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Issue No.

January 2019 | Volume XX // No. 1 // ₹ 100 www.imagesfashion.com



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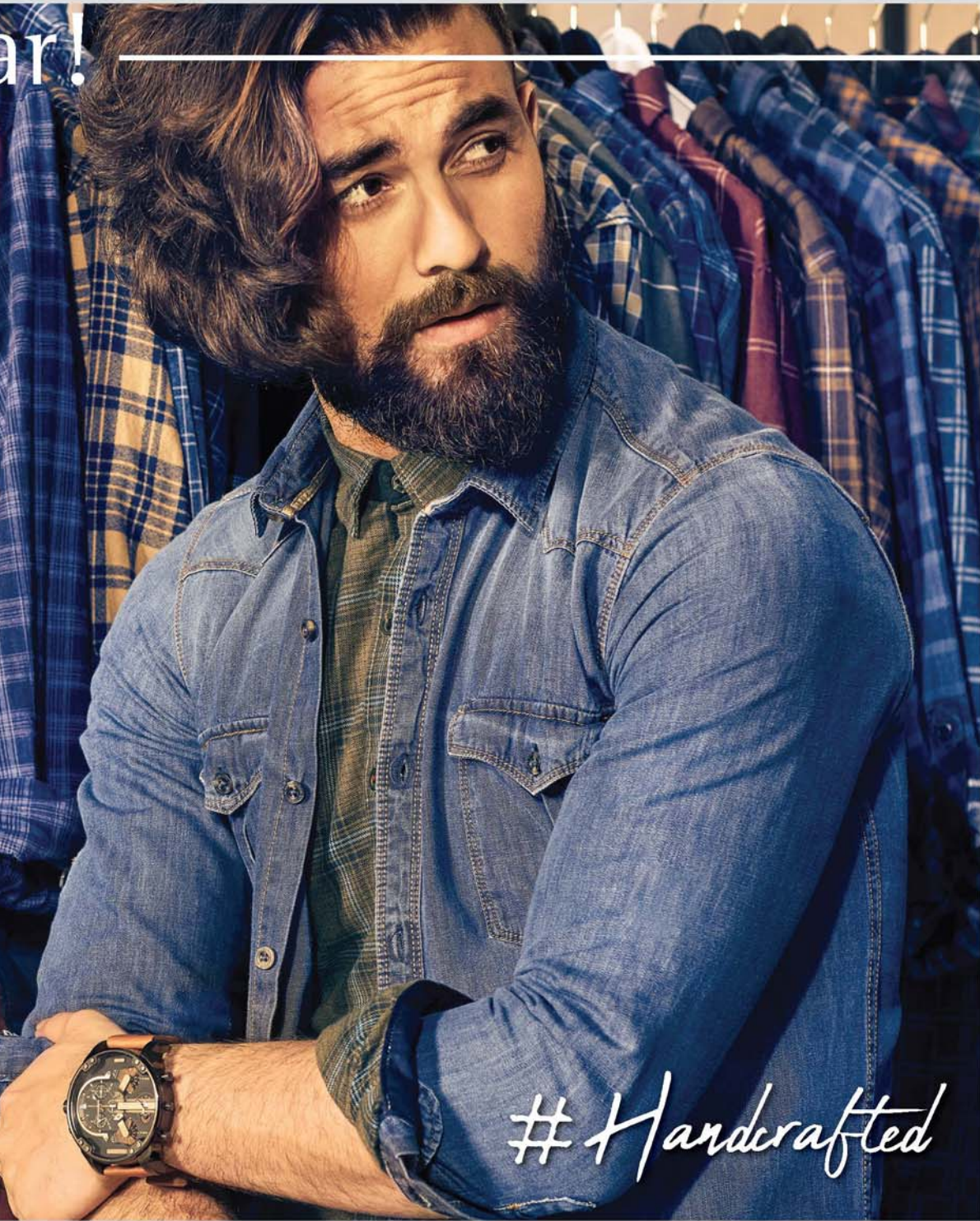
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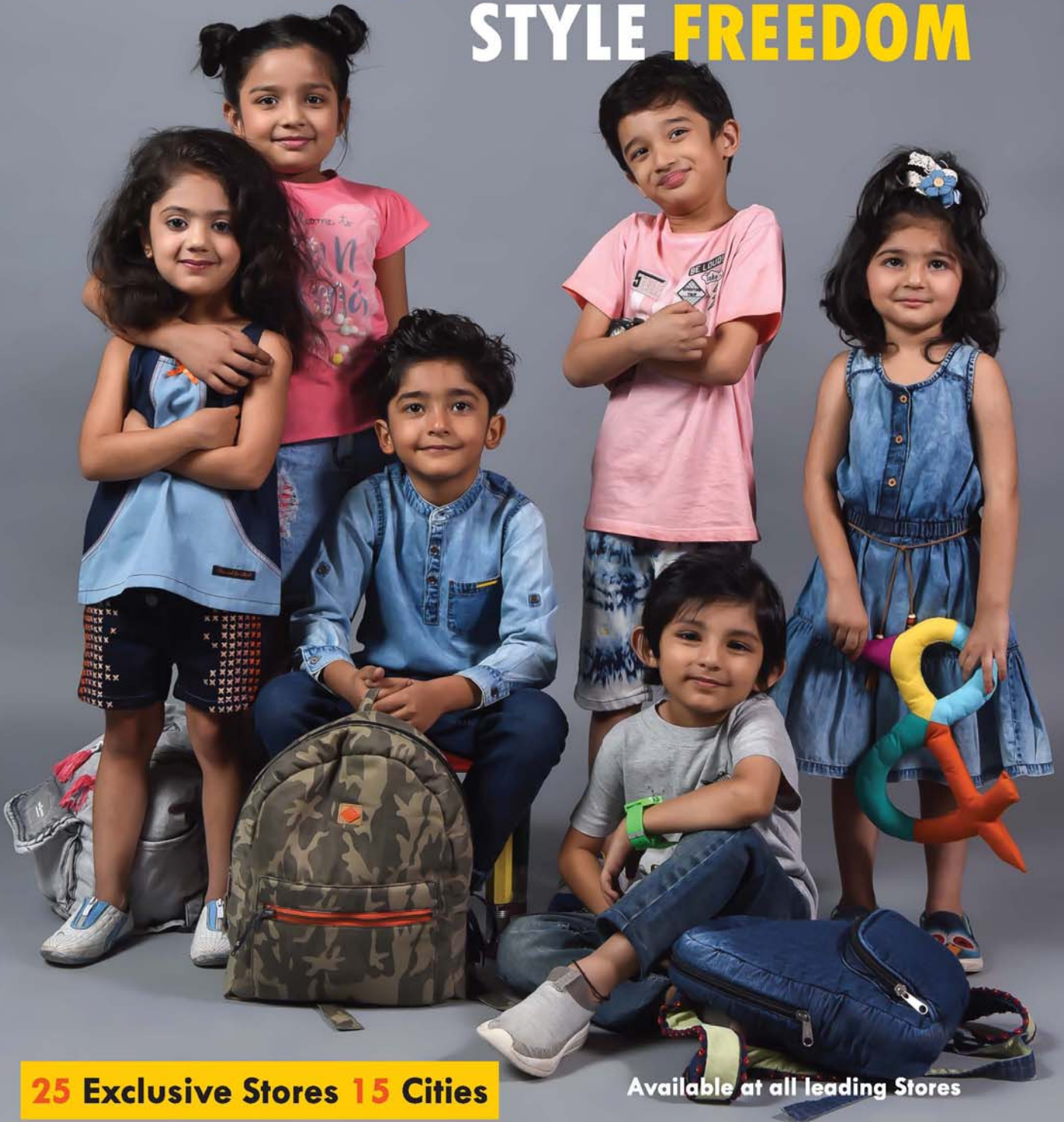
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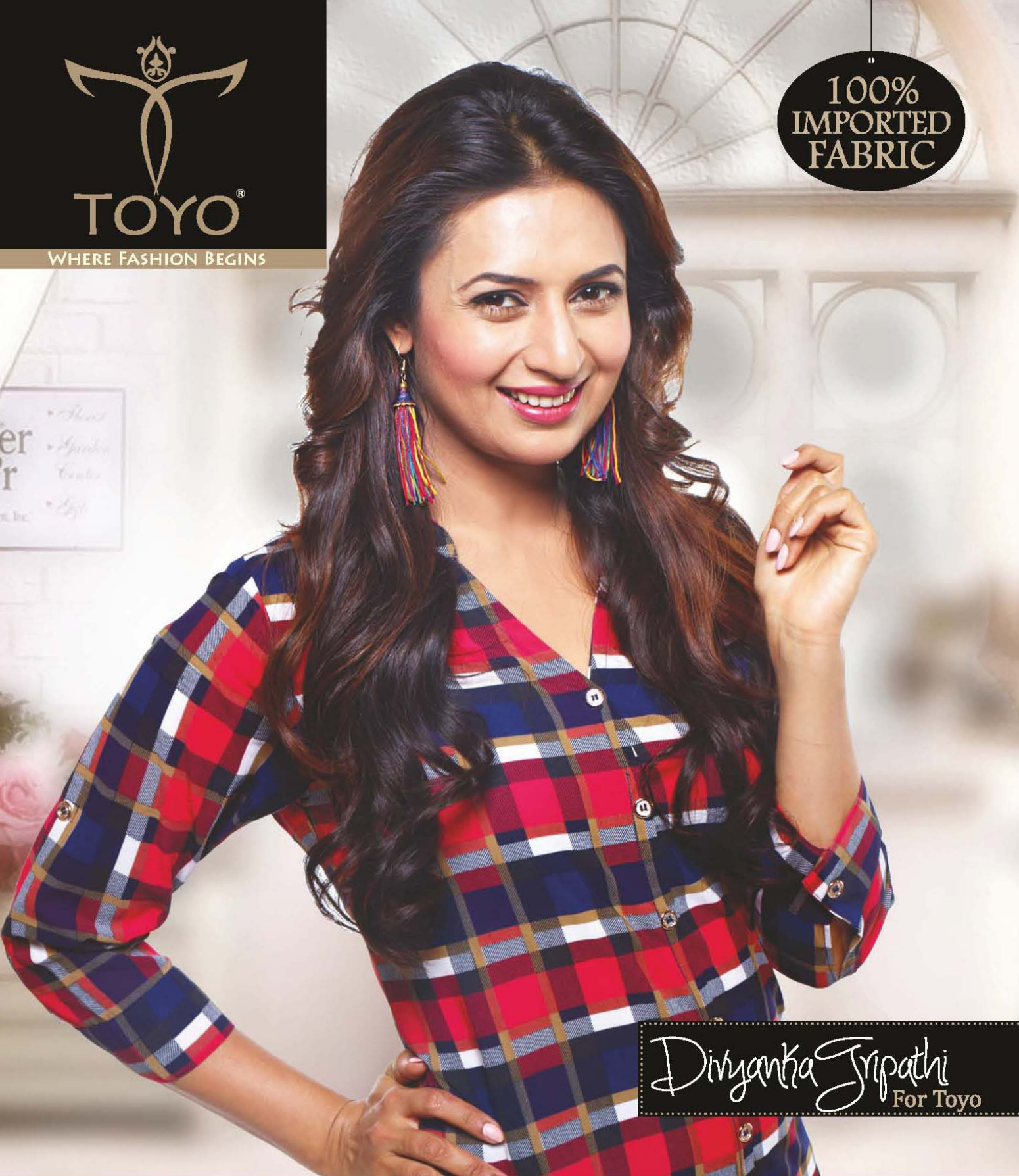
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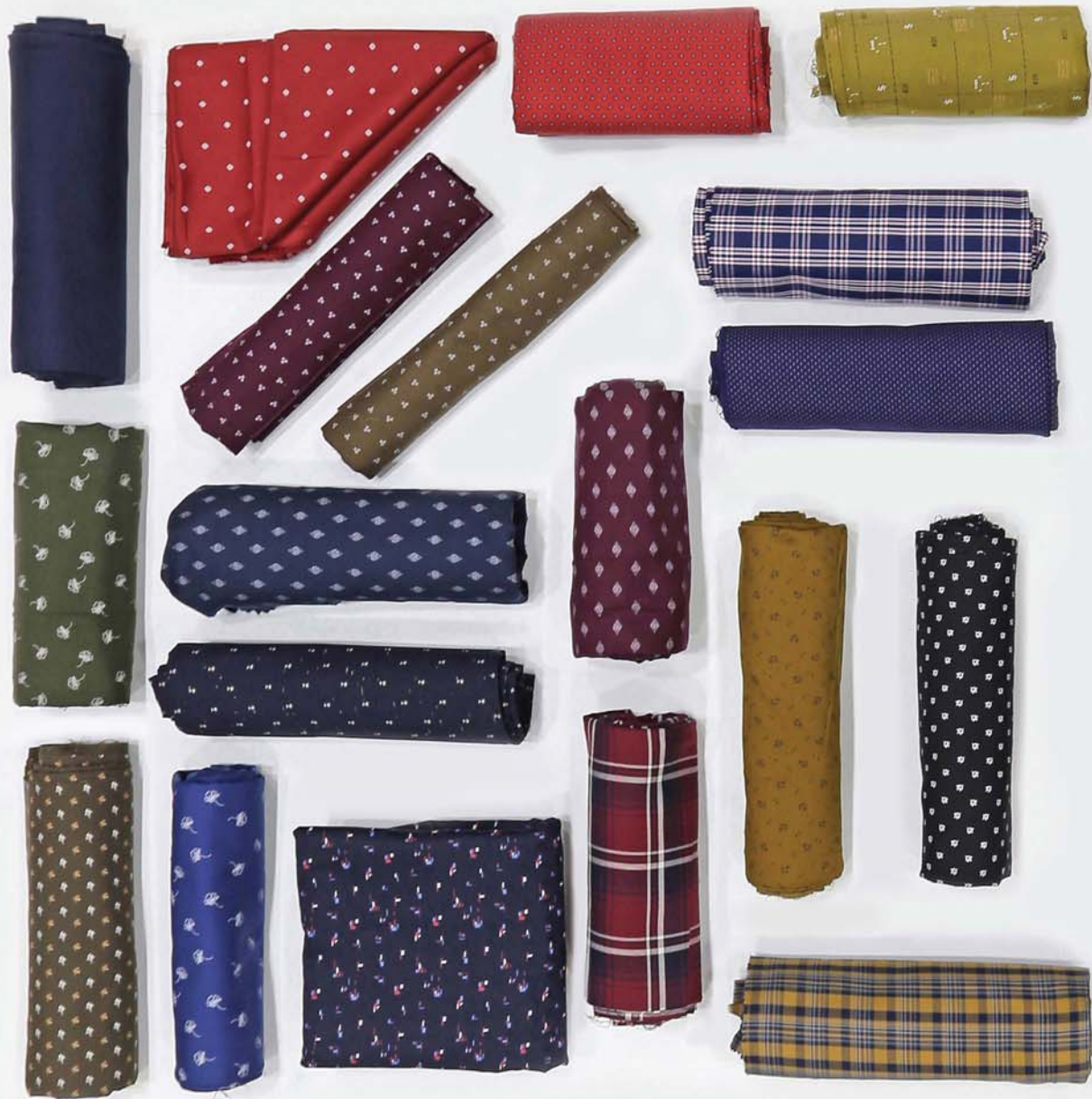
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Dear Readers,

