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Issue No.

BUSINESS OF FASHION

February 2019 | Volume XX // No. 2 // ₹ 100

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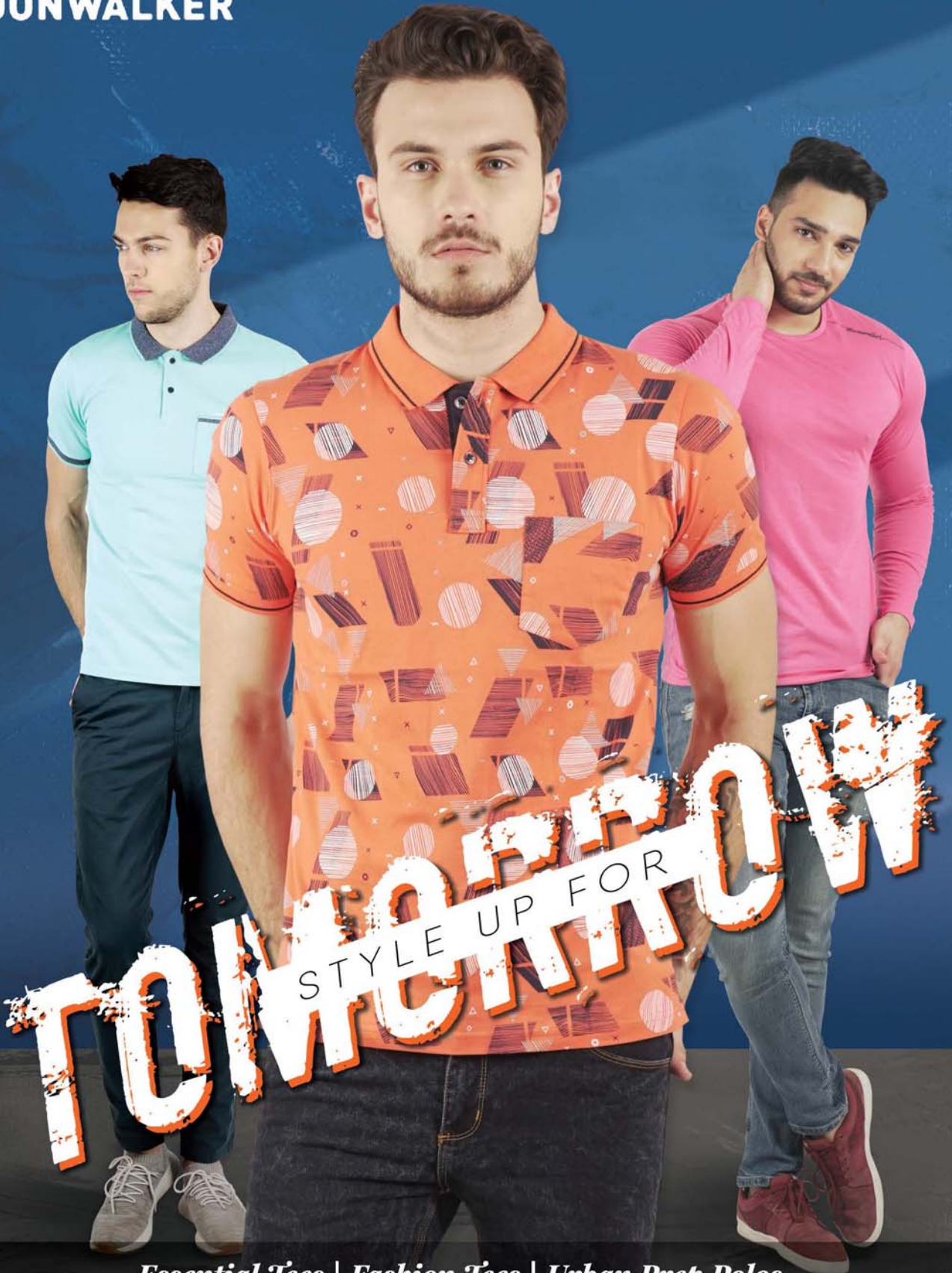
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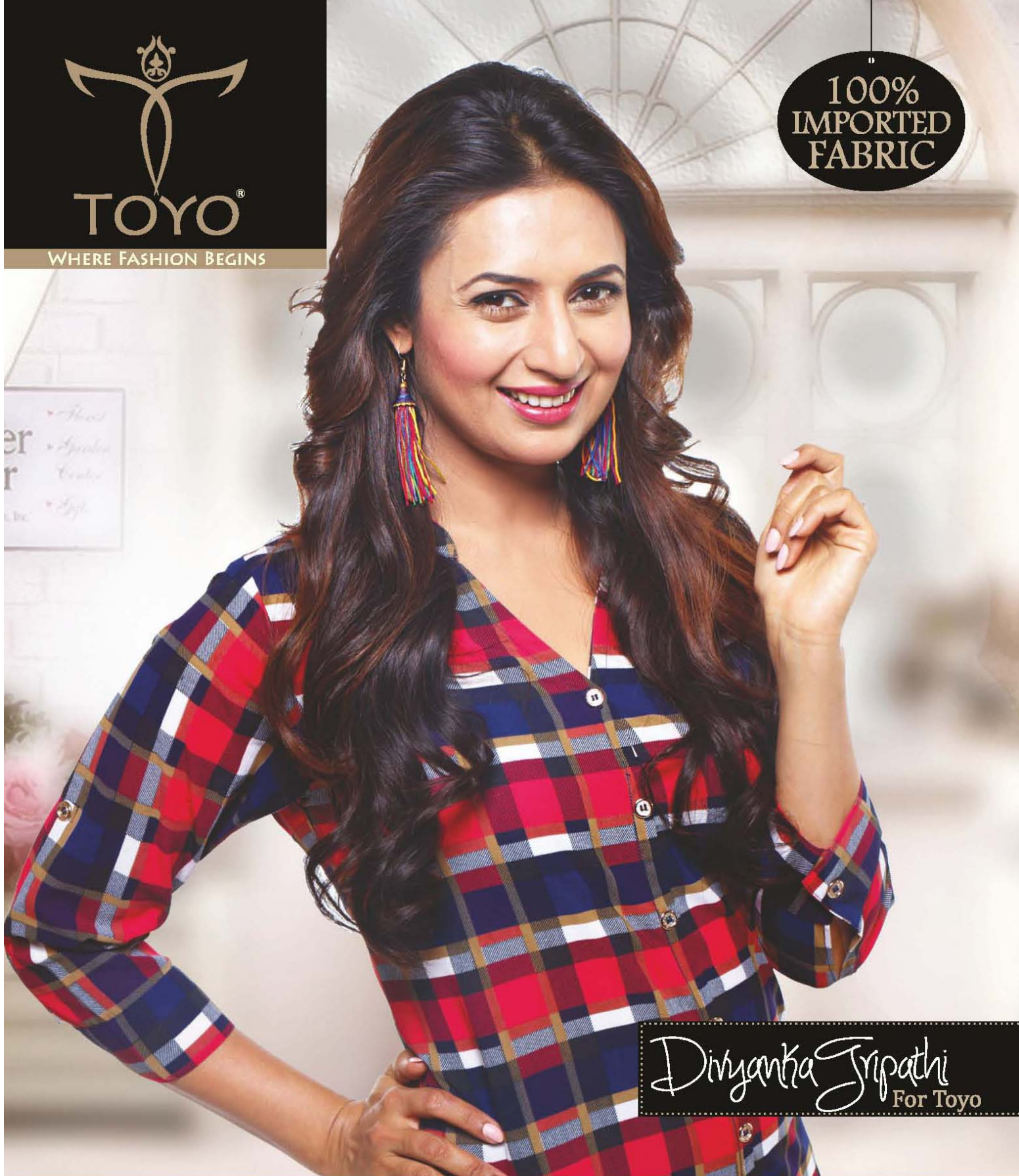
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APPLEEYE: "NEW BORN TO 16 YEARS" THE LIFESTYLE CHOICE OF YOUNG GENERATION

Owned by Stitch Fab India Pvt. Ltd., a leading manufacturer and exporter of kids and ladies wear, Appleeeye mainly focuses on infants, toddlers and even teenagers. Our aim is to deliver quality products which are at par with the international standard. Combining the elements of imagination and functionality, we aim to produce high-fashion garments which are affordable but are at the same time appealing to the young fashion-conscious mother of the millennial generation. The brand desires to be in the wish list of all the young mothers who love to keep with the latest trends when it comes to dressing her kids. The latest range of Appleeeye is globally acclaimed for contemporary style, comfort and impeccable quality.

The brand desires to be "the apple of every parent's eye"; our trendy apparels and accessories are designed to meet the lifestyle choices of the young generation. One can see a subtle hint of adventure in the innovative creations of Appleeeye. Our products are exciting and colourful, a fresh addition to the kids wear segment; we craft the trendiest apparels and accessories to match the ever-evolving tastes and needs of the younger generation. We always take feedback from our clients about their needs and wants and focus on creating products which cater to their needs.

Appleeeye is currently the leading brand in the kidswear industry with 8 EBO's and more than 2000 MBO'S across India and over 100 MBO'S abroad. Our extensive range of products includes t-shirts, shirts, denims, frocks, dungarees, leggings, yoga pants, jeggings, loungewear and gowns.

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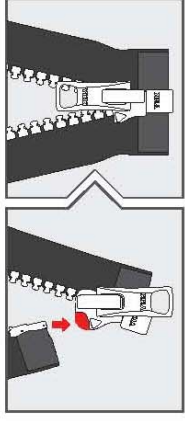
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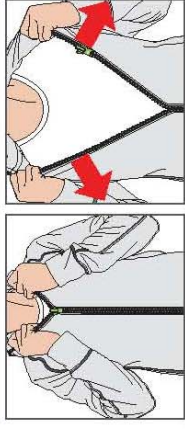
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1 Smart Insertion



Enlarged bottom part of slider body (highlighted in red) allows quick and easy insertion of the separable pin into the slider.

2 Quick Release



The zipper can be opened by simply pulling apart the garment or pulling the zipper chain sideways.*

*Pull the zipper apart above the slider.

The zipper cannot be opened by pulling the part below the slider.

Item Variations

	Closed	Open	Two-way	Chain
5VS	-	○*	Under development	-

*Left hand insertion type is under development.

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* Asymmetrical plastic slider

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- There is the possibility that the zipper might open unexpectedly if used on a heavy weight garment.
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- Do not add an excessive load. It may cause damage to the cloth and zipper.

This zipper slider is asymmetrical.

If a regular zipper is attempted to be opened in the same way, it might damage the zipper.



Dear readers,

The kidswear industry is booming around the world. What used to be just functional outfits a few years ago are now a variety of modish cuts, colors, styles, patterns and even designer tags - and with good reason. While the sector was just non-existent till a few years ago especially in India, it has now embossed itself as the most propitious segment of the Indian fashion industry - with even a dedicated annual fashion show to its name.

I personally believe that this transition from passive to demanding was inevitable. As a developing country, India has myriad advantages -- right from a promising economic outlook to a growing kids population. Hence, it's only natural that as financial stability and purchasing power of modern parents grew over the last decades, a long-awaited shift from need based to aspiration based shopping manifested, resulting in a boost hitherto irrelevant to the Indian kidswear industry.

Modern parents exhibit a considerable brand awareness and inclination towards high quality apparel products for their kids. This

has even trickled down to the kids as well, who have now emerged as a new, independent buyer group altogether.

And with kids graduating into consumers earlier than before, brands now increasingly want to shimmy up to them, producing hitherto unseen growth opportunities for all players across the sector - right from brand owners, suppliers, to distributors and retailers.

In its February issue, IMAGES Business of Fashion takes an indepth look at the rapidly evolving ecosystem of the kidswear segment in the country, which is spinning off new brands and attracting global fashion behemoths and designers alike with each passing year.

The issue also features a potpourri of market analyses of the various sub-segment of kidswear fashion including kids' denim and infant wear categories, and the rapidly growing online market of kidswear - all in an attempt to give you all an exhaustive idea of the innovations, development, trends and opportunities that can potentially take your business to the next level.

Happy reading!



Amitabh Taneja

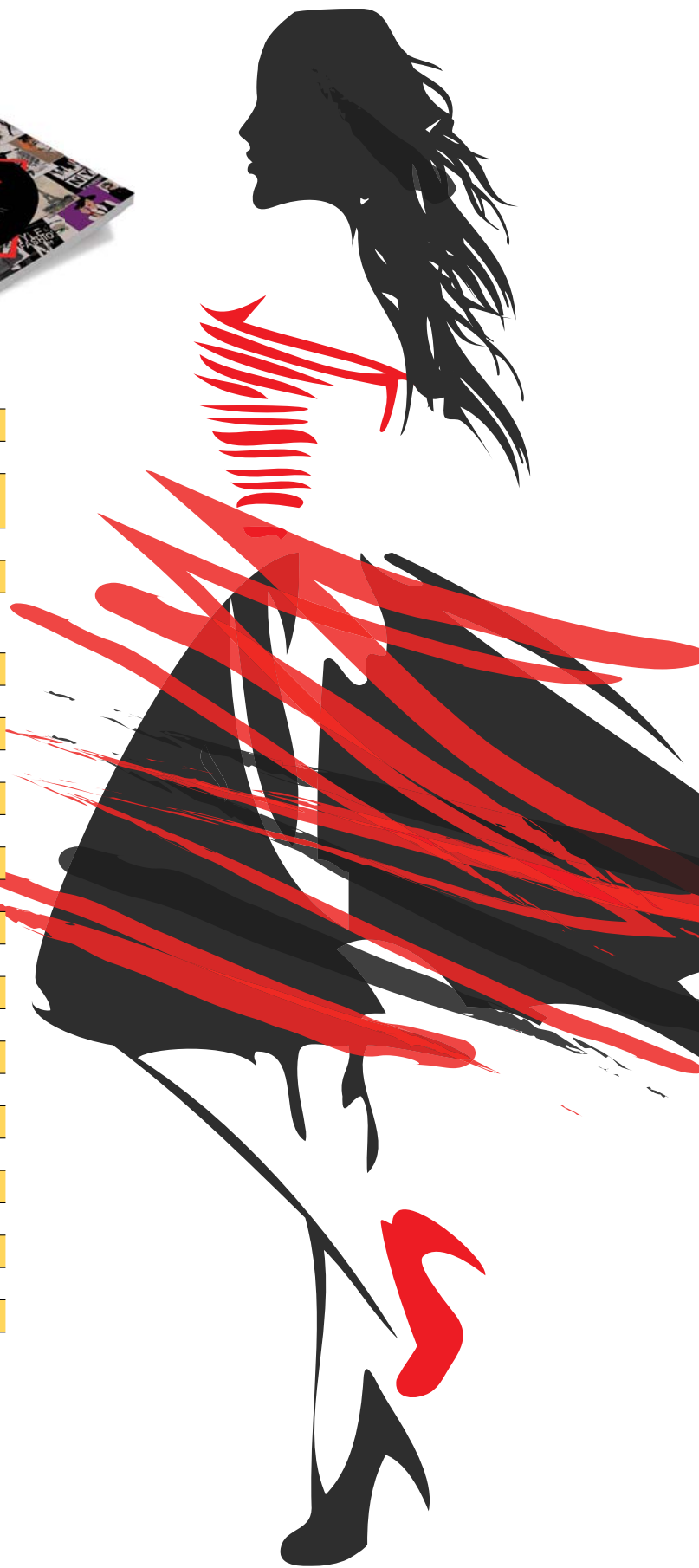
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INVESTMENT

CLOVIA RAISES SERIES B FUNDING LED BY AT CAPITAL

Clovia has made exponential strides growing aggressively quarter on quarter, and has introduced several initiatives to position itself as a leader.

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CONCEPT STORE

PUMA SHUFFLE MAKES ITS DEBUT IN INDIA

Puma has introduced a brand new concept that emerges over weekends to provide a dedicated space for creative expression.

Pg No.30-31

NEW STORE

Luxury Brands Ted Baker, Hackett London Open Stores in Ambience Mall, Gurgaon

With the launch of Ted Baker and Hackett London stores, Ambience Mall, Gurgaon has augmented its standing as the numero uno mall in the country.

Pg No.33

NEW STORE

fabindia Launches Flagship Experience Centre in Delhi

The Experience Center in South Delhi's popular shopping destination, Lajpat Nagar, is the third to be launched by the brand in the Delhi NCR region.

Pg No.34

EXPANSION

Fila to Open 100 Exclusive Retail Stores in India Over the Next 5 Years

As part of the new Heritage Store format, Fila has been opening one store a month and expects to keep this momentum going in 2019.

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DIGITAL MARKETING

Digital Innovation & The Future of Social Media Marketing

Sanjay Vakharia, CEO, Spykar Lifestyle, shares insights on the future of social media marketing and digital innovation.

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BRANDING

ITC WILLS LIFESTYLE GOES 100% NATURAL, LAUNCHES NEW IDENTITY AND DIRECTION

ITC Wills Lifestyle, on a journey of evolution has made the tectonic shift to 100 percent natural, and will now simply be called 'WLS'.

Pg No.43

DENIMWEAR

Wert Jeans

The brand has been built with a lot of passion towards innovation by founder Sabu Joseph who looked into customer insights and identified a huge gap in the affordable denim segment.

Pg No.46



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FASHION RETAIL

COVER STORY

SMALL CLOTHES, BIG BUSINESS: INDIA WITNESSES BOOM IN KIDSWEAR RETAIL

IMAGES Business of Fashion takes a look at the market dynamics of one of the fastest growing sectors of fashion retail - kidswear.

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WHAT'S HOT

Kidswear Brand BownBee Invokes Innovation for Discerning Consumers

BownBee is planning to launch coordinated footwear and accessories this year, with an eventual aim to become a one-stop-shop for kids occasion wear needs.

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BRAND PROFILES

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AOMI Apple Of My I // Pg No.59

Button Noses // Pg No.60

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Mash Up // Pg No.66

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INFANTWEAR MARKET

No Child's Play: The Growing Infant Wear Market is Serious Business

The growth of the infant wear market in India is drawing parallels to the kidswear market, which in turn is among the most lucrative segments of the fashion industry in the country today. A look!

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Kidswear Study

KIDS DENIMWEAR MARKET

It's All in the Jeans: Kids Denim Wear Experiences Upward Growth Trajectory

Denims are a hot favourite when it comes to kidswear. We take a look at the growing market.

Pg No.76-79

KIDSWEAR AND E-COMMERCE

E-COMMERCE BUOYED BY THE GROWING DEMAND FOR KIDSWEAR

Convenience, discoverability and affordability have catalyzed e-commerce as one of the most preferred mediums of kidswear retail.

Pg No.80-82





ACHIEVEMENT

RUPA CELEBRATES 50TH ANNIVERSARY

Over 800 business partners from all over the country graced this special occasion.

Pg No.47

BRAND ACTIVATION

Liberty Lifestyle Further Strengthens its Presence in the Market Through Strategic Partnerships and Initiatives

Liberty Lifestyle has been actively participating in various events and exhibitions to sustain growth and awareness for the brand.

Pg No.48



LAUNCH

Adidas Unveils Reimagined Version Of Iconic Performance Running Shoe

Co-created with runners, Adidas Ultraboost 19 focus is celebrating the way the sport of running is changing.

Pg No.114

COLLECTION LAUNCH

CELIO* UNVEILS SS'19 COLLECTIONS

Celio has come up with an effortless style for men.*

Pg No.115

INVESTMENT

Aditya Birla Group to invest ₹15,000 crore in Gujarat over 3 years

The group will make these investments in various business segments.

Pg No.122

BRAND ACTIVATION

Wrangler's Annual Event 'True Wanderer' Announces Season 7 Winners

Started in 2012, Wrangler's True Wanderer is a popular annual event for people who want to celebrate their love for the open road and the adventure of travelling.

Pg No.121

INDIA ANTHROPOMETRIC STUDY

CMAI LAUNCHES 'SIZE INDIA' LOGO TO BRING INDIA AT PAR WITH DEVELOPED NATIONS

CMAI and the Union Ministry of Textiles jointly unveiled the 'Size India' logo.

Pg No.124-125



Kidswear Brand Chhota Bheem Capturing Big Markets

IMAGES Business of Fashion talks to Samir Jain, COO and Executive Director, Green Gold Animation, to understand the nuances of kidswear business on e-commerce marketplaces.

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EAST INDIA: KIDSWEAR HUB

Brand Zero is a Hero Among Kidswear Retailers in East India

In an exclusive conversation, Pradeep Arora talks about fashion retail and the burgeoning kidswear market of eastern India.

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MY THOUGHTS

Manufacturing in India: Are We On The Right Track?

Vidhan Chabra, Business & Development Head, Toffyhouse, shares his thoughts on the kidswear market in India.

Pg No.90-91

SPOTLIGHT

Understanding India's Baby Care Market

Rishu Gandhi, Founder, Mother Sparsh, expounds why products should be eco-friendly, as untouched by chemicals and natural as baby skin.

Pg No.92-96

KIDSWEAR TRENDS

'MINI ME' TREND MEANS MASSIVE OPPORTUNITIES FOR RETAILERS

This mini-me trend has gained traction with social media popularising it and influencing parents choices.

Pg No.98-101



INNOVATING FOR THE FUTURE

WIRED FOR COMFORT: SMART GARMENTS FOR SMARTER KIDS

Clothing for children is also witnessing technological advancements that will not only revolutionize the kidswear segment but also make life easier for parents.

