socially accountable with SA8000 and Oeko compliance. The brand audits these vendors annually and ranks them through a rating system ensuring that the right kind of raw material is used while creating our products.

In this eco-friendly age, how well are Celio's product ideas linked to sustainability?

We put immense importance to leave a positive and sustainable imprint and hence, we are constantly looking out for technology to make garment manufacturing eco-friendlier. We also give value to recycling products.

Decode your future working on product development and the new initiatives being taken Celio for us.

Retail is an extremely dynamic sector and the new age consumers are constantly changing purchasing tastes, so setting up a workflow that makes production adapt to these changing needs will be the key to success for brands. We are working closely with partners to build a much nimbler production and supply chain network which will help us imagine, customize, product and repeat.



Throw light on your design capabilities. What are key design factors which stand out as your USP?

Celio's head office is in Paris, one of the fashion capitals of the world. The design team based out Paris ensures that the collections in every season reflects the key fashion trends. The team also travels to key fashion markets across the globe like New York, Japan and Italy to adapt the key trends within the brand.

A photograph of a Lifestyle retail store interior. The store is brightly lit with recessed ceiling lights. In the foreground, a mannequin is seated on a black stool, wearing a pink patterned top and white pants. Behind it, several other mannequins are standing, dressed in various styles of clothing. The store is filled with clothing racks and shelves, displaying a variety of garments. The word "lifestyle" is prominently displayed in large, white, illuminated letters at the top of the image.

lifestyle

LIFESTYLE DEPLOYS NEW RETAIL TECHNOLOGIES

Offering men's, women's and kids' apparel, footwear, handbags, fashion accessories and beauty products, the fashion retailer has added features such as 'Self-Checkout Kiosk', 'Mobile POS', Fitting Room Assistance', etc., to augment its in-store experience...

IMAGES Business of Fashion

A part of Dubai-based retail and hospitality conglomerate Landmark Group, Lifestyle has been enhancing its Omnichannel experience for its customers at a very fast pace in the recent years. With 75 stores at present, Lifestyle is now also available online through www.lifestylestores.com where customers can shop from the convenience of their home.

Offering men's, women's and kids' apparel, footwear, handbags, fashion accessories, beauty products and much more, all under the same roof, the fashion retailer has added features such as 'Self-Checkout Kiosk', 'Mobile POS', Fitting Room Assistance', etc., to augment its in-store experience.

"Lifestyle has always endeavored to provide its customers the best-in-class shopping experience. With technological advancements, the shopping experience has evolved and we, as a progressive retailer, have embraced many of these technological advancements to further enhance the shopping experience we offer our customers," says Vasanth Kumar, Managing Director, Lifestyle International.



“Lifestyle has always endeavored to provide its customers the best-in-class shopping experience. With technological advancements, the shopping experience has evolved and we, as a progressive retailer, have embraced many of these technological advancements to further enhance the shopping experience we offer our customers”

- Vasanth Kumar,
Managing Director, Lifestyle International.

Click & Collect’ allows customers to order online and collect merchandise from a Lifestyle store of their choice. ‘In-store Endless Aisle’ helps customers find missing in-store sizes on the e-commerce channel.

New Tech-Advancements

Lifestyle has introduced ‘Self-Checkout Kiosk’ in a few key stores, a facility that allows customers to bill their merchandise and complete the payment transaction in a few simple steps on their own with no or very little intervention from the staff thereby greatly solving the long queue by enabling quicker checkouts. Another initiative to further ease checkouts is the ‘Mobile POS’, which was introduced for billing products such as watches, fragrances or cosmetics.

Using insights from customer shopping behavior, the retailer has also launched ‘Fitting Room Assistance’ program that allows for size retrieval with the help of technology where the store assistants are alerted on the size and style required in the fitting room. “This initiative has helped in enhancing our conversions and is now being scaled up across key stores,” Kumar says.

“Several of our initiatives are technological solutions to real customer problems which we discovered through our interaction with customers as well as staff. Using this feedback, we have created simple yet impactful solutions leveraging technology. These have led to positive impact on our overall customer experience and helped increase engagement with the brand,” he further adds.

At the same time, with features like ‘Click & Collect’ and ‘In-store Endless Aisle’, Lifestyle is offering a true Omnichannel experience to its customers. An Omnichannel initiative, ‘Click & Collect’ allows customers to order online and collect merchandise

from a Lifestyle store of their choice. ‘In-store Endless Aisle’ helps customers find missing in-store sizes on the e-commerce channel. Also, the retailer has introduced visual search and enabled voice-based search for its mobile applications which has helped in creating a more personalised and convenient shopping experience.

Lifestyle has also implemented the ‘Put-to-Light’ system for effective storing and distribution at its warehouses. It has enabled single view of inventory for its e-commerce portal, www.lifestylestores.com, making the entire inventory across all warehouses accessible to the online customers thereby enhancing the merchandise availability and online conversion.

“We are continuously evolving our stores with new technologies. To fully enable our customers to enjoy these new introductions, it is important for our sales personnel to understand, communicate and comfortably operate all new innovations. Before implementing any new technology or introducing product innovation, our entire store team goes through an extensive knowledge session, which enables them to understand the product/technology being introduced,” says Kumar.

Lifestyle regularly tracks consumer satisfaction through NPS (Net Promoter Score) in store, by the virtue of offering, staff interactions, store ambience and consistently deliver an overall delightful shopping experience thereby winning customer trust and loyalty.



The one
shopping destination
 your brand can't afford to
 give a miss.

Scan to Download
 Infiniti Mall App



ANDROID APP ON
 Google play

MALAD





The sheer range of leading brands and the size of quality footfalls make Infiniti Mall beyond compare. The ultimate shoppers paradise in Mumbai where your brand's presence is a must without hesitation.



ANDHERI



infiniti

The mall with infinite experiences
Andheri (W) • Malad (W)

www.infinitimall.com

Follow us on:





BLOCKCHAIN IN THE BUSINESS OF FASHION

Due to heightened awareness and the increasing dialogue about blockchain's applications in the fashion industry, the ethical fashion community in particular has taken notice of blockchain. Sudhir Gupta, Head - Buying & Merchandising, Planning & Sourcing, ITC Ltd. (Lifestyle Retailing Business) shares his thoughts with IMAGES Business of Fashion on blockchain technology and what the emerging technology could offer fair fashion advocates...

Fashion brands are finally beginning to take note of the rising consumer awareness on traceability and sustainability particularly driven by the millennials. These evolving consumers are deep diving into knowing the history of the apparels before they buy – the story behind each garment and where and how are they manufactured.

Moreover, mere claims or information is not enough to be trustworthy unless backed by detailed sequence of data on the complete value chain necessitated in wake of some or other global brand getting exposed of unethical sourcing or not being sustainable.

This is making fashion companies to attempt towards transforming their business models focused on delivering transparency of data—both in backend and frontend by employing the emerging technologies.

There has been a global buzz around new technologies like Artificial Intelligence, Augmented Reality, Virtual Reality and Blockchain for some time now and the global Fashion industry has also moved in the last

few years to adopt some of these in ways it firmly resisted for a long time. However, blockchain applications haven't really seen much adoption by fashion organisations.

So, What is Blockchain?

According to Digital Trends, blockchain is a database that's validated by a wider community, rather than a central authority. It's a collection of records that a crowd oversees and maintains, rather than relying on a single entity, like a bank or government, which most likely hosts data on a particular server. Each 'block' represents a number of transactional records, and the 'chain' component links them all together with a hash function. As records are created, they are confirmed by a distributed network of computers and paired up with the previous entry in the chain, thereby creating a chain of blocks, or a blockchain.

Blockchain is the technology behind digital currencies like Bitcoin and involve cryptography while in a usability sense they are just shared database or digital ledgers that publicly show a record of transactions having happened. Every time a product

changes hands, that information on change in custody is recorded by the user in the ledger and entry becomes linked to every other entry (or Block) and every other copy of the ledger is automatically synchronised via internet. The interconnection among all the blocks forms a chain and the complete application becomes the blockchain. The chain of custody on blockchain provides a record of the last party to gain custody of the product. So, blockchain means decentralised structure that provides security and transparency and thus making data trustworthy.

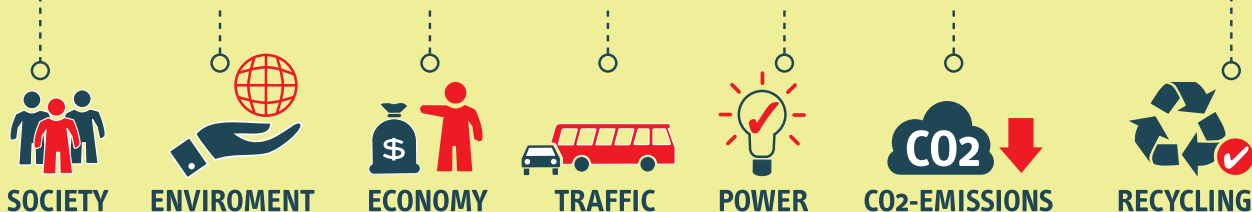
In broader sense, blockchain is not just technology, its impact goes beyond the industry or the society for creating a fair, safe and more transparent fashion industry.

Applicability into Fashion Business

Blockchain applications are not only for tracking virtual payments and financial transactions but have wider applications in securely distributing other product and supply chain information including complete database at SKU level. In other words, blockchains may be understood as

>

SUSTAINABILITY





indexes of standardised information or in simple sense, these are community-generated data maps by brand and product.

Most promising application of blockchain in fashion industry could be in supply chain and inventory management. What blockchain technology can enable in the fashion business is uniform real-time access to updated product information supplied by brands, a universal pathway for retailers to immediately report back to suppliers on aspects like stock levels and customer feedback, the final consumer details and many more might come along once something like this new basic building block structure is in play. Distributed nature of blockchain technology makes it superior to other tracking technologies as here the records can't be altered, destroyed or lost.

Blockchains have merely begun transforming apparel supply chains through technology such as track-and-

trace and inventory management. But as other technologies like 3D printing and AI continue to advance, the fashion apparel industry may very well see much more dramatic changes in years to come.

Greater transparency in fashion supply chains will create new incentives for companies to change the way they do business and even how they view themselves as an organisation. If so, adoption of blockchain is only the beginning as the fashion industry may be entering a new era with vastly different forms of production and consumption.

Advantages of Blockchain in Fashion

- Nowadays, one of the major trends in the fashion industry is sustainability and circular economy. Today's consumers believe in fair trade practices and hence increasingly demanding transparency and want to know where the product is coming from not only in food but also in fashion.

- Blockchain enables fashion companies to securely communicate to the public the complete product story (DNA) for each and every fashion garment. This includes comprehensive details on all stages of product life cycle starting from design inspiration, raw materials, manufacturing and distribution to the stores and also providing visibility of all stakeholders involved in the value chain to create traceability and transparency in true sense.
- Blockchain applications allow customers to scan the tag and discover the history of every garment and thus help in improving the customer experience.
- Global companies like Patagonia and Everlane have been successfully betting on sustainability and supply chain transparency as a distinct selling proposition enabling customers to identify their suppliers.



ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING

INDIARETAILING.com



THE **A TO Z** OF ALL THE CONNECTIONS, IDEAS AND INTELLIGENCE YOU NEED IN RETAIL

[THE AUDIENCE]

Meticulously updated retail industry information attracts only the serious: C-level executives, Partners, Managing Directors, Owners, key influencers and decision makers from across the retail and retail support ecosystem. The web portal is a magnet to the target audience of your interest, including CEOs, CIOs, CMOs, CFOs and business owners in Indian retail – for their daily business information needs.

[ONLINE VIEWERS]

- > Over **3.5 Lac** + unique visitors, on website, per month
- > **5.5 Lac** + page impressions per month
- > The **Top 500** Indian Retail Companies visit indiaretailing.com
- > **25%** Users visiting site via smartphone / Handheld devices
- > **63%** of subscribers are senior management decision makers

Interested in reaching out to **1,50,000+** retail professionals?

INDIARETAILING.com



Advertise Now!!



To discuss how best to plan your campaign on IMAGES Group's Digital Platform, Please talk to our Digital Campaign Advisors"

North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Sarang Mehta | sarangmehta@imagesgroup.in, +91 9820157225

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla
surabhikhosla@imagesgroup.in

Charu Lamba
charulamba@imagesgroup.in





“What blockchain technology can enable in the fashion business is uniform real-time access to updated product information supplied by brands, a universal pathway for retailers to immediately report back to suppliers on aspects like stock levels and customer feedback, the final consumer details and many more might come along once something like this new basic building block structure is in play”

- Authenticity of branded products can be verified by both retailers and consumers since branded garments pass through the blockchain steps and hence can be tracked. This could help reducing the counterfeiting and diverting out of authentic products. Every time a fashion item moves from one place to other, its tag or code gets scanned thus recording its location with the time stamp. Consumers would be able to scan the item and trace its journey from raw material stage to their home and would be able to ascertain if the product is real or a counterfeit. Blockchain applications can help provide protection against the counterfeiting.
- Blockchain applications also can help fashion companies who license their trademarks or designs in tracking the sales and working out the royalty payments. Similarly, it enables design houses to document design process steps and thus having the organic evidence of ownership on the designs.

Blockchain helps create peer-to-peer and decentralised network that connects all stakeholders in the value

chain (design houses, farmers, raw material suppliers, manufacturers, transporters, distributors, retail outlets, banks, consumers and other parties of the complete supply chain). Using decentralised system, all communication between these parties will be direct and will not pass through a specific central entity. Due to its decentralised nature, the blockchain platform will not have any single point of failure and will not rely on any single entity.

Through this technology, there could be a possibility wherein everyone from the farmer to the textile mill to the garmenting factory can communicate directly with the brand that buys from them. And, even the consumer can interact directly with the brand/design house for co-creation or customisation of the garments, influencing pricing and even co-investing in the concept.

Given all the advantages, blockchain clearly seems to be the future for fashion, however, to speed up the application, a single and comprehensive blockchain standard adopted by the fashion industry has to come in fast.