Happy New Year! We welcome 2019 with the hope that it turns out to be a defining year in fashion retailing. We sincerely hope that this year turns out to be prosperous both for you and your businesses. I would also take this opportunity to express my gratitude to all of you for supporting our cause and we hope for your continued backing in the future.

While creating a brand is ephemeral, the business attached to it is endlessly complex. So, as per tradition, we are please pleased to start 2019 with a bigger and better edition of the annual Brands of India Special Issue of IMAGES Business of Fashion. The issue showcases some of the biggest stalwarts of the fashion industry in India - both homegrown and from across the world, as well as a few young and rising stars. As a key part of our mission to catalyze fashion retail business in India, the Brands in India Special Issue seeks to aid retailers with a survey that catalogues

fashion brands, their collections as well as current status in the markets.

As we elucidate upon the brand identities and consumer cores they satisfy to help Indian fashion retailers build a highly profitable business around them, we sincerely hope that these success stories succeed in inspiring emerging brands in the Indian fashion sphere.

I am also pleased to let you all know that the IMAGES Group has successfully concluded the 3rd editions of both North India Retail Awards (NIRA) 2018 and South India Retail Awards (SIRA) 2018. I congratulate the winners and thank all those who have been associated with it and made it possible. For those who missed it, we have included elaborate covers of both the events in this issue.

I hope you find the issue meaningful and insightful as always.



Amitabh Taneja

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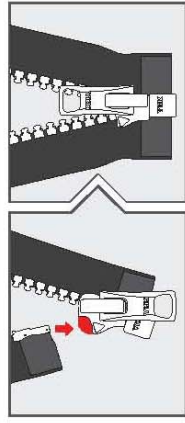
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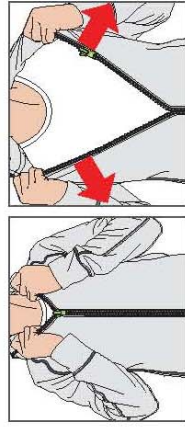
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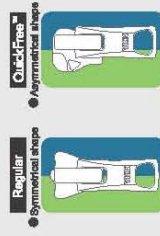
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- ▶ **Zoiro**
- ▶ **Cool Colors**
- Special Insert
- ▶ **Soch**
- ▶ **DeMoza**
- ▶ **Eteenz**
- ▶ **Game Begins**
- Inside Back Cover
- ▶ **Be Indi**
- Back Gate Fold
- ▶ **TWILLS**
- Back Cover
- ▶ **Indian Rayon/Raysil**

Ankur Textiles	161
APPLE EYE	18
Awesome Ethnic	22
Beindi	280
Black Panther 1	179-185
Blue Buddha	34,35
Bumchum	209
Cantabil	123
CDF	197
Celio	153
Checkpoint	245
Clone Mannequins	41
Comfort Lady	175
Courtyard	205
Deal Jeans	13
DeePEE Twister	199
Design Mandee	20
DNG Buttons	77
Doodlers	243
Duke	51
Euro	237
Fifty Degree	21
Focus	32
Focus	33
GMWA	127
Hoffmen	135
IFF	276, 277
Irony	23
Juelle	155
Just Scarves	61
KK	16
Krunchy	233

Liva	103
Lulu Mall	88,89
Lux Cozi	191
Lyra	193
Macho	47
Mash UP	12
Max Q	73
Mayka	28,29
Mexico	139
Milan Ethnic	30,31
Next Issue	275
Novio	241
ONN	113
OTTO Clothing	151
Paribito	26,27
Poison	15
Pretty Woman	85
PUFF	257
Relan	267
Rookies	213
Safexpress	44
Salve Mannequin	231
Sara J	59
Sheriff	221
Shree Lifestyle	189
SO Design	71
Soffline	131
Spark	157
Springfield	195
Stride	217
Subscription	269
Success	165
Supersox	37
Suumaya	17
TAB91	141
Tales and Stories	11
Toyo	14
Turtle	24,25
Vamas	225
Tessile	201
Wendler	65
YKK	39
ZOLA	19



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Contents

R

35-132

FASHION BUSINESS

NEW STORES

- 2BMe // Pg No.46
- Indya // Pg No.48
- Madame // Pg No.49
- Nike // Pg No.50
- Prettysecrets // Pg No.52
- Taneira // Pg No.57
- Toonz // Pg No.58
- Horra // Pg No.60

DYNAMICS

CLOVIA EYES INTERNATIONAL EXPANSION OVER 5 YEARS

A sneak peek into the business dynamics of Clovia and its plans of aggressive expansion into international territories...

Pg No.62

DYNAMICS

Large Format Value Fashion Retailer Unlimited to open 30-40 stores in 2019

Pg No.66

GROWTH STORY

AKS Clothings Crosses ₹100 Crore Mark

Pg No.67

BEAUTY RETAIL

NYKAA AIMS AT 100% GROWTH THIS FISCAL, TO OPEN 200 STORES BY 2020

Pg No.68

SUCCESS STORY

Luxury Brand Shazé Eyes Expansion in 2019, to Open 8-10 EBOs

Pg No.74

SUCCESS STORY

1-INDIA FAMILY MART: A BIG DEAL IN SMALL TOWNS

Value retail store 1-India Family Mart pioneered the concept of meeting profits by virtue of large scale reach and unique target audience segmentation...

Pg No.78

INNOVATION

Arvind Ltd & JCB India Ltd.: To Provide Safety-Compliant Industrial Uniforms

Pg No.81

RETAIL DEBUT

American Eagle Outfitters Bets Big on Indian Market; To Open 25 Outlets in Three Years

Pg No.82

RETAIL TECH

GOOGLE LAUNCHES 'SHOPPING' IN INDIA

Pg No.84

DIGITAL INNOVATION

ABFRL's Fast Fashion Brand People Takes on Social Cause

People launches its unique campaign '#LetsBePeopleFirst'. The multi-platform digital campaign addresses the issue of gender inequality through the dialect of fashion...