Pg No.102-105

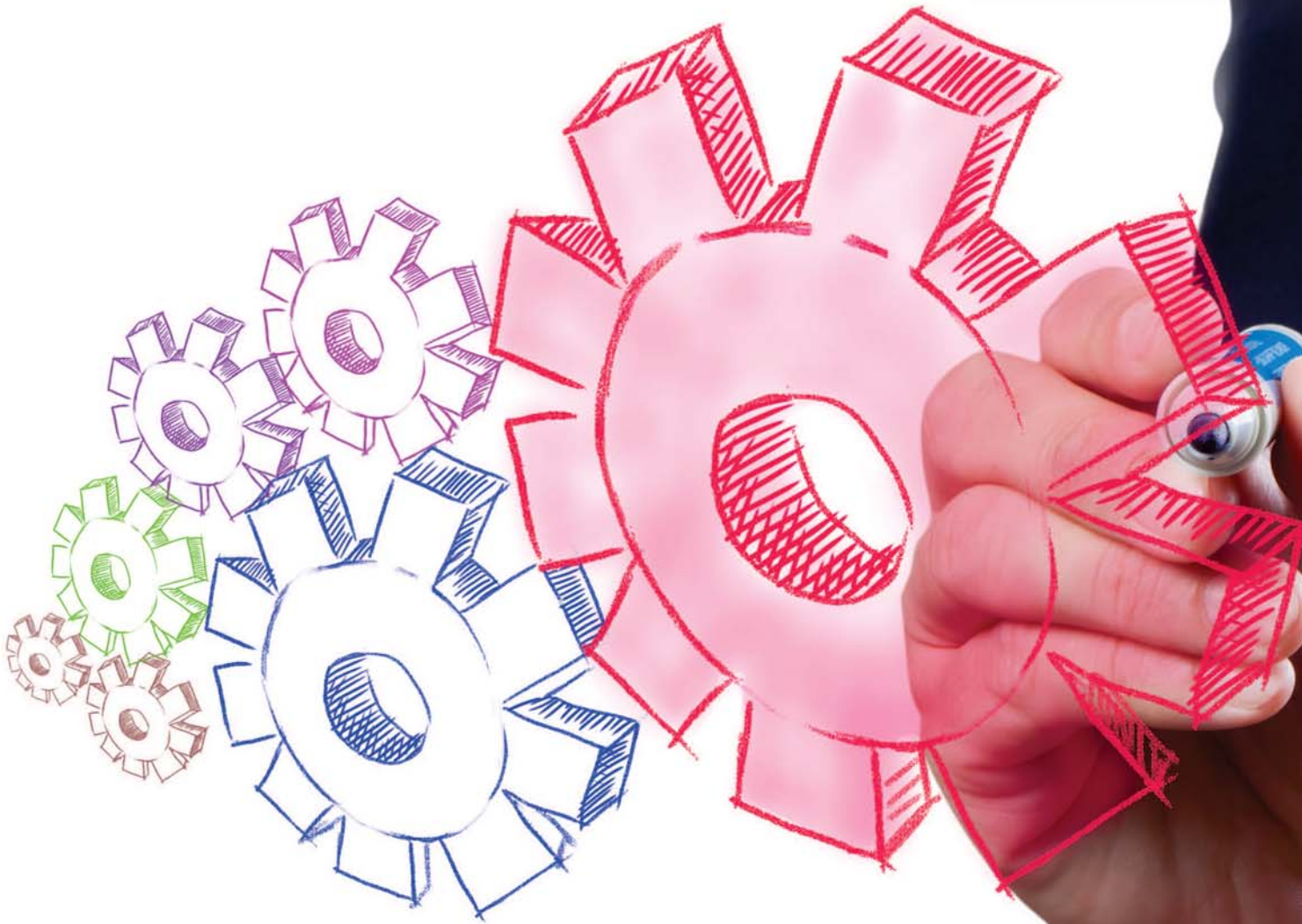
CATEGORY EXPANSION

New-Age Moms Give a Boost to Maternity Wear Category in India

A look at how the market is providing more and better options of apparel and essentials for new mothers while making their pregnancy memorable.

Pg No.108-111

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CLOVIA RAISES SERIES B FUNDING LED BY AT CAPITAL

Clovia has made exponential strides growing aggressively quarter on quarter, and has introduced several initiatives to position itself as a leader.

India's fastest growing lingerie brand, Clovia has raised a Series B Funding round led by AT Capital. The brand has raised approximately US \$10 million. Clovia's existing investor IvyCap Ventures and some private investors also joined the round.

Clovia has made exponential strides growing aggressively quarter on quarter, and has introduced several initiatives to position itself as a leader. It sells over 5,00,000 pieces of lingerie a month and is now one of the fastest growing brands in the nascent US\$ 4 billion market. As of now, more than three-quarters of its business is online. The brand launched in offline market 6 quarters ago and has been seeing aggressive growth there. They now have 12 exclusive brand outlets and a total of 100+ sales touch points including retail chains like Central and Brand Factory. Last year the company expanded overseas. The idea is to continue the growth and accelerate both the online and offline



channels with an equal push. Backed by its technology backbone including its proprietary customer data analytics that foresees sales trends and plans production planning, Clovia offers nearly 200 styles per month with best working capital ratios in the industry. Over 75 percent of their inventory is fresh and less than 45 days old.

Pankaj Vermani, CEO and Founder, Clovia, said, "We are very excited to welcome the new investors. This investment will primarily be used for our product and technology



"We are very excited to welcome the new investors. This investment will primarily be used for our product and technology development, scaling up the brand portfolio, expanding to newer geographies, increasing operational efficiencies and strengthening the team."

—Pankaj Vermani,
CEO & Founder, Clovia

development, scaling up the brand portfolio, expanding to newer geographies, increasing operational efficiencies and strengthening the team."

Sanjay Bakliwal, AT Capital, said, "We are thrilled to have partnered with Clovia. It's impressive the way they have grown over the past few years on the back of the product and supply-chain innovation. We believe Clovia is on a path to gaining leadership position in the Indian lingerie industry and look forward to being a part of their growth journey."

The company sells through direct sales channels including their exclusive brand e-store (www.clovia.com); partner websites including Myntra, Jabong, Flipkart and Amazon among others and also through offline retail outlets. About 60 percent of their revenue pie is from Tier II and tier III cities. Clovia has 12 exclusive stores and 50+ multi-brand stores across India, all of which are profitable to the business.

Owned by Purple Panda Fashion, Clovia, in 2017 had raised funds from IvyCap Ventures, Singularity Ventures and Ravi Dhariwal, former chief executive of Bennett, Coleman and Company Ltd. Apart from this Clovia received funding from IvyCap Ventures in 2013 and raised seed funding from Zurich-based Mountain Partners AG.



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PUMA SHUFFLE MAKES ITS DEBUT IN INDIA

With an aim to become the hub for growing sub-cultures in the city, Puma has introduced a brand new concept that emerges over weekends to provide a dedicated space for creative expression.



Global sportswear brand Puma has launched Puma Shuffle, a street style weekend pop up space in Indiranagar, Bengaluru. With an aim to become the hub for growing sub-cultures in the city, Puma has introduced a brand new concept that emerges over weekends to provide a dedicated space for creative expression.

Puma Shuffle is created on the notion of an alter ego where the identity of the place oscillates between a friendly neighbourhood bar, Watson's and a high-energy creative space that celebrates live music and sub-cultural communities of the city over the weekend. The fluid pop up space by Puma comes to life on Friday and Saturday evenings with gigs by an eclectic selection of DJ's, musicians, artists, designers and sneakerheads.

Speaking about the new concept, Abhishek Ganguly, MD, Puma India, says, "Bangalore has always been a hub for culture, but it's time to re imagine the city's cultural landscape with the





rise of a new generation of youngsters who are using sneaker, street art, skateboard, hip hop battles, and basketball as a form of self expression. Puma Shuffle, is an innovative concept aimed at being the hotbed for such communities and sub cultures, giving them a dedicated space, impetus and empowerment they need. This new concept of shuffling between two spaces will also be a great visual, gastronomical and creative experience for our consumers all under one roof.”

Resonating the dual identity of the space, the aesthetics are all about fusing the two entities and creating a concept that allows a smooth transformation from one identity to the other. The interiors exude an old world, heritage charm with soaring arched windows and a barrel roof with an unfinished surface that gives the space raw yet regal feel. The quirky wall art and live animation breaks the earthy palette to give the space a distinct personality. The mezzanine floor displays live graffiti – a cat silhouette and Puma Shuffle artwork are brought to life by animated projections. Vibrant layered art with mixed styles of graffiti adorns the wall beside the staircase.

Created by artist Badaal, the edgy illustration also pays homage to two of Puma’s big sneaker names – Puma Suede and RS-X Toys. There are also 5 arched frames that house images of international Puma assets on the top floor. In keeping with Puma’s first sustainable store, located below, the idea was to retain elements from the existing space and reuse materials to construct the new venue.

Puma Shuffle provides both a great visual and gastronomical treat for the audience. Much like the vibe of the place, the menu curated for Puma Shuffle is new age, vibrant and refreshing. On offer is a medley of cuisines from different corners of the world, including a few local favourites, that makes one keep coming back for more. In keeping with the theme of the space, the bar is hooked up with a mechanical pulley system used to elevate the wrought iron lighting at the facade. Here, an array of fun cocktails are created by expert mixologists.



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LUXURY BRANDS TED BAKER, HACKETT LONDON OPEN STORES IN AMBIENCE MALL, GURGAON



Ambience Mall, Gurgaon, with some of the biggest food and fashion brands, is the perfect destination for shoppers of all age groups.

With some of the biggest food and fashion brands such as H&M, Gap, Zara, Marks & Spencers, Kiko Milano, Luxe Bridge, Iconic, Jack & Jones, Da Milano, Cover Story, Ritu Kumar etc., Ambience Mall, Gurgaon is the perfect destination for shoppers of all age groups. To augment its standing as the numero uno, two more luxury brands, Ted Baker and Hackett London have opened their stores in the mall recently.

British clothing and accessories brand Ted Baker known for designer apparel and signature tailoring opened its latest store at the Ambience Mall, Gurgaon. The store is equipped with glamorous interiors and tons of charm. The brightly-lit store will house their wide range of both menswear and womenswear. Ted Baker is a mainstay for every stylish wardrobe with a collection of bright dresses, tops, menswear, luxe accessories and add-ons.

Located adjacent to the Ted Baker store, Hackett London is a multi-channel British menswear retailer, specialising in vintage clothing for men. As the official couturier for the British Army Polo team, the Henley Royal Regatta, the BAFTA awards and Aston Martin Racing, Hackett London is

steeped in Britain's rich sartorial heritage. With a wide repertoire of fine casual and formal clothing, the store is a niche addition to the mall's offering.

Speaking on the store launch, Arjun Gehlot, Director, Ambience Malls, said, "We are delighted to have two of the best international fashion luxury brands, Ted Baker and Hackett London in our mall. This is part of our commitment to offer international and domestic premium quality brands to our customers under one roof. We will continue to bring best quality brands in the future as well."

The Ambience mall with the best offers in shopping, entertainment and culinary offering under its roof is the definitive favorite of shoppers looking for premium international and domestic brands. With an eclectic mix of top international and Indian clothing brands to cater to all age groups, wide array of entertainment options and unique decorative concepts that is constantly refreshed in-tune with changing seasons and festivities, the Ambience Mall, Gurgaon has indeed cemented its place as the perfect destination for shopping enthusiasts and thrill seekers in Delhi-NCR.





FABINDIA LAUNCHES FLAGSHIP EXPERIENCE CENTRE IN DELHI



The Experience Center in South Delhi's popular shopping destination, Lajpat Nagar, is the third to be launched by the brand in the Delhi NCR region...

Following a tremendous response for its new stores named Experience Center, Fabindia, India's largest lifestyle retail brand, has launched its third Experience Center in New Delhi-NCR. Located at Lajpat Nagar, one of Delhi's most popular shopping destinations, the store is spread across two floors and covers an area of 11,397 sq.ft. It is designed to cater to every age group and their distinct needs.

Fabindia's Experience Centers provide an alternative shopping experience by shifting from transactional exchanges to a more experiential and interactive experience by providing customers a touch-and-feel experience of products. The Fabindia Experience Center houses a FabCafé and an Interior Design Studio, in addition to its

signature offering that includes daily wear and occasion wear for women, men, kids, accessories, home and lifestyle products, personal care and organic foods.

FabCafé is an Indian inspired bistro that focuses on bringing a nutritious and contemporary menu highlighting India's diverse cuisines with an array of dishes that represent various regional cuisines made with seasonal ingredients. The Interior Design Studio (IDS) is a one-stop design solution to help create memorable spaces. The IDS provides a range of services such as consultancy on layouts, mapping spaces, product customisation and color scheme coordination.

"Our Experience Center format offers something for the entire family under one roof. With these Centers, the aim is to provide a highly engaging experience that builds a lasting

relationship with our customers. We are delighted to be launching our new Experience Center today and look forward to our customers enjoying their visits here," said Viney Singh, Managing Director, Fabindia.

With 291 stores across 105 cities in India and 14 international stores, Fabindia is India's largest retail platform for a wide range of products produced by artisans living largely in rural areas. It aims to blend indigenous craft techniques with contemporary designs, presenting aesthetic and affordable handcrafted products to today's consumers using natural materials and fibres. The product range extends from a large variety of apparel for men, women and children to home furnishings, furniture, gifts, jewellery, organic food and personal care products.



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FILA TO OPEN 100 EXCLUSIVE RETAIL STORES IN INDIA OVER THE NEXT 5 YEARS

As part of the new Heritage Store format, Fila has been opening one store a month and expects to keep this momentum going in 2019.

Fila India, owned by Cravatex Brands Limited, the Indian arm of the US\$150 million Batra Group, is adopting an aggressive expansion strategy in India.

2018 saw the comeback of sports brands, both globally and in India, due to the shift in consumer preference towards sports inspired athleisure clothing. A key player in the Indian market, Italian sports and fashion brand Fila has planned to capitalize on this trend and strengthen its presence in the country with an aggressive expansion strategy. The brand is projecting sales to grow more than 50 percent by the end of this financial year.

As part of the new Heritage Store format, Fila has been opening one store a month and expects to keep this momentum going in 2019. The next 3 months will see stores coming up in Mumbai, Bhubaneswar, Baroda and Chennai among other cities. The focus will be skewed largely towards Fila Heritage format stores, driving fashion lifestyle imagery in the premium sportswear segment with a global Heritage collection across footwear, apparel and accessories.

Aside from main metros and mini metros, Fila has set its sights on the North Indian market with a focus across Delhi, Gurgaon, Noida, and the entire region of Punjab; followed by South India. While company owned stores will be the primary objective, the brand is identifying some key partners to pursue a franchise model.



Maintaining uniformity across layout and design, the average store size is expected to be between 1,000 to 1,200 sq.ft., carpet area with larger flagship locations in metros.

Speaking on the strategy, Rakesh Singh Kathayat, Chief Operating Officer, Cravatex Brands said, “The resurgence of sportswear in mainstream fashion is the most relevant conversation

in the industry today, particularly among millennials and Gen Z. Fila’s retro aesthetic and nostalgia-tinged DNA has thus, gained relevance and this conversation has supplemented its evolution into a sports fashion label. While we’re steadily making this progression in perception, supplementing consumer demand with supply is the need of the hour. Our offline retail growth in India focuses on strengthening our pan-India presence to create easier access and increased engagement with our growing consumer base.”

Fila India is a licensee held by Cravatex Brands Limited which is a part of the Batra Group, a Global Retail, Brand Licensing, Distribution and Sourcing company with a presence across the Indian Subcontinent, United Kingdom, Europe, North Africa and the Middle East.



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DIGITAL INNOVATION & THE FUTURE OF SOCIAL MEDIA MARKETING

Spykar is India's leading casual wear brand with a focus on hi-fashion denims. Backed by a 25-year legacy, the brand certainly defines the rules of the fashion arena—Young, Stylish and Fashion-Forward. Keeping up with the ever-changing dynamics of casual clothing around the globe has always been at the core of the brand. **Sanjay Vakharia, CEO, Spykar Lifestyle**, shares insight on the future of social media marketing and digital innovation...



We belong to an era where embracing technological developments has become imperative. Speed, accuracy, data analytics, personalisation, engagement and customisation must be kept at the centre for every business to stay relevant.

Technology exists and will keep evolving - what business needs to do is to stay abreast with the latest happenings. You would be enlightened with plethora of services available. What matters is getting the right match for your brand, the relevancy of the service to the business requirement and what incremental benefits it offers to the business.

Before you invest in a bunch of different technological solutions providing real time marketing, marketing automation, personalisation, social listening, etc., think about your business goals. The crux lays in how the new applications are understood and used in our daily tasks, be it at individual level or in a huge spectrum of business. If it doesn't fit the objectives, it's simply a shiny toy creating noise.



As technology advances, it is embedded in our culture in different ways. It is therefore important to invest in an Omnichannel experience. This is especially crucial in e-commerce marketing, where a customer may search, peruse and research in four different places and finally make the decision to buy in a totally different place

The term 'digital innovations' may sound overwhelming, but the actual results are pretty easy to understand. We have been experiencing them for years and are now seeing an accelerated pace of changes than before. We would witness this year to be shaping up to be a big one in social media marketing with new technologies coming into maturity and going mainstream.

As technology advances, it becomes embedded in our culture in different ways. It is therefore important to invest in an Omnichannel customer experience. This is especially crucial in e-commerce marketing where a customer may search, peruse and research in four different places and finally make the decision to buy in a totally different place. It's important to have a holistic approach to your

marketing. Your solid social strategy, a high converting website and a great mobile experience - all of these have to come together for an Omnichannel customer experience. It's important to cater to potential customers, wherever they are, lest you lose them to a competitor.

Retail's Digital Transformation

On an industry scale, the digital transformation has already shown what it did for the e-commerce giants and the leading cab aggregators. These businesses have taken traditional business concepts, like retail sales and transit, and then applied innovative digital technologies and made the lives of end customers easier like never before. In the area of marketing, it can bring about some exciting, visible and profitable changes for brands with a vision.

Digital transformation has given marketers two invaluable new tools: multi-stage interactivity and analytics. Social media marketing has become such an integral part of the marketer's toolkit over the past decade that the daily interactions the brands has with this platform helps brands to stay in conversation with the target audience and thereby build an emotional connect. Half the battle is won if the brand strikes a right chord with the target audience!

However, social media as an industry is still in its infancy and has a lot of growing and evolving to do. Considering we've only had mainstream social media platforms for less than 15 years, there's no telling what is in store for the coming years.





We see the world of social media marketing is transforming quickly. Facebook is constantly tweaking its algorithm, content strategies that used to be effective suddenly stop working, and then there's all the new technology you have to stay on top of, like AI, VR and chatbots.

There's more content online than ever before; yet all is not striking! The content needs to stand out in this increasingly crowded space. It's more important than ever to build trust with consumers and also give a lift to your content so it both moves people and converts them. Producing content that's a cut above the rest definitely means a lot of effort but is worth it if created well and if it reaches the right set of people. It's a game of art and science!

Using New Content Channels

Every time a new content channel is born, an empty new playing field opens. With channels like chatbots and VR still relatively young; brands that arrive first tend to thrive.

We usually think of public platforms such like Facebook and Twitter as our most powerful social marketing tools. However, the number of people using private messaging services like Messenger, WhatsApp and Snapchat is humongous too. Social media is still growing, but these private networks are growing faster. Therefore it is important for content marketers to focus on them.

The latest trend is consumers discovering new ideas, content and products on smart speakers. Since most of what we do in social media and content marketing is aimed at helping

people find products or services, this is vital. When consumers ask a smart speaker a question, the response isn't an endless list of research reports, blog posts or videos. Instead, it's the answer to their question. Brands need to be mindful of all these disruptions and stay tuned.

The future of social media marketing has yet to be unlocked. In 10 to 15 years, marketers should expect to seamlessly track a user across every social platform to see the multi-touch interactions with their brands.

In this fast paced era inertia definitely is not healthy. Neither rushing headlong into technology without a well thought through plan is of any use. Just meet your customers where they want to be met, and you'll see conversion grow and brand loyalty stay.



ABOUT THE AUTHOR:

Sanjay Vakharia, CEO, Spykar Lifestyle has been instrumental in taking the brand from a start-up to a ₹550 crore worth conglomerate and a globally renowned brand through his brilliant business acumen. He has an impeccable understanding of the dynamic and ever-changing youth market of the country has always given the brand the edge over his competitors. With an elaborate experience over two decades and an extensive insight into global trends across markets like USA and UK, coupled with sharp business acumen, he gave Spykar the required impetus to transform a brand that defines - excellence, aspiration and sustainability.

ITC WILLS LIFESTYLE GOES 100 PC NATURAL, LAUNCHES NEW IDENTITY AND DIRECTION

The WLS design philosophy retains the minimal, understated and sophisticated characteristics that have inspired loyalists for over two decades, while moving in the direction of authentic, India-inspired styles and patterns.



ITC Wills Lifestyle, on a journey of evolution has made the tectonic shift to 100 percent natural, and will now simply be called 'WLS'. WLS breaks ground as the first mainstream Indian apparel brand to embark on a journey of the unhurried art of going back to nature.



Building on the brand's promise of purity, quality and craftsmanship, WLS will offer authentic and real apparel whose is 100 percent natural. From the fabric to the threads, buttons, and labels, every garment from WLS will consist of purely natural elements. All garments will be made of cotton, linen, silk or woolen materials, and will be fully biodegradable. This approach marks the brand's stance in favour of timeless, high-quality and multi-seasonal apparel that is now gaining importance among consumers, in a world dominated by disposable garments, fast fashion and relentless consumerism.

The new brand logo, 'Tattva', represents the confluence of all the primary elements – earth, wind, fire, water and space. Inspired by the pristine world of nature, the logo can be interpreted to represent the progress of a bird, the stability of trees and mountains, the purity of 100 percent cotton, and the life-sustaining power of water. The WLS design philosophy retains the minimal, understated and sophisticated characteristics that have inspired

loyalists for over two decades, while moving in the direction of authentic, India-inspired styles and patterns. It is rooted in the appeal of clean and classic fashion, aimed at the modern, thoughtful consumer who is conscious of their impact on the environment and values the vibrant heritage and roots of India. Each collection will offer a variety of garments to select from for men and women looking for original, well-made apparel that tells the story of their Indian identities in a confident, yet in an understated manner.

Vikas Gupta, Divisional Chief Executive Officer, ITC LRBD, unveiled the new identity, saying, "Evolved consumers understand the consequences of their actions – on themselves, their communities and the planet. As global Indians demonstrate greater confidence and appreciation of the authenticity of Indian roots and heritage, they seek garments that reflect their identity. Our new direction is an amalgamation of these insights, inspired by all that is real and catering to consumers who value responsibility



and originality. Our entire product cycle – from ideating and designing desirable garments, to sourcing and then manufacturing – has been reoriented to live up to our promise to consumers, that we are the only destination for crafted, all-natural and authentically designed stylish apparel that tells a unique story in the modern workplace."

The brand has been working towards this new promise through various exclusive collections over the last few seasons such as the Fabrics of India platform, Elements Collection and the 130s Basket Weave Blazers. The first collection to be launched under the new brand direction is inspired by the diversity, craftsmanship and techniques of Gujarat, a region that is recognised for its remarkable aesthetic sensibility and focus on sustainable living.



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SOURCING INTELLIGENCE FOR FASHION INNOVATION

India's fashion and lifestyle market was estimated at US\$ 201 billion in 2017, and this statistic may well double in the next five years. The opportunity is beyond doubt, but the achievement of this would depend on India's fashion companies mastering a few things.

Many of these transformation imperatives will be studied in detail at India Fashion Forum (IFF), India's largest fashion retail intelligence event. Since its launch in 2000, every year IFF has presented an exciting blend of Conference sessions, workshops and masterclasses, zoned exhibitions and industry awards, making it a powerful confluence of the biggest trends and determinants of success in the business of fashion in India.