×



ABOUT THE AUTHOR:

Sudhir Gupta is a dynamic fashion and retail business professional having rich and varied experience in the fashion value chain covering lifestyle, apparels, accessories, home textiles and hard-goods. Sudhir has over 25 years of diverse experience in leading senior leadership roles in the areas of strategy, merchandising, category & product management, global sourcing & supply chain, retail planning, business development & marketing and multi-country buying office operations in more than 30 countries across North America, European Union and India. Currently, he is working as head of buying, merchandising, sourcing & retail planning at ITC Ltd., in the lifestyle retailing business division.



TRANZ MANNEQUINS PVT.LTD.



Courtesy: LIFESTYLE

• MANNEQUINS • HANGERS • STEAM IRON • BUST FORMS • VM PROPS

TRANZ MANNEQUINS PVT. LTD.

Office: No 10, Chairman's Layout, 9th Main, Banaswadi, Bangalore 560043. Phone: +91-9880271380, +91-8884453554
Email: info@tranzmannequins.com | Website: www.tranzmannequins.com

Factory: No.89/4, Devasandra Main Road, Rampura Village, Bidrahalli Hobli, Bangalore East, Bangalore-560 049,

Branches @ CALICUT, COCHIN & CHENNAI



CREATING IN-STORE CONSUMER CONNECT

Today, visual merchandising, display and store design are no longer about enhancing the look, image and accessibility of a shop's goods and services. They have gone way beyond that. IMAGES Business of Fashion talks to homegrown fashion brands to understand the changing dynamics of retail store design...

Rosy N Sharma with inputs from Gurbir Singh Gulati





What makes a brand outlet stand out from the rest when all of them are grouped together in a mall or on a high street? Simple answer - displays that have the power to make the shopper stop and take notice.

Beyond just creating a good looking store with aesthetically appealing displays, today's retail store design looks to communicate a lot about the brand's activities to its customers. Brands are taking their retail game to the next level with new and improved designs and displays, using them to connect with the consumer and draw them in when new collections are launched, or when sales commence.

A retail store design is a well-thought-out strategy to set up a store in a certain way to optimise space and encourage sales. Brands and retailers are frequently updating store designs, display windows and visual merchandising displays.

Sameer Patel, Founder and Chairman, Deal Jeans explains this new-fangled phenomenon, saying, "Effective merchandise displays creates a great experience for shoppers. Our visual merchandise team uses stories to spark imagination, inspire new styles and trigger emotions. These stories, forming an emotional connection with the customer, can have a long-lasting effect on the in-store shopping journey. To keep the store fresh with new styles, our team changes the displays monthly. Our nesting tables and mannequin clusters are styled with the season's product line through a theme giving a conceptualised look and feel to the store."

Siddharth Bindra, Managing Director, Biba adds to this, stating, "We create an overall look of the store and window display keeping in mind

the latest collection. We make the display more appealing with props like flowers, lights, etc., based on the upcoming festivals and special days in combination with the apparel designs we plan to display."

Store Design Aesthetics

"With the rise in competition, aesthetics have become more important today than they ever were. While working on the interior of our store, we make sure that the aesthetics and the atmosphere of the store is user friendly and it does not hinder movement and activities in the store while adapting to the brand image and philosophy. The store design is constructed in a manner which is converted into spacious trend-setting showcase with a carefully thought through image extending from the window to the arrangement of the merchandise inside," says Sameer Patel.



"Retailers are no longer product suppliers, they're becoming lifestyle partners, entities with which consumers are building relationships. Brand philosophy is crucial, it separates us from our competitors"

- Sameer Patel,
Founder & Chairman, Deal Jeans





“The design process for us is very organic. We generally start with a design direction based on our research about the brand and move forward refining it with addition of multiple elements and feedbacks from our client”

- Akhil Jain,
Executive Director, Madame

He further talks about how Deal Jeans’ store concept has been designed on the monochrome theme as the brand identity is played in the colour palette of black, white and shades of grey keeping the store bright and letting the merchandise stand out for the shoppers. For Madame, which is a casual women’s wear brand, store design revolves around femininity. Its interiors follow a neutral colour that gives the space a carefully fashioned minimal yet regal feel, thus ensuring the garments on display to shine through. The different nuances of space are enhanced with varied materials, be it flooring with patterned tile in contrast of a stone texture, or ceiling with partial open metal grid and clean seamless white surface. All furniture, in addition to the clothes racks, is custom designed at the brand’s store.

“Each brand has a very distinctive personality; we are generally inspired by something and do our best to bring it in our store concept,” says Akhil

Jain, Executive Director, Madame. “We wanted to give the brand the best of the best and create a layering which helps to focus on different types of collections. Furniture matches each other to the smallest detail; furniture with their different expressions, materials and colours create the framework for the brand. Hence, the store design is truly contemporary and fresh.”

Biba believes in keeping its store design simple yet attractive, eye catchy and easy to explore. The look and feel is maintained across all its stores by keeping the window display captivating, displaying the latest collection and keeping the store navigation easy and smooth. All the exclusive brand stores carries the Biba products under all three categories of SKD (Salwar-Kameez-Dupatta), M&M (Mix & Match) and unstitched fabric. Most of the stores have a dedicated space for the Biba Girls range. Also, the brand recently introduced Biba Jewellery in selected stores.

>

— FASHION UNITE —
NEW SEASON . NEW SITE . NEW LOOK



High on **STYLE** and **COMFORTABLE** to wear

FWS/1143
₹1499/-

Proudly presenting the knitted FOOTWEAR collection 2018-19 from the house of duke



DUKE
the essence of great fashion

T-Shirts . Sweatshirts . Sweaters . Jackets . Shirts . Denims . Trousers . Tracksuits . Thermals . Footwear

Available at **DUKE** exclusive & leading garments stores across India / e-mail: sales@dukeindia.com / For Trade Enq.: 0161-6604024-25 / follow us on:

- Online stores at:
- Also at:



“The key strategic drivers while choosing store design is easy navigation and breezy spacing. The store must be able to present its best foot forward and be able to communicate to its customers through its designs, appeal and showcase them the products with ease and comfort”

- Siddharth Bindra,
Managing Director, Biba

“Considering the positioning of Biba as premium ethnic wear, we look at inspiration from the rich heritage of Indian textiles and our interpretation of the same at our stores. Store design varies from season to season depending upon the collections from which the inspiration is derived,” Siddharth Bindra explicates.

In-Store Design Strategies

According to Sameer Patel, retailing is no longer merely about selling products, today retailers are becoming one’s lifestyle partners, entities with whom consumers are building relationships.

“Brand philosophy is crucial, it separates us from our competitors. It is a story that we tell the world through our stores with the hope that it will resonate, and consumers will want to associate themselves with our brand. Every time a consumer has interaction with our brand — in store, email, social media or website — it evokes the same

experience. This approach helps a shopper in recalling and makes him feel associated with the brand,” he says.

Deal Jeans began its journey 18 years ago selling designer denims. Today the brand offers over 20 exclusive products categories in more than 2,500 styles every year. It opened its first exclusive brand outlet in 2015. Within a span of three years, it has succeeded in opening 24 exclusive outlets across India and internationally.

“Consumers quickly gain an impression of a brand’s DNA when experiencing the retail store

environment around them. That experience ultimately becomes a memory, and if the memory is pleasing, the effort needed to activate a shopper and develop brand loyalty becomes a lot easier. An effective store design creates a strong brand identity and can positively influence shopper behaviour. A store is an extension of the brand and the experiences inside create emotional connections with customers. In-store marketing plays an integral role in connecting a brand and consumer at retail. Well-executed in-store marketing programs boost brand sales because they attract attention and engage the shopper,” Sameer Patel says.



REAL LIFE CASE STUDIES: HOW VISUAL MERCHANDISING RAKED IN REVENUE IN 2018

Visual Merchandising is a store's visiting card. Even before a customer walks in, talks to a salesperson, browses leisurely through a store, it is VM that would decide whether he will enter the store and buy something. Here are some brands that got it right in 2018, resulting in increased footfalls and sales...

>> RAYMOND

The textile and apparel major is constantly innovating and re-innovating to attract more and more consumers. Last year, in a stunning display of visual merchandising, Raymond created a "live" display window to showcase a new fabric, Techno Stretch, at JK House in Mumbai.

"We were launching our Techno Stretch fabric and needed a visual display that brought to life its key feature - that is stretch. We created a larger than life backdrop against which we got two artists posing as mannequins to wear our techno stretch outfits and break into dance forms that tested the ultimate stretch of the fabric. This act created a huge talking point at windows there by increasing walk-ins and overall sales of the offering," says Shradha Kurup, Head, VM, Raymond Ltd.

>> RAYMOND KHADI

Through VM, the brand has effectively brought to life the key features of khadi in stores, highlighting its features through window displays, in-store planograms and mannequin styling. Shradha Kurup says, "Khadi - The Story Respun is about

showcasing khadi fabric in its new trendy avatar whilst retaining its core proposition. The Charkha has been showcased as an abstract sculpture form, placed in the window against a pure organic backdrop made of canvas. The simplicity and elegance of the fabric is translated through the use of media that is similar in nature and hence brings out the features of this beautiful fabric seamlessly. In-store, we have created units that house the charkha as well as mediums like canvas and jute rope to create backdrops against which we communicate the features of design and fabric to all customers."

>> BEING HUMAN

"We did a campaign with Denim Bloggers, who are culturally rich young professionals and are doing different things in life - not just related to fashion. Our marketing and promotions team collaborated with bloggers who were fashion forward, food enthusiasts, travel buffs to know what their individual styles were, rather than just design our own pieces. We then curated these styles and displayed them in our stores," says Karan Berry, Creative Head, Being Human.

>> PEPE JEANS

2018 was the year in which the brand's focus was on its premier customization service - Pepe Jeans Custom Studio.

"To drive awareness and create excitement about the in-store service, we worked on developing window displays that had fun elements which creatively represented this unique customization service. Our objective was to try and communicate the variety of services that a customer can explore at the Pepe Jeans custom studio. We designed a variety of jackets and denims to showcase the lazer printing, ripping and stud work which worked perfectly as it gave potential customers an idea on how to design their denims," says Tejaswini Nigam, HEAD VM, Pepe Jeans India.

"We also used fun props to highlight this service such as wooden scissors, zippers, spools of various shades of indigo threads, jars with a colorful assortment of buttons, studs, embroidery patches, tassles, and fabric colours. This artistic display helped us to create curiosity among walk-ins and encourage them to explore this unique customization service from Pepe Jeans," she adds.





helps create the desired environment and look of the store, giving an additional recall value to the overall experience. Screens on the façade showcase the new season trends, any specific offer/promo ongoing in the store. There is more ongoing work on this front which will enhance the overall customer experience.”

At Madame, the store design process is very organic. The brand generally starts with a design direction based on research and move forward refining it with addition or multiple elements and feedbacks from the client.

Madame was launched in 1993 by Jain Amar Clothing. However, it set up its first retail store in 2002 in Mumbai. Since then the brand has never looked back and by the year 2006, had opened 50 stores. In 2011 it reached its 100th store in India and set foot in the international market by opening a store in Saudi Arabia (KSA).

“We are living in a digital era and thus surrounded by it. This marks the need of technology in store too. A number of innovative concepts are recording high growth rates. Like it is very important to have a brief of all graphical and brand presentations within the store as it contain summaries from the research phase like target audiences, messaging objectives, values and mission of the brand and the brand’s products/ services offering. The graphical presentation should always form a systematic visual language around the brand,” concludes Akhil Jain.



Deal Jeans recently associated with Stylumia – IRIS, a tool that predicts customer attention using neuro-science and artificial intelligence to heat map the consumer attention on products, store design, visual merchandising images and instantly gives the neutral view on these elements.

Meanwhile, Biba with its 255 stores in 106 cities, apart from presence in all the major retail chains in the country like Shopper’s Stop, Lifestyle, Pantaloons and Central, focuses on store designs that allow easy navigation and breezy spacing.

“The store must be able to present its best foot forward and be able to communicate to its customers through its designs, appeal and showcase them the products with ease and comfort,” says Siddharth Bindra.

“Biba as a brand has evolved a lot over the years and has contemporary designs and fusion wear which combines really well with ethnic look. Our stores reflect the product mix extremely well,” he says. “The way a brand presents itself leaves a long-lasting impression in the minds of the consumers. The visual graphics further



TESSILE®

CLOTHING

SUITS | JACKETS | BLAZERS | SHIRTS & TROUSERS | WAISTCOATS | ETHNIC WEAR

FOR FRANCHISE ENQUIRIES:
TESSILECLOTHINGCO@GMAIL.COM

HOW MYNTRA HAS REDEFINED FASHION RETAIL WITH ITS VORTA TECHNOLOGY PROJECT



Only two years after it started the Vorta Technology Project, Myntra successfully launched products that had been turned around in less than 35 days, totally masterminded by machines and engineers with absolutely no designing background...

IMAGES Business of Fashion

bangoland / Shutterstock.com



BIG DATA



In every industry, the product might be the star, but the customer is always king. The contemporary Indian customer is hard to please. He is technologically advanced, connected over social media, and has progressively evolved expectations from fashion brands and retailers.

As the consumer has transitioned, the challenges a retailer is faced with have also evolved. Brands and retailers have scrambled to keep up with the customer, luring him in with the use of advanced technology – sometimes customer facing, and at other times, melding into the background to provide a smooth and seamless experience.

One such success story has been Myntra's Vorta Technology Project. Only two years after it started the Vorta Technology Project, Myntra successfully launched products that had been turned around in less than 35 days, totally masterminded by machines and engineers with absolutely no designing background.

The production process to deliver latest trends to the consumer which used to take 180 days on an average has now been crunched to a time frame of just 30 days thanks to Vorta.

So, What is Vorta?

Myntra's Vorta Project was set up roughly three years ago with an aim to achieve a simple yet revolutionary goal – to deliver fashion fast. This meant that the manufacturing process needed to speed up to meet the consumer demands as quickly as possible, while ensuring that the end product was in tune with the latest design trends, is of high quality and is low-cost. And three years later, with the use of AI and high-end graphics processing units (GPUs) teamed with Myntra's exceptional in-house engineering, this was made possible for Moda Rapido and Here & Now.

At India Fashion Forum 2018 held on March 13-14, 2018 at Hotel Renaissance, Powai, top level executives from Myntra and Jabong - Ananth Narayanan, CEO, Myntra & Jabong and Anurag Panganamamula, Senior Director - Vorta - gave presentations on and talked about the importance and role of technology in the fashion and lifestyle industry, elaborately describing the benefits of Vorta.