Pg No.86

GREEN TECHNOLOGY Sustainability & New Product Development

Pg No.90

STORE DESIGN

Kan D:FY Stores Designed to Create a Truly Indian Sports Brand

Pg No.96

R

133-264

FASHION RETAIL

- Ankur Textiles // pg No.134
- Appleeye // pg No.136
- Beindi // pg No. 137
- Black Panther // pg No. 138
- Blackberrys & Blackberrys Casuale // pg No. 140
- Blue Buddha // pg No. 142
- Bumchums // pg No. 143
- CDF Columbia // pg No. 144
- Celio // pg No. 149
- Checkpoint // pg No. 150
- Comfort Lady // pg No. 152
- Cool Colors // pg No. 154
- Courtyard + Kraburs // pg No. 156
- D&G Button // pg No. 158
- De Moza // pg No. 159

- Deal Jeans // pg No. 160
- Deepe Twister // pg No. 162
- Design Mande // pg No. 163
- Duke // pg No. 164
- Eteenz // pg No. 166
- Euro // pg No.167
- Focus Jeans // pg No. 168
- Game Begins // pg No. 173
- Hoffmen // pg No. 174
- Irony // pg No. 176
- Juelle // pg No. 177
- Just Scarves // pg No. 178
- KK Fashion Hangers // pg No. 186
- Krunchy // pg No. 187
- Little Street Creation // pg No. 188
- Lux Cozi // pg No. 190
- Lyra // pg No. 192
- Mash Up // pg No. 194
- Max Q's // pg No. 196





MARKET DYNAMICS

Fashion Accessory Brands Step into Bullish Footwear Category

Pg No.98

VISUAL MERCHANDISING

Luring the Customer with Innovative In-Store Communication

Pg No.104

TRAVEL RETAIL

Transit Retail: Optimising Revenue Potential and Passenger Experience

Transit Retail is not a new concept, in India, it has been in existence for less. It is picking up tempo only now, becoming a topic of discussion at retail meets & forums...

Pg No.114

AWARDS

DUKE FASHIONS BAGS EXCELLENCY IN FASHION AWARD 2018

Pg No.130

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TÜV SÜD-Indian Leather Products Association Technical Partners for Buyer-Seller Summit 2019

Pg No.132

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Pg No.266

COLLECTION LAUNCH

PETER ENGLAND LAUNCHES WEDDING SUITS, BLAZERS COLLECTION IN NEW CAMPAIGN

The new range is an impeccably tailored line that combines sharp cuts, versatile patterns and subtle jacquards, promising the right impression...

Pg No.268

DENIM PRODUCT INNOVATION

ARVIND LTD: LEADING THE WAY IN INNOVATION & SUSTAINABILITY

Sustainability has become way of doing business for Arvind and is not merely a unique selling proposition, and the brand is leading the way in transforming the industry...

Pg No.270

CATEGORY LAUNCH

CANDYSKIN LAUNCHES SHAPEWEAR RANGE, SMOOTHSKIN

With anti-bacterial functionality, Candyskin's Smoothskin collection helps women achieve their dream body and enhance those curves with confidence...

Pg No.278



- Mayka // pg No. 198
- Mexico // pg No. 200
- Millan Ethnic // pg No. 202
- Moonwalker // pg No. 203
- Next Look // pg No. 204
- Novio // pg No. 206
- Onn Premium Wear // pg No. 207
- Paribito // pg No. 208
- Poison // pg No. 210
- Pretty Women // pg No. 211
- Puff // pg No. 212
- Relan // pg No. 214
- Rookies // pg No. 215
- Sabhyata // pg No. 216
- Salve Mannequins // pg No. 218
- Sara J // pg No. 219
- Sheriff // pg No. 220
- Shree // pg No. 222

- SO Design // pg No. 223
- Soch // pg No. 224
- Softline // pg No. 226
- Spark // pg No. 229
- Springfield // pg No. 230
- Stride // pg No. 232
- Success // pg No. 234
- Supersox // pg No. 235
- Tab91 // pg No. 236
- Tales & Stories // pg No. 238
- Toyo // pg No. 239
- Turtle // pg No. 240
- Twills // pg No. 242
- Vamas // pg No. 244
- Wendler // pg No. 246
- Wert // pg No. 247
- YKK // pg No. 248
- Zola // pg No. 249

NORTH INDIA RETAIL AWARDS 2018 // pg No. 250



SOUTH INDIA RETAIL AWARDS 2018 // pg No. 258





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BUSINESS & INNOVATION

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< 2BME >

BRAND:

2BMe

PROMOTER:

RP-Sanjiv Goenka Group

LOCATION:

Kolkata (Acropolis Mall)

SIZE OF THE STORE:

2,000 sq.ft.

The private label apparel line from RP-Sanjiv Goenka, 2BMe launched its second exclusive brand outlet at Acropolis Mall, Kolkata. The 2000 sq. ft. store on second floor at Acropolis Mall, Kolkata is the latest addition to the retail network of 2Bme after the launch of the first EBO in Quest Mall last year.

The store showcases an exclusive western casual clothing line from 2Bme embodying the brand's vision of providing 'contemporary fashion for your every day needs'.

On the occasion of the store expansion, a 2Bme spokesperson said, "We will look at opening 10 to 12 EBOs of 2Bme in prime

malls of Kolkata, Delhi-NCR and Hyderabad. Recently we also signed on Ranbir Kapoor and Shraddha Kapoor as brand ambassadors and this is helping us create an exclusive entity for our brand."

With a minimalist yet chic design, the EBO has a contemporary look and feel giving a comfortable shopping experience each time a customer walks in.

Targeted at the age group of 22 to 35 years, the brand has everyday casual wear in a very affordable price range between ₹499 to ₹1,999. The store offers a huge collection of western clothing line including, tops, graphic t-shirts, dresses, trousers, denims, shorts, joggers, and light weight sweaters for both men and women.

"2Bme has around 15,000 styles and we have sold more than 3 million pieces so far. The brand has already crossed the mark of ₹100 crore within one-and-a-half-years of its launch and it is likely to garner a turnover of ₹300 crore in next three-four years," the spokesperson said.

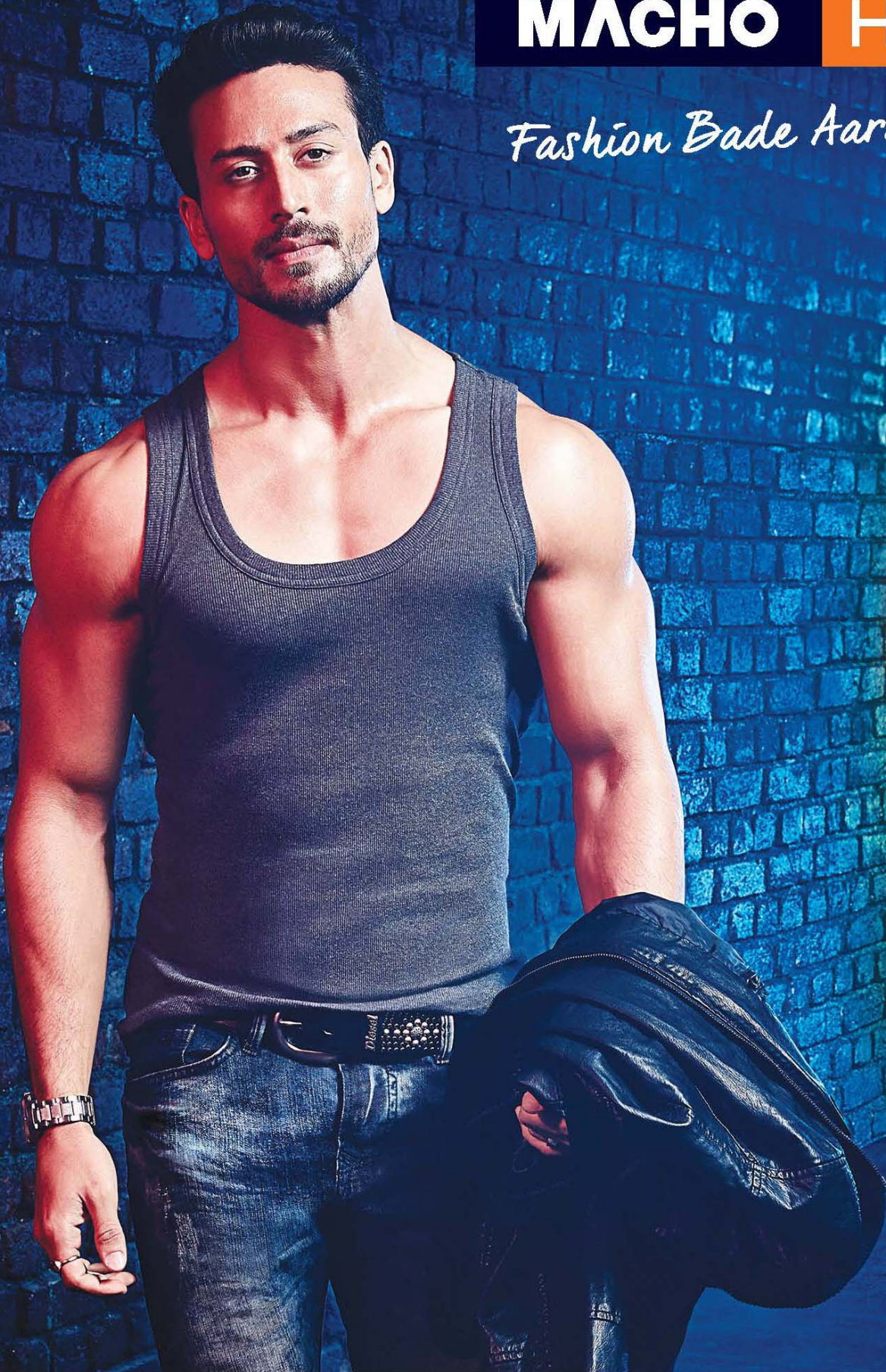
At a later stage 2Bme will be also made available through large format MBO's and e-commerce platforms.



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< INDYA >

BRAND: Indya

PROMOTER: High Street Essentials Pvt. Ltd.

LOCATION: Pune (Phoenix Market City)

SIZE OF THE STORE: 760 sq.ft.

High Street Essentials Pvt Ltd (HSE) has launched its second exclusive Indya outlet in Pune. The overwhelming love and support received by the brand in Delhi, Mumbai, Chennai, Bengaluru, Chandigarh and Pune has led to the arrival of the brand's second store in the up-market Phoenix Market City in Viman Nagar. The new outlet is spread over 760 sq. ft. allowing patrons to be able to look at an item of their choice and try it on at their ease.

Indya, an ethno-fusion brand continuously reinvents traditional Indian wear by incorporating Indian motifs, prints and embroidery in fusion wear for women. The brand aims to provide great quality clothing at affordable pricing — from ₹1,500 to ₹5,000. Indya has made a statement this festive season with its colourful skirts, palazzo pants, chic jackets which can be paired with colourful and shimmery crop tops, tunics and tops with attached dupattas, flattering high slit tunics and dhoti pants.

Tanvi Malik and Shivani Poddar, Co-Founders of HSE said at the launch of the store, “While we have traditionally been an online-led company, the offline space has increasingly become a significant revenue generator for us with our pan-India departmental store presence and exclusive brand outlets.”