Referring to the urgent need for dramatic innovation in fashion creation, **Amitabh Taneja, Chief Convenor, IFF 2019** states: "The world's most successful fashion companies operate on two tenets: Putting customers first, and meeting their demands better and faster than anyone else. At IFF 2019, we will be deep diving into a 6-point game-plan for a powerful fashion business. Because, let's face it, in the millennial culture of zero-to-minimal brand-stickiness, if brands don't get any of these right, customers will go to someone who does do it right."

As India's largest fashion retail intelligence event, IFF welcomes India's leading fashion retail and textile companies and global fashion majors to the annual mega congregation every year. Noting IFF's unique offerings, Jawahar Lal Oswal, Chairman, Nahar Group of Companies, says, "IFF comes just in time to rejuvenate the fashion retail sector with fresh ideas for the decade next."

At IFF 2019, four themed exhibition platforms at IFF 2019 — L Cube, Customer Experience Forum, India Brand Show and Fashion Sourcing— will showcase the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.





The Fashion Innovation Showcase at IFF 2019: Design, Trends, Sourcing



Fashion sourcing

At the sourcing and manufacturing ends of the fashion value chain, technology is transforming both consumers' expectations and organisations' strategies. IFF

2019 will highlight the key ingredients, textiles, processes, products and technologies pushing the boundaries in fashion production – from fibre to the factory floor.

Fashion sourcing presents an unrivalled opportunity to find a wide variety of quality suppliers under one roof. IFF 2019 exhibitors and delegates benefit from peer networking opportunities, a fantastic seminar and speaker schedule and leading edge, on trend, show features – offering precisely



what designers and product managers are looking for in order to develop their upcoming collections.. Fashion Sourcing will welcome professionals engaged in fashion planning, development, design, buying and sourcing functions, as well as textile wholesalers, retailers and agents; designers and merchandisers at international and Indian fashion brands, export houses and design studios

Exhibitors will include textile companies, yarn and fibre companies, trims and embellishment suppliers, fashion forecasting and technology companies and fashion academia.

IFF 2019 HIGHLIGHTS FOR FASHION INNOVATORS

- Textile Innovations
- Fibre & Fabric Forecasts
- Trend Interpretation
- Sustainable Sourcing & Design
- Conference sessions on product trends

“IFF will be the ideal platform to brainstorm and develop a collaborative platform that can help every stakeholder in the industry take advantage of value creation.”

– Rakesh Biyani, Jt. MD, Future Retail Ltd

India Brand Show

Fashion designers who want to display their creative output and sourcing heads in constant search to add value to their fashion offerings for shoppers cannot afford to miss the buzz



at India Brand Show. Alongside, retailers – both brick-and-mortar and online – scouting unique, fresh fashion themes can access a highly creative venue to plan with designers and range planners.

The IFF Conference

The IFF Conference creates unparalleled opportunities for learning from international and Indian industry experts, academicians, experienced professionals and analysts through a world-class mix of keynote addresses, panel discussions, CEOs Roundtables, presentations, Knowledge Series sessions and workshops. Aimed at converting India's massive opportunity for fashion businesses into realisation, IFF 2019 conference and exhibition focus areas will include:

- Building first-mover advantages: Creating fashion companies of the future
- Fashion today, not tomorrow: Fast fashion strategies – from trend-spotting to checkout
- Creating Design-led Fashion: How design innovation can lead to faster inventory turnover
- Customer Research: Gaining Credibility with Connected Consumers
- End-to-end Tech: Implications of Fashion Tech on Business
- Brand Experience: Experiential Fashion Retail that separate Victors from Also-Rans

For more information, please contact:

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WERT JEANS

The brand has been built with a lot of passion towards innovation by founder Sabu Joseph who looked into customer insights and identified a huge gap in the affordable denim segment.

Wert Jeans was established in the year 2009. The brand has been built with a lot of passion by founder Sabu Joseph who looked into customer insights and identified a huge gap in the affordable denim segment between ₹1,499-₹1,999, where the brand is currently positioned in.

Trust and emotional connect have been of prime importance for the brand, which has been built over the years on the understanding of the customer and his needs.

Mission

The brand's mission is to offer stylish, trendy and value for money clothing and accessories. It is passionately committed to exceeding customer expectations. The brand's mission thrives by pushing boundaries and testing limits. It values imagination and resourcefulness, both of which differentiate it from competitors.

Brand Philosophy

The brand's mantra has always been to deliver smart fashion with quality and affordability. Wert aspires to be the brand which gives the most value for money in denim as well as in the casual wear segment in the country. It is known for its high-end fabric, cut to perfection with the best finish and style.

Latest Spring Summer 2019 collection

Wert has new colour pallets in denim including a greenish tinge and a greyish tone, which are being introduced in the market thereby trying



"Success of any brand cannot only be measured by its turnover but by understanding what the brand stands for in the consumers' mind. As a brand, we have always strived to provide high quality product"

-Sabu Joseph,

Director, Wert Jeans (Famous Fashion Pvt. Ltd.)

to create a niche. The brand also has 'distress looks' which are done very innovatively. Wert has also launched a range of cotton trousers starting from ₹1,299 to ₹1,599, which feature five pockets as well as cross pockets.

Retail Footprint

Wert is present in majority of the leading MBOs across the Indian geography. Some of the popular MBOs where the brand can be found include R S Brothers, J C Brothers, Chermas, Kalaniketan, Pothys, Jayalakshmi,



Mahalaxmi, Manshira, Pulimoottil, Ramchandra, Topshop, Appeal, Trendz, Boy London and many more.

For the brand, online business has been the fastest growing area and it is quite focussed on various digital marketing strategies to create brand awareness, resulting in an overall sales growth. The brand is looking to launch its products on both Flipkart and Amazon soon.

Recently, Wert has made its present felt in Globus and is in negotiations with other large format stores too. The brand is also vying on launching exclusive brand outlets soon in a combination of high streets and malls.





Rupa Celebrates 50th Anniversary

With over 800 business partners from all over the country gracing this special occasion, the event was grand in size as was the energy and spirit of the entire family of Rupa and its business partners.

Rupa & Co. Ltd. celebrated its 50th year at a grand event on January 10, 2019 at Sahara Star, a premier hotel in Mumbai. With over 800 business partners from all over the country gracing this special occasion, the event was grand in size as was the energy and spirit of the entire family of Rupa and its business partners.

The evening started with the Chairman's (P R Agarwala) warm welcome address to the big family of dealers. Ganesh vandana and lamp lighting by all the directors, followed.

Maniesh Paul who was the MC for the evening bought the house down with his spontaneous jokes and personal interaction with Rupa dealers. Yogesh Chabria gave a short motivational speech to pep up the dealers. Harish Moyal and his band set the stage on fire with Bollywood hits and the crowd grooved to his tunes.

Then entered Ranveer Singh, the superstar and Rupa's brand ambassador. His energy was so contagious that the entire crowd was on their feet. He mimicked few Bollywood stars and also did impromptu dance on some of his hit numbers. The icing on the cake was the 800 selfies he himself clicked with each dealer and associate.

He also shared his mantra for success with the Rupa team – Hard Work, Hard Work and more Hard Work.

LIBERTY LIFESTYLE FURTHER STRENGTHENS ITS PRESENCE IN THE MARKET THROUGH STRATEGIC PARTNERSHIPS AND INITIATIVES

Liberty Lifestyle has been focusing on their marketing initiatives and has been actively participating in various events and exhibitions to sustain growth and awareness for the brand.

After a successful launch of its fragrance line in the country, Liberty Lifestyle has been focusing on their marketing initiatives and has been actively participating in various events and exhibitions to sustain growth and awareness for the brand. As part of their latest initiative, the brand was able to showcase a strong footprint in the NCR Region. Perfume

perfume, OUDGold, by Adesh Gupta, CEO Liberty Lifestyle. Further, the esteemed members of The Economic Times Leadership Council and the eminent personalities who attended the session were also presented the perfumes.

Crafted by a leading French perfume house, Fermenich, which has chosen each scent keeping in mind the Indian culture and the weather conditions. Inspired by its unconventional spirit to live free, the new line encapsulates the idea of breaking free from the shackles of the stereotypical thought process and inspiring people to adopt the Scent of Freedom. Ranging from opulent florals to off-beat ouds, a total of 12 perfumes- 6 for men and 6 for women and an aftershave for men was launched by the brand.

At the event, Adesh Kumar Gupta, said, "We are thrilled to be a giveaway partner with India's most esteem publishing group to showcase our products in Delhi NCR. It is an important market for us and we hope that Liberty Lifestyle Perfumes are a raging success among the young millennial and Gen Z here. Being a part of such a prestigious platform has helped us further strengthen our footsteps in the region and we are also looking at expanding our product portfolio by the end of next year."

The entire range that is priced between ₹1,699 to ₹2,499 has already hit select Liberty Stores across the country along with e-commerce websites like Nykaa, Purple, Amazon, Flipkart and Infibeam and is also available at exclusive kioks at The Mall of India in Noida and DLF Promenade Mall, Vasant Kunj, Delhi.



lovers rejoiced at The Economic Times India Leadership Council as Liberty Lifestyle Perfumes were liked by the attendees.

Liberty Lifestyle was a part of the event that saw the presence of the famous F1 racer Narain Karthikeyan, who was presented a premium



KIDSWEAR STUDY



Pic courtesy: Chhota Bheem



Westside

SMALL CLOTHES, BIG BUSINESS: INDIA WITNESSES BOOM IN KIDSWEAR RETAIL

Over the last two decades, kids' dressing habits in India have witnessed quite a facelift. What used to be regular, similar and basic outfits a few years ago have now transformed into full fashion lines, often of premium luxury. IMAGES Business of Fashion takes a look at the market dynamics of one of the fastest growing sectors of fashion retail – kidswear...

Shivam Gautam with inputs from Rosy N Sharma

The days when fashion was the exclusive preserve of adults are long gone. The millennial culture provided kids' fashion with the much needed boost and unveiled the true potential of the segment to the fashion retail fraternity worldwide. Especially in India, while the sector was just non-existent till a few years ago, it has now embossed itself as the most propitious segment of the Indian fashion industry – with even a dedicated annual fashion show to its name.

While the fashion industry is still dominated by the menswear segment, it's the kids' fashion segment that has registered the fastest growing rate. The Indian kidswear market in 2017 was estimated at ₹66,904 crore accounting for 20 percent of total apparel market of the country. Kidswear is expected to grow at CAGR of 8.1 percent to reach ₹145,445 crore by 2027, whereas men's wear and women's wear are expected to grow at relatively lesser CAGRs of 7.5 percent and 7.6 percent respectively. "It's a huge market today," says Sharad Venkta, MD & CEO, Toonz Retail. "The estimated size of kidswear in India is ₹70,000 crores and the kids apparel market is forecasted to grow at a CAGR of over 12 percent during 2019-2021," he adds.

The kidswear market in India has witnessed seismic changes in the last few years – both product and consumer wise. Parents now exhibit a considerable brand awareness and inclination towards high quality apparel products for their kids. This has even trickled down to the kids as well, who have now emerged as a new, independent buyer group altogether.

"As families travel more and have more awareness of western markets, the tastes of parents and kids are changing. Movies/music and easy to access mass media platforms like youtube, etc., are also influencing their tastes," says Sally Wells, Senior Buying Manager - Kidswear, Westside.

Growth Factors

The kidswear market has been propelled chiefly by the increase in the income and changing lifestyle of modern parents – parents want their kids to stay with the trends. This has given immense opportunity to retailers at all levels and geographical regions to expand their market. Changes in the composition and structure of Indian families have also been instrumental in boosting the growth of this industry. The rise of the nuclear family in urban India has resulted in increased purchasing power, with parents willing to shell out anything for their children.

With changing lifestyles, there is also a need-based demand stemming from more frequent socialising, wanting to have children look the best for photographs on social media and for when friends and family come to meet and greet the new baby. Doting grandparents, extended family and friends are equally excited about pampering the little ones and have been instrumental in bolstering the growth of the market.

Another critical thrust in the kidswear market came in the guise of e-commerce. E-commerce helped brands across the sector by making them available across all demographics and geographies. "We are very pleased with the growth we have witnessed with the rise of e-commerce. It plays a crucial role in making our products available to consumer across India at their convenience, allows us to showcase the breadth of products and amplifies our reach across the country. The channel helps us with better range

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"There aren't challenges in adapting to more sustainable ranges for kids. The sustainable strategy of the business can be implemented in kidswear in the same way as adult clothing"

-Sally Wells,
Senior Buying Manager -
Kidswear, Westside





“E-commerce plays a crucial role in making our products available to consumer across India at their convenience, allows us to showcase the breadth of products and amplifies our reach across the country”

-Sanjeet Mehta,
Executive Director, Disney India



planning and therefore we are able to offer a larger assortment of products,” says Sanjeet Mehta, Executive Director, Disney India.

Propensity Towards Brands

Traditionally, the trend was basic functional life-style kids’ apparel dominated by the unorganised sector, but today, the growing trend and brand awareness among parents and kids has resulted in an increased inclination towards branded clothing. “Growing trend and brand awareness stemming from international travels and the growth of social media has led to increased consciousness and more awareness of global fashion trends, making parents more inclined to buy branded clothing for their little one,” says Megha Uppal, Creative Director, Bambiola.

As per an ASSOCHAM report released in 2018, the propensity for brands in kidswear has transcended the boundaries of the metro and Tier I cities and have now percolated deep into Tier II and III cities like Dehradun, Ludhiana, Pune, Nashik, Indore, Varanasi, etc., as well. The Indian kidswear market is now rife with an endless list of mega brands offering dedicated kids lines.

The opportunities in the Indian kidswear industry has also attracted a long list of international bigwigs, all who have rushed in for their share of the market. Even Indian designers like Masaba Gupta, Archana Kochhar, Jatin Kochhar, Ritu Beri have ventured into this segment in the recent past.

Segment Categories

The kidswear market is segmented into boys’ and girls’ wear, with the market being slightly skewed towards boys wear owing to 53 percent boy’s population for age group 0 to 14. The boys’ wear market is diversified with various categories like t-shirts, shirts, denims, bottom wear, ethnic wear, winter wear and uniforms etc. For obvious reasons uniforms, t-shirts, shirts and bottom wear are the dominating categories, together contributing around 80 percent of the total boys wear market.

“Generally in India, the trend was that most people prefer buying functional kids’ apparel rather than branded ones. Children’s garments were usually purchased from small stores and from street shops, while branded garments were only bought by the very high status families. This trend is gradually changing and the market for branded kids’ clothing is growing. As the social status and buying behavior of parents is changing, so is kids’ behavior and hence, they act as influencers with choices of their own,” Sharad Venkta.



Westside



“Growing trend and brand awareness stemming from international travels and the growth of social media has led to increased consciousness and more awareness of global fashion trends, making parents more inclined to buy branded clothing for their little one”

-Megha Uppal,
Creative Director, Bambiola



“Traditional trends are gradually changing and the market for branded kids’ clothing is growing. As the social status and buying behavior of parents is changing, so is kids’ behavior and hence, they act as influencers with choices of their own”

-Sharad Venkta,
MD & CEO, Toonz Retailw

The Indian girls’ wear market mainly comprises bottom wear, ethnic wear, t-shirts, shirts, denims, dresses, winter wear and uniforms, etc. Uniforms and ethnic wear are the two largest categories within this segment contributing around 53 percent of the girls’ wear market. Around 60 percent of India’s population is rural, thus dominance of ethnic wear in rural India contributes to its major share in the girls wear segment.

More recently, changing lifestyles and young parents’ propensity to splurge on their children has fueled the growth of a new category within kidswear – infant wear. “We treat kidswear in two age groups – newborn to 3 years and 3 years to 12 years. Infant wear, the newborn to 3 year old segment includes a wide range of baby basics like jabla and pyjamas, rompers, dresses, sets,

innerwear, bath-towels, blanket, comforters, along with accessories like bibs, socks, gloves, caps, napkins, etc,” explains Sharad Venkta.

With India being home to an estimated 120 million babies in the 0-4 years age group, fashion industry sentinels believe that the rate of growth of the infant wear market in India is drawing parallels to the kidswear market.

Evolving Consumer Preferences

The most prominent change seen in the kidswear market today is the growing awareness about the material being used. The fact that materials used need to be soft, long-lasting and easy to wash and maintain are the chief concerns of anyone wanting to make a wise purchase. This is another reason behind the growing inclination towards western outfits – they seem to be perfect for their children’s active lifestyle by offering durability, practicality and convenience.

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“The Mini Me fashion trend is no longer just a global phenomenon and is catching up in India on a rapid scale. One can spot not just celebs posting images with their mini me’s but the entire new generation of parents following the trend”

-Siddharth Bindra,
Managing Director, Biba



Fabrics such as cotton based denims, georgette, rayon and crepes are among the preferred options. Natural materials such as cotton and linen are all set to be the highlights of summer lines designed for children.

Even, organic and eco-friendly apparel are enjoying increasing demand in this segment. “Urban parents are increasingly committing themselves to ethical and environmental issues, leading to an increased demand of eco-

organic kidswear is yet to be a main stream stay as of yet, with experts citing premium prices and lack of available as serious impediments. A fair section of experts, including Sally Wells, believes that the trench will catch up soon. “There aren’t challenges in adapting to more sustainable ranges for kids. The sustainable strategy of the business can be implemented in kidswear in the same way as adult clothing,” she states.



friendly infantwear. Consumers also perceive buying organic as a reflection of their status and personality, which has led to an increased demand in recent years. Premium eco-friendly products like organic cotton, soy and bamboo are not only luxurious but also have some incredible inherent properties of value to the parents wanting the best for their baby,” says Megha Uppal.

“As the trend is moving towards more organic and natural fibres, we are exploring to provide options to customers who are eco conscious. Challenges occur in maintaining economical products since garments are more premium with sustainable fabrics,” adds Sharad Venkta. However,

Kids – The New Consumers

The youngest generation of today is no more like their erstwhile peers. They are righteously more demanding and will no longer take just functional outfits or hand-me-downs from elder siblings. They are very aware of their needs, prevailing trends and have their own say when it comes to buying decisions. “We see that about from 3 years, kids decide what they like and what they don’t. They influence buying decisions and many of them have their own requirements – like most kids want to look like their older siblings, so we cater to that,” adds Sally Wells.

This evolution of kids as consumers have changed the way brands perceived and operated in this space

and has given way for newer trends – the Mini Me trend and character-based apparel being the foremost.

Character Licensing

Globally, licensing and merchandising (L&M) is a large business. The Walt Disney Company is the largest character licensor in the world with US\$45 billion in character merchandising retail sales in 2013. So much so that there used to be a time, when licensing in kids' apparels was synonymous with only few global characters like Donald Duck, Garfield, Mickey Mouse etc.

“Disney has been a pioneer in India too, in character licensing and we have products across varied categories which include toys, fashion, stationery, home solutions, publishing, food, health and beauty and consumer electronics. Our kids wear segment cuts across apparel (t-shirts, shirts, dresses, trousers, caps, jackets), footwear (shoes, clogs, flip-flops) and accessories (jewellery, socks, watches),”



MINI ME: THE MOST POPULAR KIDSWEAR TREND TODAY

Simply look up the #minime' and you're bound to be flooded with pictures of stylish parents in matching - or coordinated - outfits with their little ones. While international fashion behemoths like Dolce & Gabbana, Gucci are credited to have led the way by creating special mother-daughter collections, today, regional brands are following suit owing to the trend's popularity and demand. “The Mini Me fashion trend is no longer just a global phenomenon and is catching up in India on a rapid scale. One can spot not just celebs posting images with their mini me's but the entire new generation of parents following the trend. The #minime is becoming one of the most common hashtag on social media,” says Siddharth Bindra, Managing Director, Biba.

Fueled by celebrity parents such as Kim Kardashian and Beyoncé, coupled with a seemingly insatiable temptation to post our lives all over social media, the Mini Me movement has helped drive kidswear into the same trend cycle as adults.

“The biggest factor propelling this new trend is the influence of social media. The parents are active users of social media platforms where they follow the celebrities, on a day to day basis and are thus influenced by them. Everyone wants to be trendy and catch up with the trends which are popular among their favorite celebrity. Hashtags like #minime, #twinning #mommyandme #theadgang are very popular on social media while posting images with kids to boast their bond and love for their little one,” says Bindra.

As per surveys conducted by various market agencies, the ‘mother-daughter’ trend within Mini Me is the most popular, followed by ‘father-son’ both globally and in India. The mother-daughter trend is the most popular because of the plethora of choices available, including, matching ethnicwear, gowns, salwar kameez and even off-shoulder dresses.

says Sanjeet Mehta. But now, the Indian markets has opened up to a lot of regional characters as well, including Chhota Bheem, Mighty Raju, Motu Patlu, etc.

Character driven apparel monetise the emotional connect of kids with their favourite characters like Chhota Bheem, Tom & Jerry, Peppa Pig, etc., and hence has been an instant hit. “Our timeless stories and engaging characters have entertained and engaged kids and families everywhere. Character affinity is one of the key factors that drives the buying decision. Fans of all ages have great loyalty towards their favorite stories and characters,” says Sanjeet Mehta.

Initially, although most brands and licensees simply imprinted the character on apparels to reproduce in multiplicity, brands are now taking a step ahead and have evolved the concept by introducing apparels inspired with the look and feel of

popular characters. In its entirety, the trick in licensing is not to just take a character and put it on the apparel. It is to combine and translate the character's DNA with the latest trend in fashion and gain the mass appeal.

Conclusion

In this digital age, small clothes have proven to be big business. Owing to the growth potential of this market segment, many international brands have entered India in last few years. With emergence of e-commerce, earlier hitherto markets have opened up, thus boosting growth of kidswear in India. As kids are graduating into consumers earlier than before, brands now increasingly want to shimmy up to them, engendering hitherto unseen growth opportunities for all players across the sector; right from brand owners, suppliers, to distributors and retailers. With the increasing competition, success has to be a combination of high quality, good design and right value for money product.



KIDSWEAR BRAND BOWNBEE INVOKES INNOVATION FOR DISCERNING CONSUMERS

BownBee is planning to launch coordinated footwear and accessories this year, with an eventual aim to become a one-stop-shop for kids occasion wear needs...

IMAGES Business of Fashion

BownBee was started with a vision of introducing traditional and indo-western dresses for kids between the ages of 0 to 12, especially around festivals and special occasions. The blend of Indian fabric, traditional prints and motifs with contemporary designs has enabled BownBee to offer wide range of contemporary ethnic wear to their customers. While the core range includes traditional wear, the brand has also ventured into daily fusion wear category like printed dresses, peplum-dhotis, shorts and boys causal shirts.

In just three short years, BownBee has established itself as one of the top selling kids ethnic wear brands on leading kids online marketplaces including Hopscotch and Firstcry.

“Our customers love us for our designs and the newness of our collections. We maintain an in-house design team and launch new designs every 15 days, thereby providing the client with an inimitable range. We have new collections for all major occasions and festivals i.e., right from Republic Day in beginning of the year till Christmas at year end. We believe in fast fashion and launch around 24 collections in one year,” explains Monika Chaudhary, Founder, BownBee. “We participated in India Kids Fashion week last year and got an overwhelming response on our designs and quality.”