THE ROLE OF TECHNOLOGY IN THE FASHION & LIFESTYLE INDUSTRY

BY ANANTH NARAYANAN, CEO, Myntra & Jabong

Ananth Narayanan talked about the role that technology plays in making the fashion and lifestyle industry easily accessible and popular to the masses "The fashion industry today is ₹165 billion, growing at about 11 percent. The online industry itself is between \$4 to 5 billion, which is equivalent to 4 percent penetration in comparison to the other parts of the world. In five years, the e-commerce industry will be at anywhere between \$20 and 25 billion. Omnichannel, which is a combination of common



"In India, approximately 60 million people shop online, and five years from now, the number would go to 300 million people who will shop online. Therefore, how brands are built today is dramatically different from a few years ago, because they are getting built digitally,"

- Ananth Narayanan,
CEO, Myntra & Jabong

experiences with technology as its backbone, will probably be at its prime in the next five years. There is a reasonable chance that almost half of the organized retail in the country will be somehow be powered through technology in e-commerce, which I think is a very different scene from what it is now. We are in the middle of an exponential curve, and in 10 years from now we will see a major transformation in retail."

He went on to elaborate the three aspects related to the growth of Indian fashion sector.

"The first and foremost thing is the evolution of the Indian consumer and changes related to this. Second is the role of technology - both in terms of the business and in terms of the consumer and the third is implication for all of us, whether we are in the online-offline in fashion space," he stated.

Market and Opportunity: India today, or over the three years will

have more than 600 million genre consumers. Today we are a population of 1.3 billion; 500 million of them are online and access the Internet in some form. "At Myntra, we have 11 million customers. In India, approximately 60 million people shop online, and five years from now, the number would go to 300 million people who will shop online. Gen Z customers spend most of their time on the Internet through their mobile phones. Their way of understanding the brand is very different and modern. They follow trends on social (digital) platforms like Instagram, which instantly connects them globally. Therefore, how brands are built today is dramatically different from a few years ago, because they are getting built digitally," he said.

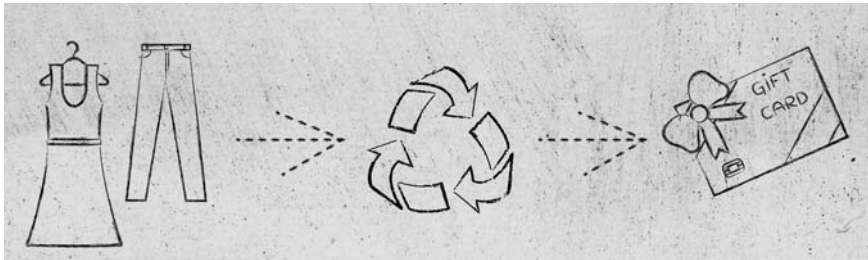
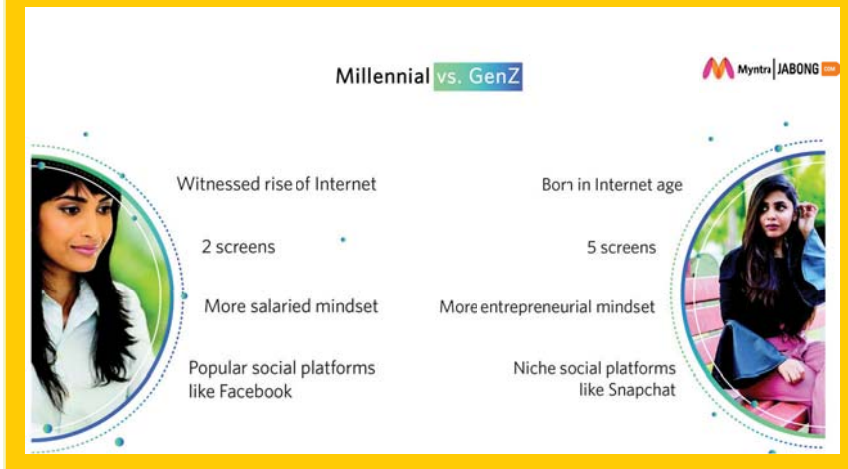
"E.g., at Myntra, for our last two brand campaigns, we made 1,000 videos. We worked with a Silicon Valley startup to customize and personalize each video. That's how we work towards building a brand digitally," he adds.

Service: Today, Myntra delivers to 19,000 zip codes and this, though an achievement, is not a very personalized experience. When an order is placed, Myntra never takes into account the time frame - when the customer wants his order to be delivered. Neither does it know whether they like deliveries faster than the promised time, on time, or if later works. There are customers who want all three services in one go. The solution was found in Artificial Intelligence and Big Data that Myntra uses to figure out its customers and to think like him.

Inventory: Fashion is a classic high width, low depth category and it's hard to manage inventory be it in stores or online. However, it uses Big Data to understand which stores to place what inventory in.

>





In Myntra's last mega 'End of Reason Sale', the company used predictive analysis of its Artificial Intelligence engine to predict consumer demand in bigger cities and pre shipped products that consumers in particular areas usually buy to a storage facility near them. This way, when the consumer invariably placed an order, Myntra managed to deliver products to them faster than any other e-commerce portal can in India. Now at Myntra,

even the core of product design is being implemented by technology.

Narayan's presentation talked about the emerging fashion consumer segments along with the categories. It gave an insight into the mindset of modern Millennials, especially GenZ consumers, the role of women in online fashion shopping, changing cultural discourse in the country and the impact of Omnichannel measures.

As per the presentation: If we put India in the context of the whole world, Indians are always described as people who value family, with a collective sense far more important than the individualistic trend ascribed largely to the western world. What is interesting is that even within India, there is Bharat vs India. "As a marketer, this tale of two nations is something that we are very fascinated about, because this is emerging India. We need to understand the universalism of inclusiveness and from a fashion perspective, that means we need to provide consumers with acceptable fashion," says Narayanan.

"The penetration of the mobile phone is a hugely dramatic event for India. Macro changes are impacting fashion sense and abilities. India has more mobile phones than essentials like access to toilets and proper homes," he adds.

Emerging Customer Segments:

Myntra broadly looked at two dimensions - the affluence of the segment itself and the attitude of the segment towards fashion. Among the affluent set of consumers (SEC A, B), 15 to 55-year-olds were the Internet accessing population. Applying the lens of attitude towards fashion, Myntra found a few key emerging customer segments:



ECO FIGHTER

Your Electronic Security Guard

ECO-FIGHTER antenna offers a cost-effective solution which gives reliable detection and is fast and easy to install and maintain. Maximum detection up to 85cm each side with the recommended tags or labels.

Cost Effective

Good Performance

- ✓ High Street Apparel Stores
 - ✓ Other Speciality Stores
- ✓ Drug Stores
 - ✓ Bookstores ●●●



Contact Info:

306, C-Wing, Pramukh Plaza, Cardinaal Gracious Road, Chakala, Andheri (East), Mumbai, Maharashtra 400093, India

Tel: 91 22 4255 9700

Email: india.sales@checkpt.com

Website: checkpointsystems.com

Checkpoint® 

*Intelligent Retail
Solutions*

Urban Trail Blazer - 14%



- 33 Y, working, affluent, located in urban areas
- Me>We
- Well traveled
- Fashion Choices: Discerning, Exclusive trend & Brand forward
- Mobile is their TV
- Weekend activities: Clubbing, weekend getaway, Spa, brunches/ wine tours
- Experimentative
- #Zeroquilt: have it, will show it
- #iKnow: Knowing is new showing

Urban Value Seeker - 35%



- 40 Y, working men & homemakers, limited disposable income, located in T2/T3 cities
- We>Me
- Fashion choice: Price & Practicality, acceptable fashion
- Bargainers
- Heavy TV viewership
- Social media=Facebook
- Weekend activities: Family Get togethers, Mall shopping, movies
- Risk averse
- Fake news syndrome

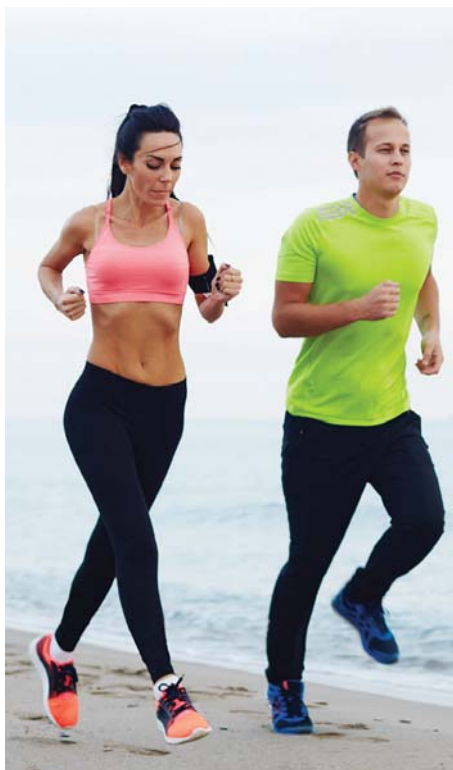
sustainable fashion by 2030 with affluent, SEC A1+, 35 to 45-year-old consumers driving the trend. Stories woven around the products generate curiosity and interest is set to play a key role in the North and Kolkata markets. Around 3X growth has been observed on eco-friendly/sustainable, handloom fashion styles in the last one year.

Fast Fashion: Tech-led brands are growing at a phenomenal rate of 200percent YoY. Around 6X growth is witnessed in fast fashion in the last years. Here & Now, was launched in July and has already become the #2 apparel brand.

Active Wear: About 60 percent of this growth is contributed by Tier II+ markets which is surprising. Women consumers tend to be the larger contributor in this growth. The active wear growth percent outpaces casual and formal apparel growth by 2X. Sneakers showed growth of 3X in the last year.

Premium Goes Online: There is an ongoing debate on whether the Indian consumer is buying by volume or value. In Myntra, 40 percent contribution is made by North India. Other areas contributing to growth are North East, and Chennai. 4X growth is seen in premium products over the last two years. Acceptance of buying higher price points is increasing and online platforms are increasingly becoming luxury destinations for shopping.

Beauty & Personal Care: Around 3X increase in the category is expected by 2025. Natural ingredients, basically herbal water-based products are becoming popular. Men's grooming market will grow faster than the industry average. Beauty and personal care grew 3X in last one year and is expected to grow 5X over next.



- Urban Trail Blazer: Movers and Shakers of India-
- Gen Z consumer set (College goers/ early jobbers fashion and digital enthusiasts)-
- Fashionable ethnic homemaker segment-
- Brand seeker segment (service professionals)-
- Value seeking segments

These fashion segments have a mixed fashion basket - online and offline. The Myntra team touched upon the two main segments among these - Urban Trailblazer and Urban Value Seeker

The team also spoke about the emerging fashion and category trends, which according to the presentation were:

Sustainable Fashion: India is set to become the biggest market for

As a whole, all the segments are growing and within that, the growth



of the online segment in particular is more pronounced. It is expected to become 3.5X in the next two-three years. This means that almost 50 percent of organized branded shopping will start to happen online soon.

ANURAG PANGANAMAMULA, Senior Director and Business Head - Vorta at Myntra

Anurag Panganamamula, highlighted how Vorta Intelligent Fashion is progressively transforming the fashion business.

Vorta is seamlessly addressing problems pertaining to technology in the world of fashion retail - from getting customer insights to sorting the supply chain in delivering fashion to the customers.

According to Panganamamula, social media is changing the worldview of the customer. "A brand is no longer the place where a customer looks for fashion trends. Social media has collapsed the world of fashion retail into e-commerce sites globally, with comments from fashion bloggers, and celebrities. This has really expanded the dimension of the customer. Customers display their preferences in the varied form of the platform," he said.

"Then we have to take into account how fashion is created in this day and age. There has to be a constant sense of newness, where everyone wants to have the best looking, most fashionable clothing / accessory item on the block. Trends emerge overnight and disappear as quickly, so the ability to react to the trend is as important as the ability to spot a trend," he explained.

Challenges for Brands Copious Data



#dress
76,870,069
images

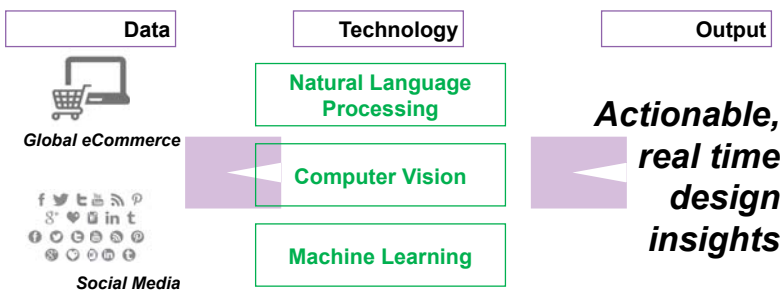
Finding patterns in data

- What is driving the customer preference?
- Where are the white spaces in the assortment?



dresses
>100,000
styles

Technology is the solution



Cut down the design lead times from months to days; make designs more intelligent

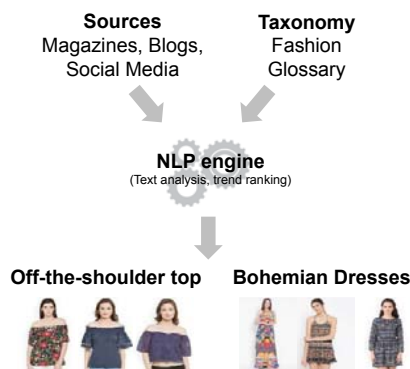




“The entire catch is in the data. Imagine you are a designer designing a dress. If you search on Instagram for example, type #dresses, and you will find more than 77 million tagged images and styles. Scroll down and you will get the top ten e-commerce websites which sell these dresses. The problem is that a human being can look at maximum as 1,000 images in order to look for a style. But what about the rest in millions which remains unexplored?” asked Panganamamula.