While a major chunk of the company's revenue comes from its online channels, the offline sales from the 14 standalone stores across Delhi, Mumbai, Chennai, Ludhiana and Bengaluru and more than 70 shop-in-shops contribute to over 35 percent of the company's revenue. HSE is planning to open 20 to 25 new Indya stores in the next 12 to 16 months, targeting metros, mini-metros and affluent Tier-I cities.





Women's clothing brand, Madame has launched its store at Metropolitan Mall, Gurugram. Launched in 1993 by Jain Amar Clothing, Madame is a fashion-forward brand designed and created for all fashion lovers.

Spread over a massive 2,515 square feet of selling space on one floor. The new store has a cozy sitting lounge, a centralised cash counter, 4 trial rooms and 3 nesting tables. The store follows in the new design concept which reflects brand's commitment to sustainability within an architectural and fashionable atmosphere. At Madame, the in-store associates make sure to help the fashion-focused customers find styles she loves and introduces to ones she'll love to explore

Madame's new store offers the latest Autumn-Winter collection, featuring styles like Boho Chic with paisley prints in shades of black and rust. The collection also highlights comfortable denim with embellishments, ribbons, eyelets and woelens in blocks of red and grey.

The store also houses sister brands like Camla, a western wear brand from Barcelona and Aritzya that features a pretty Indo-western collection.

This is Madame's 26th store in Delhi-NCR. At present, Madame has expanded all over India with a total number of 150 exclusive stores. Madame is retailed through online marketplaces including Myntra, Jabong, and Amazon. Additionally, the brand will have its own online store to help cater its customer from anywhere, by simply visiting the website - www.glamly.com.



< MADAME >



BRAND: Madame

PROMOTER: Jain Amar Clothing Pvt. Ltd.

LOCATION: Gurugram (MGF Metropolitan Mall)

SIZE OF THE STORE: 2,515 sq.ft.

< NIKE >

Nike Inc., has opened its newest Nike House of Innovation at 650 Fifth Avenue, New York City (USA). Spread across 68,000 sq.ft., the six-level store is the pinnacle expression of modern retail, representing the best of Nike global product, experiences and sport innovation. “Nike NYC is designed to be a dynamic store environment, that is just as personal and responsive as digital,” says Heidi O’Neill, Nike Direct President. “This premium destination gives consumers an authentic, immersive and human connection to the Nike brand.”

Nike NYC engages consumers with best-in-class digital and physical services combined with premium products, experiences and features to create a new benchmark for Nike retail. Powered by digital commerce data and inspired by Nike’s newest retail concept, Nike Live, the ground floor features the new Nike Speed Shop – offering on-the-go access to the products local members know and love most. Consumers can shop these uniquely curated NYC favorites alongside seasonal picks, visit the Nike Sneaker Bar for easy access to Nike’s biggest power franchise footwear, or they can reserve items in the Nike App and pick them up in the Speed Shop digital lockers.

The fifth-floor is home to the Nike Expert Studio – Nike’s first dedicated floor to provide even more personal service to NikePlus members. These NikePlus member-only experiences, like bookable sessions with Nike Experts and the Nike by You Studio provide a destination for members to access seasonally exclusive products, get 1-1 styling and create personalized products in an elevated experience.



August_0802 / Shutterstock.com

BRAND: Nike

PROMOTER: Nike

LOCATION: New York (Fifth Avenue)

SIZE OF THE STORE: 68,000 sq.ft.

Nike NYC uses the Nike App to create digitally-connected journeys for consumers to discover, learn and find the products they want with ease and speed. New and expanded Nike App in-store features like Nike Shop the Look, Nike Instant Checkout and updated functionalities with Nike Scan to Try will offer even more choice for consumers to instantly shop in-store displays, checkout in-store or request to try-on items throughout the store. Nike’s digital service offerings will continue to evolve at Nike NYC, giving NikePlus members even more choice in their shopping journey.

Nike NYC is designed to allow consumer to shop and experience Nike products the way they want with product floors for men, women, kids, and the footwear-obsessed. The Nike Sneaker Lab on the fourth floor is the largest concentration of seasonally current Nike footwear anywhere in the globe.

The store exterior features a transformative design of both slumped



August_0802 / Shutterstock.com

and carved glass designed to reflect and create motion that mirrors the movement of athletes, elevates the Nike Swoosh and represents the iconic aesthetic of Nike Air.

The entrance to the store –the Nike Arena – showcases the most immersive seasonal and sport-inspired storytelling moments from the Brand. The space houses the Team Nike Service Desk to support the consumer’s shopping journey, and at opening, will have a Nike by You Makers Studio experience featuring the House of Innovation exclusive Nike Noise Canceling Collection. The Nike Arena is also home to a custom-designed installation called the Sport Beacon, inspired by the non-stop visual and sonic clash in New York City.



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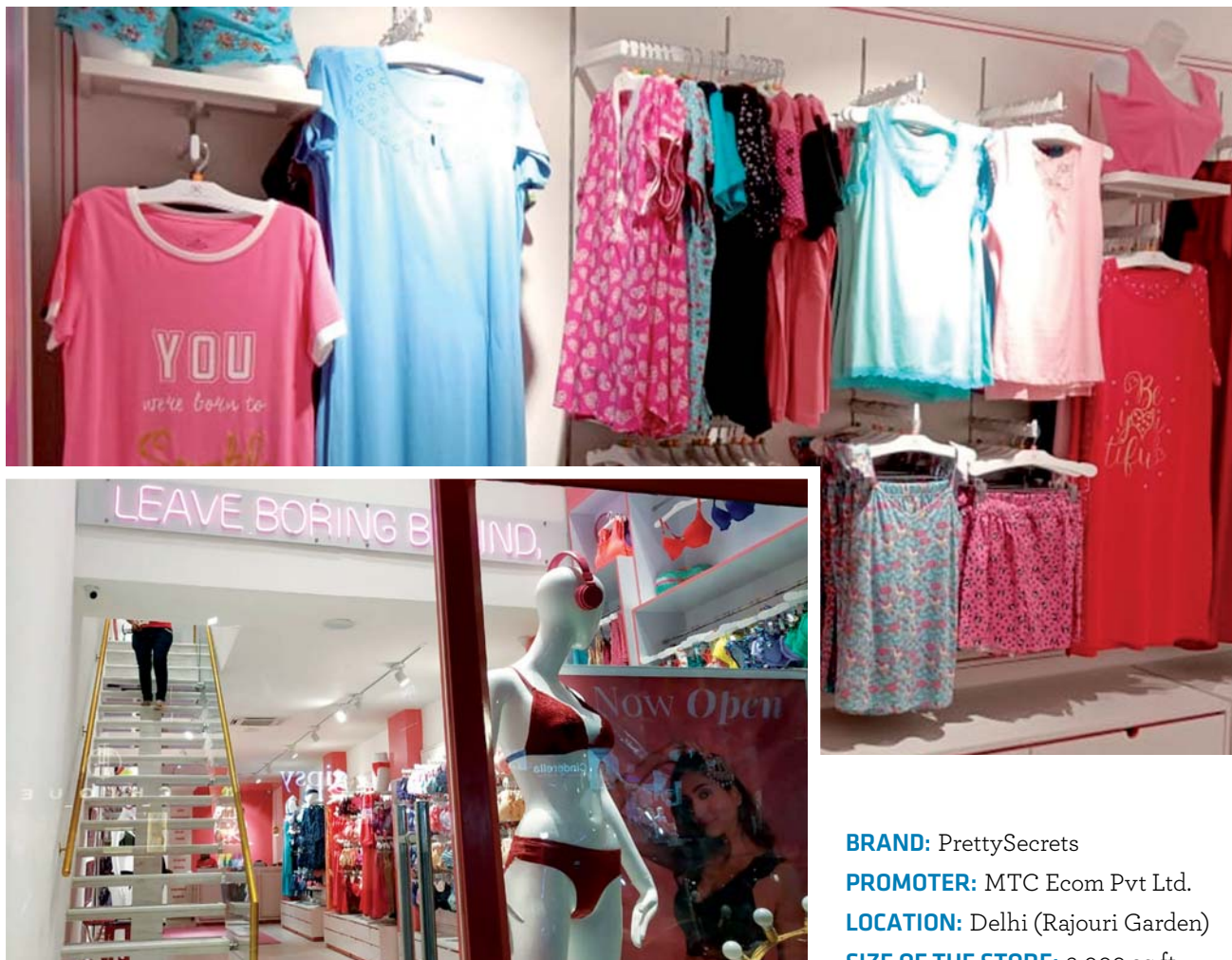
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BRAND: PrettySecrets

PROMOTER: MTC Ecom Pvt Ltd.

LOCATION: Delhi (Rajouri Garden)

SIZE OF THE STORE: 2,000 sq.ft.

< PRETTYSECRETS >

Leading lingerie brand, PrettySecrets has recently opened its flagship store in New Delhi at Rajouri Garden. This is the brand's first flagship store with an experiential set up at par with international brands, wherein the customers will get to experience PrettySecrets life in the store with the young and fun vibe. At present, PrettySecrets has 3 stores in Delhi and 25 stores across India making them one of the fastest growing brands in the lingerie segment in the country. With a sprawling space of 2,000 square feet spread over 2 floors, this store is designed to create personalised shopping experience for each of its customer. The store is well defined by its fanatical spaces, trial sessions for the customers and its friendly vibe.

The collection showcased in the store is dedicated towards redefining basic wear and is designed for young, modern and bold women. The store offers fashionable yet comfortable mix of lingerie, nightwear, active wear and swimwear at a reasonable price starting with ₹399.

On the occasion of the launch Karan Behal, Founder and CEO, PrettySecrets said, "We are delighted with the launch of our first flagship store, expanding our path in retail segment. At PrettySecrets, we believe in offering the best to our customers and redefining the sector with a fresh approach. Through our stores, we aim to become the brand of choice furthermore provide flawless shopping experience to the customers."

PrettySecrets was launched in 2011 and is the fastest growing lingerie brand in India. The brand's portfolio consists of 1,200+ products including lingerie, nightwear, activewear and swimwear. The products are unique due to their great fabric, quality, comfort coupled with uncompromising style and fashion aesthetics. The brand target group is from 18 to 35 years of age, young, stylish, confident, independent and has an uncompromising no-nonsense attitude. In a span of five years, PrettySecrets has raised multiple round of private equity investment from prominent investors. The brand has successfully launched 24 stores since April 2017 across 14 cities.