Since the brand doesn't produce in bulk, all its dresses are 'limited edition'. This ensures that their little customers stand out in the crowd on every occasion! Currently, they have around 500+ unique products in the portfolio.

Innovation & Consumer Loyalty

BownBee's target audience includes parents who want to dress up their kids in comfortable yet affordable traditional and fusion wear for special occasions and festivals. “For occasion wear, parents seek uniqueness in

design with affordability and quality assurance, something that is hard to find in this unorganised sector. BownBee is successfully bridging this gap through innovation in design, quality and differentiated sourcing,” states Monika.

This innovation and a strong talented team has led the brand to a 100 percent revenue growth Y-o-Y for the last three years.

Expansion Plans

“We aim to make BownBee a one-stop-shop for kids occasion wear needs. To achieve that, we plan to launch coordinated footwear and accessories this year,” reveals Monika, adding that the brand is focused on retail expansion in the coming years.

The online first brand is available pan India through its own website – www.bownbee.com. It is also available on various marketplaces including Firstcry, Hopscotch, Amazon, Flipkart, Myntra and Jabong.

“We also ship internationally in markets like Singapore, Malaysia, Middle East and the UK,” concludes Monika.



“For occasion wear, parents seek uniqueness in design with affordability and quality assurance. BownBee is successfully bridging this gap through innovation in design, quality and differentiated sourcing”

-Monika Chaudhary,
Founder, BownBee





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>APPLEEYE<

Renowned kidswear brand, Appleeeye offers trendy apparel for both boys and girls. Adhering to international standards across all departments, from conception to execution, the brand is dedicated to installing attitude and setting new trends in kid's fashion. Today, it is the first choice for parents and kids who look for comfort and the latest in fashion.

The brand's USP lies in its trendy designs, which are at par with international standards and are made available at affordable prices.

Focus Customers

The brand targets kids and infants from 0 to 16 years of age. Its consumers belong to upper-middle class, particularly those parents who understand fashion and comfort at the same time.

Product Categories

Appleeeye offers trendy casual wear range for little cherubs.

Retail Presence

The brand has presence in all major cities of the country. Its products are retailed through 9 exclusive brand stores and 60 shop-in-shop formats at strategic location covering an area of 20,000 sq.ft. It has partnered with over 2,000 multi-brand retailers and online retailers such as Amazon, Flipkart and PayTM.

The brand also conducts business outside India with neighbouring countries like Bangladesh, Nepal, Sri Lanka as well as the Middle East.



Expansion Plans

The brand is planning to expand its EBO network along with penetrating deeper into the existing markets through distribution network.

Technological Initiatives

Appleeeye uses N9 Fabric - silver knight technology - where clothes are processed with silver. The technology works as a shield on clothes that prevents them from any bacteria or fungus contamination. This in turn help clothes to be fresh as no bacteria sediment forms and they get less dirty and remain odourless.

CAGR Growth

The brand has been witnessing an average of 35 percent growth in the past three years.

Brand:APPLEEYE

Company: STITCH FAB INDIA PVT. LTD.

Country of Origin: INDIA

Head Office: KOLKATA

Website: WWW.APPLEEYE.CO.IN



>AOMI (APPLE OF MY I)<

L launched in 2009 by Inventis Retail, AOMI offers a range of kids clothing, which is on-trend and stylish. AOMI - which stands for Apple Of My I - focuses on making carefully crafted garments that are comfortable, fuss free and fun for children to wear. It is the most preferred destination for shopping for mums-to-be and kids between 0 to 6 years

The brand holds deep customer insights and a thorough understanding of the channels in kidswear. With its extensive team holding experience in retail and e-commerce, AOMI is looking to expand its presence across India and potential international markets.

Focus Customers

AOMI targets kids between 0 to 6 years - both girls and boys. The brand's focus customers are contemporary parents who look for fashionable, cute and comfortable clothes for their children.

Product Categories

A highly trusted brand in the kids lifestyle segment, AOMI offers products in apparel, footwear and fashion accessories categories. The brand has an extensive range of basics, casuals, playwear, party wear, night wear and accessories for kids.

Latest Collection & Theme

The SS'19 collection draws inspiration from the environment, fashion trends, seasonal events and colours for styling. The brand's collection this season has many such fun and playful themes.

Product Expansion Plans

The brand offers a comprehensive and coordinated range of kidswear for its target customers. It is working on expanding its range further in the future.



Innovative / Bestselling products

The brand received tremendous response for innovation in its design as well as crafting techniques of garments. All its garments are 'Made in India' and are designed, manufactured and marketed at every stage under the guidance of women who are mothers with practical knowledge of parenting.

Its deep understanding and experience in working in the kids retail market for over 15 years gives the brand an added edge and differentiation in the market.

Retail Presence

AOMI is available to its customers through EBOs, MBOs and select LFS. The brand has 7 EBOs across Bengaluru, Hyderabad and Hassan and additional expansion is underway. It also retailed through MBOs in Kerala, Maharashtra and Goa. Apart from this, it is available at select LFS stores in Karnataka and also at key online destinations.

Retail Expansion Plans

As for EBOs, the brand is looking to grow in North and South India. Later on it aims to expand into select locations in East and West India.

AOMI is looking to expanding rapidly through stores, distributors, franchisees and online partners. The whole effort at creating presence across the country is to ensure that its audience has adequate access to its products.



Brand: AOMI (APPLE OF MY I)

Company: INVENTIS RETAIL INDIA PVT. LTD.

Country of Origin: INDIA

Head Office: BENGALURU

Website: WWW.AOMIDIRECT.COM

► BUTTON NOSES◀

L launched in 2015 by Spark Creation, Button Noses offers a complete range of premium denims with a wide range of new washes, fabrics and a whole new version of denim accessories.

Focus customers

Button Noses offers an entire line of chic clothing for infants and girls upto the age of 14 years.

Product categories

With a passion for denims and appreciation for new fashion, the brand manufactures an entire range of girls sets, dresses, dungarees for infants and tops, leggings, jeggings, dresses, sets, loungewear for girls aged between 1 to 14 years. It aims to bring international trends to the Indian markets.

Expansion Plans

The brand has plans to launch an exciting range of girls' wear in 2019.

Retail Presence

Button Noses is available through 400 MBOs and 10 large format stores across the country. It is present in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Amritsar, Ludhiana, Udaipur, Kanpur, Jaipur, Cochin, Coimbatore and Calicut.

Internationally, the brand has presence in the Gulf countries including UAE, Bahrain and Kuwait.

Expansion Plans

Button Noses has aggressive expansion plans. The brand wants to strengthen its hold in the existing markets further and expand its retail footprint throughout the length and breadth of the country.



The brand is making its foray into European and American markets and is confident that its products will gain popularity in these international destinations too. It also plans to penetrate varied markets for business expansion.



Brand: BUTTON NOSES
Company: SPARK CREATION
Country of Origin: INDIA
Head Office: INDORE
Website: WWW.BUTTONNOSES.CO.IN



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CITY CENTRE 2 ● UNITECH DOWNTOWN MALL ● NEW MARKET

AVANI RIVERSIDE MALL ● FORUM RANGOLI MALL

WWW.LITTLESHOP.IN

> DUKE <

An undisputed leader in the knitwear market, Duke was launched in India in the year 1966. With diverse heritage and authentic fashion understanding, the brand pioneered the t-shirt culture in the country and gradually established new trends in knitting garments and fabric research. Today, it is equipped with a complete vertically integrated garment manufacturing plant complete with knitting, dyeing, processing, finishing, mercerizing, compacting, embroidery and printing processes under one-roof.

Duke's USP lies in providing international quality garments and contemporary styling at an affordable price range for masses.

Focus Customers

Duke targets masses in SEC A, B and C. The brand offers a full range of clothing for men, women and kids. It has been making products that are value-for-money and has created loyal customers who will settle for nothing else.

Product Categories

For kids, the brand offers t-shirts, sweaters, sweatshirts, jackets, denims, thermals, Bermudas, lowers and school shoes.

Latest Collection & Theme

This summer is all about stripes, structured prints, nude colours and quoted t-shirts in kidswear. The collection is about exploring the outside world – of experimenting and discovering. Use of vibrant palette like blue, cherry red, raspberry pink, khaki, dune colours and shades of green and orange are also prominent. The prints are graphic and large.



Brand: DUKE

Company: DUKE FASHIONS (INDIA) LTD.

Country of Origin: INDIA

Head Office: LUDHIANA

Website: WWW.DUKEINDIA.COM

Product Expansion Plans

Duke recently launched school shoes as an expansion in its kids category. It plans to increase its school shoes range that shall be available at all leading footwear stores in India. Furthermore, the brand is looking for diversification in women's and kidswear range.

Retail Presence

Duke has an unbeatable marketing network comprising over 4,000 MBOs and more than 360 EBOs across major cities in India. Moreover the products are also exclusively placed at big chain stores like Central, Reliance Trends, Reliance Market, Arvind Retail, Easy day, Metro, Best price, Total Superstore, Aditya Birla Retail, Hyper city, Brand Factory, etc. The brand conducts online business on Myntra, Snapdeal, Jabong, Flipkart, Fashionara, Amazon, returnfavor and its own website, www.dukeindia.com.

Retail Expansion Plans

Duke already covers entire towns and cities in India. The brand is now

looking to expand in cities in which it is already present and in export markets for the growth of its business in Gulf countries.

Technological Initiatives

Duke utilises latest technologies and always work hard to achieve the best. Its collection places strong emphasis on intricate craftworks and mirror finishing with great alacrity. The key expression is cutting edge technologies and relentless quality checks by the quality assurance team to achieve impeccable synergy. The in-house knitting, dyeing, mercerizing, finishing, compacting, garment printing, embroidery/printing and manufacturing facilities feature state-of-the-art machineries and equipment supplied. The embroidery section is fully computerised. By using high quality fabrics and the best pattern technology, it is able to deliver stunning fashion at affordable prices.



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Myntra



> KRUNCHY <

Launched in 2013 with the vision to enrich the lives of children with happiness and comfort, Krunchy strives to provide value for money products to its customers. The kidswear brand has a manufacturing unit which is spread across an area of 12,000 sq.ft., in Kolkata where it produces 20 lakh pieces per annum.

Focus on use of good quality fabric and delivering appropriate measurements is what differentiates the brand from others in the market.

Focus Customers

The brand targets audiences from Tier I and II cities across India. It caters to the age group 0 to 10 years. Krunchy targets parents who wish to buy comfortable and well-designed garments for their kids at a reasonable outlay.

Product Categories

The brand's current product categories include infant wear and kidswear in hosiery fabric, catering to the age group 0 to 10 years. Its top selling lines include round neck suits, shorts, capris and lowers.

Product Expansion Plans

Krunchy has plans to introduce new categories in its product segments.

Retail Presence

The brand has presence in close to 40 major cities in India. Its products are being retailed through 10 exclusive brand stores and 60 multi-brand outlets across the country.

Expansion Plans

This year, the brand aims to expand its presence to Northeast India.

Brand Turnover

The brand has been achieving an average turnover of ₹8 crore in the last 3 years. In the three quarters in this financial year, the brand has crossed ₹8 crore.

CAGR Growth

The brand is growing at an average growth rate of 50 percent year-on-year.

×

Brand: KRUNCHY

Company: MADONA CREATIONS PVT. LTD.

Country of Origin: INDIA

Head Office: KOLKATA



IMAGES Business of Fashion

> LITTLE STREET <

Launched in 2015, Little Street is the brainchild of Praveen Gupta. As the Managing Director, he wanted to introduce a contemporary kidswear range that featured chic international designs and quality. The result was outstanding — the brand met with positive response very soon.

The brand converges all its focus on shelling out well designed products that promise good fits, comfort and international styles. It believes in delivering good quality products at affordable price points.

Focus Customers

The brand's core customers are families that believe in keeping their children fashionable and trendy.

Product Categories

Little Street manufactures a wide range of t-shirts for boys with lots of features like colour sinker, washed and indigo. The brand uses fabrics such as lycra and dry-fit to add value to its range.

The brand's bestselling products is its range of t-shirts within the range of ₹239 to ₹699.

Product Expansion Plans

In response to the popularity that it has received hitherto, Little Street is in the process of launching a whole new range of products – denims and woven bottoms – in bio and silicon wash.

Primary Markets

When launched, the brand was present only in few parts of Uttar Pradesh but soon it expanded to the whole of Uttar Pradesh, Delhi, Bihar, Punjab, Himachal Pradesh, Jammu & Kashmir, Madhya Pradesh, Chhattisgarh, West Bengal, Karnataka, Telangana, Goa and North East.



Brand: LITTLE STREET
Company: LITTLE STREET CREATION
Country of Origin: INDIA
Head Office: LUDHIANA

Indian market and is currently catering to around 1,300 MBOs.

Retail Expansion Plans

Little Street plans to expand its retail presence pan India. It now is concentrating on professional distributors having good relations with A, A+ category dealers to help it expand.

Brand Turnover

The brand clocked a turnover of ₹6 crore last year, and it aims to accomplish a turnover of ₹crore in the near future.

CAGR Growth

Little Street is growing at an average growth rate of 40 percent year-on-year.

Little Street is slated to enjoy pan India coverage. Today, it brings out new trends of clothes which influence lifestyles and is counted among the top kidswear brands of the country.

Retail Presence

Within a very short span of time, the brand has covered 70 percent of the



> MASH UP <

Launched in 2014, Mash Up is a part of a family-owned fashion firm under the aegis of Half-Ticket Apparels. Half-Ticket Apparels was established in 1992. Mash Up today is one of the fastest growing brands in the boys' fashion segment due to its quick response fast fashion approach and global appeal.

Mash Up stands out with its range of party shirts, kurtas, waist-coats. The sub-brand Mash Up Juniors has also done exceptionally well in the last season.

Focus Customers

The brand's core consumer base is made up of fashion conscious boys and parents who seek to dress their children stylishly different on every occasion.

Product Categories

Mash Up offers a wide range of boys' wear including casual shirts (2-16 years), kurtas (2-16 years) and t-shirts (6-16 years) along with party shirts, blazers, waist-coats, etc.

The brand's label Mash Up Juniors offers casual shorts and t-shirt sets for infants and boys upto 3 years old.

Latest Collection & Theme

The brand's new collection is a mix 'n' match of international trends and Indian comfort. Mash Up has used only light weight, stretchable fabrics keeping in mind the harsh summers and total comfort. The upcoming collection will also feature dominant street wear elements.

Product Expansion Plans

The brand is planning to launch one more vertical under the sub-brand



Mash Up Juniors which would be focused on providing daily wear outfits for baby and toddler boys.

Primary Markets

Delhi NCR, Punjab, Haryana, Uttar Pradesh, Maharashtra, Gujarat, Tamil Nadu, etc., are some of the markets where the brand has a strong presence.

Retail Presence

The brand has presence in more than 100 major cities in the country. They have partnered with over 990 MBOs and are being retailed in physical stores such as The Chennai Silks, Pothys, Parthas, Shree Devi Textiles, etc., and online are partnered with Jabong, Amazon, Flipkart, Paytm, Snapdeal. They also have their own portal.

Retail Expansion Plans

The brand is expanding to Bihar, Jharkhand and Orissa this year by appointing new distributors and channel partners and is also looking to expand to Middle East as well as Asian countries.

CAGR Growth

The brand has been growing at an average rate of 30 percent year-on-year.

×

Brand: MASH UP

Company: HALF TICKET APPARELS

Country of Origin: INDIA

Head Office: MUMBAI

Website: WWW.MASHUPBOYS.COM

> SPARK <

Established in 1983, Spark is a leading manufacturer and exporter of kidswear. Today, it has an in-house screen and computer embroidery facilities, which assists in not only keeping high quality control but also cuts down costs and minimises supply time. These empower the brand with experimenting on new styles, thereby making it the very first to get new trends to its customers.

The prime aim of Spark is customer satisfaction, quality and the comfort level of garments. The brand goes that extra mile to win the trust of mothers in order to increase the number of its loyal customers.

Focus Customers

Spark caters to children in the age group of 1 to 14 years. Though kids are the end customers, parents are the major influencers in the buying process. This makes it increasingly important for the brand to provide all varieties in the segment under one umbrella.

Product Categories

The brand offers the widest range of clothing for boys such as t-shirts, shirts, shorts, denims, chinos, boys sets, dungarees, etc.

Retail Presence

The brand is available through 400 MBOs and 10 large format stores across the country. It has presence in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Amritsar, Ludhiana, Udaipur, Kanpur, Jaipur, Cochin, Coimbatore and Calicut.

Internationally, the brand has presence in the Gulf countries including UAE, Bahrain and Kuwait.



Expansion Plans

Spark has aggressive expansion plans. The brand wants to strengthen its hold in the existing markets further and expand its retail footprint throughout the length and breadth of the country.

The brand is making its foray into European and American markets and is confident that its products will gain popularity in these international destinations too. The brand has plans to penetrate in varied markets for business expansions.



Brand: SPARK

Company: SPARK CREATIONS

Country of Origin: INDIA

Head Office: INDORE

Website: WWW.SPARKCLOTHING.CO.IN



TO KNOW MORE: Bengaluru, Abhijith R: 907 257 9077 | Thiruvananthapuram, Vinay Kailath:



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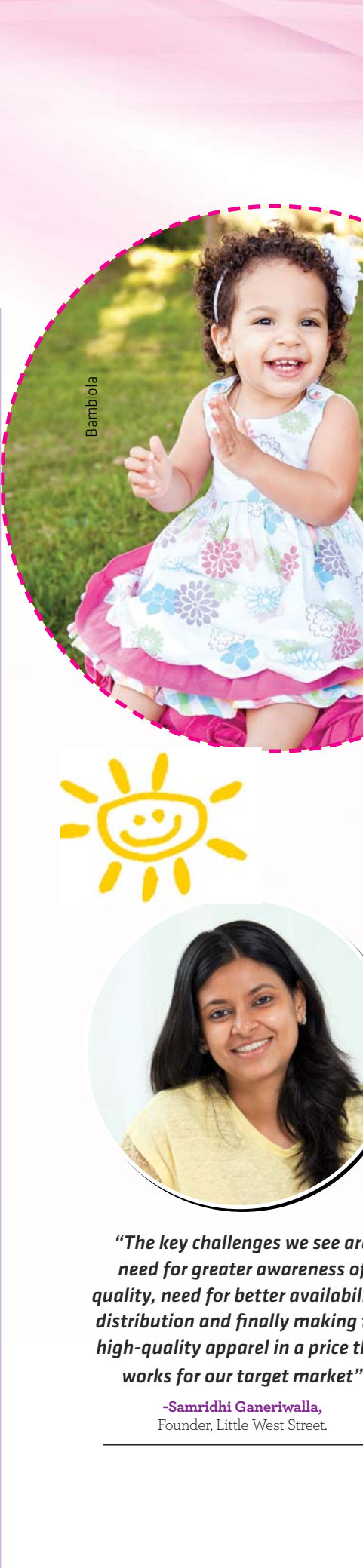
NO CHILD'S PLAY: THE GROWING INFANT WEAR MARKET IS SERIOUS BUSINESS

The infant wear segment is a lucrative segment poised for high growth owing to bolstered birth rates and growing disposable incomes. It is also an untapped segment as compared to kidswear, men's wear and women's wear. Having said this, brands and retailers who are going to spend a larger share of revenue in making their back-end strong to understand customer convenience, needs, and the current fashion and market trends, will champion the growth story...

Shivam Gautam with inputs from Rosy N Sharma

The infant wear market in India is evolving on a great scale. Fashion industry sentinels believe that the rate of growth of the infant wear market in India is drawing parallels to the kidswear market, which in turn is among the most lucrative segments of the fashion industry in the country today. With India being home to an estimated 120 million¹ babies in the 0-4 years age group, it probably is the most profitable country for infant wear in the entire world. The segment holds immense opportunities and hence, is teeming with a host of both domestic and global players foraying into it with innovative products.

The rapidly changing lifestyle of modern Indians have brought in two welcome changes in the infant wear industry in the country - increased spending and a shift to branded infant wear. "The infant wear market in India has seen an increased spending in the last decade because of various factors like growth in economy, double income households having a changing lifestyle and global exposure leading to increased brand awareness. With these changes, families are now spending more on branded infant wear for their new bundle of joy," says Megha Uppal, Creative Director, Bambiola.



Bambola



Growth Drivers

With an increase in income and, consequently, lifestyle of parents, the kids wear market in India has benefitted on a major scale.

The need of new-age parents to move with the times and trends where their kids are concerned has given a lot of scope to retailers at all levels, pan India's geography to expand their market.

Both parents and children today are extremely aware and conscious of what they are wearing and how they appear. Growing trend and brand awareness stemming from international travels and the growth of social media has led to increased mindfulness of global fashion trends, making parents more inclined to buy branded clothing for their little one. "The Indian infant wear market is growing at a healthy pace. The main factors are increasing disposable income, increasing influence of global fashion trends, greater awareness among parents about quality of infant clothing etc. are leading the category growth. Same time global launch by international brands is another important factor that is driving the growth of infant wear segment," Rajesh Vohra, CEO, Chicco India.

Changes in the composition and structure of Indian families have also been instrumental in boosting

the growth of this industry. The rise of the nuclear family in urban India has resulted in increased purchasing power, with parents willing to shell out money anything for their precious little angels.

"Absolutely! Couples are now having children at a later age when they feel more financially secure and stable and with their increased purchasing power, they want the very best for their new baby, with price not being a constraint as long as they understand the benefits of the product. Gifting in infant wear is a big contributor to the sales too with people celebrating baby shower and such occasions with much fervour. Doting grandparents, extended family and friends are equally excited now and pampering the little one with high value brands of good quality," says Megha Uppal.

"There is also a need-based demand stemming from more frequent socializing. Parents are compelled to have their baby look the best for treasured photographs on social media and for when friends and family come to meet and greet the new baby," she adds.

Entry of Foreign Brands

This booming infant wear segment has attracted many international brands into India. The question now is — has the emergence of these established



"The key challenges we see are need for greater awareness of quality, need for better availability/distribution and finally making the high-quality apparel in a price that works for our target market"

-Samridhi Ganeriwala,
Founder, Little West Street.





Mi Dulce Aniya



Chicco



Chicco



“The main age group in infant wear is from 0-2 years, with 6 standard sizes in this age group and additionally 2 more for new born baby and premature babies, making pattern making for this segment a laborious and a daunting task. Also, there is an influx from cheap products from China that are widely available everywhere”

-Megha Uppal,
Creative Director, Bambiniola

international brands upheaved the market share of domestic brands?

