

# IMAGES

# BUSINESS OF FASHION

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## TECHNOLOGY & INNOVATION:

THE CORE OF FASHION CREATION

// BLOCKCHAIN IN THE  
BUSINESS OF FASHION BY  
SURESH GUPTA

// LIFESTYLE DEPLOYS NEW  
RETAIL TECHNOLOGY

// CELIO: AT THE VANGUARD  
OF FASHION INNOVATION

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**

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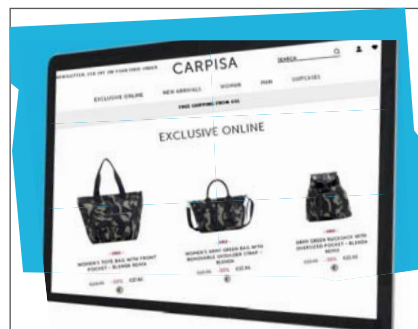
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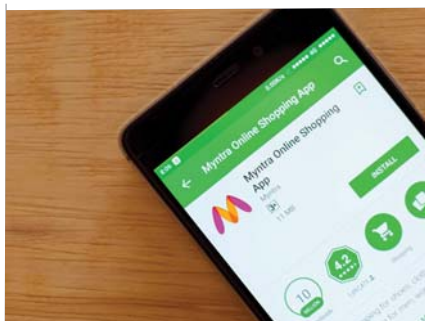
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## RETAIL TECHNOLOGY

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*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.*

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## 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**

**S**hades 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





# FILA INDIA: FUSING SPORTS FASHION TO INDIAN STREETWEAR

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

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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.



# 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 Gautam with Inputs from Gurbir Singh Gulati**

**W**e 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



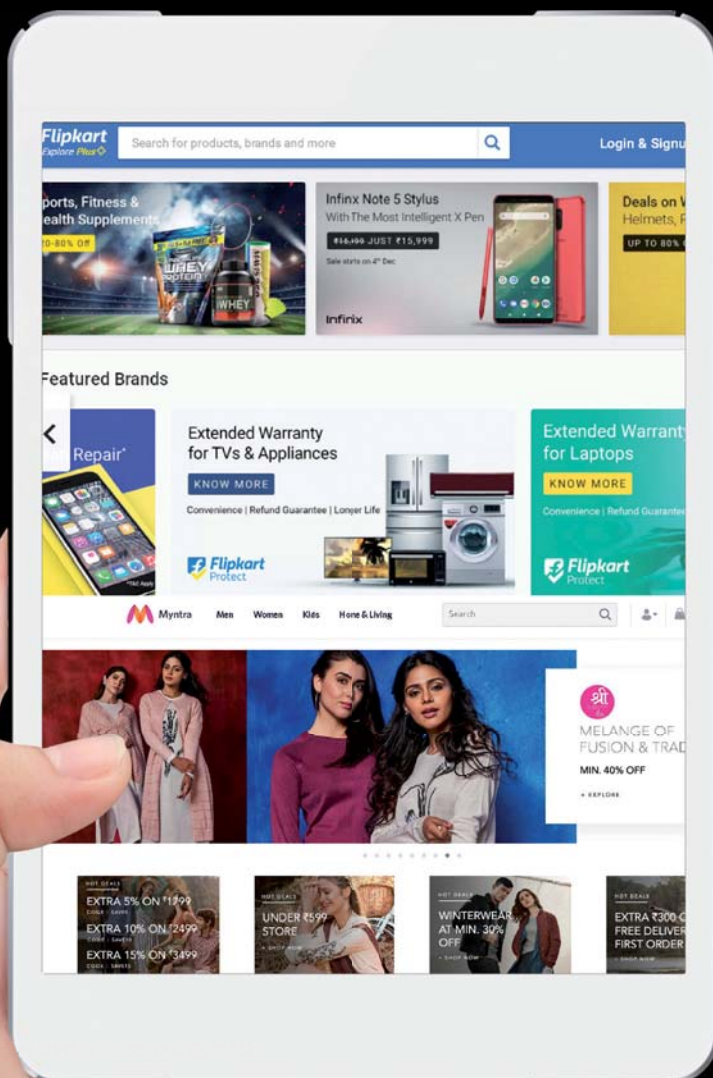


# ONLINE MARKETPLACES:

## 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...

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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.

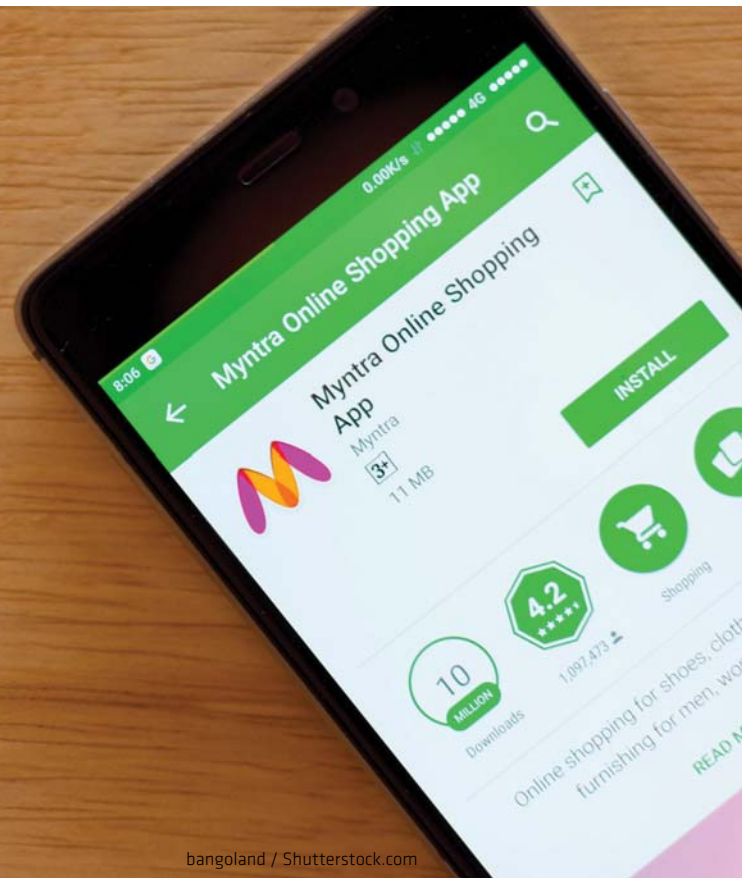
Sztori has been especially designed to suit a larger range of body shapes and sizes. It is essentially a designer wear in the plus size category, offering consumers the perfect fit and multiple



# 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...

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**BIG DATA**



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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.



## 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...

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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,





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