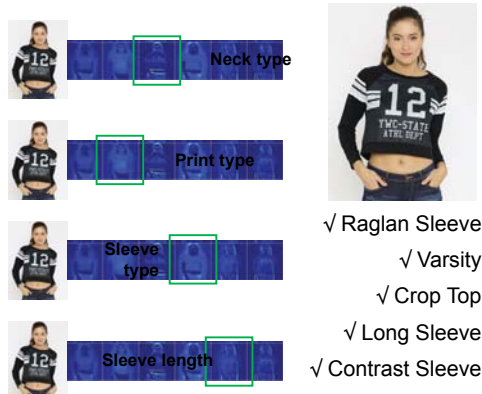
“It is very important for brands to understand what to do with this huge amount of data and shift those parts which will help them understand customers. Here’s where technology comes in. Technology like Natural language processing, Computer Vision, Machine Learning, when used properly can cut down the design lead time from months to days and also make designs more intelligent,” he stated.

With Natural Language Processing we can decode social media and blogs information



Natural Language Processing: With NLP one can decode social media and fashion blogs and get related information. This will help in figuring out fashion related words, combined with the right fashion trends. It is not like Google search where one searches for the term dress and you get a result. It is very contextual. It is like a human being reading a fashion blog and making an opinion about it. This helps in understanding the trends along with the sense of why they are in news. This can be done by scale machines.

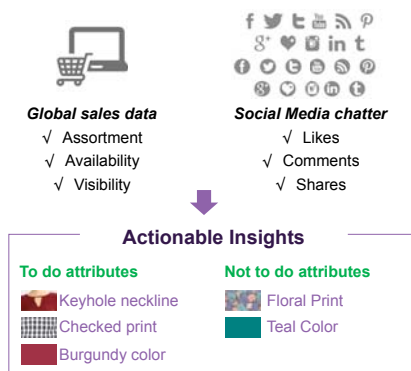
Computer Vision: enables extraction of attributes from images and interpret them at scale



Computer Vision: Enables extraction of attributes from images and interpret them at scale. Basically, this helps in understanding the product on levels of categorization.

Machine Learning: This decodes performance and predicts ingredients of a successful design. When there are millions of images in the form

Machine learning:
decode performance and predict ingredients of successful design



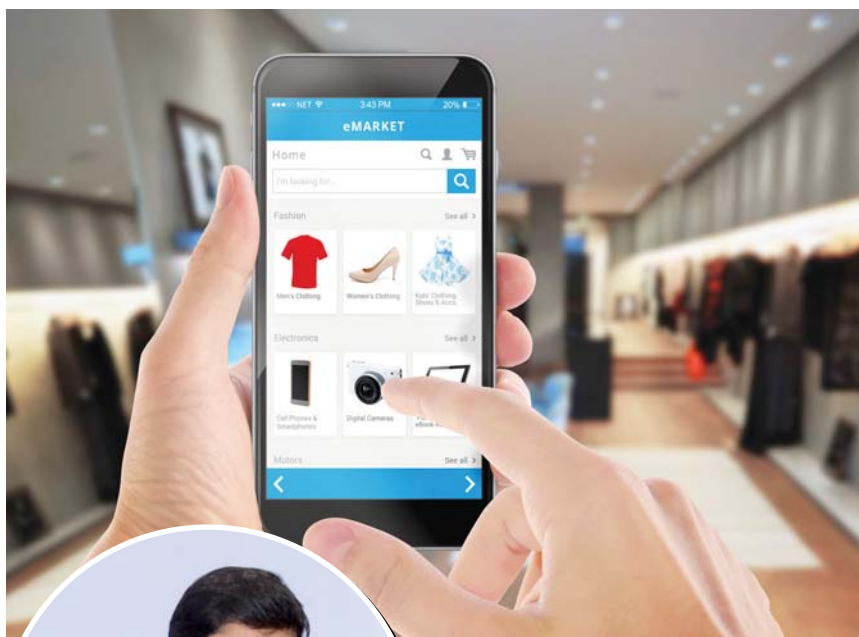
Myntra has constantly evolved and enriched the algorithm and approach towards fashion retail with these technological initiatives. Today, the e-commerce giant is able to analyze shopping and browsing behavior of more than 35 million customers every month.

Moda Rapido: Launched in 2015, Moda Rapido is Myntra's most profitable brand; scaling 200 percent+YoY growth

Here & Now: Fastest growing brand on Myntra and the second largest apparel brand in less than 7 months of launch, which is rated as phenomenal growth.

Myntra has constantly evolved and enriched the algorithm and approach towards fashion retail with these technological initiatives. Today, the e-commerce giant is able to analyze shopping and browsing behavior of more than 40 million customers every month.

The e-commerce major is currently looking at more than 14,000 social media and blogs to understand what is latest in the trend, to see what consumers want. They are tracking 4 million styles and have redefined more than 200 drops across Moda Rapido and Here & Now over the last two years. This has helped them in creating 1,200 designs every month with a small team of four to five designers.



“Technology like Natural language processing, Computer Vision, Machine Learning, when used properly can cut down the design lead time from months to days and also make designs more intelligent”

- Anurag Panganamula,
Senior Director and Business Head-
Vorta at Myntra

of a huge database, only machines help in understanding what's hot and what's not. Machine learning can take a variety of signals and information on social media and decode data. It can look at likes and comments - good ones and bad ones too - and understand whether Style A is more liked than Style B. It can look at global e-commerce sales data and decide based on assortment, visibility, discounts they are offering. It aims to give the consumer the best possible recipe.

Myntra collaborated with MVP and launched two brands using these technologies - Moda Rapido and Here & Now.



E-COMMERCE TECHNOLOGY: TRENDS FOR 2019

The retail landscape is changing, new channels are emerging, and new technologies are routinely becoming standards - the online marketing space is in constant shift. IMAGES Business of Fashion put together the technological developments that are expected to trigger e-commerce trends in 2019...

Shivam Gautam

IMAGES Business of Fashion

The online fashion shopping experience is evolving faster than ever before. The uber modern, digitally empowered modern consumers expect seamless experiences across all touch points, compelling retailers to be on the cutting edge of technology. While technology has become an indispensable part of the retail template in entirety, its influence is more profound in the e-commerce domain.

Technology is the backbone of e-commerce. Every passing year witnesses the advent of newer technologies that just keep pushing the envelope further. As of 2018, the online fashion retail sphere is replete with technical buzzwords like Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and Machine Learning to name just a few.

As 2018 draws to a close, the fashion retail industry is anticipating new trends that technology will herald in the year to come. Prediction is a difficult art form, especially if it's about the future, but after arduous research, IMAGES Business of Fashion has put together major trends that e-commerce gurus around the world assert will shape the e-commerce industry in 2019.

One-on-One Relationships

Thanks to AI and machine learning, personalization has become a retail reality. Although it's still in an adolescent stage, especially in India, more uptake of this innovation is expected in the year to come, especially considering the massive effect it has on intelligent customer service. It costs five times as



according to Ubisend. Brands like Tommy Hilfiger, Sephora, Nordstrom, Everlane, Burberry and American Eagle are already experimenting with chatbots.

Smart Home Assistants & Voice Recognition Systems

A 2017 survey found that 41 percent of people who own devices like Amazon Echo and Google Home plan to purchase something with voice technology in the future. The English management consulting company OC&C Strategy Consultants estimates that by 2020, voice commerce will total \$40 billion sales in the US alone.

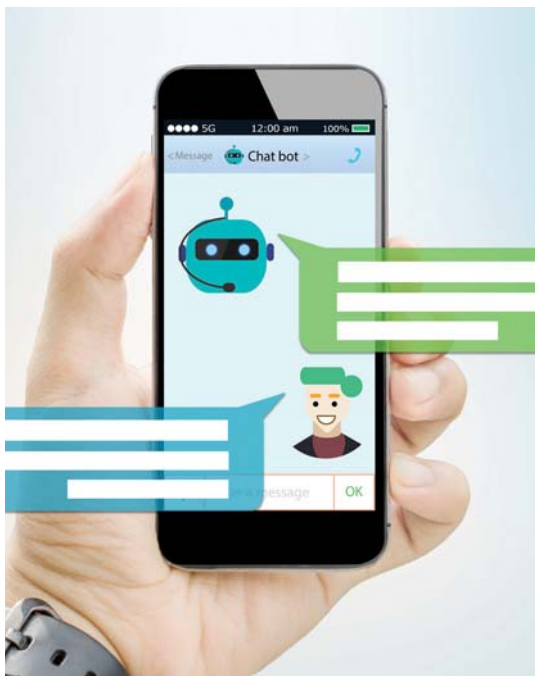
While the trend of smart home assistants and voice recognition systems is still at a teething stage in India, the phenomenon of automatic speech recognition has caught on and the popularity and usage is expected to bolster by the next year. Experts believe that Amazon’s Echo, Google’s Home, and Apple’s Homepod will propel the industry forward, leaving

e-commerce brands with the task of moving into those new channels with voice-savvy customer experiences.

SaaS E-Commerce Platforms

No on-premise system could ever guarantee the speed and stability that Software-as-a-Service (SaaS) e-commerce platforms are synonymous with. As a result, an increasing number of businesses are turning to SaaS apps and systems to run their operations. The biggest benefit of SaaS platforms is that the entire e-commerce system operates on the servers hosted by SaaS providers. E-commerce platforms on SaaS platforms do not have to install the software on-premise or maintain it – the third party provider shoulders the responsibility of the security, performance and maintenance of the application on their servers. According to American research, advisory and information technology firm Gartner, SaaS will reach the “plateau of productivity” in the next year or two.

>

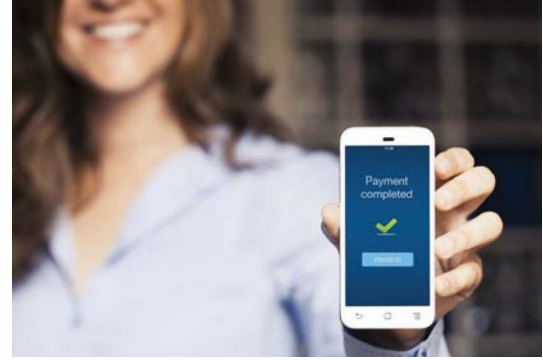


much to attract a new customer than to keep an existing one, so forging long-term personal relationships with customers is critical to any e-commerce retailer’s bottom line and future company health.

Chatbots

Chatbots are rapidly ameliorating the e-commerce experience and if experts are to be believed, chatbots will be an essential part of any fashion e-commerce set up in the years to come. A bespoke chatbot can efficiently drive engagement, sales, and better customer support and are touted as being efficient in ‘conversational commerce’.

According to a report by Hubspot, 48 percent of consumers would rather connect with a company via live chat than any other mean of contact. About 35 percent of consumers want to see more companies using chatbots



Very soon, payment companies are expected to standardize the approach to payments by making the buying process simpler quicker and more secure. E-payments are the engine that drives e-commerce, so it's essential that e-tailers have it tuned to perfection. Research have documented that fast payment methods can increase conversion by at least 20 percent.



ML and AI-Assisted E-Commerce

Machine Learning (ML) and Artificial Intelligence (AI) are becoming integral parts of many industries, and e-commerce is no different. AI based e-commerce is picking up in India, although slowly. It is expected that platforms powered by AI will assist in more targeted, personalized experiences and marketing campaigns which will drive sales online. These technologies allow businesses to provide a targeted shopping experience while reducing negative feedback. Experts assert that there will be a definite increase in utilization and improvement of AI and ML algorithms throughout 2019 and beyond.

Analytics Platforms

Analytical platforms are an absolute must because metrics are everything when it comes to running an effective e-commerce business. Modern analytical platforms support a slew of functions in the e-commerce industry ranging from Supply Chain Management, Merchant/Customer Fraud Detection, Merchant Analytics, Recommender Systems, Product Specific Analytics, Online Marketing Analytics, User Experience Analytics,



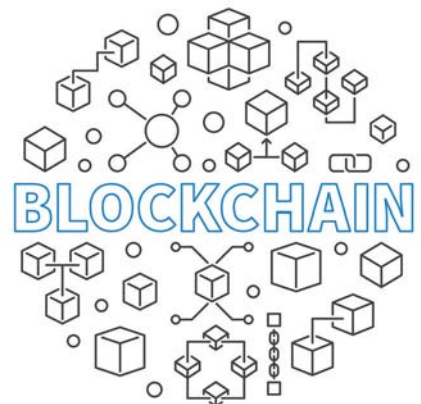
etc. Experts believe that Analytics platforms will undergo massive evolution in the years to come into a potential tool that can even help with improving product development, pricing, etc.

Mobile Payments

According to the statistic portal, Statista, the worldwide mobile payment revenue in 2015 was 450 billion U.S. dollars and is expected to surpass USD\$ 1 trillion in 2019. E-commerce has seen a paradigm shift from desktop to mobile and an increasing number of people are shopping on the go. It is clear that a mobile-first strategy is the call of the hour for every e-commerce brand.

Blockchain-Enabled E-Commerce

The sole concept of blockchain is truly revolutionary, and it will almost certainly impact the e-commerce world in the years to come. The blockchain technology answers an exciting business opportunity in e-commerce with respect to transparency, reliability and cost reductions. It especially proves to be a good solution for those vendors who want to include transparency in their business transactions and to manage the consumer data reliably. It also helps to decrease the dependency on paper-based legacy systems and contains the crypto-transactions. So, if businesses want to stay significant for future customers, then they should start to explore the potential benefits of blockchain technology and e-commerce now only.



Join us in NYC, Amsterdam, London, Cologne, SF, and LA to learn how search can transform your business and improve performance [RSVP](#)

SEARCH TECHNOLOGY TO POWER YOUR BUSINESS

Accelerate the user experience

TALK TO A SPECIALIST SIGN UP

BIRCHBOX+
INCREASE ORDER VALUE

twitch
POWER CONTENT DISCOVERY FOR 100 MILLION VIEWERS

LACOSTE
BETTER RELEVANCE AND HIGHER SALES

stripe
GLOBAL HELP DESK DEPLOYED IN DAYS

“The pronounced features of automation technology streamlines a number of processes, such as sales, marketing, inventory management, production and delivery services, thereby pushing customer satisfaction to the next level.”

Advanced Product Filtering

Advanced Product Filtering is the next standard in e-commerce as it allows consumers to find exactly what they need faster and with more options. Filter attributes such as size, colour, material, price, etc., help consumers narrow their search. With endless options across the web, it's important to provide your customers with ways to filter products, so they don't look elsewhere. There have been great advances in e-commerce search with companies such as Algoia, Celebros and InstaSearch+ using natural language processing and machine learning to show highly relevant search results.