“Often higher in quality in terms of fabric and design aesthetic, the new international brands do pose stiff competition to domestic brands. Domestic brands, however, are more widely and easily available. Further, the domestic brands are more economical, so the mass segment of the population would still prefer it,” says Samridhi Ganeriwalla, Founder, Little West Street.

An inherent part of an Indian’s genetic makeup is his affinity towards ‘anything foreign’ and domestic businesses have been at the butt end of this uncanny phenomenon since time immemorial. “Foreign brands are definitely competition as far as brand recognition and accessibility are concerned. but domestic brands are able to offer deeper understanding

of unique market needs, which are often city and state specific,” says Neha Garodia, Founder and Creative Director, Mi Dulce Anya.

Considering Indian consumers’ sensitivity towards price and the highly unorganised nature of the kidswear industry as a whole, some experts believe that India, as a country, has enough opportunities for all levels of pricing and brands. “The lower priced products have a huge market, while the higher priced products have a limited market, but with customers becoming more aware, it is growing significantly. In terms of competition, the already established brands must continue to offer good quality products at the best prices, to stay at the top of their game,” says Shiv Daswani, Partner, Little Shop.

The entry of these brands has been instrumental in high expansion of the overall market and bolstering



“The only challenge I feel infant wear brands face is from new entrants into this lucrative market with global best practices which have the capability to compete with other established brands in this segment. We stand to gain as being an MBO we cater to what the customer requires, and if any brand poses an opportunity to better our offering to customers, we are more than happy to introduce it as part of our portfolio”

-Shiv Daswani,
Partner, Little Shop



Little Shop Store

efficiencies of the domestic players. This phenomenon has set the bar high and compelled domestic players to usher in a fresh flurry of innovation both in the design and quality aspects of their offerings. And, of course, the biggest beneficiary of the increased efficiencies becomes the Indian consumer, who, in the long term, will get better quality products at lower prices in a better shopping environment.

Changing Consumer Preferences

Indian consumers are known widely for their value for money requirements. This holds true more in kidswear as children outgrow their clothes fast. “Yes, price sensitivity is still prevalent. Consumers do think that their babies will soon outgrow the apparels, therefore refrain from buying high value apparels in first place,” says Rajesh Vohra.

Parallely however, times are changing, and indulgent parents and grandparents are also trying to buy the latest and the best for their kids, happy to splurge on quality. Even, organic and eco-friendly apparel are enjoying increasing demand in this segment.

“Urban parents are increasingly committing themselves to ethical and environmental issues, leading to



Bambiola

an increased demand of eco-friendly infantwear. Consumers also perceive buying organic as a reflection of their status and personality, which has led to an increased demand in recent years. Premium eco-friendly products like Organic Cotton, Soy and Bamboo are not only luxurious but also have some incredible inherent properties of value to the parents wanting the best for their baby,” says Megha Uppal.

Bamboo is an eco-friendly fiber with extraordinary properties as it is luxuriously soft to touch, naturally antibacterial, anti-fungal, anti-microbial and hypoallergenic. This makes it ideal for a baby’s sensitive skin. Soy, also called the ‘vegetable



Little West Street



“Size of the organised market in infant wear is very small and the avenues to sell and display the range is very limited which is one of the biggest hindrances. We largely import our range and the duties make it difficult to make them available at a competitive price”

-Rajesh Vohra,
CEO, Chicco India

cashmere’, another eco-friendly option, is silky soft, light and drape-y. It is resistant to UV rays and has excellent anti-bacterial and moisture absorption qualities that make it ideal for the hot summery weather.

Although the market for organic and eco-friendly products is still at a nascent stage it is growing by leaps and bounds and promises great opportunities for the future. “Yes, now mothers have started understanding the need for eco-friendly apparel – that is better for the child and for the environment. However, this is not main stream yet, as this apparel is often at a premium, and less readily available. We do believe if pricing can be worked out to be at a slight premium (not too much), there is a huge potential,” says Samridhi Ganeriwalla.



“For us particularly, the issue of plagiarism is big. In India, it’s very easy to replicate an existing design in a relatively inexpensive way, and there are so many small brands mushrooming which seem unfazed by plagiarising others. It’s one of our biggest challenges and regrets as it discourages sharing of any design ideas and development”

-Neha Garodia,
Founder & Creative Director, Mi Dulce Anya

The Future

Infant apparel has undergone a sea change and is a whole new segment of serious fashion today. And considering India’s population boom, it is all poised for significant growth in the near future. “With rising income levels, retail expansion by most brands and increasing penetration of e-commerce in smaller towns helping in availability of brands, the shift from unorganized to organized branded apparels is inevitable. And this is a clear indication of the fact that the Indian infant wear market is set to grow further,” says Rajesh Vohra.

With an ever-expanding array of brands, both homegrown and international, available to the customer, the modern customer now has a much wider variety to choose from. Considering the rising competition, it is very important to constantly reinvent and stay relevant from a retail standpoint. Ultimately, what sets a brand apart is its aesthetic, design strength and the high-quality standard.



Mi Dulce Anya



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IT'S ALL IN THE JEANS: KIDS DENIM WEAR EXPERIENCES UPWARD GROWTH TRAJECTORY

The kid's fashion segment is witnessing unmatched action in India over the last few years. The millennial culture has provided kids' fashion with a much needed boost, unveiling the true potential of the segment to the fashion retail fraternity...

Shivam Gautam



Denim apparel has traversed an interesting trajectory from being a workwear to an attire for all occasions, for age groups, for both the genders across the globe. In India as well, denim no more remains a men's-only category, with penetration increasing in both women and kids' segments.

The kid's fashion segment especially is witnessing unmatched action in India since the last few years. The millennial culture provided kids' fashion with the much needed boost, unveiling the true potential of the segment to the fashion retail fraternity. Kids today are aware of what they wear and have an active role as decision makers in every purchase. Modern kids want what their parents wear and naturally denim has emerged as a numero uno choice for them as well.

"The spending on children's apparel, with better brand image and quality, has received a significant boost.





Max



“The opportunities within the kidswear market are definitely lucrative but tapping these require high levels of understanding of the market, well-formulated strategies and considerable investments”

-Neha Shah,
AGM - Marketing, Pepe Jeans

Indian kids in both urban and semi-urban parts of the country participate actively in purchase decisions related to their apparel. At the high-street level, children’s clothing has begun to imitate adult clothing, as parents’ desire for their children to be ‘on-trend’ has increased and their consumption habits have shifted towards more frequent purchases. There is a lucrative opportunity for brands beyond urban pockets; looking to cater to the price-sensitive children’s segments in semi-urban and rural India,” says Neha Shah, Assistant General Manager - Marketing, Pepe Jeans.

Talking about the denim market in India, she adds 85 percent of the market is dominated by men’s denim wear, 10 percent by women’s denim wear and denim wear for kids stands at around 5 percent. “This number looks small but let’s not forget we are talking only of the organized market. Keeping in mind the fact that shopping for kidswear in India is still largely being done through the unorganised channel, the market for denim wear in India in kids’ category is only slated to grow,” she adds.

The Growth Drivers

According to Technopak, although the kids’ denim industry is the smallest segment in the domestic denim market, it is expected to grow at an impressive

rate of 12 percent over the next decade, primarily due to the relatively higher fashion awareness among kids, products innovations and design. Moreover, as India’s purchasing power grows, its image conscious parents want to dress even their children as per their definitions of fashion. Parents live their childhood dreams through their kids—and this is creating a huge demand for kidswear especially in the denimwear segment. Also, the demand of branded denimwear for kids is not limited to just the larger cities the Tier II and III markets are increasingly emerging as important markets.

Attractive Denim Majors

The growing opportunity in kids’ denims has lured many denim brands to launched their kidswear range in the recent past. Pepe Jeans expanded its product portfolio into kidswear in India in 2016. Allen Solly Junior, a sub-brand of Allen Solly was launched in 2010. Gap, known for its denim wear, entered India in 2015 with its full range of apparel for men and women, including Gap Kids and Baby Gap. Also, brands like adidas Kids, United Colors of Benetton Kids and US Polo Kids are already thriving in the market. The demand in this sector has also been catalyzed by the shift towards an organised market.

Staying On Trend

Kidswear is now taking its cue from adults’ wear as both parents and kids



Pepe Jeans Store

>> SUPERDRY VENTURES INTO KIDSWEAR

UK brand Superdry is set to enter the kidswear market from Autumn/Winter 2019, with a collection of clothing and accessories for 6 to 12 year-olds. The collection will include 200 different items for boys and girls, including T-shirts, jackets, sweats, polos, leggings and joggers.

“We believe there is a huge opportunity for us entering the kidswear market. We know our existing customers want to see us offering Superdry Kids and we believe this also offers a real opportunity to bring new consumers to our exciting brand”, said Paula Kerrigan, Superdry’s Director of Strategy, in a statement.

>> CALVIN KLEIN JEANS LAUNCHES KIDSWEAR

In November 2018, Calvin Klein Jeans launched its kidswear range. The boys and girls range will be distributed in key department stores across Europe and will include denim pants, dresses, sweatshirts, outerwear and t-shirts. Offering “quintessential styles” for children aged 4 to 16, the line uses eco-friendly and innovative fabrics. Prices will range from £25 to £160.

>> G-STAR RAW LAUNCHES KIDSWEAR

Dutch denim brand G-Star Raw is launching its first kidswear line with French Kidiliz group that’s set to be unveiled in July 2019. The autumn-winter 2019/20 collection will have clothing for boys and girls aged 3 to 16, and will be distributed in Europe, the Middle East and Africa in department stores, multi-brand stores, Kidiliz stores, online stores and on g-star.com.

>> AEROPOSTALE TO ENTER KIDSWEAR

In April 2018, Aeropostale announced it will soon enter kidswear with a range of denims, wovens and other non-apparel. Having built around 33 exclusive stores and over 120 shop-in-shop (SIS) stores since its foray in India in November 2015, Aeropostale is also now ramping up to tap into the emerging category of kidswear.



“Embroidery, especially floral rose motifs on blue denims are popular; denim dungarees and pinafores, hi-shine denims, embellished denims, pocket interests, dark chambray, 90’s vintage workwear shacket, trucker jacket, and tape usage at side seams with quirky text, colorful striped tape are the current rage in kid’s denim”

-Kamakshi Kaul,
VP Design Head, Max Fashion

base their buying choices on latest trends. The denim wear category for kid’s shall also replicate whatever is trending for adult denims with the only exception being that we could see some prevalence of cartoon characters being printed on them or glamorisation via funky and trendy accessories. The future value growth within the denim category shall be because of the increased demand for enhanced product attributes: fashion, quotient stretch and light weight fabric, varying colours, styling and detailing.

“Embroidery, especially floral rose motifs on blue denims are popular; denim dungarees and pinafores, hi-shine denims, embellished denims, pocket interests, dark chambray, 90’s vintage workwear shacket, trucker jacket, and tape usage at side seams with quirky text, colorful striped tape are the current rage in kid’s denim,” says Kamakshi Kaul, VP Design Head, Max Fashion.

TRENDS TO WATCH OUT FOR

Kamakshi Kaul, VP Design Head, Max Fashion

- >> **SUSTAINABILITY**– Sustainability is a new hot topic amongst the fashion/retail circle, so denim developments focusing on the same are predicted to be popular in the coming seasons.
- >> **FITS**– In terms of fit, skinny denims are being replaced by boot and flare cuts and kids wear will also be carrying this trend forward.
- >> **MINI ME**–The Mini Me style is popular now and is expected to rule the trends in the coming future.
- >> **NEW FABRICS**– Interesting fabrics such as organic, sustainable cotton, comfort stretch in a range of RAW and Authentic washed finishes.
- >> **RIP ‘N’ REPAIR**– This raw rugged vintage ‘90s influence is sure to stay.

Neha Shah, AG Manager - Marketing, Pepe Jeans

- >> Two tone denims >> Denims with stripe detailing on both sides >> Tropical Prints
- >> Easy to wear-summer is about relaxed outfits-free flowing styles >> Jumpsuits for girls

are not particular about the fit of the kid’s denims – their requirement ends with a skinny denim with stretch or a regular fit denim. Their acceptance to newer trends like the torn denims or over washed and bleached denims fails to take off in India even with the adult market booming with these options to educate the parents. Hence, it is very difficult to get a customer to buy into the trends or the perfect fit for an upcharge in price,” Kamakshi adds.

Despite the interesting growth story of the kidswear segment, experts believe that a lot remains to be achieved in this market. “The opportunities within the kidswear market are definitely lucrative but tapping these requires high levels of understanding of the market, well-formulated strategies and considerable investments,” says Neha Shah.

Conclusion

In India, denim apparel consumption is expected to rise across all segments – men’s, women’s and kids. The incremental growth is especially expected in the mid-premium and premium/luxury segments, especially in the kids’ segment.

As a whole, the denim wear market for kids holds high potential for brands and retailers. In order to capitalise on opportunities in the denim wear market, retailers need to focus on factors such as pricing, quality, consumer preferences, etc.

“New entrants learn from the challenges faced by the early entrants as well as existing players. The ability of brands to understand and address specific requirements of children as well as their parents and to offer fashion solutions rather than mere products will be critical for their success,” concludes Neha Shah.



Challenges

The major challenge that the kidswear segment faces in India is that of pricing. Indian parents, no matter how keen they are to dress their little ones as young adults, worry of the children outgrowing their clothes. Fast fashion at attractive price points is what is looked for while shopping for children and little wonder that the unorganised market for kidswear in India is more prevalent as compared to branded wear. Although things are changing fast, there is a long way to go as yet.

“India is a very price sensitive market, especially so when it comes to kidswear. Creating denim involves countless different stages of washing, ripping, fraying, repairing, etc. These actually are additional processes when compared to any other garments category and it invariably escalates the cost. Considering kids growth spurts, parents are comfortable buying denims at best value for money. So meeting customers price expectation is the biggest challenge,” says Kamakshi Kaul.

Another major challenge of the kids wear denim segment in India is the non-importance for a good fit, or unacceptance of a new trend. “Parents



E-COMMERCE BUOYED BY THE GROWING DEMAND FOR KIDSWEAR

Convenience, discoverability and affordability have catalyzed e-commerce as one of the most preferred mediums of kidswear retail. The rising popularity of shopping kidswear online is evident in the growing demand from customers...

Mayank Shivam, Director, Category Management, at Amazon Fashion





Kidswear has come of age in India. Every new style that is launched is available in a miniature version for kids complying with the ongoing trends. Additionally, parents have opened up to the idea of investing in the best for their children. The market for kidswear, at present, is rife with brands, private labels and designer wear, both domestic and international. One of the fastest growing segments in the country, kidswear currently constitutes a large and important portion of the apparel market in India.

Contrary to the earlier belief that children grow out of their wardrobes rapidly, millennial parents are willing to make the most of the moment and dress their kids in the trendiest styles. The impact of new-age media, celebrity kids and social media's influence on parents is reflected in the choices they make to dress their children. On the other hand, children are sharp about their choices. They contribute strongly to the purchase decisions made for them.

Kidswear: Popularity & Accessibility

India constitutes 29 percent of the younger population between the age of 0-14 years offering tremendous potential for the rising kidswear category. Convenience, discoverability and affordability have catalyzed e-commerce as one of the most



preferred mediums of kidswear retail. The rising popularity of shopping kidswear online is evident in the growing demand from customers. Metros such as Mumbai and Delhi along with Tier II & III cities have shown great enthusiasm for online shopping.

In certain parts of India, accessibility can be a challenge for the discerning and fashion savvy Tier II & III cities. Thus, online retail has enabled brands with a wider outreach and have allowed the customer to engage with wider discoverability. Handy buying guides and size charts for parents to refer to have further simplified online fashion consumption thereby bolstering parents' proclivity.

Amazon India: A Case Study

Amazon India has noted that sales from Tier II & III cities contribute significantly to the sales as well as growth of kidswear. Interestingly, top selling brands in Tier II & III cities include a comprehensive mix of homegrown and international brands such as GAP as well as Marks & Spencer.

The most trending products include t-shirts, dresses, sneakers and backpacks along with accessories for girls and boys. Tapping into their fondness for colours and an inclination for toons and superheroes, we have





noted that character merchandize remains a key hit. The likes of Mickey & Friends, Avengers, Superman, Spiderman and Chhota Bheem are always in style.

Apart from clothing, accessories have also been a huge hit amongst little girls and boys. Unsurprisingly, children are more inclined and fascinated by accessories than adults at times. The popular category of sportswear is also a hit amongst the children with baby athleisure and joggers for tiny tots being a huge hit. The kids today are equipped with far greater exposure and prefer having a distinguished selection that befits their wardrobe. This was evident in the large engagement

witnessed during the Great Indian Festival of 2018 where in kids' ethnic wear was one of the most widely searched and bought products by the customers.

Amazon Fashion has played an important role in revolutionizing the babywear and kidswear market in India by introducing a diverse portfolio of loved and trusted, homegrown and international brands. Today, Amazon Fashion has the largest kidswear and babywear store in India, with over 300 brands offering leadership in selection from acclaimed brands. Also, understanding the changing needs of the market, we have brands such as Mothercare, Hopscotch, Gini Jony, as

well as kidswear lines' from GAP and United Colors of Benetton amongst others. The vision remains to make the best of fashion accessible under one roof to customers across the country at price points that appeal to different customer needs.

At the same time, Amazon Fashion continues to improve upon the shopping experience and enable popular and emerging brands across India to reach customers seamlessly. The brands available on Amazon reiterate their trust in us to reach out the customers across the country scaling their visibility and growth.

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ABOUT THE AUTHOR:

Mayank Shivam has over 15 years of experience across management consulting, entrepreneurship and e-commerce. A B.Tech from IIT Kanpur and an MBA from IIM Lucknow, he began his career in management consulting with McKinsey & Co., and now heads the strategic initiatives for fashion categories as the Director, Category Management, Amazon Fashion, India.



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KIDSWEAR BRAND **CHHOTA BHEEM** CAPTURING BIG MARKETS

IMAGES Business of Fashion talks to **Samir Jain, COO & Executive Director, Green Gold Animation**, to understand the nuances of kidswear business on e-commerce marketplaces. He explains how the apparel segment is faring in the kidswear market...

Rosy Ngaihte Sharma





Conceptualised with a vision to bring 'smiles' and value added entertainment, Green Gold Animation delivers original content and merchandise for kids. It is the creator of the much-loved kids' cartoon characters such as Chhota Bheem, Mighty Raju, Super Bheem and Chutki.

The company offers more than 300 products and close to 4,000 SKUs within its merchandise. Its core selling lines include apparels, toys, back-to-school range and stationary. The merchandise are targeted at children between 2 to 8 years.

The company has presence in all major cities and towns in India through its distribution channels, franchise stores and e-commerce businesses. At present, its merchandise (apparel) is retailed through 6 EBOs, 70+ MBOs and 3 SIS. Currently, its apparel range is available in stores of Toonz, Reliance Trends and Citimart. In the online platform, it is available through its own website www.greengoldstore.com, Amazon, Flipkart and Firstcry.



In a reveal-all conversation with IMAGES Business of Fashion, Samir Jain, COO and Executive Director, Green Gold Animation, talks about the nuances of the kidswear business on e-commerce marketplaces.

Tell us about the rate of sales in the kidswear category. Has it picked up momentum in the last 2 years?

The transformation of Indian kidswear retail into an organised and process driven sector has been seen clearly in the last two years. In these years, we have seen the entry of many national and international brands in India, which shows that there is an increase in consumers' taste, choice and demand for branded kid's fashion. In the last two years, we have seen a growth of 12 percent in our sale of Chhota Bheem, Chutki and Mighty Raju apparels.

In terms of frequency of sale and transaction value, how does kidswear compare to men's wear and women's wear segments?

As per reports, around 29 percent of the population in India falls within the age group of 0 to 14 years. The awareness of fashion brands has seen a widespread

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effect in Tier II and some of the Tier III cities. Added to this spread are the options of choices and competitive pricing that come as a boon to the consumers. Another fact to consider here is that parents today have higher disposable income and like to spend on their kids. Thus we are confident that the frequency of sale and transaction value will grow steadily in the times to come as compared to men's and women's wear.

What are the top kidswear brands that enjoy the most sales in your portfolio?

At Green Gold, we have tried to cover all the products in the kidswear segment. We have introduced t-shirts, sublimation, denims, ethnic, nightdresses, innerwear, etc., for boys and girls, which have seen good demand and sales. We also keep a track on the changing trends and plan accordingly. We plan to introduce a new range of designs for the spring summer range soon. Chhota Bheem and Chutki t-shirts and sets are our top

selling products. We have seen round-the-year demand for these products, and it has helped us introduce new designs and styles.

Does the online medium have an edge over traditional retail in kidswear?

With the boom of online, there has been a definite change in the buying and selling trend in India. The online platform has definitely given a lot of options and offers to consumers, added to this is the convenience of buying from home. While we say online medium has an edge and will grow stronger in the years to come, traditional retail is still preferred given that Indian consumers believe in buying with a touch and feel. Also, the trend of buying from the local market is still a preferred choice with parents.

Which are the best performing cities in terms of kids wear sales? What's the performance of Tier II and III cities?

For Chhota Bheem branded apparels, we have seen good sales from cities like Benagluru, Bhopal, Kolkata, Mumbai, Hyderabad, Pune and Jaipur. Further with the influx of online, we have seen a jump in sales from Tier II and III cities.

What is the future of kidswear retail in India? Will it grow more online or offline?

The kidswear market will see a good raise in business given the entry of many top national and international brands and their penetration into small cities and towns. There is also a shift from unorganised to organised retailing and we see it stronger in Tier I and II cities. This also has put the wheels on both online and offline retail which has witnessed the best in offers, services and consumer satisfaction. Yet to lead the kidswear market, one will need to concentrate on quality and pricing along with efforts to study and understand the trends, taste and demand backed by a robust supply chain mechanism.



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BRAND ZERO IS A HERO AMONG KIDSWEAR RETAILERS IN EAST INDIA

Owner of five kidswear brands – Zero, Teddy, Simply, Smarty Boys and Smarty Girls – Pradeep Arora is prolific name in the fashion retail industry in India. This financial year, he plans to increase the production capacity for his brands by 50 percent to meet the rising demand of kidswear in the East. In an exclusive conversation with IMAGES Business of Fashion, Arora talks fashion retail and the burgeoning kidswear market of eastern India...

IMAGES Business of Fashion

The kidswear market is one of the most lucrative markets in the garment industry today, with retailers and stores giving it more and more importance and floor space. India offers a lot of potential to this segment of the fashion retail industry, mainly due to growing birth rates and increasing spending per child in nuclear families. It is expected that kidswear will significantly surpass the growth of men's wear and women's wear by growing at a CAGR of 10.8 percent to reach ₹1,65,120 crore in 2025.