Spring And Summer

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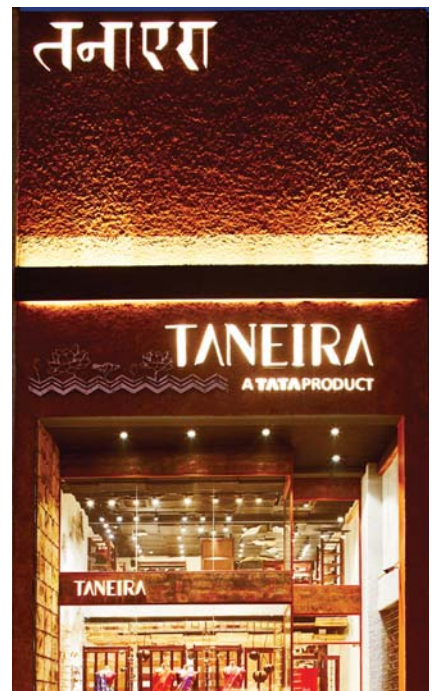


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< TANEIRA >

The youngest brand from the stable of Titan, Taneira has marked its national launch with its flagship store in New Delhi at South Extension-I. The flagship store, spread across 7,500 sq. ft. showcases a curated range of handcrafted sarees from across the country. The impressive collection ranges from Mugas from Assam; Ikats from Gujarat, Andhra Pradesh and Orissa; Jamdhanis from Bengal; Chanderis and Maheshwaris from Madhya Pradesh; and a vast collection of Tussars, India's indigenous silk.

The store also houses an entire floor dedicated to bridal trousseaus and is resplendent with Banarasi silks including the rare-to-find Raktambari, Shwetambari, Gyasar and Hazaar buti. This section also showcases a wide range of rich Kanjeevarams in myriad hues.

Speaking at the national launch, Bhaskar Bhat, Managing Director, Titan Company Limited says, "As a company, we believe that sarees is a natural extension for Titan - we have created design-led lifestyle brands

that enable self-expression - Titan, Tanishq, Fastrack, Xyls, Raga, Skinn (fragrances) and now Taneira. Similar to the jewellery market when we began, this 5,000 year old category is a large, unorganised market and underserved in terms of authenticity of the product. Seeing the tremendous reception we have had in our pilot stage of the business, we are confident this venture will be an opportunity for us to build relevance and enable transparency and authenticity for the customer."

Ajoy Chawla SVP, Strategy & Business Incubation at Titan Company Limited adds, "Given the rich heritage of Indian textile weaving and crafts, Taneira has chosen to celebrate sarees, handmade with love from pure and natural fabrics, handpicked from the diverse weaving clusters of India; thus delivering an expansive and exclusive collection, all under one roof."

"Taneira celebrates authenticity in every sense of the word - in our products, in our retail experience, in our crafting of the store, and most importantly, the woman that we stand for. The Taneira woman is

BRAND: Taneira

PROMOTER: Titan Company Limited

LOCATION: Delhi (South Extension-I)

SIZE OF THE STORE: 7500 sq.ft.

unapologetically herself, comfortable in her skin; rooted yet progressive. She wears the saree out of choice, not compulsion and celebrates tradition but is not bound by it," says Shyamala Ramanan Business Head, Titan Company Limited.

The flagship store is a reflection of the brand's philosophy - the store has been designed using purely natural materials, handmade by artisans across India. Taneira's celebration of traditional Indian crafts in an upscale earthy setting comes alive not only in the vibrancy of their product range, but also in this unique store, designed by Auroville-based Dharmesh Jadeja, founder of the design firm Dustudio. A visual treat for the keen eye, this store reflects the magic of Indian textiles, motifs, landscape and culture. The brand has created an intimate yet relaxed browsing experience and a full-fledged style studio that houses ready-to-wear blouses, customisation and tailoring services to complete the perfect ensemble.





< TOONZ >



BRAND: Toonz

PROMOTER: Toonz Retail India Pvt. Ltd.

LOCATION: New Delhi (Dwarka)

SIZE OF THE STORE: 1,500 sq.ft.

The fastest homegrown kids retail chain, Toonz has further expanded its presence in Delhi by launching a store in Dwarka. This is the ninth store of Toonz in Delhi-NCR. Successfully operating 105+ stores spread across 52 cities in 15 states, Toonz offers a wide range of products for all needs and occasion of kids from 0 to 12 years of age.

The new store is spread over an area of 1,500 square feet and offers premium experience and quality to its customers at affordable price range with kid's apparels starting from ₹199 and newborn baby wear starting at ₹69.

Toonz's new store in Dwarka offers a complete range of exciting kids' products including fashion, baby care, nursery, toys and school supplies amongst others. In apparel, the collection has been created keeping in mind the current trend, and the collection is all about comfort, attitude and style.

Toonz flagship brands — WowMom, Super Young and Super Young Celebrations will also be available at the newly launched store.

"North India has always been our one of the most preferred markets when it comes to expanding our market. And with the launch of another store, we intend to deliver quality products to our consumers. Since its inception, Toonz Retail has established a strong presence across the country through its quality driven yet affordable clothes and accessories for kids'. Our products have received phenomenal response from parents and kids' across the country. This has motivated us to tap more and more regions and we are excited to launch of 9th store in Delhi-NCR," says Sharad Venkta, Managing Director and CEO Toonz Retail India Pvt. Ltd.




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BRAND: Horra

PROMOTER: PB Global

LOCATION: Chandigarh (Sector 17-C)

SIZE OF THE STORE: 300 sq.ft.

IMAGES Business of Fashion

< HORRA >

Accessories brand, Horra has opened its exclusive brand store in Sector 17-C, Chandigarh. Spread across 300 sq. ft., the new store offers watches, bags and accessories for men and women. The brand echoes the aspirations of Millennials who are ambitious and progressive.

Horra redefines the idea of a luxurious experience that is fresh and vibrant yet affordable! Handcrafted with precision, offering the latest trends and vogue style in each of our products and fabricating fashion that is the perfect combination of style, quality and craftsmanship.

Launched in 2016, Horra has been successful in making its presence felt in the accessories market in India. The brand has 4 SIS format stores and 3 Horra standalone counters in renowned malls. It is also available in 27 gifts-watches-luggage-and-stationery shops. It has partnered with 46 retailers/MBOs in Mumbai and Pune to retail its brand.

The brand is available on all major shopping portals like Jabong, Myntra, Amazon, Flipkart and Shoppersstop.com. It also has its own e-commerce website, www.horraluxury.com.



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Clovia



CLOVIA EYES INTERNATIONAL EXPANSION OVER 5 YEARS

A sneak peek into the business dynamics of Clovia and its plans of aggressive expansion into international territories...

Charu Lamba

Clovia, a premier lingerie brand backed by Ivy Cap Ventures, Zurich-based Mountain Partners AG and a clutch of private investors, has recently opened its 10th store in New Delhi.

Founder and Director, Neha Kant, says that apart from the 10 EBOs in Delhi, the brand has 2 EBOs in Gujarat and 1 in West Bengal. The average size of a Clovia store is between 275 and 400 sq. ft. "Aside from this, we are also present in 50+ shop-in-shops in these three states in India," she said.

"We have also introduced a new distribution model - Clovia Partnership Program. Under this program, we invite women around the country to educate other women about sizing and fits and run their enterprise by selling Clovia products from the comfort of their home. At present, we have around 3,000 members on board," she adds.

Operating Model

The lingerie brand sells through direct sales channels including exclusive brand e-store, partner websites like Myntra, Jabong, Flipkart and Amazon among others and also through offline retail outlets.



QUICK FACTS

- In the US \$4 billion lingerie market, which is growing at over 22 percent CAGR and is projected to grow at a CAGR of over 24 percent during 2018-2023, Clovia grew 30 percent plus over last year.
- Growth projected for Clovia is upwards of 50 percent for the coming financial year
- The brand, whose sales brand have grown 8X in last 36 months, is eyeing presence in 24 EBOs and 100 MBOs in 4 states by March 2019.
- Clovia is also looking forward to expanding its presence in new geographies including Malaysia, Indonesia and Nepal.



“We have introduced a new distribution model - Clovia Partnership Program. Under this program, we invite women around the country to educate other women about sizing and fits and run their enterprise by selling Clovia products from the comfort of their home. At present, we have around 3,000 members on board,”

—Neha Kant,
Founder and Director Clovia

“As a brand, we want to be present at every customer touch point and offline was a natural progression for us. The intent was to make product touch-points that can be brand builders and self-sustaining at the same time. While online continues to grow profitably, offline helped us capture a completely complementary user base, while continuing to build the brand,” asserts Kant.

“Our Noida office is also the central design hub. Designs and raw materials are shipped out to exclusive third party manufacturing units which have been incubated by us and work exclusively with us. Our skillful use of technology helps us ensure the industry’s most efficient mind-to-market and extremely tight inventory management. On the online front, we’ve innovated to deliver some of the best sales conversion rates. These innovations have ensured the

company is operationally profitable since inception,” she adds.

TG & Product Portfolio

The brand’s target audience includes working women between the ages of 25-35 years and young girls aged between 18 to 24 who are either in college or have just entered the workforce.

The brand designs, manufactures and sells premium fashion lingerie, innerwear, nightwear and shapewear. Tier II and III contribute to over 60 percent of Clovia’s orders.

“Clovia has redefined the lingerie market by going beyond standard fits, colours and sizes. We offer customers a wide variety of choices in ‘everyday essentials’, along with ‘fashion solutions’ keeping up with customer’s evolving wardrobes,” says Kant.

“As a brand which lives on feedback, and iterates its entire portfolio basis that, we are focused on a few major categories for now and have been slowly expanding our category focus. Clovia, started predominantly as a ‘bra & brief’ brand which extended into nightwear, shapewear and loungewear with time and demand. Within the categories, we’ve identified a lot of



verticals, for example, in bras, we have ranges for beginners and nursing mothers, as well as sizes till 44F. We launch 200+ new options including colours and prints per month across women's bras, briefs, nightwear, shapewear, lounge wear, resort wear, swim wear, leisure wear and active wear categories," she explains.

The brand, which produces all its products in India, offers 2,000+ plus styles across categories.

Supply Chain & Production Capacity

Clovia is a full stack lingerie brand that controls every part of its supply chain from mind-to-wardrobe.

"We procure raw material, design in-house, manufacture in third-party facilities working exclusively for us, ensure our own 4-level quality control and sell through a host of direct sale channels. Every product we create is first made in small quantities, monitored via state-of-the-art backend technology, which predicts future sales (based on sales patterns and customer feedback) and recommends what further quantities should be produced," states Kant.

At the moment, the brand is manufacturing almost a million units per month and ship close to 2 million units in a quarter.

"We deliver pan India across 970 cities and to over 13,000 pin codes," she says, adding, "Clovia has an established operating infrastructure with a 30,000 sq. ft. capacity warehouse and a wide distribution network with logistic partners pan India."



A Technology Forward Company

Clovia uses smart technology and big data analytics for smart management of inventory ensuring that they have a highly consumer-relevant range all times with high sell-through rates resulting in industry best inventory holding.

"We have set up a unique distribution system (both online and offline) which is based on direct interaction with customers, getting their direct feedback and using the same in planning the next product range. Big data played a big role here and this led to an extremely strong connect with our customers, leading to creation of a brand on the back of experience and not pure-play marketing," she says.