Automation

While automation is slowly becoming a staple in most industries around the world, the e-commerce shopping experience has possibly the most to gain from automation. Automation involves a very broad range of technologies including robotics and expert systems, telemetry and communications, electro-optics, Cybersecurity, process measurement and

control, sensors, wireless applications, systems integration, test measurement, and many more. The pronounced features of automation technology streamlines a number of processes, such as sales, marketing, inventory management, production and delivery services, thereby pushing customer satisfaction to the next level. There are plenty of platform agnostic e-commerce automation solutions out there such as Shopify Plus, Drip and Klaviyo, etc.

>



Multi-Channel Attribution

Multi-channel attribution has emerged as an indispensable need as the lines blur between the digital and physical world. This refers to understanding a brand's customer touch points and which marketing channels and campaigns are contributing the most towards driving visitors, and ultimately sales. For a beginner's look into online attribution, Google Analytics offers attribution modelling to determine the relative value of different digital channels for conversions and ROI. For a more advanced look at attribution, you could use software like Bizible, or Looker. Discover which channels are causing blockers or driving conversions.

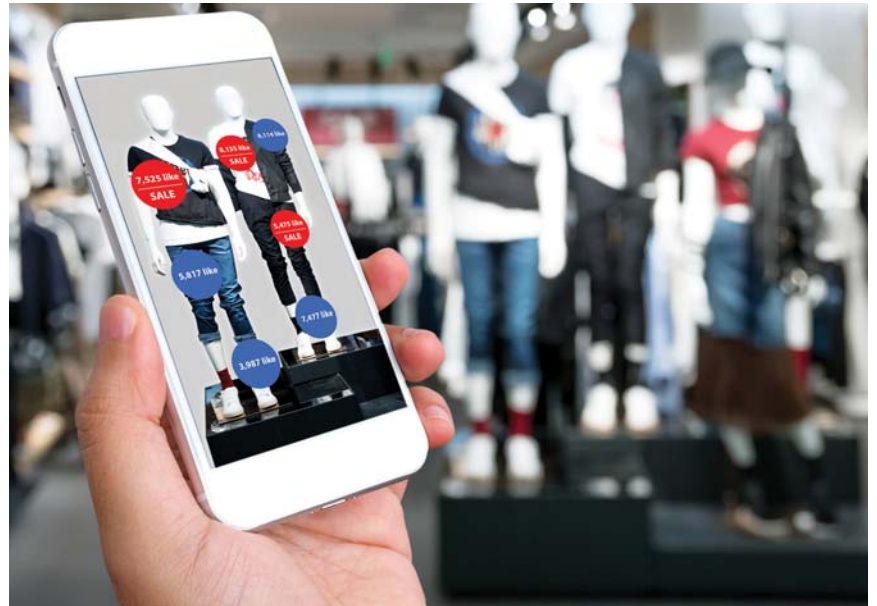
Augmented Reality

Augmented reality has already kicked in in the Indian fashion e-retail space and experts believe that its influence will only grow in the years to come. AR creates a sense of presence for objects that aren't really there. As a result, products combined with Augmented Reality can influence the potential customers a lot more than pictures or videos. As compared to a normal e-commerce experience, AR integrated e-commerce experience offers enhanced customer engagement and the ability to modify and customize your selection.



Products Why Bizible Resources Blog

REQUEST DEMO

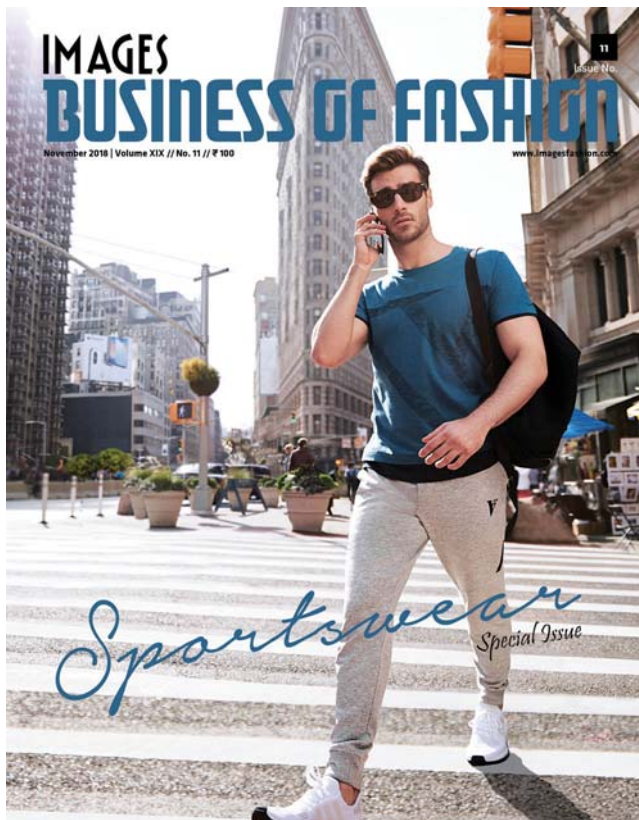


Product Information Management

A Product Information Management (PIM) system's most important task is to help a company manage large amounts of complex product information and distribute all of this information efficiently on the relevant channels. A PIM system makes it easy to create and maintain all of the types of product information, so that you can provide the purchaser with a full description of the product — its precise specifications, all of the necessary images and videos, relevant datasheet, etc.



SUBSCRIBE NOW!



HIGHLIGHTS OF THE NEXT THREE ISSUES

JANUARY 2019 THE BRANDS IN INDIA MEGA ISSUE: The 11th edition of the Encyclopedia of Fashion Brands in India. It's the indispensable guide book that the entire fashion value chain refers to every year while strategizing their annual master plan.

FEBRUARY 2019 THE KIDSWEAR SPECIAL ISSUE: A rich profusion of factors have been instrumental in shaping kidswear as one of the most commercially viable segments of the Indian fashion industry. A detailed report.

MARCH 2019 IFF 2019 CURTAIN RAISER: Our preview take on the agenda of the Biggest Annual Fashion Congress in India - The India Fashion Forum 2019.

Every issue comprehensively presents:

- Market Overview • Key Category Research • Top Market Trends • Leader Talk • Top Brands • Top Fashion Trends • Fashion Technology • Fashion Innovation

INDIA'S LEADING FASHION BUSINESS MAGAZINE SINCE 1992

IMAGES
GROUP . IN

Please fill up the subscription form & mail with your remittance to: **Subscription Department, Images Multimedia Pvt. Ltd.**

S-21, Okhla Industrial Area, Phase II, New Delhi 110 020, India. Ph: +91 11 40525000, Fax: +91 11 405 25001
E-Mail: subscription@imagesgroup.in

Mumbai: 1st Floor, Panchal Iron Works, Plot No. 111 / 3, Marol Co-Operative Industrial Estate, Marol, Andheri (East) Mumbai 400059, Ph: +91 22 28508070 / 71, Fax: +91 22 28508072

Bengaluru: 523, 7th Cross, 10th Main, (Jeevanbhima Nagar Main Road), HAL 3rd Stage, Bengaluru 560 075
Ph: +91 80 41255172/41750595/96, Fax: +91 80 41255182

Kolkata: P-513/B, Raja Basanta Roy Road, CIT Scheme XLVII, Near Sabyasachi Store, Kolkata 700029
Ph: +91 33 40080480 / 40080488

Term	PRINT			PRINT+ PDF		
	1 year	2 years	3 years	1 year	2 years	3 years
No. of issues	12	24	36	12	24	36
Cover Price	₹1200	₹2400	₹3600	₹2400	₹4800	₹7200
SAVING	15%	20%	25%	25%	35%	45%
Discount	₹180	₹480	₹900	₹600	₹1680	₹3240
You pay	₹1020	₹1920	₹2700	₹1800	₹3120	₹3960
Please Tick	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

SPECIAL COMBO OFFER
Pay ₹3960/- and get **India Business of Fashion Report 2017** worth ₹2500/- **FREE** with 3 Years Subscription

YES, I would like to subscribe for

PRINT VERSION COMBO OFFER

Name Mr. Ms. _____

Designation _____

Business Activity _____

Company _____

Delivery Address _____

City _____ Pin Code _____ State _____

Phone _____ Fax _____

E-Mail _____

PAYMENT OPTION 1

Please charge my card MasterCard VISA AMERICAN EXPRESS

Amount _____ Card Expiry Date _____

Card No. _____

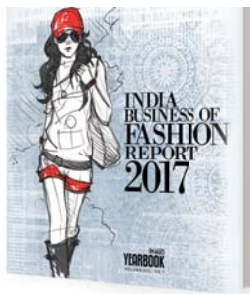
Card Member's Signature _____

PAYMENT OPTION 2

I am enclosing Cheque/ DD No. _____

drawn on (specify bank) _____

favouring **Images Multimedia Pvt. Ltd.**, payable at New Delhi



INDIA BUSINESS OF FASHION REPORT 2017

The INDIA BUSINESS OF FASHION REPORT 14th edition encompasses key research reports from top consulting and academic organisations. All past editions of the IBOFR have been widely read all across the world and in India by all key stakeholders interested in the business of fashion in India.



Terms & Conditions: • Rates & offer valid in India only • Please allow 4-6 weeks for processing of your subscription • In case of non receipt of the publication, please inform the Subscription Department within 30 days • IMAGES reserves the right to terminate this offer or any part thereof at any time or to accept or reject any request at their absolute discretion • No request for cancellation of subscription will be entertained after three months of subscription • Disputes if any are subject to the exclusive jurisdiction of competent courts and forums in Delhi only.

*Online version will give access to editorial content only.

For online subscription, please visit shop.indiaretail.com

USING DIGITAL TECH TO CREATE MULTI-SENSORY CONSUMER EXPERIENCES TO STRENGTHEN BRAND

Social media has shaped an entirely new paradigm in developing customer engagement. This is especially true in the case of the fashion retail industry where social media helps in acquiring and interacting with the customers in real time. IMAGES BoF talks to various renowned brands and share the campaigns that won them recognition from consumers and competitors alike...

Rosy N Sharma With inputs from Gurbir Singh Gulati



Of late, brands are exploring means and mediums to engage with their customers as frequently and as innovatively as possible. Among the many popular mediums, social media is emerging as the preferred route to connect with consumers.

Last year for its Spring-Summer campaign, Ted Baker launched 'Keeping up with the Bakers' – an eight-part sitcom that played out episodically over Instagram. Users were encouraged to come back daily to partake in daily challenges which were released with each episode.

H&M's 'Close the Loop' advertisement is another example of the brand's innovative marketing. With the aim of promoting its mission to make fashion more sustainable, it created one of the most diverse ads of all time. Featuring plus-size model Tess Holliday and Muslim model Mariah Idrissi the ad garnered a massively positive response for its celebration of different cultures in relation to fashion.

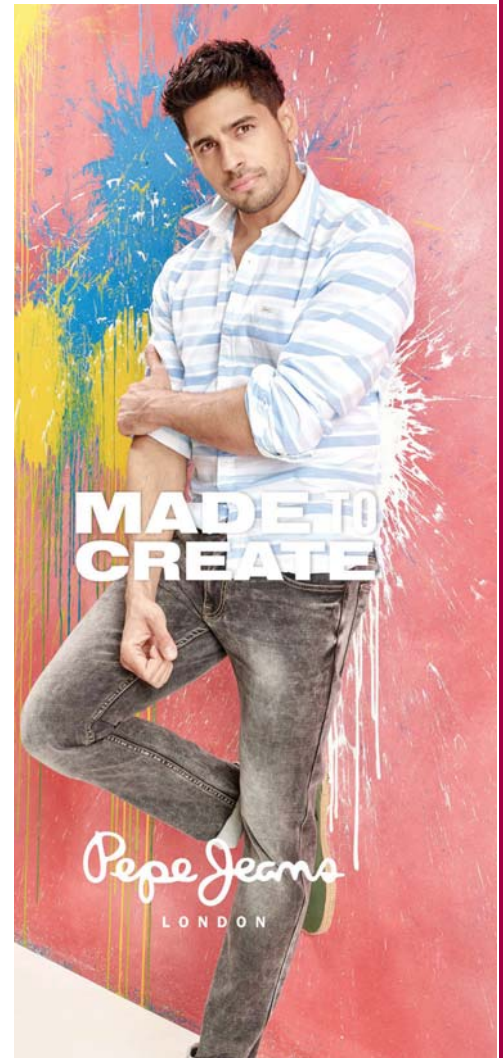
Similarly, Lacoste launched a short film, 'Timeless' that take viewers on a visual journey through its fashion past. Lacoste has a long history, having been founded in 1933 by tennis player René Lacoste and André Gillier. The brand uses a narrative arc to tell the story of two star-crossed lovers who are pulled through multiple decades in a single train journey. Combining nostalgia, urgency, and intrigue – it packs a lot into less than two minutes.

The 2015's 'Better for It' Nike campaign is one of the most memorable in recent years. Depicting the inner thoughts of women during sporting activity, it highlights the correlation between sport and self-esteem, and cleverly hints at how what we wear can also have a bearing. With a light-hearted but empowering tone, it succeeded in engaging female consumers.

Brands in India

On the domestic front, Being Human Clothing's #5YearsOfBeingHuman anniversary campaign was one of the most successful and innovative advertising campaigns. The brand featured Salman Khan and 8 unsung heroes from distinct fields. The campaign was shot by the renowned photographer Prasad Naik and conceptualised by the agency Pulp. #5YearsOfBeingHuman celebrated inspirations breaking through societal taboos

>



SOCIAL & LOCATION SEARCH INTEGRATION

- With more and more people spending time on social media, brands are taking into consideration their buying patterns, along with integrated location mapping and helping customers buy the products.
- Data is becoming one of the powerful ways to connect with customers. Brands know this, and they have integrated recommendations across the buying experience. The brand uses the data to decide what the customer wants to purchase next.
- This not only helps in increasing the sales of the brand, but it also shows that the whole process is seamless, and the brand also caters to the needs of the customer.





bringing in eight crusading champions and their unheard stories. This initiative by the brand stands for and believes in being brave, being courageous and most of all, being an awesome human.