Despite the growing potential, it is also prudent to understand that the kidswear segment is extremely tricky. What makes it challenging is the target audience it caters to. Also, besides having to meet with the 'comfort and quality' criterion without any compromise, the segment faces the challenge of offering clothes that are value for money since children outgrow clothes. And no one understands these challenges or has overcome them better Pradeep Arora, the owner of five kidswear brands – Zero, Teddy, Simply, Smarty Boys and Smarty Girls.

"The kidswear market has come a long way from the days when goods were procured from foreign countries



“The kidswear market has come a long way from the days when goods were procured from foreign countries like Bangkok and sold in India, to East India becoming a kidswear hub; from only two imported knitting machines in Kolkata a few decades ago, to about 4,000 today and from a sole kidswear brand to at least over 100 brands and thousands of kidswear manufacturers today”

-Pradeep Arora
Director, Zero

like Bangkok and sold in India, to East India becoming a kidswear hub; from only two imported knitting machines in Kolkata a few decades ago, to about 4,000 today and from a sole kidswear brand to at least over 100 brands and thousands of kidswear manufacturers today,” says Arora.

“Today, the market is growing at 20 to 40 percent. It is not just supplying to the demands of the domestic market but also exporting out of the country,” he adds.

Arora launched his brand Zero in the year 1990. Zero – which uses 100 percent cotton knit fabric – today is the most recalled kidswear infant brand in India and all this without substantial advertising, with all the growth coming from word-of-mouth publicity. “We never had any mega launches but our distinguishable quality as well as our fair ethics helped us win the trust of our clients over the years,” says Arora.

When Zero was started its founders decided to limit its specialisation to infant wear and concentrate on its target audience of newborn to two year olds. That’s how the name came about too. Eventually, on the demand of customers they started targeting more age groups. The brand launched Teddy that targeted kids in the age bracket of 1 to 5 years and had an exhaustive collection, right from night suits, baba suits, frocks to t-shirts and tops. Later, when the demand poured in for girls wear, they came up with Simply in 1998 followed by Smarty Boys and Smarty Girls – both recent additions and both catering to children between the ages of 4 and 14.

Available in over 35 types of fabrics, Zero and its sub-brands offer a wide range of collections in appealing colours, progressive designs and are value for money.

His brands have stores in both malls and high streets since both, according to him, have their own benefits. “It is not that one is better than the other. It is upon the retailer to select a location based on the profile of customers he wants his kidswear brand to attract. A brand usually takes a decision upon a store location based on the catchment area around that location,” states Arora.

Today, his brands are some of the most respected – and popular – kidswear brands in East India.

“The kidswear market of East India is an old market and it has matured over the years. With each growing year it has worked upon its shortcomings and challenges faced in the market. The market offers complete services to knitting, processing, stitching, printing and even embroidery. The latest technology has also come in all the segments of production which is helping the market to grow. Such is the strength of the Eastern market that today it is one of the most sought after markets for kidswear with distributor and wholesalers,” Arora says.

He says that the kidswear market in East India is growing steadily, with investors willing to pump in funds in the segment.

“Delivering quality products at pocket friendly prices is the forte of the market. A lot of companies are using the same processes, techniques and yarns that global brands use in their production process. This encourages investors to come East and invest,” explains Arora.

Apart from investors, the state and the central governments have also recognized the potential of this market segment and are aiding retailers in setting up a first of its kind Indian hosiery park in Jagdishpur that will span across 125 acres, Arora concludes.





MANUFACTURING IN INDIA: ARE WE ON THE RIGHT TRACK?

Toffyhouse is a major player among infant wear brands in India. Understanding the Indian mother and her requirements for her child, the brand prides itself on producing everything themselves and making quick changes, wherever needed, keeping the focus on Indian mothers. **Vidhan Chabra, Business & Development Head, Toffyhouse**, shares his thoughts on the kidswear market in India and how as a manufacturer, he can make the market prosperous...

If a study is conducted on products that are manufactured in India, results will show that thousands of manufacturers are making similar products and are eating into each-other's sales. Very little effort is made to introduce something which has not been manufactured in India. There are hundreds of products which can be easily manufactured but are imported due to lack of manufacturers in India with the vision to go out-of-the-box and introduce something different.

If we take baby products as an example, India is manufacturing a lot of baby garments but very few are gift packaging it. Hence, almost the entire giftpacks are imported from either Thailand or China.

The Challenges

It is simple common sense that if we manufacture in India, the process will be cheaper and the products better than Chinese products. Unfortunately, infant items – everything from prams to high-chairs, teething to face powders, baby creams, infant shoes and hundreds of other products are being imported rather than being manufactured in India.

The same is the case for western wear – especially women's western wear. Almost 90 percent of the



-Vidhan Chabra

Business & Development Head, Toffy House

When we manufacture something which is being imported currently, not only does the selling become easy but also the profitability becomes very high and a huge benefit goes to creating a stronger and self-dependent nation

garments are imported because most manufacturers are busy producing either menswear, kidswear or ethnic wear.

At any major airport in India, we notice lakhs of garments being brought into the country - because those products have no manufacturers in India. When we manufacture something which is being imported currently, not only does the selling become easy but also the profitability becomes very high and a huge benefit goes to creating a stronger and self-dependent nation.

The other thing that the Indian manufacturers are lacking in is space for research and development. Hardly any manufacturer researches on world trends when it comes to colours, patterns, fabrics and trends and hardly anyone develops them in India.

The Solution

When every manufacturer - no matter the size of their turnover - carries an attitude to offer something different and new, we will automatically invite the whole world to come and buy from us, especially since we are already the lowest in price when it comes to garments made with cotton. For this, distributors, retailers and the entire supply chain must be open to trying new things. Because of this fear of distributors and retailers sticking to so-called 'old and safe products', the innovation is automatically killed. The change of thought has to come from all segments of the industry keeping the interest of India first.

The most important change that is needed in the industry is to trust our own self. The fact that we are the best in the world and can take on the best in the world head on has to be the thought process of everyone in the industry. Negative thoughts of thinking ourselves to be weaker or not advanced, may pull us down and make us feel inferior to anyone must completely get deleted from our mind.

We can manufacture anything better and cheaper and can sell anywhere in the world, better than anyone else should be the thought each one of us should carry. Not only will we grow but with this thought the entire nation will grow with us. Bringing in a wave of prosperity and happiness in our nation which showed the world how to make 2,000 types of weaves in Bengal alone unprecedented still in the world.

We also taught the world how to make garments in the best possible quality in the best price for thousands of years.

When we change the data in our mind from negative to extremely positive, everything in our life also starts changing. This is what we need to do with the Indian garment industry as well - bring in a fresh and positive thought process.





UNDERSTANDING INDIA'S BABY CARE MARKET

A parent understands that taking care of infants involves usage of a multitude of baby care products. Today, new age parents demand that these products should be eco-friendly, as untouched by chemicals and natural as baby skin...

Rishu Gandhi, Founder, Mother Sparsh

In the extremely polluted and unhygienic world that we are living in, looking after newborns is a tough task. Today, a parent's responsibilities have gone up manifold and this includes protecting babies from all sort of allergies and illnesses in this polluted environment. A parent understands that taking care of infants involves usage of a multitude of baby care products. Today, new age parents demand that these products should be eco-friendly, as untouched by chemicals and natural as baby skin.

It was with this intention of providing the best organic and eco-friendly products for babies, that Mother Sparsh was founded in the year 2016. The brand, which offers products which are gentle to babies' skin, was started by Rishu Gandhi - Founder & Head Brand Strategy - who identified this gap for a natural baby care products' brand in the market. The brand was launched after nearly two years of deep research on the segment. Currently, it sells over 1 lakh baby wipes annually.

In this feature, Gandhi shares her insights on India's baby care market and its main trends...

The Market Size

It has been found that the global baby care market is anticipated to grow substantially in the immediate future. Factors like increasing birth



rates in emerging nations, awareness about infant care and higher income levels are the reasons behind the growth of baby care products.

The Indian baby care market is expected to close around US\$30 billion in FY 2019, where organic products like wipes, shampoos, soaps, powders, lotions, etc., hold a share of US\$35 million. The baby wipes/wet wipes market stands at US\$256 million. With organic offerings starting to crowd the market in the last couple of years, organic products have managed to capture around 5 to 7 percent of the wipes market with a CAGR of 13 to 15 percent. This implies that organic wipes enjoy at least 40 percent of the market share in the organic baby care category.



Deep Dive into The Baby Care Segment

Depending on the products, the baby care market has been classified into skin care, hair care, bathing products, toiletries, and food and beverages. Skin care is further categorised into baby oil, body lotion, baby cream/moisturizer and baby powder. Hair care products comprises baby hair oil, and baby shampoo and conditioner. Bathing products consist of baby soap, and baby bath wash/shower gel. Toiletries include diapers, baby wipes, baby fragrances/perfumes and baby hand wash. Food and beverages category offers bottled food, fruit and vegetable juice, pureed food, baby food cereals, baby milk products and soups/baby food.

Out of these categories, the market for skin care and toiletries products is expected to hold the largest share owing to growing concern toward child safety and increase in the living standard of citizens. Probed further, in toiletries, baby diapers category is likely to hold the largest market share in the coming years, this is due to the growing awareness in sanitization, personal hygiene and rise in healthcare spending.

While based on its distribution channel, the baby care market is divided into hypermarket/supermarket, convenience store and finally online platform. Of these, the hypermarket/supermarket holds the largest revenue share in the market owing to the availability of various brands at a single space.

On the basis of consumer category, the baby care market can be categorised into mass products and premium products markets. Of these, the mass products market is anticipated to hold the largest share in the market as the share of middle-income group is higher when compared to high-income



group. For instance, in the US, 14 percent belongs to high-income group, 48 percent belongs to middle-income group, and 38 percent belongs to low-income group.

If split up geographically, the Asia-Pacific (APAC) is likely to be the fastest growing region in the baby care market. The credits for this can be given to the increasing population in emerging economies, such as China and India. The changing lifestyle, increase in disposable income, increase in awareness of infant nutrition and elevation in hygiene and safety standards are driving the growth of the market in the APAC region.

Market Dynamics

Witnessed Trends: One of the key trends in the baby care market is the increasing demand for products that contain natural ingredients as compared to chemicals. The preference towards natural products for child care

The Indian baby care market is expected to close around US\$30 billion in FY 2019, where organic products like wipes, shampoos, soaps, powders, lotions, etc., hold a share of US\$35 million. The baby wipes/wet wipes market stands at US\$25 million

is growing because it decreases the consumption of harmful chemicals in a child's development. A good number of brands are adopting this trend and providing products that contains organic and natural ingredients.

Factors Changing the Trends: There are multiple factors which are the driving force behind changing trends. A healthy lifestyle has become a major concern amongst parents today. This is mainly because of the rising number of health issues among babies such as eczema and diaper-skin related problems. The growing awareness towards baby care and availability of affordable products – including diaper pants and baby wipes – will fuel the growth of this segment in future.

Decrease in mortality rate is also one of the major factors driving the growth of baby care products. As revealed by the World Bank, the global child mortality rate under-five age group from 2013 to 2017 has come down by 6 percent. It is mainly because of the support lent by the government for better hygiene standards that are made available for a child's healthcare.

Because of this, the population of China has gone up by over 29 million from years 2013 to 2017, whereas in India, the population went up by over 60 million from years 2013 to 2017. Moreover economic conditions have improved rapidly in developing countries such as Brazil, India and China. This has led to a rise in disposable income that gave liberty to parents to spend more on children's healthcare. Consequently, these emerging nations are huge markets for baby care products.



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The Competitive Landscape

Existing companies in the market of baby care products are swelling across the globe to address consumers' demand. For example, in July 2018, Avon Products Inc., rolled out baby care products in India with the name 'Avon Care'. It came with a range of products for night usage as well as for day usage.

The global baby care market is mainly controlled by different companies like Procter & Gamble, Kimberly Clark Corporation, Mothercare PLC, Unilever PLC, Johnson & Johnson, Nestle S.A., Himalaya Drug Company, Avon Products Inc., Artsana S.P.A., and Dabur International.

Why Organic?

The benefits of going for organic products are numerous. Your child's assured health is the most important benefit that you accrue from organic baby care products. These benefits can also be understood as:

- **Protecting Sensitive Baby Skin:** Newborns have very sensitive skin, which is highly susceptible to allergies. If you go for chemical-based products, kids are more likely to catch an allergy or an itch.
- **Zero Rate of Toxics:** The industry of baby care products is growing on an unprecedented scale. However, growth is often accompanied with fall in quality. This fall in quality is visible in terms of usage of chemicals in the products. In the process of keeping the price low, the health of kid's and environment is



often put at stake. As shocking as it may sound, but the data shows that there are plenty of commercial sanitisers and sanitising wipes available in the market today that contain as much as 90 percent pure isopropyl alcohol or ethyl and parabens.

- **Going Green & Clean:** Enormous amounts of plastic and alcohol consumption in products like water wipes and diapers are big sources of pollution, highly hazardous to the environment. Results have shown that non-biodegradable baby care products are the third largest source of pollution at present. If we want to save our depleting planet, it is high time that we go with products that are kid as well as environment friendly.

The usage of toxic baby care products is detrimental to the planet and a large number of parents are understanding the value of eco-friendly medical wipes and other products. As a smart parent,

the biggest gift that you can give to your children is ensuring them a clean and green world.

At Mother Sparsh, we take utmost care to provide products which are organic and eco-friendly. We are very active on the digital front – the same place where new age parents are active – and parallelly we have increased our footprint to over 1,000 retail outlets across India, focusing on the North and South Indian markets. Since the start of our journey, we have been selling the highest number of SKUs on online platforms thus moving towards becoming one of the top baby wipes brands in India.

Similarly, we are going to expand our product portfolio where we will be introducing products which will be new and of highest global safety standards for the Indian market thus, keeping the motto of our commitment alive.

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ABOUT THE AUTHOR:

Rishu Gandhi is the Founder & Head of Brand Strategy at Mother Sparsh. A young, zealous and enthusiastic entrepreneur, she has always had a penchant for innovation and wanted to create something useful for the people around her. After completing engineering, she joined Infosys. However, she has always wanted to be an entrepreneur with a purpose. She has a keen interest in following and learning about consumer behaviour with respect to new products and innovations. This very interest led her to realise the potential of organic and eco-friendly products in the childcare domain. This market attracted her as it a niche market with few players in it.

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'MINI ME' TREND MEANS MASSIVE OPPORTUNITIES FOR RETAILERS

With latest market reports showing that India's kidswear market is growing making it an attractive opportunity for retailers, many adult brands are expanding into the kidswear segment. And the existing kidswear brands are not sitting idle. They are now using their first mover advantage to cash in on the latest trend in the market - Mini Me. This Mini Me trend has gained traction with social media popularising it and influencing parents choices.

IMAGES Business of Fashion takes a look...

Rosy Ngaihte Sharma

This festive season, when Marks & Spencer's launched its chic animal print midi dress – a part of Holly Willoughby's newly released Must-Haves collection – the Mini Me trend was definitely on their mind.

Promoting the collection on Instagram, the brand wrote: "With the launch of Holly Willoughby's newest Must-Haves edit, we couldn't resist making her popular animal print midi dress our dress of the week. This easy to wear number comes in a gorgeous ochre shade and is super flattering with its shirred waist fit."

The post continued, "For the added cute factor, get involved in the 'Mini Me' trend with your little budding fashionistas with our matching jumpsuit that makes a great choice for fun outings and family occasions."

Immediately, fans liked and commented on the post, with many enthusiasts saying how much they'd love to grab both versions. Available at £39.50 for the flattering animal print dress, the matching girls' version was made even more purse-friendly £20-£26 for ages 3 to 16 years.

Siddharth Bindra, Managing Director, Biba shares that all new age parents are following international parenting trends across spectrum and making purchase decisions based on them. "Coordinated parent and baby outfits are favourites amongst customers today," he says.

"Consumers are responding very positively to the trend Mini Me," adds Anusha Mahalingam, Head of Merchandising, Hopscotch. "Contrary to most expectations, fashion is a big driver in the kids apparel segment. Parents want their children to wear trendy clothes and in effect look like mini versions of what they would want

to look like. In India, we've seen Mini Me becoming a strong trend over the last two years, especially in the girls segment."

Launched in 2012, Hopscotch is India's leading kids fashion brand where aspiration meets accessibility. Founded by Harvard Business School Alumni Rahul Anand and Lisa Kennedy, Hopscotch is headquartered in Mumbai with an office in New York, the e-commerce website is a one-stop destination for all kids needs and is both accessible and available pan India, in 1,300 cities.

According to Aastha Agarwal, Founder, Pinkblue India – which was launched in 2014 and specialises in designer clothing for newborn to teenage kids – parents have broken the traditional approach to fashion, and they love to experiment with new styles. "On Valentine's Day, for instance, parents don't just shopping for matching couple t-shirts, but actually buy matching t-shirts for their kids as well," she explains.

The 'Mini Me' Trend

Aastha Agarwal explains that Mini Me is all about coordinating the parents clothes with those of their children.

"This fashion trend promotes mothers and daughters, fathers and sons and even families dressed in matching outfits. It is no longer a trend restricted to foreign countries. It has picked up very well even in India and is spreading from metropolitan cities to Tier II and III cities as well. In fact, dressing up in coordinated clothing is in vogue, especially when on vacation or at special occasions," she says.

"One can spot not just celebs posting images with their Mini Mes but the entire new generation of parents following the trend. #MiniMe is becoming very common on social media," adds Siddharth Bindra.



"The Mini Me fashion trend is no longer just a global phenomenon. It's catching up in India at a rapid rate. One can spot not just celebs posting images with their mini mes but the entire new generation of parents following the trend. The #minime is becoming one of the most common hashtags on social media"

-Siddharth Bindra,
MD, Biba



Marks & Spencer



Pinkblue India



Pinkblue India



Biba Girls



“Mini Me has endless opportunities for retailers, mainly because of its versatility. Kids styles will continue to draw inspiration from the adult world and the most interesting thing about this trend is that it isn’t limited by category or price. One can have Mini Me styles in everyday clothing, or ethnic/occasion wear”

-Anusha Mahalingam,
Head of Merchandising, Hopscotch

As per surveys conducted by various market agencies, the ‘mother-daughter’ trend within Mini Me is the most popular, followed by ‘father-son’. The mother-daughter trend is the most popular because the choices are many including matching ethnicwear, gowns, salwar kameez and even off-shoulder dresses. In father-son and mother-son trends, the choices are limited to t-shirts. Siddharth Bindra says that the mother-daughter trend is also more relevant to brands like Biba and Biba Girls. “Many brands have started curating coordinated parents and kids’ collections to keep up with this trend. At Biba and Biba Girls, we have been offering some similar styles for mothers and their little girls for a while now,” he states.

Biba Girls is a dedicated range from Biba catering to young girls aged between 2 to 15 years. The range comprises party gowns, dresses, lehengas, anarkalis, patiala sets, kurtas, palazzos and skirts.

Factors Propelling Mini Me

While Anusha Mahalingam feels that social media has significantly increased the exposure of fashion and trends to the Indian audience, she says that this combined with increases in disposable incomes has set the stage for fashion becoming a bigger part in children’s clothing.

Aastha Agarwal agrees, saying that increasing income has given room to parents to try new things for their children. And social media is playing a significant role in making this trend a hit.

Siddharth Bindra says that parents today are active users of social media platforms where they follow celebrities on a day-to-day basis and are thus influenced by them. Everyone wants to be stylish and stay up to speed with latest trends which are popular /being popularised by celebrities. Hashtags like #minime, #twinning #mommyandme #thedadgang are very popular on social media.



Pinkblue India

or ethnic/occasion wear. “A lot of these clothes can be worn regularly. Think cold shoulder tops, flip sequin tees, hi-lo skirts,” shares Anusha Mahalingam.

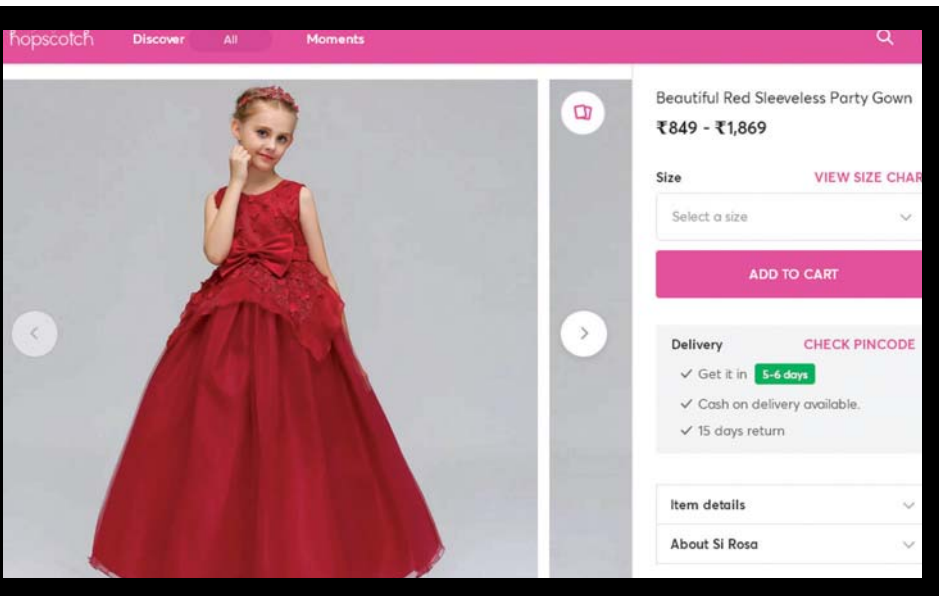
Siddharth Bindra explains, “This trend holds a great growth prospect and has initiated a new trend in the fashion industry already. It is followed by parents for the smallest of events like while going out for a picnic or shopping or even a casual visit to their family. In Indian wear we see a lot of customers buying similar garments for special occasions to look as coordinated as they can.”

“The trend has picked up really fast in last couple of years. Now it is no longer limited to vacations because people want to dress like a family on birthdays, weddings and other special occasions to stand out. Dressing alike adds a special touch and brings out the “oneness” beautifully,” adds Aastha Agarwal.