"We use smart technology and big data analytics to plan consumptions and purchase patterns. We stock the

maximum number of SKUs in the industry with minimum inventory holding. Also, using technology for geographical understanding of tastes, we're bringing structure to a traditionally unorganised market," she further states.

Future Plans

The lingerie brand is expanding both in the online and the offline space with equal vigour. The brand is putting in the effort to understand audiences and nuances of each channel to ensure a true Omnichannel experience for customers and sellers. This is the key focus for Clovia over the next five to six quarters.

"We have been operationally profitable, and we are planning to expand our presence in four more geographies like Malaysia and Indonesia in the coming four to five years," she says.

The brand currently generates around 15 percent of its revenue from offline channels and expects the revenue to witness a 50 percent growth in the current financial year.

"Clovia gets over 55 percent of its total online sales through its own website which will maintain its share. The rest comes from online marketplaces such as Amazon," Kant concludes.



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LARGE FORMAT VALUE FASHION RETAILER UNLIMITED TO OPEN 30-40 STORES IN 2019

Arvind Fashions' large format value fashion retail format, Unlimited, has big plans for 2019. The brand plans to open 30 to 40 stores this fiscal. . .

A large format value fashion retailer by Arvind Fashions, Unlimited is looking to open 30-40 stores this fiscal. According to Shekhar C S, CEO, Unlimited, the brand has a lot of catching up in terms of opening the stores, since they are the last entrants in the value segment chain.

“Our primary focus is to open 30-40 stores every year and that would involve an investment of ₹120 crores,” he says.

“We have recently opened one store in Punjab, in keeping with our goal of focusing more on North India. Delhi-NCR and Uttar Pradesh will be our next focus markets. So far, we had restricted ourselves to the Western market, and we are strong in Pune. We also have a very strong presence in the South. The East is a market which we will be exploring a little late.”

At present, the brand has 100 stores across 60 cities.

“This year, we will be pulling in close to ₹1,000 crores and for like-to-like store growth, we are expecting about 15 percent growth,” he adds.

Brand Portfolio

The large value fashion retailer sells in-house brands like Excalibur, Colt, Newport, Karigari, Anahi, Suger, Ruggers, along with licensed brands such as Elle Studio and Cherokee.

“Almost 90-95 percent of our turnover comes from our private labels,” says Shekhar C S.

The Omnichannel Experience

“Omnichannel is part and parcel of all retail today and that is the environment that we all need to accept. It is a big part of our growth strategy. We are now getting into region-based Omnichannel to start with as we are majorly concentrated in South,” he states.

Apart from this, the brand whose stores spans across 10,000 sq.ft. area, is also planning to introduce a fully-digitised store soon.

Tracing The Brand's History

Three-and-a-half years ago, Arvind Fashions closed its discount-based venture Megamart to start a private label in the value fashion space.

“Arvind is a very old group and has had a very strong presence in menswear. This provided us with the perfect opportunity for getting into a family concept. With Unlimited, everything just fell into place very nicely,” he says.

“As a group, Arvind does not believe in cheap products. Our objective is to give the consumer value-based products, while laying the emphasis on quality,” he concludes.





AKS CLOTHINGS CROSSES ₹100 CRORE MARK

Women's wear brand, AKS Clothings, was started in 2014 with a seed capital of ₹3.5 lakh. In a very short span of time, it has emerged as one of the biggest fashion e-tail brand firms in the country...

IMAGES Business of Fashion

The online apparel brand of Yuvdhi Apparels, AKS Clothings has crossed the ₹100 crore revenue mark in the third quarter of the fiscal year 2018-19. The women's wear brand was started in 2014 with a seed capital of ₹3.5 lakh. In a very short span of time, it has emerged as one of the biggest fashion e-tail brand firms in the country.

Dealing majorly in ethnic and contemporary wear, AKS Clothings offers a plethora of original and comfortable styles in flattering patterns and elegant weaves. It has its headquarters in Gurgaon and an integrated network of printing, dyeing, stitching and manufacturing units in Jaipur. It sells its products through top online fashion stores like Myntra, Jabong and Flipkart and now it has its own webstore, www.aksclothings.com.

To scale up the offline penetration via shop-in-shop and B2B modules, it has recently opened two offline stores in Nagaland, and it is further aggressively working towards opening at least 20 stores pan India by mid-2019.

On this achievement, Nidhi Yadav, Founder and Creative Head, AKS Clothings said, "It's a moment of great pride for the entire team of AKS Clothings. Crossing the ₹100 crore revenue without any external funding and being profitable all through the journey is indeed a great achievement which wouldn't be achieved without the support of our creative and hard-working team."





NYKAA AIMS AT 100% GROWTH THIS FISCAL, TO OPEN 200 STORES BY 2020

Nykaa reported a revenue of ₹570 crores in 2017-18. The brand has been EBITDA positive for two quarters in a row. The retailer is on a path to 100 percent revenue growth in the current financial year...

Charu Lamba

In 2012, investment banker turned entrepreneur, Falguni Nayar, Founder & CEO, Nykaa.com, left the comfort of her 19-year-old job to pursue her dreams. She entered into the beauty space and launched a beauty portal, Nykaa, for the growing number of beauty consumers in India and since then there has been no looking back.

Talking about the idea of entering an altogether new space in the business of beauty, Falguni says, “I once walked into a Sephora store and was amazed by the profusion of brands, the beautiful displays and the women behind counters who offered advice, sold beauty products and helped women discover a whole new side to themselves. This and other exposures to multi-brand online retail made me realize there was such a huge gap in India with a severe dearth of good multi-brand retail experiences in the beauty and wellness space. I saw the need for a multi-brand retail format that gives unbiased advice to consumers, being able to guide them on the right products for their beauty and health concerns. It was a risk I was willing to take but, I am happy to say that the concept has been well-received by our customers.”



“We started as online retailers, but we knew from day one that we will open stores as well. For the first four years, we were solely online-focussed and after that we added two more business verticals – our private label business and physical store business. At present, we have around 300 SKUs of our private label and 22 stores.”

–Falguni Nayar
Founder & CEO, Nykaa.com



And there is no doubt, Falguni has achieved what she dreamt of. Today, Nykaa is one of the strongest players in the e-commerce space, which is all the more impressive since the portal caters to a niche category unlike others that have a multi-category offering.

“We started as a multi-brand player with 500 brands on-board. And at that time, there was no other like us. It was not so tough to attract customers and make them to shop from Nykaa.com, but at the end of the day, our private label is an incremental value add for our customer. We will never push only our private label and we continue to be a multi-brand retailer. Currently our

private label business contributes less than 10 percent to the overall revenue,” says Adwaita Nayar, Head-Retail, Nykaa.com.

When she started the brand, Falguni’s vision was to be synonymous with beauty in India. “We started as online retailers, but we knew from day one that we will open stores as well. For the first four years, we were solely online-focussed and after that we added two more business verticals – our private label business and physical store business. At present, we have around 300 SKUs of our private label and 22 stores,” she adds.

At present, the company delivers to 19,000 pincodes and has 1,20,000 SKUs to offer.

Reiterating on the key aspects that Nykaa has implemented which make it among the top players in e-commerce today, Adwaita says, “There are three things which have helped us perform well. First is our selection. We wanted to have the widest brand assortment in India for beauty. Any beauty brand you can imagine whether it is a local brand, national brand or international brand and even luxurious brand, we have it all. A large part of our focus is on brand assortment and getting brands and maintaining those brand relationships. We became known as the place to buy the largest selection of brands possible and that has been one of our core strengths.”

Another strength of Nykaa’s has been content. Beauty as a category needs a lot of education and advice. We wanted to integrate a lot of content into the experience. A team of 50 people work on content – making videos, beauty tutorials, and organising chat sessions of customers with beauty advisors to spread awareness of products.

>

The third largest pillars of strength for Nykaa have been marketing and brand creation. The digital marketing team of the company has had success in terms of creating a buzz around products.

Offering a Luxe Experience

All Nykaa stores are company-owned and come in two formats - Luxe and On Trend. Luxe stores span around 1,500-2,000 sq. ft. while the size of On Trend stores is around 600 sq. ft. Luxe stores are brand-focussed, whereas On Trend stores are less brand driven and – as the name suggests – more about hosting products that are in vogue and category-led.

The company has recently launched a flagship Nykaa Luxe store in the DLF Group's newly-opened lifestyle destination mall, The Chanakya, in New Delhi. The store is spread over 2,500 sq. ft. and offers a unique set of luxe brands across makeup, skincare and fragrances, including M.A.C Cosmetics, Estée Lauder, Bobbi Brown, Clinique, Christian Dior, Guerlain, Givenchy, Forest Essentials and Kama Ayurveda.

As an exclusive first, the store showcases a shop-in-shop experience from Jo Malone London and Tom Ford as well as the entire range of Huda Beauty products. Also available at the store is Nykaa's in-house portfolio of beauty products across cosmetics, naturals, bath & body and fragrances, Nykaa Beauty.

The interiors are a completely new retail concept – a luxurious beauty lounge. Focused on experientials, the signature feature of the store is the 100 sq. ft. horseshoe shaped vanity area where customers can touch and feel products for a first-hand experience. Also featured is a dedicated social media section framed by the inspirational LED sign 'Led by Dreams'.

NYKAA'S STAR POWER

- The leading beauty retailer has signed on Bollywood actor and millennial icon Janhvi Kapoor as their brand ambassador. She is appearing in digital, TV and print advertising campaigns and playing an active role in creating social media content for Nykaa.
- Since the success of her first film earlier this year, Janhvi has emerged as a strong voice for millennials, showcasing an authenticity that makes her a perfect fit for Nykaa. Her talent, confidence and determination to succeed reflect Nykaa's values of empowerment and encouraging women to realize their dreams. She is helping communicate Nykaa's unique identity in the Indian market with an unmatched curation of the best of beauty products along with engaging content to excite and indulge beauty enthusiasts across India.



Nykaa first introduced luxury beauty to the online consumer in 2016 with the launch of M.A.C Cosmetics, Clinique, Bobbi Brown and Estée Lauder. Since then it has expanded its portfolio to include over 50 luxury beauty brands across makeup, skincare and fragrances with the luxe category now accounting for over 15 percent of the total sales at Nykaa.

According to Falguni, "This Nykaa Luxe flagship store is designed to allow customers to indulge themselves. It brings together our largest collection of luxury beauty brands with opportunities for customers to experience the products first hand at our vanity stations. Our

expertly trained beauty assistants will be available to offer personalized solutions to every need. The growth in luxury beauty purchases reflects the discerning nature of our customers who are ready to invest in the best of beauty. With our Omnichannel access and educational content we want to be able to guide and engage our customers as they build their beauty regimes."

Why Should Women Have All The Fun?

To capitalise on the growing interest among male consumers towards grooming and personal hygiene, Nykaa launched NykaaMan.com, India's first multi-brand e-commerce store dedicated to men's grooming.