Kunal Mehta, VP Marketing and Business Development – Being Human Clothing says, “Our motto is all about fashion that spreads love, care, share, hope, help and joy and to achieve these aspects, we strive to get close to our consumers by understanding what they need and like. We believe in setting trends that are young and trending in the given season. We, at Being Human Clothing, have always believed in customer delight and satisfaction. From affordable pricing strategy to collaborations with relatable brands



everything focuses on providing additional benefits to our customers.”

According to Neha Shah, AGM - Marketing, Pepe Jeans, every innovation in retail is now about designing an experience that’s remarkable and creates value that keep bringing the “discerning” customers back. Shoppers are critical influencers thanks to the incredible growth of social media networks and mobile commerce. To turn the “increasingly digitally connected” customer into a brand advocate and to drive sales, retailers recognise the need to be five steps ahead at all times.

“For us at Pepe Jeans, innovation is at the heart of everything that we do. In an endeavour to give the customer an opportunity to be involved in the design process and provide a unique



“The obvious impact of Internet is that we can have a much wider sales strategy, as offline we are only available in Tier I and a few Tier II cities. The Internet expands our reach to customers in more remote areas. We have a bigger market, as we can bring our brand identity to the customers and can have a direct line of communications”

- Jacqueline Kapur,
President, Ayesha Accessories

retail experience Pepe Jeans launched the first of its kind denim customisation service – Pepe Jeans Custom Studio. Customisation has always been a huge trend internationally, but we saw immense opportunity in bringing this concept to India,” she shares.

At Pepe Jeans Custom Studio, customers can walk into the stores and design their own denims. They can choose from a variety of studs, quirky badges, as well as distress and rips according to their preferences. With the laser functions, customers can also choose images or text to get printed on their denims in just a few seconds.

This year, Pepe Jeans wanted to create a larger than life campaign as the brand launched its first ever India’s brand ambassador, Bollywood actor Sidharth Malhotra. With an aim to make this campaign a diverse one, Pepe Jeans worked on a 360 degree marketing plan to publicise the campaign across all platforms, especially social media.



“We have started focus on social media by creating relevant content and promoting to the right set of audience. Influencer marketing has also become a major wave in these times. We have collaborated with a few top influencers to promote our collections.”

- Asha Esther Jaikishan,
Head of Marketing, Numero Uno

The media event took place on March 7, 2018 at High Street Phoenix, Mumbai with media, fashion bloggers and influencers all in attendance. Post the event, the campaign starring Sidharth Malhotra went live on Pepe Jeans’ social media handles including Facebook, Twitter and Instagram. This activity along with images from the event posted by bloggers announcing Sidharth Malhotra as the face of the brand alone garnered a cumulative social media reach of 7.5 million across Pepe Jeans social media accounts Twitter, Facebook and Instagram.

One of the most thoughtful promotional activities is the ‘Project Girl Power’, a spirited campaign initiated by Ayesha Accessories to build a strong community of empowered discerning young women. It’s a movement to inspire independence, confidence and boldness in women and girls, regardless of their age, background and the way they choose to express their femininity.

Every person who walks into an Ayesha store receives self-affirming messages such as ‘Yes I Can’, ‘It’s Me

DIGITAL MARKETING & PROMOTIONS: THE PLATFORMS BRANDS USE

- According to Social Beat, Facebook continues to dominate with 49 percent of brands saying that it gives them the best results.
- Facebook is followed closely by Google Plus with 32 percent, while LinkedIn and Instagram have 13 percent and 7 percent respectively.
- The 2018 report also shows a diversification in the platforms used for digital marketing. While previously, 89.25 percent of brands used Facebook according to the 2016 report, they are now trying out a larger variety of digital marketing channels.
- 50 percent of brands now use Google and Instagram, while 40 percent use Facebook, LinkedIn and YouTube. This also clearly points to the immense popularity Instagram has gained over the last year among digital marketers.
- One of the most interesting findings from this survey was the shifting marketing objectives of brands. In the 2016 Digital Marketing Industry Report, 72 percent brands reported brand awareness was their primary goal. In the 2018 report, however, a majority of brands said lead generation and sales were their biggest goal from digital marketing.



Who Decides’, and ‘Unstoppable’. It is communicated through the brand’s store design, branding, social media, marketing material, photo shoots and a special product line. The campaign has been extremely popular, having been widely recognised in print media, social media and social influencers. Tens of thousands of stickers have been given out already and are being proudly displayed by Ayesha Accessories customers, symbolising their strong connection with the Girl Power movement.

Digital Communication

Of late, social media has totally revolutionised the way brands have been promoting themselves.





“Every innovation in retail is now about designing an experience that’s remarkable and creates value that keeps bringing the ‘discerning’ customer back. Shoppers are critical influencers thanks to the incredible growth of social media networks and mobile commerce”

- Neha Shah,
AGM Marketing, Pepe Jeans

Social Beat’s Digital Marketing Industry Report 2018 reveals the growing influence of digital marketing. It says that 68 percent of brands are currently using digital marketing in their promotional strategies, while less than 9 percent use print ads, radio and television.

The report goes on to say that along with the increased use of digital marketing, brands are also beginning to allocate larger portions of their overall marketing budgets for digital. While 57 percent of brands surveyed spend less than Rs. 50,000 per month on digital marketing, as many as 21 percent spend between Rs. 50,000-2 lakhs per month. Additionally, 33 percent of brands allocate more than 40 percent of their total marketing budget for digital marketing alone. This increase in digital spends is crucial for brands if they want to reach out to India’s next billion internet users in Tier II and III cities and towns.

A digital marketing platform gives brands the freedom to communicate and engage with their existing



customers while also targeting new ones, build its credibility and most importantly increase sales. “The reach this medium can provide is unlike any other and it also presents the brand an opportunity to keep reinventing itself like showcasing the new collections creatively season-on-season,” says Neha Shah.

For Spring-Summer 2018, Pepe Jeans made an innovative approach towards promoting the season’s campaign. Titled #MadeToCreate, the campaign was centered on the need to bring to life something remarkable that is driven by one’s creative expression. The theme revolved around the innate desire to create art.

For the campaign, the brand leveraged Custom Studio, Pepe Jeans’ customisation service that allows customers to step into the design seat

and customise their denim in a few easy steps. The bloggers designed Pepe Jeans in their own distinctive style keeping in mind the campaign theme. From laser prints, to quirky badges and stud-work the influencers and bloggers developed beautiful denim creations that helped bring alive the #MadetoCreate campaign on social media. This activity received an astounding reach of 5.3 million across all Pepe Jeans’ social media platforms (Facebook+Twitter+Instagram).

Social Media Reach

Neha Shah explains that the internet further gave social media the reach, which wasn’t possible 10 years ago. Fashion in the age of millennials and social media is different with influencers and bloggers are the new trend-setters. The internet has definitely changed their brand’s promotional strategy. With a strong



“Social media is not a new trend, but a continuously evolving one. High-end and luxury labels, a large number of e-commerce websites, fashion magazines and everything in between are connecting with audiences through social media ”

- Kunal Mehta,

VP Marketing and Business Development -
Being Human Clothing

focus on the millennial and Gen-Z demographic, they are recognising that fashion consumers have an entirely new set of expectations. To meet these shoppers where they live, we are de-emphasising in favour of digital and online campaigns.

“Social media has become a huge part of a customer’s journey. In fact it is the first step towards a brand when a customer keeps updated via social media for trends. Even for our brand,

we have started focus on social media by creating relevant content and promoting to the right set of audience. Influencer marketing has also become a major wave in these times. We have collaborated with a few top influencers to promote our collections. With efforts to organically grow our social media we have seen new followers joining our community everyday,” says Asha Esther Jaikishan, Head of Marketing, Numero Uno.

According to Jacqueline Kapur, President, Ayesha Accessories, the obvious impact of internet is that brands can have a much wider sales strategy. In terms of brand building, through social media posts, they can connect with existing and potential customers.

“Ayesha Accessories has become an aspirational yet affordable brand, and this is largely due to the ability to portray the brand through social media and social influencers. This means that we directly speak and stay connected with our fans through personal responses via social media and text messaging. All our fans have direct access to the brand manager’s phone number and email,” she adds, saying that she personally chats with online consumers and replies to each and every query.

“Social media is definitely not a new trend, but it is continuously evolving. High-end and luxury labels, large number of e-commerce websites, fashion magazines and everything in between are connecting with audiences through social media. Platforms like Facebook, Twitter, YouTube and Instagram are especially prevalent,” adds Kunal Mehta.

Being Human Clothing has its presence on all major social media platforms. The combined social media reach of the brand is close to 8 lakh followers. These platforms helps the brand to reach and understand its target audience.

“The younger fashion conscious audience are more accessible through these platforms and we take active efforts and try to engage with them. We have created a community called #BHTribe, which tag us and get featured on our social media platforms,” he says.

Jacqueline Kapur points out, “As audiences are flooded with information from all channels, we try to create a strong identity which helps us to stand out. Without a point of difference it’s easy to become just another voice in the feed. We try to develop a signature visual identity and tone, such as special hashtags, which helps us to conduct multi-channel marketing and keep the attention of our audience in this era of the short attention span.”

The brand’s marketing team ensures that Ayesha Accessories has a fun and eye-catching presence on social media, with regular postings on Facebook and Instagram. To date, the brand has 3,30,000 followers on Facebook.

Ayesha Accessories was the first Indian brand which brought the fashion accessory segment into organised retail market almost 10 years ago. Since then they have expanded the brand through our 2 sub-brands-‘lil’ star’ for kids and ‘unknown’ for the cool young men. A further sub-brand, JQ will be launched in December 2018. JQ targets the elegant millennial woman with a collection of high-quality designer jewellery all handcrafted in India. The brand is also working on further expanding their ethnic line from a small range to a full-fledged collection.

Jacqueline Kapur also stated “We are still predominantly an offline company in Tier I and a few Tier II cities, but we have observed that a lot of online sales come through Tier III cities, which has led us to consider opening kiosks and smaller outlets in smaller cities.

>

Internet: The Game Changer

Today, the internet has a major influence on the fashion industry. Neha Shah acknowledges that India's e-commerce market is expected to cross US\$ 800 billion. The online space is growing at par with physical stores now. This will help brands to acquire new consumers as well as retain their existing market share.

She emphasises on the fact that internet penetration is not only seen in urban areas but also in emerging markets. Organised players can now get a hold in these markets through this medium. It is also important to consider the buying behaviour of consumers in small towns which is different compared to consumers living in urban areas. They seek value, they have an affinity towards local culture, and are more conservative in their choices. In the last few years, the online delivery reach and speed in these areas has picked up making it an ideal time to target additional customers with the help of e-commerce partners.

Pepe Jeans retails through 238 EBOs, 1,350 MBOs and 582 LFS counters. The brand sees the online as an opportunity wherein they can target newer set of audiences as well as increase awareness about the wide range of products the brand has to offer. Pepe Jeans is present on Amazon, Jabong, Myntra, Ajio and Cilory.

Asha Esther Jaikishan also confirms that the internet has certainly helped Numero Uno to align better with its customers through the physical store network. The brand gathers live customer data and do analysis as per the buying behaviour of each customer to plan out their strategies.

She further says, "This era is rightly called the Digital Age. No longer

OTHER ATL & BTL PROMOTIONS BY BRANDS

>> AYESHA ACCESSORIES

- For in-store promotions, Ayesha Accessories organises its efforts in alignment with its Girl Power campaign, offering stickers with messages of empowerment to every girl who enters the store and giving the opportunity for customers to add their own colourful mark in the Girl Power Colouring Book.
- Mall promotions have also been developed, such as the 'Just Bead It', make-your-own-jewellery stands, which encourage creativity in shoppers inspired by the brand's collections and allow them to bring home their own handmade pieces.
- Ayesha Accessories also offers special promotions for national and regional holidays, as well as monthly specials and sales.
- It partners with colleges like IIT Madras, St. Xavier's (Mumbai) and Symbiosis (Pune). It also participates in music festivals, cultural organisation and special events such as Spoken Festival in Mumbai, Pinkathon, etc.

>> BEING HUMAN CLOTHING

- From sponsoring international events such as GDSS - Global Departmental Store Summit which was held at Zurich, London and Canada to partnering with malls and various institutes like IIT Madras Being Human Clothing tries to connect with its target audience where ever they get the chance.

>> NUMERO UNO

- Numero Uno's BTL activities involve activation at colleges such as SRCC, IIT Delhi and teaming up with them as fashion partners.
- The brand also partnered the Super Sikh Run for the second time as its apparel partner for the marathon event. Apart from this, the brand regularly participates in regional activities.



find 'everything fashion' just a click away. In light of these technologies, Being Human also felt the need to become exclusively available in the e-commerce arena," says Kunal Mehta.

Being Human Clothing launched its official e-commerce website www.beinghumanclothing.com in August 2018. "We are also planning to expand our online space internationally

are we just focused on our brick-and-mortar strategies. We now need to tweak our strategies to incorporate digital promotions. Physical stores can sustain with walk-ins but not grow. For growth and to generate footfall, digital promotions have become imperative. From our own e-commerce website to collaborating with digital players, we at Numero Uno have done it all."

to reach out to our global consumers. So far the response on our website has been positive. We look forward to greater success through our online portal and presence," he said.

Apart from this, the brand also available on most of the popular retail sites like Flipkart, Myntra, Amazon amongst others.

"The consumer who used to walk into a brick-and-mortar store is now trying to



Next Issue: JANUARY 2019

IMAGES BUSINESS OF FASHION

BRANDS IN INDIA 2019

Annual issue

BE AMONG THE TOP BRANDS IN INDIA



IMAGES Business of Fashion curates the 11th edition of the Encyclopedia of Fashion Brands in India – Brands in India 2019. A one-off handbook, Brands in India is the reference manual that guides and helps:

- Retailers in India choose their bestselling brands
- Investors to identify brands to invest in
- Retail space owners to seek out the best tenants
- Fashion support partners in choosing their client brands
- E-commerce brands in selecting their fastest selling brands

The January issue will be an indispensable guide book that the entire fashion value chain will refer to when strategizing for their annual master plan.