“Increasing income has given room to parents to try new things for their children. And social media is playing a significant role in making this trend a hit. There is a lot of exposure as well as marketing on social networking sites and when people see families/celebrities dressed in coordinated clothing, they want to try the trend as well”

-Aastha Agarwal,
Founder, Pinkblue India



Massive Opportunities

Mini Me has endless opportunity for retailers, mainly because of its versatility. Kids styles will continue to draw inspiration from the adult world and the most interesting thing about this trend is that it isn't limited by category or price. One can have Mini Me styles in everyday clothing,

The Market & Tier Cities

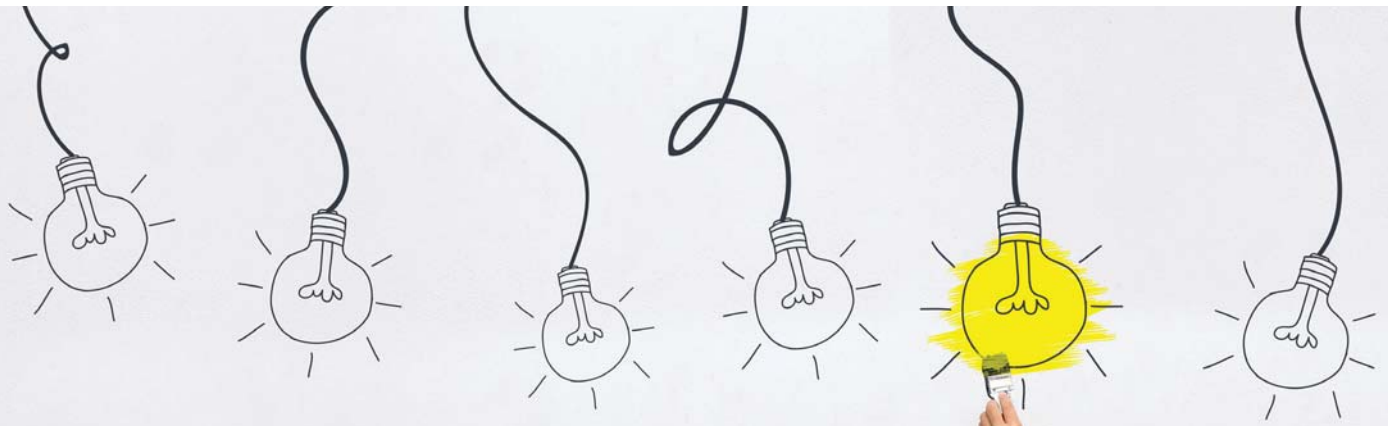
Mini Me has had traction across all metros, cities and towns in India.

“With the increasing access to current trends driven by the penetration of social media into smaller towns and cities, we have seen a strong response to the trend across the board,” says

Anusha Mahalingam. Aastha Agarwal confirms that Mini Me is doing amazingly well in metros as well as Tier II cities but what is surprising is that it is also picking up in Tier III and IV cities as well. “Though the target market for now is very small, but this trend is making its space in Indian fashion markets. This is because everyone is on Facebook, Instagram and they have access to latest fashion trends and with online shopping, they also have access to fashionable clothes,” she says.

“The Mini Me fashion trend is not just restricted to metros, social media being the obvious promoting factor in this case. Women in these cities are very enthusiastic and like to try out new trends and often post pictures on social platforms too,” concludes Siddharth Bindra.





WIRED FOR COMFORT:

SMART GARMENTS FOR SMARTER KIDS

A recent report on the State of Fashion 2019 by Mckinsey/BOF notes that the top challenges for the fashion industry are volatility, uncertainty, speed of changing consumer preferences and sustainability. Mckinsey predicts a lower growth rate of 3.5 per cent for 2019 over 4.5 per cent in 2018. However, this growth rate is likely to differ by geography and segment. This calls for building resilience and productivity improvements. To tackle these challenges, the report advises industry leaders to be nimble, digitally skilled while experimenting with new trends...

Aarti Kapur Singh



Technology is everywhere around us and is gradually taking its rightful space ON us! Right from smart fabrics to wearer-friendly garments and also organic and eco-friendly textiles, innovations in clothing are happening every single day. Blame it on our brains, but humans are wired for comfort. This is why innovators and entrepreneurs have always looked for ways to make life easier, faster and more convenient. While fashion has made great strides to improve clothing for our everyday lives, recent advancements in apparel technology and wearable gadgets have gone as far as affecting how we experience our surroundings, interact with others and our bodies, giving the word comfort a whole new meaning.

Smart clothing, wearable spaces, multi-functional designs and responsive sportswear have seen significant development in recent years. And as our “real” lives become increasingly mixed with a virtual existence, many designers have been experimenting and pushing the limits of what is wearable. From bio-textiles and zero waste production, clothing for children is also witnessing technological advancements that will not only revolutionize the kidswear segment but also make life easier for parents!



“I was struck by the avant-garde fashion scene in Japan, with designers like Issey Miyake using mathematical principles to make garments that were three-dimensional, as much sculpture as clothing. I started to think, how can clothing be a dynamic object rather than a static one?”

– Ryan Mario Yasin,
CEO, Petit Pli



ORIGAMI CLOTHES

One of the most surprising things about having a child is how fast they grow out of their clothes. UK-based Ryan Mario Yasin noticed the same thing. “My sister had just had a baby, and as a present I bought some clothes, but by the time I had managed to give them to my sister, the baby had already outgrown them,” he says. “This was a massive inspiration for me, and I started to think ‘how can I solve this problem?’”

At the time Yasin was studying at the Royal College of Art in London and had recently spent time in Japan. “I was struck by the avant-garde fashion scene there, with designers like Issey Miyake using mathematical principles to make garments that were three-dimensional, as much sculpture as clothing. I started to think, how can clothing be a dynamic object rather than a static one?” he says.

That was the beginning of Petit Pli, Yasin’s line of origami-inspired children’s garments that grow with the wearer. Yasin used his undergraduate degree in aeronautical engineering to design the garments, which are inspired by both origami and the structure of satellite panels. The garments are made with pleats that give them an auxetic structure,

meaning they expand width-wise when stretched lengthwise. His first prototype – one of more than 500 – was a pair of pants Yasin baked in his home oven to set the pleats. They fit both his newborn nephew and his two-year-old niece. The invention won Yasin a national James Dyson Award.

A Petit Pli garment can fit a child from about three months to three years thanks to 3D stretchable pleats. The look of the resulting garments is one part Japanese avant-garde, one part medieval armour. They can be shoved in a suitcase without wrinkling and washed in the washing machine without losing their pleats. Yasin hopes the garments can help cut down on waste and pollution, a notorious effect of the textile industry, as well as save parents money. He also hopes they will help give children a mindset of sustainability and reuse at an age when they’re just learning about the world.

“I want to get Petit Pli into the hands of as many people as possible, perfect it and then bring the product to market,” he says. “But more than that, I’m very keen to continue merging technology with fashion and find ways to enhance our human abilities through clothing: our second skin.”

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OWLET SMART SOCK 2

A growing number of smart, wearable baby monitors use sensors placed on a baby's body to monitor things like heart rate, respiration, sleeping position, blood oxygen level, or body temperature, and warn you via your smartphone if anything should fall outside the range of normal. The Owlet Smart Sock uses infrared light to track your child's heart rate and blood oxygen level (it's roughly the same tech that's used in an Apple Watch, minus the monitoring of blood oxygen levels). One can pair a sock



to a base station, and then strap the sock to the child's foot. Pair up the sock to the phone and the base unit, and you get a second-by-second reading of your child's heart rate and blood oxygen levels. If either dips too low, you get an alert on your phone and on the base station.

The second generation Owlet Smart Sock has all the features you know and love from the original. It uses the same pulse oximetry technology used in hospitals to monitor the little one's heart rate, making sure his or her sleeping and breathing haven't been interrupted. Now equipped with features and enhancements like increased Bluetooth range (now up to 100 feet!), an innovative new sock design, an improved smartphone app, and advancements in firmware and hardware, the Owlet Smart Sock 2 represents parent feedback and a continued investment in product design. It also comes in three sizes, charges via a base station and syncs to your iPhone or Android phone to deliver data in real time.

New additions include improved Bluetooth range - up to 100 feet - and better placed sensors so that there are fewer false notifications. It'll also work with Owlet's new Connected Care platform, which will help you identify potential health issues like sleep irregularities, RSV, pneumonia, bronchiolitis, chronic lung disorders and heart defects. Innovations in Owlet Baby Care's technology also mean the Owlet Smart Sock 2 is less likely to give false notifications thanks to a more accurately placed sensor and a more intuitive sock design. This new design offers the flexibility of alternating between one foot or the other, and the updated sock fabric offers a more secure fit while remaining super breathable for baby's toes no matter which sock size they

are wearing. A similar product has been also developed by Neopenda - the smart baby hat. The brand has a vital signs monitor is fitted inside a hat for newborn babies.

It can measure temperature, heart rate, respiratory rate and blood oxygen saturation. It is being developed by New York-based health startup of the same name, founded by Sona Shah and Teresa Cauvel, two Columbia University biomedical engineering graduates.

Up to 24 baby hats can be wirelessly synced, via Bluetooth, to one tablet which will run custom software. The idea is that doctors and nurses can check up on the vital signs of the whole room at a glance and get alerts if any changes in temperature or heart rate, say, are cause for concern.



"The sparkly pink dress that looked so cute on the mannequin might not look so cute when it bunches up around the legs of a little girl in a wheelchair. And that cool Superman T-shirt might not be very comfortable on the little boy who uses crutches to navigate the preschool playground"

-Martha Hall,

Senior Fashion Designer, University of Delaware's Pediatric Mobility Lab & Design Studio

DESIGNING FOR KIDS WITH SPECIAL NEEDS

Designing clothing for children with special needs is an area of growing interest and unique challenges.

“The sparkly pink dress that looked so cute on the mannequin might not look so cute when it bunches up around the legs of a little girl in a wheelchair. And that cool Superman T-shirt might not be very comfortable on the little boy who uses crutches to navigate the preschool playground,” says Martha Hall, Senior Fashion Designer in the University of Delaware’s Pediatric Mobility Lab and Design Studio. This is why Hall introduces these concepts in an experimental course at UD. The course, “FUNctional Design: Innovation in Childrenswear”, provides students with hands-on learning experiences through course projects targeting both typically developing and

special-needs kids from newborn to size six. The course is a logical outgrowth of Hall’s background in the childrens-wear industry and her more recent partnership with researchers in UD’s GoBabyGo Program on wearable technology, in which assistive devices are embedded in clothing.

“No matter what their specific needs are, kids want clothes that are attractive and comfortable and, maybe most important, clothes that reflect their personalities. Bringing attention to fun and functional fashion for children with special needs has been a game changer,” Hall says, adding, “It’s changing lives and is a challenge that I can’t get enough of.” The students in Hall’s new class examine the children’s-wear industry, analysing the current market, identifying trends, and forecasting design and marketing opportunities. For their

capstone project, they were paired with kids with developmental disabilities and their families. The students begin the design process by interviewing the family about the child’s need – for example, difficulty with zippers or sensory issues with fabrics. They also learn about his or her style through questions about favourite colours, characters, TV shows, and interests, and then take the child’s measurements. The students then draw sketches to share with their clients so final designs can be chosen. The last two steps will be initial and final fittings. “This process is so important because our goal is for the kids to want to wear the clothing,” Hall says. “And I think it will be a great experience for the students because they seldom have the opportunity to work directly with the person who will wear the garment.”



the brand is here to save time and stress. Whether they’ve been making mud pies or getting creative with the paints, the Stainaway technology (part of the StayNEW technology) makes washing easy and is available on shirts, polos, blazers, trousers, shorts, skirts and pinafores. What’s more, the iron can stay in the cupboard with this brilliant time-saving innovation. It’s heat-activated, so simply tumble-dry and hang up immediately. Job done. Not just clothing, but even shoes have a hi-tech upgrade. Kids can play to their hearts’ content and still be smart for school the next day in the durable, coated-leather shoes. Plus, clever Freshfeet technology combats the bacteria that causes odour.



M&S ‘SMART UNIFORM’

We all know what parents want from a school uniform: clothes that look smart, wash well and cope with the tree-climbing, grass-sliding play that happens in school and out. So, the innovations team at Marks & Spencer have given their entire uniform range added superpowers. From the trademark StayNEW technology to weatherproof fabrics,

Innovations are the yardstick by which customers measure a brand’s success. But more than anything else, innovations are also an assurance that the future will be better than yesterday. And these outstanding innovations are such whose time is definitely now!



APPAREL SOURCING WEEK | 2019



15-16 March 2019 | ITC Gardenia, Bengaluru

knowledge sharing and networking platform to engage visitors and exhibitors at ASW 2019

SYNOPSIS OF SEMINARS

The Go-To Destinations... Where & Why?

This session will have expert speakers unfold the strengths of Bangladesh, Sri Lanka, India and Vietnam as viable sourcing destinations. Speakers like Siddiqur Rahman, President, BGMEA; Vivek Mehta, CEO, MAS Holdings; Ranju Mahtani, Chairman, Epic Group; and Harkirat Singh, MD, Woodland will share their experience of working in various countries and the advantages with respect to products, logistics, price, services, etc. that one can find in the various sourcing destinations.

The Future of Fashion Retail in India: The Challenges and Opportunities

Leaders of retail business like Mohit Dhanjal, Director Retail, Raymond Limited; Manish Mandhana, CEO, Being Human; Abhishek Ganguly, MD, Puma India to name a few, will define the growth and opportunity areas in Indian fashion retail. These will entail the products that are growth segments, consumer demographics and changing preferences that are/will influence Indian retail.

Winning at E-Comm: The Right Strategy for Growth

With the retail scenario now becoming omnichannel, it is very important for manufacturers to gear up their systems and manufacturing capabilities to supply to both bricks-&-mortar and online stores. Suman Chowdhury, Co-founder & COO, Clovia and Nathasha AR Kumar, Founder & CEO, Vajor.com will share their online journey to success while speakers from Flipkart and Amazon will update the audience on how to get online.

Sourcing Shake-Up: Sourcing Strategy for Indian & International Retailers and Brands in India

A panel discussion by industry heads like Nidhi Dua, Country Manager, M&S India; Wicrant Gambhir, Head of Sourcing, Jockey India and Hande Diltemiz, Regional Country Manager Production, H&M, will encapsulate details about the products, quantities, sourcing strategies and delivery expectations of both the Indian and International brands sourcing for Indian stores.

As the D-Day for Apparel Sourcing Week (ASW) draws nearer, the planned seminars and workshops are taking final shape. Visitors and exhibitors alike can expect many thought-provoking sessions that will set ASW apart from other B2B platforms seen in the industry. Coming from the stable of Apparel Resources, which has the reputation of being a knowledge provider to the industry as also a bridge between the buying and manufacturing sides of the fashion business, ASW has the right credentials to excite participants.

ASW, the two-day event being held on 15-16 March 2019, will witness a sea of activities at ITC Gardenia, Bengaluru with 6 prolific seminars – 3 on each day, besides 2 Trend Forecast workshops and 2 one-on-one vendor sessions, which will be added attractions.

Ease of Fashion Imports/ Exports: Steer Your Way Through Logistics, Banking and Customs

Experts from retail who have the experience of fashion global business in the supply chain side will unveil the dos and don'ts of exporting to India. Issues specific to logistics, banking and customs shall be discussed. Interesting names for this session include Ajay Chablani, Head of Buying/Merchandising, Future Group; Neeraj Nagpal, President, Brands, Shoppers Stop; and Yogesh Choudhary, VP Production and Sourcing, Gini & Jony.

Driving Smart Sourcing with New Technology in 2019

This special session will have presentation from companies that have technologies supporting retail growth and are making the industry more organised like AI/Data Analytics/IBM Watson/Twin Digital. Speakers include Gunish Jain, CEO, Blue Kactus; Ankur Dinesh Garg, President & CEO, Hotify Inc.; Tadanori Ueno, Manager, Knitting, Shima Seiki; and Robert Lobo, running his own consultancy in AI application for Retail Sourcing.

Trend Forecast Workshop by

A one-hour workshop each day by Ms. Melissa Moylan, VP, Creative at Fashion Snoops and a recognised expert in trend forecasting, will be centred on S/S '20 women's/men's trend forecast. The workshop will deep dive into the essential trends, key apparel items, patterns, graphics, materials, design details, colour and colour combos. This would give the audience a solid idea about their product direction including takeaways relevant to designers/manufacturers/exporters/brands. Also, it would give them a clear insight into forecast and its connection with culture and product development.

One-On-One Vendor Sessions by Myntra

Special vendor sessions will be held by Rajesh Lalla, Vice President, Reliance Trends Limited and Neetu Jotwani, Vice President, Sourcing & PD, Myntra Fashion Brands, Myntra Jabong India Pvt. Ltd. Both these companies are among the top targeted retailers for manufacturers looking to work in the Indian retail market. Reliance Trends, the apparel & accessory specialty format of Reliance Industries Limited (RIL), has more than 300 stores across the country selling 2 lakh garments a day. On the other hand, Myntra operates as a standalone brand under Flipkart ownership, focusing primarily on 'fashion-conscious' consumers with a portfolio of about 1,50,000 products of over 1,000 brands, with a distribution area of around 9,000 pin codes in India.

ORDER YOUR PASS

www.apparelsourcingweek.com



NEW-AGE MOMS GIVE A BOOST TO MATERNITY WEAR CATEGORY IN INDIA

With growing working women, income patterns and households, the market of maternity wear looks quite lucrative and holds enormous potential today. IMAGES BoF takes a look at how the market is providing more and better options of apparels and essentials for new mothers while making their motherhood most memorable...

IMAGES Business of Fashion

In 2018, renowned international maternity wear brand, Seraphine made headlines for its entry in India. Launched by Kay Kay Clothing LLP, the brand has stores in London, Paris, New York, Dubai and Hong Kong, and boasts of having the Duchess of Cambridge Kate Middleton, Jessica Alba, Gwen Stefani and Anne Hathaway among its loyal customers.

According to a report, Kay Kay Clothing LLP would invest close to ₹5 crore on the brand's entry and opening of its first store. The company is also credited with having brought Malaysian kidswear brand Poney to India in 2015.

No longer a luxury, but a basic need, maternity wear is catching on fast in India. Pregnancy fashion has certainly evolved over the years with brands offering full-fledged maternity ranges.

Female-facing apparel brands are understanding the need of women to look good when pregnant. Aside from this, they are also figuring out how to make clothes more functional for moms-to-be and new moms - be it well-fitting bras for post

pregnancy wear, fashionable clothes for breastfeeding moms, or garments that flatter that baby bump!

Internationally, H&M is one of the most powerful names in this segment, followed by Asos, which has a section with more than 1,000 products for pregnant women. Other brands like Destination Maternity, Mothercare, Topshop, Next, Gap, etc., aren't far behind.

Recently Zara-UK launched a maternity range, Mum, comprising 25 dedicated maternity items—including knitted dresses, sweaters, overalls and jeans—styled with other pieces from the main Zara range, which are either oversized or made from stretchy, bump-friendly materials. This isn't the first time the Spanish retailers have dabbled in maternity wear. Around eight years ago the brand had briefly stocked a few maternity styles in a handful of stores. However, this is the first time Zara's maternity garments have been made available to all.

The Emerging Market

Factors like rise in number of working women, nuclear families, higher discretionary spending and high disposable incomes have led to the growth of stylish maternity wear in India. As per reports, the annual maternity wear market in India is estimated at about ₹2,000 crore and the segment is growing at around 15 to 17 percent year-on-year, thereby making it a frontrunner in ever burgeoning fashion retail vertical of the country.

Furthermore, growing awareness, especially from the market in the West, exposure from peers, the internet, and other media, and the convenience of online shopping are all contributing to making Indian women more conscious about the right type of clothing required during pregnancy.



This sudden surge in demand for maternity wear shows that the market in India is gradually transforming into a commercial one, transforming from its earlier unorganised stage into an organised one. The market is concentrated to big retail stores and leading brands as of now, which are willing to expand their operations and capture this untapped segment.

Variety in Maternity Wear

There is no denying that maternity wear has made steady inroads in India over the last few years. Today, the market offers a plethora of garments in the category including clothes and lingerie—further segmented into pre-natal and post-natal lingerie—as well as accessories. Pre-natal wear includes clothing, gowns, support bras and briefs, while post-natal wear includes nursing bras, sleep bras, nursing aprons, nursing tops, nursing pads, bra tank tops, vests, maternity briefs, gowns and nighties, which have zippers and double panels on both sides to nurse.



designs by Jack / Shutterstock.com

Other nursing accessories include breast pumps, gel pads, breast pumps, nursing bibs, shapewear, lotions, nipple protectors and feeding pillows.

As of now, pre-natal wear is the largest segment in the global maternity apparel market and is expected to remain the dominant segment. Brands are focusing on introducing stylish maternity apparel for occasions such as wedding, evening gowns and party wears, thereby driving the maternity wear market. Since the trend of wearing various stylish maternity wear is increasing, the demand for maternity bras with different shapes and designs is also increasing and retail pundits predict that this innerwear segment is going to witness the fastest growth in years to come. Moreover, many women prefer exercising and doing yoga during pregnancy, thereby increasing the demand for active innerwear. Analysts expect that with the increase in awareness among pregnant women in developing regions, the demand for pregnancy night wear will also increase.

Since we've established that celebrating the bump is not possible without the right maternity wardrobe, we bring you a list of maternity wear brands available in India:



>> **MOMZ JOY**

www.momzjoy.com

Momz Joy is India's most fashionable maternity and nursing wear brand with a mission to empower new and expecting mothers and make them feel beautiful, confident and happy. All its products are designed to have long term usability that fit and flatter before, during and after pregnancy. It takes pride in being a "Make in India" brand, right from the raw materials used to its extensive in-house manufacturing.

>> **MOM TO BE**

www.momtobe.in

Mom To Be is India's most fashionable maternity and nursing wear label. Designed specifically keeping the modern mother in mind, it provides looks that are stylish, trendy and affordable, and ensures that you look and feel your best throughout pregnancy and during nursing. It offers over 500 different maternity wear to choose from with fresh collections launched every month.