Launched in July this year, NykaaMan.com offers products across categories like shaving, hair care, grooming kits, bath & body, beard care, sexual wellness and sports nutrition with brands such as The Shave Doctor is exclusively available in India with NykaaMan as well as brands like Kiehl's, Clinique for Men and Beardo.

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“Nykaa Design Studio is already live, and we will slowly start building in lingerie, athleisure into that,”

– Adwaita Nayar
Head-Retail, Nykaa.com

The e-tailer offers expert advice and opinions on choosing the best regime. Male customers currently account for 20 percent of the Nykaa database and 15 percent of the social media following. A significant focus of the product selection is on men’s fragrances, luxury skincare and premium natural products as well.

Falguni says the market for male grooming in India is estimated to be worth more than ₹5,000 crores with male customers spending more time and money on personal grooming and this has led to the launch of several brands and product ranges specially targeted to men.

“We think, by next fiscal year end, NykaaMan will be 10 percent of the overall revenue,” states Adwaita.

The NykaaMan curation will also extend soon to Nykaa’s offline offering, available at Nykaa On Trend and Nykaa Luxe stores across the country.

Exploring Other Categories

Apart from this, the beauty e-tailer has also introduced new verticals including Nykaa Design Studio, a curation of premium Indian fashion designers and



Nykaa Pro – a portal for professional beauty consumers.

“Nykaa Design Studio is already live, and we will slowly start building in lingerie, athleisure into that,” says Adwaita.

In March 2018, Nykaa also launched Nykaa Network – a community for encouraging consumers to engage and create beauty conversations, which today has already built a user base of 300,000 followers.

IPO ON THE CARDS

- The company is looking at going public in two years and has begun preparations for its initial public offering (IPO), something which is close to Falguni’s heart since she is former investment banker-turned-entrepreneur.
- “We are already on a path to prepare for an IPO. Before IPO, you need to be formally run and follow a bunch of processes. We also have appointed KPMG as our internal auditor. It (IPO) will happen by calendar 2020,” states Falguni.
- Lighthouse India Fund III Limited, an affiliate of Lighthouse Advisors, India’s leading, consumer-focused private equity manager, has recently invested Rs 113 crore to acquire a secondary stake in Nykaa. The beauty e-commerce portal raised Rs 160 crore through primary and secondary share sale with participation of existing investors earlier this year.

Expansion & Growth

Nykaa reported a revenue of ₹570 crores in 2017-18. The brand has been EBITDA positive for two quarters in a row. The retailer is on a path to 100 percent revenue growth in the current financial year.

“We have set a target of growing by 100 percent to reach about ₹1,100 crores in the current financial year,” asserts Falguni. Going forward, the company looks to expand its portfolio with the launch of exclusive brand partnerships and increasing its offline footprint to 180-200 Nykaa stores in the next 4-5 years. The beauty retailer is looking to spend ₹20-30 crores to aid the physical expansion plans. At present, physical stores contribute under 10 percent to the online beauty retailer’s revenue.

“I think offline will eventually contribute about 15-20 percent of the whole business but online will remain the main focus,” states Adwaita.

When asked if the company is looking raising funds to support its expansion plans, Falguni reveals, “We may look at raising funds. But it will not be a lot.”

Falguni concludes that the company is looking at bringing in about 20 new brands this year. At present, it sells over 850 brands across makeup, skincare, hair care and wellness categories.



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Luxury brand Shazé, which started its journey in 2001, is on a mission to create world class designs that become the ultimate expressions of urbane life. Peculiarity, innovation has been at the core of the brand psyche since its inception.

Made for the aesthete, the connoisseur, the fashion literate and the bold; Shazé products have carved a niche in the luxury goods spectrum. By collaborating with talents from across the world, the brand amasses the most audacious and unconventional designs, thereby fabricating the very essence of its products. Each piece is carefully crafted to match the ever evolving needs of Shazé's customers.

LUXURY BRAND SHAZÉ EYES EXPANSION IN 2019, TO OPEN 8-10 EBOS

Made for the aesthete, the connoisseur, the fashion literate and the bold; Shazé products have carved a niche in the luxury goods spectrum. By collaborating with talents from across the world, the brand amasses the most audacious and unconventional designs...

Surabhi Khosla & Rosy Sharma

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“Our primary objective while fixing on pricing and merchandising is to meet customer expectations and deliver the best shopping experience. Pricing is not only a means to earn margins, but more importantly to assign an acceptable value for our products in the minds of our consumer,”

—Samrat Zaveri,
Founder and MD, Shazé,

Shazé began as a silverware gifting brand out of one store at Hughes Road in Mumbai. Its superlative offerings were an instant hit with consumers, and this inspired the brand to broaden its range to include contemporary art jewellery as well as accessories like watches, perfumes, cufflinks and clutches. The brand also started dabbling in housing, home and office decor.

QUICK FACTS

- Shazé is retailing through 24 Exclusive Brand Outlets, 6 Shop-in-shops as well as their own website, with a target of doubling its penetration this year.
- The brand is present pan-India including in Delhi, Chandigarh, Kolkata, Indore, Raipur, Varanasi, Hyderabad, Chennai and Goa.
- It is ambitiously looking to grow its presence in the North and East of India in 2019.
- The average store size for Shazé is 450 sq. ft.
- The brand's largest - 2,300 sq. ft. - store is present in Delhi

Shazé's merchandise is priced based on seasonality of products and consumer demographics. “Our primary objective while fixing on pricing and merchandising is to meet customer expectations and deliver the best shopping experience. Pricing is not only a means to earn margins, but more importantly to assign an acceptable value for our products in the minds of our consumer,” says Founder and MD, Shazé, Samrat Zaveri.

Retail Presence & Expansion Plans

“Bolstered by the positive response we had in our initial years, we had to rapidly increase our retail presence to keep up with the demand and to be

accessible to our customers across the country,” Zaveri explains. “We also needed to invest more in branding to increase awareness on Shazé.”

The brand swiftly opened 11 stores in Mumbai and went on to expand pan-India including in Delhi, Chandigarh, Kolkata, Indore, Raipur, Varanasi, Hyderabad, Chennai and Goa. Today, Shazé is retailing through 24 stores, 6 SISs as well as their own website, with a target of doubling its penetration this year. “We are ambitiously looking to grow our presence in the North and East of India this year,” says Zaveri.



Aside from increasing the number of stores, the brand is also working towards increasing their store sizes from the average of 450 sq. ft. in 2019.

“Our biggest store is in Delhi is 2,300 sq. ft. Moving forward, we want to open more such destination stores to house a larger offering for our clientele,” Zaveri states.

Location Strategy

The brand likes to keep its options open, opening stores in both high streets as well as malls in a bid to expand its reach.

“We prefer both, the only consideration being the footfalls received at each location. High street strips are limited but they make the brand visible as a part of a larger premium offering. Meanwhile, malls on the other hand come with readymade footfalls since they have transformed into family entertainment centers, and are proving to be profitable for the brand,” Zaveri explains. “Another advantage of opening a showroom in the mall means marketing spends get divided as malls help in promotions with a single objective of driving footfalls and increasing sales. It’s a collective effort between the brand and the mall management to bring the right customer to the store,” he adds.

Since India’s luxury retail sector is still nascent with only a handful of brands present in the space, one of the major challenges faced by luxury retailers is the lack of retail space for outlets to really shine. High import duties and entry barricades faced by international brands are also very daunting.

However, Zaveri is of the firm belief that all this is set to change in the next 5 years, with India becoming one of the fastest growing economies with a huge middle class population aspiring towards luxury and with a disposable income to match.



Omnichannel Presence

In keeping with this change, and with the aim of wooing the consumer who desires, and is happy to spend on luxury, the brand is turning Omnichannel. It’s strategy is simple – to have the same face for the brand at every customer touch point, be it in store, online (desktop and mobile), at exhibitions or events.

“The brand experience has to remain same for the customer everywhere,” explains Zaveri. “The recall and brand loyalty increases only when the transition of the existing customer is kept seamless at every brand interaction outlet.”

He adds that it is imperative that both channels operate in sync with each other.

About 70 percent of luxury purchases today are influenced by online interactions, with shoppers partaking in at least one digital interaction with a brand before buying. E-commerce is

just another avenue to sell products. With the unprecedented increase in Internet penetration and abundance of devices like mobile and tablet, online shopping has become the go-to, especially for Millennials.

“While older shoppers have traditionally been the growth engine of luxury sales, Millennials and Gen Z consumers are driving 85 percent of global luxury sales growth today, with affluent out of these two categories now representing over 30 percent of all luxury spending. To succeed, a brand needs to be wherever the customer moves – online or offline. It’s about being relevant in the lives of the consumer,” says Zaveri.

In-Store Tech Innovations

Meanwhile, digital transformations in retail technology are redefining the way these affluent consumers see shopping – as an experience. Shazé’s goal this year has been to make its stores digitally forward and enhancing what it delivers best – a real and personal shopping experience.

“We have introduced exciting in-store technology, wherein with the help of sensory-based technology, customers can browse through and interact with products, seeing all facets and features of products on a screen,” Zaveri explained. “We do everything necessary to offer a superlative experience to the consumers.”

What the Future Holds

Shazé expects to do between 50 to 60 percent growth this year over last year. The brand aims to increase its presence across the country.

“Our goal is to fast track our growth story and rapidly expand within the country and internationally. We are planning at least 8 to 10 new stores in 2019,” Zaveri concludes.



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—JP Shukla,

Co-Founder & CEO, 1-India Family Mart



1-INDIA FAMILY MART: A BIG DEAL IN SMALL TOWNS

Value retail store 1-India Family Mart has pioneered the concept of meeting profits by virtue of large scale reach and unique target audience segmentation, while maintaining quality at extremely competitive and affordable prices...

Surabhi Khosla

Delhi-based Nysaa Retail Pvt. Ltd., which operates a chain of value retail stores under the brand name 1-India Family Mart across Eastern and Northern India, has stepped up its expansion plans. The fastest growing value retail chain in India plans to invest ₹200 crore and open around 100 stores in the next fiscal.

1-India Family Mart has been consistently proving its mettle as one of the fastest growing value retail chains by providing affordable fresh fashion and general merchandise to its large customer base in Tier II and III cities. With its inception in 2013 and a vision to address the need of 75 percent of the population that resides in the small towns and cities of India, 1-India Family Mart looks to expand and accumulate around 12 lakh sq. ft. of retail space by 2020.

In an exclusive interview with IMAGES Business of Fashion, JP Shukla, Co-Founder and CEO of 1-India Family

Mart, talks about the thought behind starting his brand, the work that goes in catering to a small town, lower middle class audience and the company's plans for the future.

Tell us about 1-India Family Mart.