BE A PART OF IT | GET NOTICED

TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:

BUSINESS HEAD: Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

NORTH: Shivani Lorai, +91 9811511038, shivanilorai@imagesgroup.in

Gauri Srivastava, +91 9873800387, gaurisrivastava@imagesgroup.in

EAST: Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

WEST: Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

SOUTH: Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

*A Not To Be
Missed Advertising
Opportunity*



PANTALOONS CONNECTS WITH YOUTH OVER FASHION & MUSIC

With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades...

IMAGES Business of Fashion

Pantaloons, India's leading fast fashion destination from Aditya Birla Fashion and Retail Ltd., and MTV India along with Liva Fluid Fashion are on the look-out for India's next fashionista.

The audition for MTV Pantaloons Style Superstars was held recently at Infiniti Mall, Malad. MTV Pantaloons Style Superstars provides a platform for fashionistas to showcase their talent, flair for fashion and individual style quotient. Over 2,000 contestants between the age group of 18 to 26 years participated in the Mumbai audition. Famous TV actress Sana Saeed and popular MTV VJ Krissann Barretto engaged with the participants and judged the contest.

Sagar Kadam, Kajal Rawat, Shah Rukh Khan, Sayyed Bari Imaam, Tejal Shinde, Priya Singh and Githika Rane, were selected as Mumbai's most stylish while, Vaishnavi Shetye was rewarded with LIVA Fluid superstar of Mumbai award. One of them will represent the city at the grand finale that is slated to be held later this year. They will also be featured in the webisodes telecasted by MTV and rub shoulders with the who's who of music and fashion fraternity.

Ryan Fernandes, Head Marketing & E-Commerce, Pantaloons said, "Music and fashion are the strongest pillars of youth culture; MTV Pantaloons Style Superstars is the perfect confluence of music and fashion. The youth of

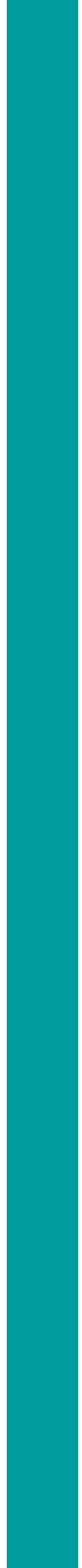
today is discerning and fashion conscious. MTV Pantaloons Style Superstars gives them an opportunity to express their individuality and distinct sense of style and brings to life Pantaloons' brand proposition - Style your Change."

Pantaloons has over 296 fashion destinations spread across 145+ towns and cities in the country. With continued focus on catering to varied apparel and non-apparel needs of Indian consumers in a modern retail environment, Pantaloons has emerged as a strong brand in the fashion industry over the past two decades and is making fashion accessible across the length and breadth of the country.



FASHION

CREATION





THREE PIECE COMPANY LAUNCHES HIGH-END SUSTAINABLE FASHION COLLECTIVE

Three Piece Company is putting together sustainable high fashion apparel collections that will last long and stay contemporary for years to come...

IMAGES Business of Fashion



Three Piece Company – a five-member outfit that includes three NIFT Delhi Alumni – has launched its first capsule collection called The First Draft and a Fall-Winter '18 collection called Origins, in partnership with Counted One Media Labs Pvt. Ltd.

According to the partnership, Counted One Media Labs will operate and fund production and marketing of the brand and raise money for the collective. Rahul Krishan Ahuja, Founder and Director, Counted One Media will lead the collective at Three Piece Company.

Not being able to contain his excitement of making a brand in India that could, in future, compete with international bigwigs, Ahuja says, “We are all fans of high-end sustainable fashion. Three Piece Company is putting together sustainable high fashion apparel collections that will last long and stay contemporary for years to come. Manufacturing and designing as a collective is an impressive and noble task; to create products that work for the millennial as well as office-going modern women who want to be themselves, stay comfortable in their choice of apparel and still be fashion forward. I believe we will be able to do that and Counted One Media Labs has all the tools to make sure it is visible to the world. It will be a great partnership.”

The First Draft is a limited piece, limited edition capsule collection for Autumn-Winter while Origins is unbarred by the set norms of trends. The collection is knit with warmth, evoking a sense of calm tranquility. Origins is made for the woman who embraces her roots yet flows with a sense of modern edge.

Each detail incorporated into these garments for the Autumn-Winter 2018 collection is inspired by elements found in the countryside; age old tools and implements which are a common sight in the daily chores at a farm, set against rough urban cityscapes. The palette consists of warm and neutral hues such as ochre, burnt orange, ecru, warm grey, moss and dark-wood.

Fabrics used are varied in textures ranging from cotton handloom, fine wool to soft crepes. Silhouettes focus on strong shoulders and enhancing the natural form. Elements like pockets have been used to enhance the utilitarian aspects in a flamboyant way.

Both the collections will be available simultaneously for sale on their e-commerce website www.threepiececompany.com and Amazon. The brand will also be available in limited multi-brand brick-and-mortar stores in India and Europe from January.



FABRIC 2.0 FASHION FOR THE ECO-CONSCIOUS

Utopeia/R|Elan/18055

R|Elan™ GreenGold fabrics are made from recycled fibres and so, are amongst the most eco-friendly fabrics in the world. Their low carbon footprint shows how fashion is not just about looks, but about goodness too.



One of the
lowest carbon
footprints



Made from
100% used
PET bottles



Uses
renewable
energy



Traceable
manufacturing
process

R|Elan™
Fabric 2.0

Powered by **GreenGold**

Follow Us:    



ULTRARANGE FRANCHISE BY VANS: FUNCTIONAL YET PROGRESSIVE

After the grand success of its UltraRange collection, Vans is all set to spotlight the expanded UltraRange franchise as a ‘family’ of modern designs. The brand will also showcase the newest family member – the UltraRange 3D – along with an assorted range of key apparel looks...

IMAGES Business of Fashion

IMAGES Business of Fashion

Celebrating a year of modern innovation in market, Vans upholds the UltraRange franchise as its most progressive line to date, remaining committed to creating functional footwear designs that provide advanced comfort, lightweight traction, and breathable construction from the ground up. In fall, Vans will spotlight the expanded UltraRange franchise as a ‘family’ of modern designs, showcasing the breadth of styles and trends inspired by adventure and grounded on the franchise’s ultimate mission: comfort to get you there.

The season kicks off with showcasing three modern looks, the UltraRange AC, UltraRange Rapidweld, and UltraRange Gore, representing the creative styles of active lifestyles from action sports, urban street, and women’s fashion. Each style encompasses comfort through Vans’ UltraCush co-molded technology combined with Vans’ proven waffle grip, progressive alternative closure options, and a seamless Luxliner fit that puts your foot at the center of focus for comfort.

Finally, a new family member joins the franchise, the UltraRange 3D – introducing a calibrated formula of three UltraCush densities to maximize comfort even more, and push the boundaries of innovation to the next level.

UltraRange Family – Feature Benefits **UltraRange AC**

Featured Colorway: Catawba Grape/Black

The UltraRange AC is an elevated variation of the original style, featuring knit textiles with Rapidweld details,

with synthetic suede uppers and a sock-fit bootie construction. The UltraCush midsole this season provides more cushioning, highlighting a molded construction across the heel and toe, fused together with Vans' legendary waffle rubber to ensure a more comfortable ride with the superior reverse waffle lug grip you expect. To complete the fit, seamless inner Luxliner™ wraps your foot creating a more comfortable and faster reacting shoe.

UltraRange Rapidweld

Featured Colorway: (Salt Wash) Darkest Spruce/ Marshmallow

The original UltraRange Rapidweld remains a key silhouette in the family, championing the fundamental tenets of Vans' most innovative franchise to date. The UltraRange Rapidweld exemplifies the modern shape of the franchise, while providing the collection signature

co-molded midsole, reverse waffle lug tread for enhanced traction, and the seamless sock fit construction for every day comfort and versatility.

UltraRange Gore

Featured Colorway: Port Royale

The UltraRange Gore is an attractive silhouette designed for the women consumer. Utilizing neoprene gore straps as the primary upper construction, UltraRange Gore modernizes the look and feel of the original design, while keeping the functional comfort benefits of sock-fit construction and lightweight cushioning pristine. With an easy collar entry and soft textile makeup, the UR Gore range maintains shape and makes on-the-go travel effortless and comfortable all in one shoe.

UltraRange Apparel Collection

In addition to the robust family of UltraRange styles, the fall season will highlight an assorted range of key apparel looks in support of the UltraRange franchise, including versatile pieces inspired by active lifestyles. Apparel and accessories will range from lightweight coaches jackets, MTE hybrid apparel styles and travel accessories including backpacks, hats and beanies.

The UltraRange collection embraces a life of exploration, enabling creative pursuits from all corners of the globe to inspire you to get there—new cities, new spots, new unknowns. When Vans pro surfer Pat Gudauskas recounted his unique experience traveling around the world in search of the perfect surf, Vans employed his critical feedback into a silhouette, now a full-range franchise, that offers maximum versatility and range across diverse terrains, landscapes and lifestyles. The result is a family of Vans footwear intrinsically designed to traverse with you, in style and comfort, no matter where the destination takes you.



A NEW FAMILY MEMBER JOINS THE FRANCHISE, THE ULTRARANGE 3D, INTRODUCING A CALIBRATED FORMULA OF THREE ULTRACUSH DENSITIES TO MAXIMIZE COMFORT EVEN MORE, AND PUSH THE BOUNDARIES OF INNOVATION TO THE NEXT LEVEL.



IFF 2019



27 - 28 MARCH 2019 | RENAISSANCE HOTEL, MUMBAI
CONFERENCE | MASTERCLASSES | EXHIBITION | AWARDS

Sign up and be part of the retail revolution!



powered by
Lulu MALL
World of Happiness

**NOMINATE YOUR BRAND
FOR THE IMAGES FASHION
AWARDS 2019
CELEBRATING EXCELLENCE IN
THE BUSINESS OF FASHION!**

India is the world's fastest growing major market. Take this young, demanding, aspirational, globally connected, and living-for-the-'now' consumers and add the complexity of digital consumption. That is the challenge facing fashion marketers and retailers trying to tap India's potential today.

IFF is the only forum that understands what Fashion and Lifestyle means to the Indian consumer. We interpret how any shifts in consumer behaviour will directly impact your business. IFF has chronicled and catalysed – ahead-of-the-curve innovations in consumer experiences and fashion consumption.



INNOVATION TECHNOLOGY DIGITAL

YOUR ACCESS TO THE FUTURE OF FASHION

www.indiafashionforum.in

FASHION RETAIL EXPERIENCE

- 150+ Indian & International Speakers
- 500+ Participating Companies
- 50+ Brand & Retail Presentations
- 2000+ Indian & International Delegates

BOOK A STALL or REGISTER AS DELEGATE

INDIA FASHION FORUM

Santosh Menezes, +91 9820371767
santoshmenezes@imagesgroup.in

FOR DELEGATE REGISTRATION

Sarika Gautam: +91-9717544226
sarikagautam@imagesgroup.in

CUSTOMER EXPERIENCE FORUM

Anjali Sondhi, +91 9810204297
anjalisondhi@imagesgroup.in

FOR EXHIBITOR ENQUIRIES

Suvir Jaggi, +91 9611127470
suvirjaggi@imagesgroup.in

Piyali Oberoi, +91 9831171388
piyalioberoi@imagesgroup.in

Shivani Lorai, +91 9811511038
shivanilorai@imagesgroup.in

Radhika George, +91 9833446767
radhikageorge@imagesgroup.in

TURTLE USHERS IN THE WINTER SEASON IN STYLE

As temperatures dip, upgrade your fashion wardrobe with the all new Turtle's Winter18 Collection. Subtle yet stylish, and as classy as it's casual, the new Winter18 collection from Turtle promises to dress you in sassy shades and layer you up in fascinating fabrics...

IMAGES Business of Fashion

Present in over 400 cities across the nation and at more than 100 exclusive stores, 1,000 multi-brand outlets and online, Turtle, today, is redefining lifestyle all over again. As one of India's leading men's lifestyle brands, Turtle has always been at the vanguard of fashion revolution and the new collection succeeds in reinforcing the fact. The collection features dapper styles with a dash of elegance and lets fashion enthusiasts create their own fashion statements with its unique products. Whether it be standing out sharp in a discrete 3-piece suit with detachable collars, layering it up in style with classy knitted and suede blazers, or own the party every night with a 3-piece tux born of crisp cuts, the collection has something to offer for everyone. Apart from this, the brand has also launched an impressive array of fashion accessories that promise to be an extension of one's personality.

Talking about the newly launched collection, Shitanshu Jhunjhunwalla, Director, Turtle Limited says, "The context of Autumn-Winter style in India has already taken an unconventional turn. With the festive and marriage season also blending in, the traditional attire has made way for trendsetting and cutting edge fashion statements. The dressing sense has now become a lot more dapper and nonchalantly chic as the season itself is breaking patterns and challenging conventions."



The collection consist of:

>> WIND JACKETS

Light weight and comfort are two features that underpin the bombers range – printed, solid, embossed and in all avatars. Colours like olive, khaki, chocolate, navy, teal and black are available with and without sleeves. The range also features added advantages like attached gloves in the sleeves, especially for bikers. The other preference in wind jackets are PU jackets available in tan, olive, black, navy and chocolate tones. The range has an exclusive biker look and comes with detachable hoodies. Apart from the above, Turtle's light weight, non-layered, reversible wind breakers will also be in vogue as pre-winter add ons.

>> PULLOVERS

Solids and jacquards contribute to the lot. The range features self-designs, self all over patterns, subtle weaves but dominant structure look. Floral, abstract and conversational motifs and printed pullovers will be another highlight. Colour blocking is on its way and in bold avatar. Fancy and slub yarns like mélange, space dyed will add variety to the solid bases in colours like olive, ochre, tan, navy, burnt sienna and black. Reversible pullovers again, will have the pull. 'V' neck and front zipper closure will go equivalent.

>> SWEAT SHIRTS

The range encompasses a wide range of printed sweatshirts like camouflage prints and myriad abstract patterns along with bold branding. Textured and fancy yarns will also be visible dominating the collection.