>> **ZIVA MATERNITY WEAR**

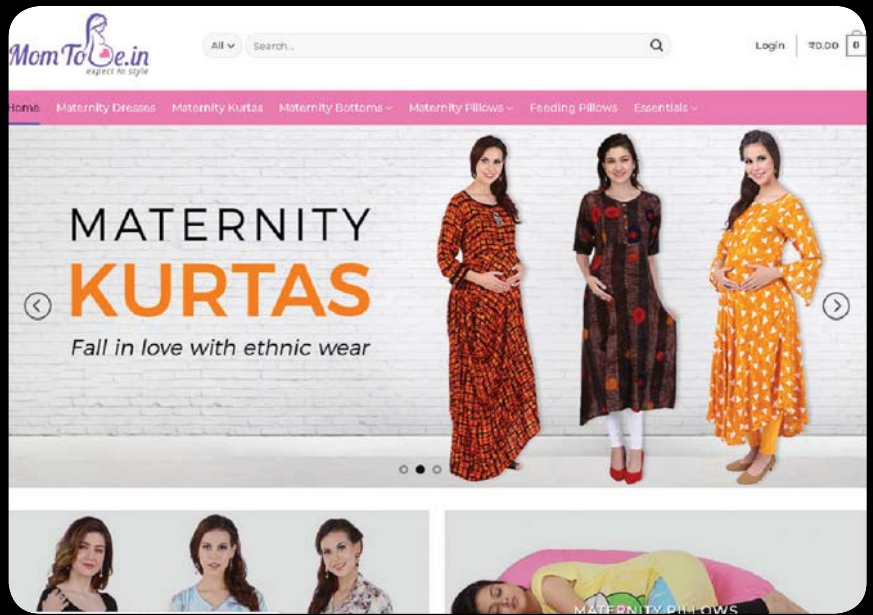
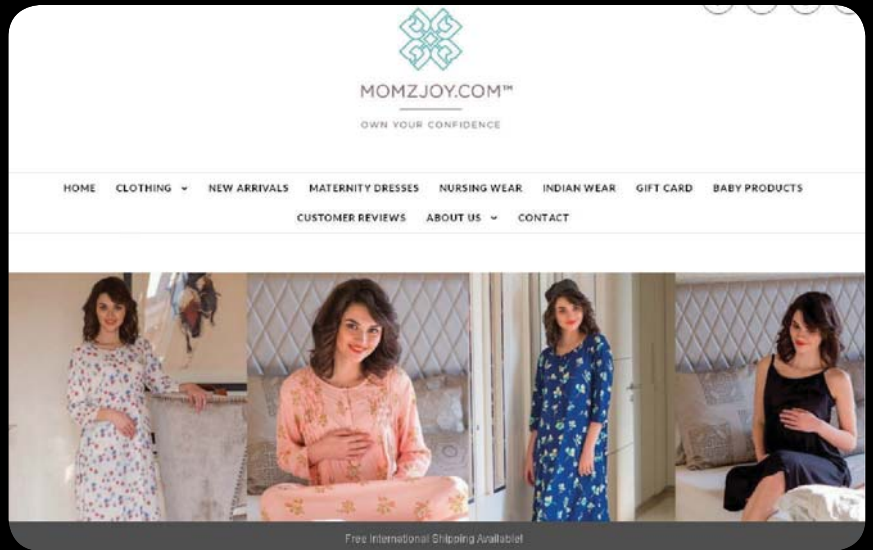
www.zivamoms.com

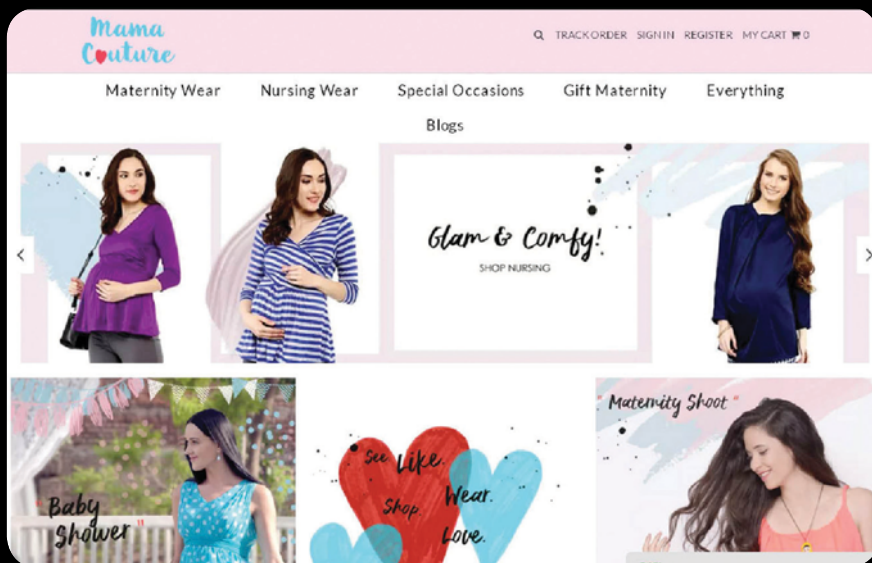
Launched in 2012 by May Joy, Ziva aims to offer something extra for expecting moms and maternity wear that is always on trend. From handy nursing essentials to feeding pillows and eco-friendly wooden toys, it has rounded up the best options that are comfy and safe for mothers and their young ones. Today, Ziva is a favourite destination among moms all over Kerala and is a proud owner of 10 exclusive stores across the state.

>> **MORPH MATERNITY**

www.morphmaternity.com

From the house of Yashram Lifestyle, Morph Maternity is India's most loved maternity and nursing wear brand. It is a one-stop-shop for all the maternity and nursing needs. The range is in-line with the latest trends in the fashion world, it offers an affordable range of





trendy maternity shirts, maternity pants, maternity jeans, maternity dresses, nursing clothes and more.

>> MAMA COUTURE

www.mamacouture.in
Mama Couture with its creative range of apparels for expecting and new mothers offers comfortable all time clothing. The collection is truly couture and born out of the love for smart and elegant styles and cut and designed to take expecting mothers comfortably through her pregnancy and a long time after.



>> MINE4NINE

Mine4Nine is a leading brand of stylish and comfortable maternity wear. The brand offers tops, tunics, shrugs, dresses, jumpsuits in latest trendy prints, solids, stripes, etc. For its founders, Mine4nine is not just a brand, it is an emotional thread running through the lives of mothers to be.

>> NUTHATCH

www.nuthatchmaternity.com
Conceived for mothers and mothers to be, Nuthatch is an Indian maternity and nursing label founded by Radhika Sadana and Aditi Sanghvi. The brand empowers women and provide them with fashionable and comfortable clothing choices that enable their daily independence and freedom to go about life.



>> CUIDAR

www.cuidarcollections.com
Originates from a Spanish word that means 'to take care of', Cuidar offers maternity wear including a mix-and-match section, night wears, party wears, business formal and causal wears, flirty cocktail dresses, and hand created designer wears. The maternity wear brand ensures that fashion and pregnancy go hand-in-hand.



Next Issue:
MARCH 2019

IMAGES
BUSINESS OF FASHION

MEET THE MASTERS

RETAIL TALES FROM THE EXPERTS



IFF 2019 CURTAIN RAISER

IFF 2019 / CUSTOMER
EXPERIENCE
FORUM

Innovate the Future of Fashion

India is at the cusp of a fashion revolution, and at the helm of this revolution is a small, select group of visionary leaders who have taken the lead in driving the market to its full potential. These entrepreneurs not only had the audacity to dream big but also have the perseverance to see these dreams through to reality.

The March 2019 issue of IMAGES Business of Fashion is a special edition that will pick the brains of these 'Masters of The Retail Game'. The issue will showcase insights into

the strengths and certainties of these titans and their vision for fashion retail in India.

Discover, connect and be inspired by the amazing stance of these leaders as they talk about their respective journeys to inspire the next generation of trailblazers in fashion. The issue aims to bring their perceptions to readers in the hope that it will aid and abet retailers in looking beyond the limits to reevaluate and reshape their aspirations and pave the path further.

The March issue will also be the official Curtain Raiser of the India Fashion Forum (IFF) 2019, India's largest fashion retail intelligence event. The issue will unveil this year's agenda, bring you a lowdown of the who's who of fashion retail attending the event, and give the readers a gist of the panel discussions, CEO Roundtables, Presentations, Knowledge Series Sessions and Workshops that they can expect from IFF 2019. Stay tuned for this exciting issue!

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A NOT TO BE MISSED ADVERTISING OPPORTUNITY

FASHION

CREATION



ADIDAS UNVEILS REIMAGINED VERSION OF ICONIC PERFORMANCE RUNNING SHOE

Co-created with runners, Adidas Ultraboost 19 has been completely rebuilt from 17 parts to focus on four cutting-edge components and is celebrating the way the sport of running is changing in a new campaign called 'Recode Running'...

Global sporting goods leader Adidas Running unveiled Adidas Ultraboost 19, an entirely reimagined and redesigned version of the brand's iconic leading performance running shoe. Adidas designers and product developers worked with thousands of runners from around the world to create the new silhouette, in what was its most ambitious collaboration project ever.

The overwhelming feedback from runners was that running is changing, becoming younger and more democratic. With the emergence of city running clubs and fun runs, running is now a sociable sport rather than just something people do on their own. Runners made it clear they wanted a simpler product with fewer pieces but equally high performance. To reflect that, the original Adidas Ultraboost was deconstructed and reconstructed from 17 pieces to focus on four key components - Optimised Boost, Torsion Spring, Primeknit 360 and 3D Heel Frame.

- **Optimised Boost**— with 20 percent more 'boost' in the midsole compared to the first generation Adidas Ultraboost, this updated technology brings even more energy return
- **Torsion Spring**— a lightweight construction for enhanced support on landing and a snappy transition to propel runners forward

- **Primeknit 360**— feels like a second skin, combining pure comfort with lightweight performance
- **Updated 3D Heel Frame**— a stripped-back design cradles the heel, bringing the perfect mix of adaptability and support

Sam Handy, Vice President Design, Adidas Running, said, "In creating the Adidas Ultraboost 19, we tore up the rule book. We challenged the status quo of what a running shoe should be and how it should be created. We enlisted runners from all over our network to be a part of this process, with one goal in mind - to create the most responsive, performance-driven version of the Adidas Ultraboost possible. On this journey, we literally tore apart the old model and discovered new testing, manufacturing and colouring methods to really challenge ourselves to reach our ambition." To celebrate the new silhouette, Adidas Running is launching a new marketing campaign called Recode Running. The blockbuster campaign champions the culture and creativity of 'new running' and its power to transform.

The Adidas Ultraboost 19 will launch in Core Brown colourway in India on February 21, 2019 followed by 8 dynamic colourways in March 2019 across select retail stores in the country.



CELIO* UNVEILS SS'19 COLLECTIONS ARTCORE & PLAYGROUND

Showcasing collections oriented to different moments of a man's life, Celio* has come up with an effortless style for men in keeping with its forte - decoding trends to offer smart and contemporary menswear...

For this season's Spring Summer 2019 Collection, French menswear brand Celio* has culled out two distinct sartorial themes namely 'Artcore' or the modern smart wear look and 'Playground' defined by a casual sporty look. Each theme has been inspired by the story of a man's journey and offer a range of products right from must-have essentials and everyday basics to wide range of denims as well as tailored classics.

Artcore (Smartwear)

This theme is inspired by the modern, urban man who gracefully passes from a client rendezvous to a trip out of town with his friends, before going to the last exhibition in sight. Sure of him and his clothing choices, he is an art lover and connoisseur of the codes of the male wardrobe. His wardrobe is made up of pieces that have proved their worth, but like a curator, he succeeds in new associations to inspire effortless nonchalance. All this, to give a feeling of "lived" luxury. At home, at work or on vacation, he believes that travel is an art and art is a way of traveling.

The theme consists of shades ranging from off white to camel, all tones of beige and sand, complemented by light and medium greys to darker shades of water green, rosewood and light blue - mimicking the progression of spring to summer.

It features modern graphic and plaid lines for casual tailoring that emphasizes easy luxury rather than structure. A certain fluidity that balances the rhythm of the tiles thanks to the light materials. To emphasise the importance of comfort and practicality, the details and technical matters are mixed with the traditional fabrics of the male wardrobe.

Playground (Sporty)

This is an urban theme inspired by essential, comfortable and practical pieces that combine with sober and geometric



graphics. The warm colours in this theme are highlighted by neutral and dark hues. The Playground theme boasts of a passive aggressive statement that delivers a fun and responsible eco/art message.

The early season is mostly dominated by muted primary colours, impact of basic 90s sportswear shades accompanied by urban neutrals such as grey to camel/beige. The browns act as new essential neutral bases. Peak Season - Colour block silhouettes.

Celio* is present across 1,000 stores in 60 countries. It carries the latest international range in India of casual wear; denim wear and smart work wear through its exclusive 45 standalone stores and more than 300 shops in leading departmental stores.

From easy, comfortable and practical pieces that combine with sober and geometric graphics to colour block silhouettes, Celio*'s Spring Summer 2019 collection is sure to take the style quotient of your wardrobe up a notch!



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India's fashion and lifestyle market was estimated at US\$ 201 billion in 2017, and this statistic may well double in the next five years. The opportunity is beyond doubt, but the achievement of this would depend on India's fashion companies mastering a few things. IFF 2019 presents the 6-point game-plan for a powerful, profitable, sustainable fashion business.

- 1. FIRST-MOVER ADVANTAGE**
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Fashion designers who want to display their creative output and merchandisers in constant search to add value to their fashion offerings for shoppers cannot afford to miss the buzz here. And, retailers – both brick-and mortar and online – scouting unique, fresh fashion themes can access a highly creative venue to conceptualise innovative fashion with designers and range planners.



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The annual IMAGES Fashion Awards are adjudged on the basis of performance in operational benchmarks along with qualitative factors such as product and marketing innovation, social responsibility initiatives, HR practices and industry goodwill, among others. The coveted IFA trophies for 2019 will go to India's innovative fashion brands, retailers and professionals for achievements in calendar year 2018.



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CX FORUM: TRANSFORMING SHOPPING JOURNEYS TO POWERFUL BRAND EXPERIENCES

Be it apparel, textiles or lifestyle products, brands and retailers need to interpret customer preferences, channel-specific shopping behaviour, purchase trigger points and generate unique brand experiences across all points of contact with their brand...

The Customer Experience (CX) Forum at IFF 2019 aims to demonstrate interconnected technologies from interested partners to define a seamless customer journey from the time they think of making a purchase to the culmination into a sale for a retailer. The showcase is an attempt to bring together the solutions in a way that they complement each other and provide an opportunity to brands and retailers to solve real life problems.

Through the cycle across online, mobile, omni-channel and store experiences, it is imperative for retailers to understand how the customer buys and influence her at each stage of the journey. Technology plays an important role in enabling many of the processes.

CX Forum will showcase different technologies interconnected to each other to help retailers and customers alike. For each indicative set of technologies, there will be one solution on display. Some of them are:

1. Customer segmentation and analytics
2. Identification of customer - IoT, mobile, presence, WIFI, Apps
3. Digital signage and endless aisle
4. Recommendations - associations, lift, market basket, persona

A Typical Customer Lifecycle



1. Discover

Discovery of product and service provided by a brand.



2. Explore

Explore the product and service in more detail.



3. Comparison

Compare available options which may involve consulting reviews or peers.



4. Evaluate

Finalise decision on the product or service to purchase.



5. Purchase

Proceed to payment for the product and service.



6. Retention

stay loyal to the brand based on positive post sales experience.



7. Referrals

Bring awareness to peers by spreading positive feedbacks about the product or service.

5. User Interface and User Experience - web, app, mobile and instore Visual Merchandising
6. Store Layout - Planogramming, Electronic Shelf Edge Labels
7. Store Associate enablement - mobile, tab, CRM, endless aisle
8. Augmented and Virtual Reality across channels
9. Check-out - self checkout, queue busters, POS
10. Payment solutions - mobile wallets, digital payments, gift card, alternative payment options
11. Loyalty - coupons, loyalty cards/ apps, points accrual and redemption, cashback
12. NPS and surveys to assess customer experience





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WRANGLER'S ANNUAL EVENT 'TRUE WANDERER' ANNOUNCES SEASON 7 WINNERS

Started in 2012, Wrangler's True Wanderer is a popular annual event for people who want to celebrate their love for the open road and the adventure of travelling.

Thousands of enthusiasts applied to be a part of the 7th season of Wrangler's True Wanderer and 25 True Wanderer finalists were selected to go on the trip around India to a destination of their choice. They could choose to travel by car, bike, foot or any mode of transportation of their choice whilst completing travel-related challenges set by the brand.

The 25 finalists, styled in Wrangler apparel took wandering to a whole new level as they showcase passions that drive their wanderlust. They captured the highlight of their epic road trips and shared it with the True Wanderer community with interesting and inspiring stories, photographs and videos. Their experiences can be found at <https://wrangler-ap.com/in/>

Based on public votes and the scores from an independent elite judging panel, Wrangler True Wanderer Season 7.0 announced its winners — Rupesh Bhadula from Roorkee bagged the first prize, an exotic wildlife expedition to South Africa. Vishwa Sharma from New Delhi claimed the second prize, won a trip to Bhutan. The third prize went to Gayatri Patel from Kohlapur, won a stay in Kerala. Sundeep Gujjar, Founder and Motographer, XBhp, India's largest lifestyle motorcycling platform handed over the prizes to winners.



Rohini Haldea, Marketing Head, Wrangler India, says, "Our brand is built around the spirit of freedom and the adventure. Wrangler seeks to be a companion for the open road for travelers and adventurers everywhere. We believe the three winners went on inspiring journeys that showcased their love for travel and adventure. It has been a total pleasure sharing this adventure with them and all the other contestants of True Wanderer 2018."

The heritage of Wrangler goes back 70 years when the brand was launched in the USA. Wrangler was the first modern five-pocket jeans to be test-fitted and endorsed by real-life cowboys. Since then, Wrangler continues to inspire freedom, independence, and adventure in its wearers.

In India, the brand has evolved to meet the needs of the 'urban cowboy' with a range of fashion apparel that is contemporary and fashionable yet rugged.

A part of VF Corporation — the world's largest apparel company — Wrangler has found a loyal consumer base in the Indian youth that swears by this unique fashion brand. This stylish denim brand is available at exclusive Wrangler stores, major department stores, leading apparel stores and popular e-commerce websites.



ADITYA BIRLA GROUP TO INVEST ₹15,000 CRORE IN GUJARAT OVER 3 YEARS

The group will invest in various business segments ranging from textiles and chemicals to mining and minerals.



Veena Nair / Shutterstock.com

Aditya Birla Group plans to invest ₹15,000 crore in Gujarat over the next three years on capacity expansion and setting up of new units, its Chairman Kumar Mangalam Birla said.

According to a PTI report, the group will be making these investments in various business segments ranging from textiles and chemicals to mining and minerals. Speaking at the Vibrant Gujarat Global Summit, Birla said that up until now, the group's investments in Gujarat 'are of over ₹30,000 crore and counting'.

"We have plans to invest about ₹15,000 crore more. This is towards expansion of our capacities and setting up of new plants," he was quoted by PTI as saying.

Elaborating the investment plans, he told PTI, "Our major expansion includes the Grasim viscose staple fibre

plant at Vilayat and the Indian Rayon viscose filament yarn plant at Veraval. These will entail investments of ₹7,500 crore."

The group currently has 15 manufacturing plants providing employment to around 26,000 people. He said the investments on expanding the group firm Grasim's chemical business will be around ₹1,000 crore.

"Allocations for the mining and mineral sector and solar power includes about ₹1,000 crore," Birla was further quoted by PTI as saying.

Moreover, the group is also increasing investment in green technologies at all of its plants as part of environmental friendly measures of the new investments planned, he added.

"All of these investments together run up to ₹15,000 crores over a three year period," Birla was quoted by PTI as saying.



"Our major expansion includes the Grasim viscose staple fibre plant at Vilayat and the Indian Rayon viscose filament yarn plant at Veraval. These will entail investments of ₹7,500 crore."

—Kumar Mangalam Birla,
Chairman, Aditya Birla Group

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CMAI LAUNCHES 'SIZE INDIA' LOGO TO BRING INDIA AT PAR WITH DEVELOPED NATIONS

The Clothing Manufacturers Association of India (CMAI) and the Union Ministry of Textiles jointly unveiled the 'Size India' logo, signaling the launch of an all India anthropometric study of the measurements of the average Indian consumer. The 'Size India' report will be ready for release by July 2019...

IMAGES Business of Fashion

Hon'ble Minister of Textiles, Smt. Smriti Zubin Irani had announced the launch of a new project called Size India in January. This first-of-its-kind project in the India will be the country's attempt at creating a size chart that is specific to the Indian consumer's measurements.

The Clothing Manufacturers Association of India (CMAI) and the Union Ministry of Textiles jointly unveiled the 'Size India' logo, signaling the launch of an all India anthropometric study of the measurements of the average Indian consumer. The study will see an analysis of close to 25,000 consumers spread over various age groups, and covering the cities of Mumbai, Delhi, Chennai, Hyderabad, Kolkata and Shillong. The cities have been chosen so as to enable the people conducting the study to cover all important regions of the country.

With this Indian size chart, the country will come at par with all developed countries, which typically follow a standardised size for their consumers – such as the US Size, UK Size, Mexican Size, etc. The Indian Size will provide tremendous benefit to the consumer by offering standardised sizes, better fitting clothes, reduced hassles of purchase returns, and reduction of wasteful expenditure on



wrong purchases. To the manufacturer, it will enable minimisation of wrong inventory being piled up, expenses on returned goods, and better sales. All these factors will reduce the ultimate price of the product, thus providing convenience the consumer. With better sales, increased consumption, and lower expenses, investments are also expected to go up in the industry.

Rahul Mehta, President and Chairman, CMAI said at the launch: "We have been following international sizing charts all these years and every brand which is launched in India follows its own size chart. This creates disparity for Indian consumers. With the launch of the Size India project, there will be a standard size for all manufacturers, which will help consumers shop online and offline by making size identification easier. As a country, during exports, a standard Indian size will help create harmony for all manufacturers."



PRESTIGIOUS 'TRANSFORMING INDIA AWARD' CONFERRED UPON TT GROUP'S DR JAIN

Chairman of TT Group, Dr. Rikhab C Jain was awarded the prestigious "Transforming India Award" by Honourable Minister of Textiles, Smt. Smriti Zubin Irani. He was accompanied by Sanjay K Jain, Managing Director, TT Limited.

This award has been constituted by the Ministry of Textiles, Government of India to recognise brands and people who have transformed India in their respective fields. Dr Jain was recognised for his contribution to the hosiery and knitwear industry over a journey of 59 years in business.

Dr. Jain, an MBA from IIM Calcutta, is also a Company Secretary/Chartered Secretary and has to his credit many firsts in the industry including pioneering exports in 1964 and also leading industry initiatives in various posts. The brand 'TT' has been around for more than 50 years and is now a household name in India. Over the years, TT - vertically integrated textiles and clothing company - has developed a market in over 65 countries.

Dr. Jain has held prominent posts in various textile associations including heading the Northern India Textile Research Association, Federation of Hosiery Manufacturers' Association of India, DHUM, Apparel Export Promotion Council (Knitwear Cell). He has also received lifetime achievement awards from FOHMA, DHUM, SIHMA, TAI and WBHA and is recognised as a father figure and pioneer of the hosiery industry.

CMAI also announced the launch of a study of apparel consumption in India. Representing over 45,000 apparel manufacturers and retailers, CMAI will be conducting a study over three to six months to arrive at an accurate assessment of the total apparel consumption in the country, thereby resulting in more accurate business projections, aiding marketing strategies, and landing more investment into the industry.

The evening also saw CMAI, supported by RAI (Retailers Association of India) along with the Ministry of Textiles, recognize and honor retail brands and retailers who, with their innovative,

bold, and creative thought processes, have transformed retail in India, and helped transform India through retail. These are the brands and individuals who have had tremendous impact on the social fiber of society, have transformed the lives of thousands of artisans and brought traditional products to modern retail. The Hon. Minister honored 18 such outstanding retailers who have transformed the way retail is conducted through their business models.



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