>> MEN'S ACCESSORIES

The collection has specifically been designed keeping in mind the festive season and promises to be an extension of ones personality with its confident, bold and unique features. The collection encompasses animated and floral lapel pins, and a wide range of bows and scarves. In bows, printed ones with polkas, stripes and checks will take the centerstage along with strong contrast solid colours. The brand also is betting big on silk and knitted base bows along with pocket squares in both prints and happy solid colours.

Scarves of the collection features checks, jacquard look and florals along with solids and two tones.





DUKE

LAUNCHES ACTIVE WEAR COLLECTION '18-19

This season, Duke Fashions has brought home a veritable showcase of classy flamboyance and casual designer wear for the young at heart and the trendy. The brand unveils its Active Wear '18-19 collection; its latest range of yoga, fitness, leisure or even for comfortable sleep for the new season, with fast approaching winter. The collection comprises of sports and relax wear like tracksuits, jogging suits, lowers, lounge wear, etc.

Young and full of ideas, new generations of European designers are breathing new life into the brand — the result was a unique Active Wear line for young fashion enthusiasts. The new collection is cozy, fashionable and its cosmopolitan dressing style draws inspiration from across the world. Duke has successfully introduced a clean, modernist aesthetic through unlined structures, bright colors and



fine branding. The collection, inspired by the cosmopolitan dressing style of Europe and the defining trends of international sports fashion, guarantees the latest styles in vogue with international designs and unmatched vibrancy. The whole collection comes in various styles and promises superb fits, international designs, interesting patterns and a variety of fabrics to choose from.

The designs feature exceptional details and superior grains that are brilliantly incorporated, adding on to the sensational form in creation. The

brand's designers have used ultra-innovative materials to create a better-looking, more comfortable activewear line and a healthier all-around environment.

According to Kuntal Raj Jain, Director-Duke Fashions (I) Ltd, "Our target audience is today's youth who is looking for trendy and stylish range that is in sync with international designs, fashions and quality. Duke is a value for money brand and our mission is to make available the international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident."

About Duke

Duke Fashions (India) Ltd., has been conferred with the prestigious President Award; three National Awards i.e. Excellent Quality Readymade Garments, Outstanding Entrepreneurship and Quality Garments; and was crowned with Indian Power Brand title at USA. The awards were a result of its innovation, product quality and growing popularity. Duke has an unbeatable marketing network comprising of more than 4,000 MBOs and more than 360 EBOs across major cities in India.





The Best Value Kids Wear Brand in India

India's Largest Character Licensing Company



Authorised Official Licensee of:

DL DHANANJAI LIFESTYLE LTD.

493 B, G.T Road (S), Bengal Jute Mills Compound
Module No. 22 A, Howrah- 711102 | Phone 81000 32627

www.eteenz.in | info@dhananjai.in



Our Brands:

0- 2 years



Mid Premium Infant Wear

1- 6 years
4- 14 years



Authentic Merchandise for Sports Inspired Lifestyle

1- 6 years



Co-sets And Bottoms

1- 6 years



Knit to Denim Sets Boys Party Wear

1- 6 years



Girls Party Wear

S-M-L-XL



Mens Wear

S-M-L-XL



Ladies Wear

6- 24 Months



Boys Co-set

1- 6 years



Digital Print T-shirt

Mom's Love™

every mom's choice

Bodysuits

Frocks

Co-ordinated set

Bottoms

T-shirts

Rompsuits

Bibs

Dungarees

Character
Mechandise also
available in
Superman,
Batman, Tom &
Jerry, Peanuts,
Paw Patrol,
Dora-the
Explorer, Sponge
Bob and Looney
Tunes



Nightwear Sleepsuits

m
Mom's Love™

493 B, G.T Road (S), Bengal Jute Mills Compound,
Module No. 22 A,
Howrah- 711102 | Phone 81000 32627

dl DHANANJAI
LIFESTYLE LTD.

'STERILIZED'® is a registered mark of DLL

customer care line : info@dhananjai.in or call us at 8100-33-2628

LUX INFERNO REINTRODUCES THERMAL WEAR

AMITABH BACHCHAN IS NEW BRAND AMBASSADOR

With winter season around the corner, Lux Inferno is all set to keep you warm this winter with its new range of thermal wear in an all new avatar...

IMAGES Business of Fashion



Lux is reintroducing its thermal wear brand, Lux Inferno with Bollywood legend Amitabh Bachchan endorsing it in an all new avatar. The company also launched a new TVC where Amitabh Bachchan can be seen taking selfies with Eskimos and citing the brand's punchline 'Lux Inferno Andar to Thandi Chumantar'.

Lux Industries Limited—known for its innovative and customer-demand driven products—has been offering products that combines both style and comfort. Today, the company manufactures more than 100 products across 13 brands including Lux Venus, GenX, Lux Cozi, Onn, Lyra, Cott's wool, Inferno etc.

Crafted with double layer knit and warmth retaining fabric, Lux is offering an entire range of Lux Inferno products which soothes one's body. The body warmer comes in dark grey shade in a variety of stylish thermal tops, as well as soft thermal trousers for men, women and kids at an attractive price point. Available in various sizes, Lux Inferno provides an amazing and soft experience without any itching or irritation which could be easily worn as an undershirt and underpants.

Udit Todi, Senior Vice President, Lux Industries, states, "Lux Inferno has earned the trust of the consumers over the years.

Besides providing comfort from the chilly winters, it has a definite style factor which has been liked by all. We have worked on the material and made it softer and lighter which makes it easy to wear under a shirt or trousers. The thermal wear range from Lux Industries contributed 10 percent last year to our overall sales and we foresee a lot of potential in this market segment this year as well."

Saket Todi, Senior Vice President, Lux Industries, adds, "Continuing the brand promise of comfort, style, quality and affordability we are confident that the entire winter wear range of Lux Inferno will strike a chord with our target audience and satisfy the consumers on these parameters. We are proud that a legendary actor and personality like Amitabh Bachchan has agreed to endorse our products. This association will help us make further inroads in Tier -II and -III towns which are a part of our strategy to maintain steady growth." Besides retailer's outlets, the new range of Lux Inferno will be available on e-commerce platforms such as Amazon, Flipkart, Paytm, etc.



LIVA: REVOLUTIONISING CONVENTIONAL FABRIC IN FASHION RETAIL

Comfortable, soft, cent percent natural and eco-friendly, this ultra-modern fabric is charting a new course in fashion by embossing a strong presence in the fashion retail segment...

Gurbir Singh Gulati



Since its launch in 2015, Liva has defied all norms of conventional fabric. Comfortable, soft, cent percent natural and eco-friendly, this ultra-modern fabric is charting a new course in fashion by embossing a strong presence in the fashion retail segment.

IMAGES Business of Fashion talks to Manohar Samuel, President - Marketing & Business Development, Birla Cellulose, Grasim Industries Limited about the innovation that the brand has brought to the Indian fashion industry. Excerpts from the exclusive chat...

Tell us about the different segments of fashion that Liva covers. Also tell us about any specific product categories that Liva has helped to revolutionise in terms of innovation.

Liva is present in all the segments of women's wear. We especially see that Liva has made a good ingredient with the kurti segment which is the largest product profile as on date in the women's wear category. In this segment, the earlier focus was natural fluid fashion, coming out with regular fibers like viscose, modal, etc. But now things have drastically changed, and we have gone into blends and lot of structured fabrics have come into play.

When I talk about blends it's the viscose rich polyester blend, which is really into higher technologically driven finishing that we have launched this season. It has better



LIVA'S RESEARCH AND DEVELOPMENT HAS BEEN SUCCESSFUL IN YIELDING DIFFERENT FINISHES WHICH GIVES COMFORT LEVELS AND MANAGEABILITY WITH A SLEW OF ADDITIONAL FEATURES.



moisture management and gives great finishes with performances that are unique.

Saree is another category where the potential is very high, and the Indian consumer is getting to know more about innovation. We have a nylon filament yarn blend which is uniquely twisted to give a handle which is very different with its drape and fluidity. We also blend this with other fabrics like modal which give it a lustrous look preferred by the high-end market. Also our research and development has been successful in yielding different finishes which gives comfort levels and manageability with a slew of additional features.

We have also developed a two way fabric where one can see the process of different dyeing properties with different fibers. Then there is ponte, which is a poly-filament yarn and has really picked up in the jeggings categories. If you look at stoles as a category, there are variety of sizes and styles in which it is worn. Stolls

was produced in 2/40/20s now it has gone by 60/60 counts printed stoles. Nevertheless the pairing of stoles with different types of women's dressing has given the ability to manufacturers to keep innovating.

We also are launching in the men's wear category. Poly-viscose is already there as a long standing product. However, our innovation is to play more with colours. We also have given a ceremonial wear tilt which is fast growing and catching up in India. So jacquards and the play of these colours have been good and fabrics have been developed along the need of the industry.

Throw some light on your design and product development capabilities.

Insights from the market that come from retail stores is our priority, followed by insights from the design centers that our designers visit routinely.

As a progressive company, our capability is organically built in our system. The first one is Textile Research and Application Development Center (TRADC) - this is where we have the product capabilities worked out on. We put paramount emphasis on consumer insights because Liva is a consumer brand. Our internal design team is instrumental in working very closely at the ground level to get the design right as per the exact needs of the industry. Our designers work with design institutions and designers of leading brands across the industry which has resulted in much larger co-created designs.

We work closely with trend forecasting agencies like WGSN to ensure that our products align as per the latest trends and industry standards. Apart from all these, we also have our Liva Accredited Partner Forum (LAPF) which ensures our association which some of the most innovative fabricators of the industry.



Technology is becoming the biggest enforcer today, how well do you use this at your production stage?

Let me split this answer into two parts—technology at the fiber stage and technology at the value chain.

We, as a fiber company would definitely play a role in bringing out newer fiber, but at the same time the partnership across spinning, fabricating and processing chain itself will enhance what the consumer wants. From the fiber stage, wet spinning technology will remain the key focus and we will keep adding additives to it so that it benefits the entire value chain and most importantly the consumer. An example of this is the dyed fiber which has an anti-bacterial finish, making it stay fresh forever.

We have also built technologies at the sustainability stage which would put us in a higher pedestal. The company has made huge investments towards a sustainable modus operandi along with working with global brands and NGOs.

Some of the biggest partnerships are with our spinning center Aditya Birla Yarn (ABY). They have a development center that can give a differentiated comparison of these yarns with the same sort of fabrics—which gives us an edge to understand and put forth a consumer research on the said product. We have started warp knitting with our Modal yarn with a polyester filament yarn blend and it has given a fabric similar to scuba which is knitted fabric but comes out like a woven role.

Tell us about some of your clients in the domestic market.

We already are working with big lifestyle brands like Biba, W, Aurelia and big format brands like Fbb, Reliance Retail, Pantaloon, Lifestyle, Max, etc., which are always there with us. But I am particularly happy to let you know that from the last two years, we have been able to get some really young brands on board. Let me give

you a good example – a young legging’s brand called Prisma from Tirupur is only doing Liva leggings and it shells out close to 2.5 lakh pieces a month. These are the brands which have caught on the consumer’s attention and have worked dexterously on all the aspects of the Liva eco-system.

Do you also have international brands that use your products?

Absolutely! We have some of the best brands of the globe on our roster including, H&M, M&S, Next, Gap, and a lot of other international brands that we work with from India, Bangladesh, Indonesia and China. India however remains the biggest working arrangement for us but some of these brands have their buying offices located in Hong Kong, Bangladesh and Sri Lanka.



usage of fast fashion which really does not take care of the reduce, recycle or reuse philosophy. Personally, I have a slightly balanced view here as it is, ultimately, driven by the consumer. So if the consumer wants more I don’t think anybody would be stopping, sharing and providing solutions to the consumer needs. But on the other hand, we need to have a balance as to what we offer as fast fashion, which clearly means that we need to be environmentally righteous.

Decode your future of working on product development and the new initiatives being taken by your brand for us.

We have two areas of working on the product end. One is the consumer insights, which leads us to a product. Next is that we are leveraging some of the best technologies available so as to add value to our customers’ purchases. We have strengthened our relations with the design community and the insights that come to us from them are being screened with a sustainability outlook.



In this age of fast fashion, how well are your product ideas linked to sustainability?

Primarily, sustainability is caring for the earth and its resources—which is something that we value at Liva. And let me tell you something; we work with a numerous fast fashion brands and they are very conscious on the lines of sustainability as well. However, today the part which is being of major concern and talk is the excessive



GIVE YOUR BUSINESS THE FLUID-FASHION ADVANTAGE!



DISCOVER
NEW OPPORTUNITIES
WITH LIVA.



LIVA OFFERS FOUR-FOLD BENEFITS



BUYER-SELLER
SUPPORT



QUALITY
ASSURANCE



HANG TAGS



FASHION
TRENDS

TRUSTED
BY OVER **170** BRANDS AND
LABELS
ASSOCIATED

Scan here to join
the community



1. Open camera on your smart phone
2. Point it on the QR Code
3. You will be directed to a link/webpage
4. Enter your contact details and book appointment

● www.livafluidfashion.com
■ enquiry.liva@adityabirla.com



TWILLS Clothing Pvt Ltd.

VIJAYAWADA Off : No 172/A, Opp Lane Tankasala Kalyana Mandapam, Kanuru Donka Road, Enikepadu

Vijayawada - 521108 Andhra Pradesh Ph. : 0866 - 2845500 /1/2/3/4

MUMBAI Off : Gala No. : 19, Shreeji Indl. Estate, Jogeshwari (E), Mumbai

For trade Inquiries & Exclusive Store contact Amit Jain - 91-9811959052

www.twills.in www.twillsonline.com

Available in 105 Exclusive Stores & all leading MBOs across India.



DHIRA.BAT.UDESIGNS

TWILLS

SHIRTS - TROUSERS - DENIMS - T-SHIRTS



RNI NO: DELENG / 2000 / 02804



CRAFTED FOR
HER
GRACE

PRESENTING RAYSIL FABRICS,
100% NATURAL AND
UNMATCHED IN ELEGANCE.

*Made from premium, imported wood pulp
that gives a feather-light feel, vivid colours and
a natural lustre for new age royalty.*



GEORGETTES | CREPES | CHIFFONS

For trade inquiries,
contact: 91-22-66917930/31

raysil@adityabirla.com
www.raysil.co.in