1-India Family Mart started in 2013. The major motive behind this brand is to cater to a lower income group and be present in B, C and D towns. Currently, we have 66 stores and they are majorly in C and D towns. It's not that we don't want to come up with A and B towns, but C and D towns are our primary focus areas, coming up to B in later stages. Initially we were more present in eastern Uttar Pradesh – we are there 12 districts of Bihar and 8 districts of Jharkhand, we have a store in Chhattisgarh and we're coming up in 2 more there. We have a store in Uttarakhand and we are planning to expand to the North East as well. The initial idea is to cover prominent districts of Uttar Pradesh, Bihar, Jharkhand, Assam and Chhattisgarh. We are planning on expanding to 100



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stores in these districts in the next two years and then we will think of expanding to other districts in the periphery. We've already opened 66 stores in FY2017-18. We aim to hit the 100 store mark. Stores can vary between 7,000 to 10,000 sq.ft. with the average store size being 8,000 sq.ft.

We specialise in apparel for men, women and kids, which makes up 80 percent of our business. Apart from this we have lifestyle products, accessories, home furnishings and household products that give us the other 20 percent of our revenue.

What's your location strategy?

Since we cater to the lower middle class category, we try and open stores in areas which already have some footfall. We try and enter markets where we are first or second movers at the most. We try and give people some sort of an experience in these places - more than just shopping.

Take for example our store in a remote place in Uttar Pradesh called Balrampur. Our store is - believe it or not - the only recreational centre there. People come to our store at the end of the day to relax and we are trying to build on this experience by creating activities around special days like Valentine's Day. The ticket size is very small here.

Who's your target audience and in this TG, how important is customer satisfaction in each group?

Our target audience is lower middle class, whose average monthly take home is between ₹5,000 to ₹25,000.

It's very important - as important as when you would be targeting a high income group. We train our staff to ensure that our customers are a pampered lot and we were one of the first retailers to train our retail associates to look after all needs of consumers. Shoppers in C and D towns are a more confused lot, so they probably need more convincing and indulging than others in A towns to come and shop.

What are the marketing strategies that you need to employ to bring in consumers?

We do everything we need to do - from door-to-door pamphlets, targeted ads in print media, lucky draws, automobile

The major motive behind 1-India Family Mart is to cater to a lower income group and be present in B, C & D towns. Currently, it has 66 stores majorly in C and D towns. It's not that they do not want to come up with A and B towns, but C and D towns are their primary focus areas.

pastings, hoardings. Ultimately, our marketing is not a very costly affair as compared to A towns or B towns, so we try and bombard the customer from all possible mediums. One of our most effective marketing campaigns has been scratch coupons which provide cashback - we activate this whenever there is a dull season and we find that this has done very well for us.

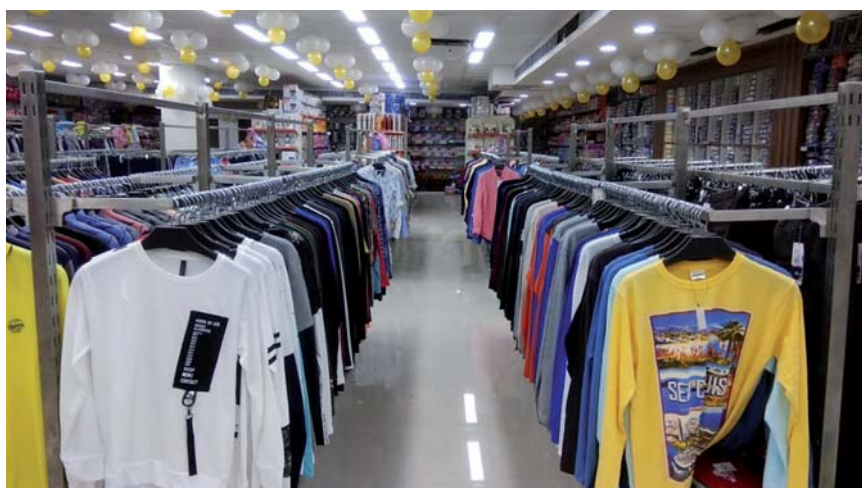
Tell us about your business model.

How does your supply chain work?

The concept of 'Value Retail' has been successfully cracked by 1-India Family Mart by catering to the aspirational and pocket-friendly requirement of the buyers, bringing high street designs at affordable prices for the multitude.

As far as work goes, we have a centralised sourcing model. We source from different manufacturers throughout India. All the material finally gets accumulated at our central warehouse which is in Gurgaon and then shipped to our stores with the aid of a fleet which we have contracted.





Since we have a huge vendor base – almost 600 – which creates lines for us every day, we don't even have to worry about outdated fashion as everything is already updated. These vendors are creating, innovating and finding the latest trends in the trade and then supply to us. We create visibility of their products through our stores in a short period of 40 to 45 days.

What's your pricing strategy?

We work on an open costing model with the vendors, wherein the vendor has to present his costing and we price our products accordingly so that the vendor gets his share and we make a profit too.

Our business is purely price driven – not driven by fashion aspirations, hence we're very conscious about pricing. We need to study data and figure out which are the best price points to sell our products at.

Internet penetration has increased in Tier III and IV towns giving them access to clothes via e-commerce.

How do you counter the heavy discounting e-tailers have to offer?

To be precise, even if you look at established markets of the world, the e-commerce penetration is not beyond 4 to 5 percent. India has a long way to go. Aside from that, India is not India, it is actually Bharat and the periphery which we target, and Internet is still not very widespread, so Internet shopping will come 15 to 20 years down the line. So, we really don't have much to worry about in terms of online competition for now.

How much are you planning on investing in your business over the next year?

We have raised close to US\$ 7 million from Carpediem Advisors Pvt. Ltd. – the company's first and only external funding round since it was founded – and the majority of this money will

go towards expansion. Apart from the 50 new stores that we are eyeing, we want to invest in technology, CRM, warehousing and store front training.

What kind of technology are you thinking of investing in?

I heard a lot of about social media and the importance of engaging people at the India Fashion Forum 2018. While net connectivity is low, everyone is certainly on Facebook and Whatsapp in the regions that we cater to and we want to invest in campaigns on both these mediums to engage audience.

Tell us about your CRM.

We already have more than 20 lakh registered customers. In as far as CRM goes, the main task is figuring out what these consumer's need, what they are buying and offer them personalised services, so we can serve them better. This is the kind of technology I want to invest in.

Currently, 1-India Family Mart works to analyse data insights accumulated from our customer's buying habits and trends. These insights then give way to a unique growth strategy by anticipating the fashion and lifestyle changes required by their consumers. So far, we have already implemented this in 35 stores and aim to further gain competitive insights regarding our customers' frequency of visits, buying behavior, instant preferences and repetitions via Big Data.

We also don't have a loyalty program as of yet, but we are looking to start one this year certainly.

How much revenue are you targeting in the next one year?

We closed FY2017-18 at ₹250 crore and we are hoping to touch a top line of ₹500 crore in net revenue by 2019. More stores have translated into significantly higher revenue, which has grown at a steady clip and 1-India Family Mart has been profitable for three years running.



ARVIND LTD & JCB INDIA LTD TO PROVIDE SAFETY-COMPLIANT INDUSTRIAL UNIFORMS

The partnership, which is the first of its kind, will offer co-branded protective wear and industrial uniforms for India's workforce. The product range will be made available through Arvind and JCB India's distribution network and point-of-sale locations across the country...



and balaclavas. These products are fire-resistant, chemical-resistant, and shock-resistant, and possess other such properties that serve to protect factory workers, fire-fighters, construction crew, soldiers, healthcare professionals, and security personnel from the harsh operating environments that their respective jobs entail.

Commenting on the partnership Ashish Kumar, CEO - Advanced Materials Division & Arvind Envisol, Arvind Limited said, "We are transforming our business quickly through technologies and partnerships that enable us to explore and create new opportunities. Extending textile manufacturing beyond fashion and into areas like safety and protection, is one of the areas we are focusing on. This partnership will leverage JCB India's market presence with Arvind's textile manufacturing capabilities to provide industrial wear that will meet the highest standards of safety and protection."

Vipin Sondhi, MD and CEO, JCB India Limited said, "For JCB, safety does not get limited to our machines on construction sites only, but is an overarching philosophy. We are committed to introducing products which enhance safety and protection and our partnership with Arvind Limited gives us an exciting opportunity to do just that in the area of apparel. We look forward to working together to create a market presence for value-added protective wear and personal protective equipment."



India have contributed to the increase in demand for safety-compliant and comfortable industrial uniforms.

While the OSH market is growing, there is limited choice in branded ready-to-wear industrial uniforms in the country. The partnership between Arvind and JCB India will unlock new opportunities in this market segment by offering best-in-class products for core sectors like healthcare, pharmaceuticals, iron & steel manufacturing, mining, automobiles, defence, armed forces and construction, among others.

Work-wear in India has been highly unorganised but is poised for high growth. JCB India has signed an exclusive licensee with Arvind to retail and market their products which will be done in both B2B and B2C space.

Arvind will complement JCB India's safety shoes business with its value-added protective wear and personal protective equipment (PPE) product basket, which includes coveralls, dungarees, rain wear

Business leaders, Arvind Ltd. and JCB India Ltd., have announced their partnership to introduce protective, smart, comfortable and stylish ready-to-wear industrial uniforms. This partnership is the first of its kind to offer co-branded protective wear and industrial uniforms for India's workforce. The product range will be made available through Arvind and JCB India's distribution network and point-of-sale locations across the country.

Industrial uniforms have become essential in view of the increasing focus on occupational safety and health (OSH) and regulatory compliance in India. Stringent government norms, growing awareness about safety regulations, globalisation of domestic companies, and the growing number of MNCs setting up manufacturing facilities in

AMERICAN EAGLE OUTFITTERS®



AMERICAN EAGLE OUTFITTERS BETS BIG ON INDIAN MARKET; TO OPEN 25 OUTLETS IN THREE YEARS

American Eagle Outfitters is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices...

Charu Lamba

US-based mid-to-premium denim wear brand, American Eagle Outfitters entered India in the summer of 2018 through a licensing agreement with Aditya Birla Fashion and Retail Ltd. The brand expects India will be its top three international markets in the next five years.

In an interview with IMAGES Retail, Guillermo La Rosa, Vice-President, International and Business Development, American Eagle Outfitters says, “Our brand has been in India for the past few months and it has been performing well. We are learning a lot about the Indian consumer as we plan to expand within the market and as we will get these learnings under our belt, it will help us grow and offer the right products to consumers.”

Target Customers

American Eagle Outfitters is a leading global specialty retailer offering high-quality, on-trend clothing, accessories and personal care products at affordable prices. The brand is betting big on Generation Z, who are between the age group of 15-25-year-old.

“India’s rapidly developing and vibrant economy, anchored by the world’s largest youth population, provides an exciting growth opportunity for our brands and expanding our global reach,” says La Rosa.

Category Mix

The category mix of American Eagle Outfitters comprises of jeans, shorts, joggers, t-shirts, tops, woven shirts, sweatshirts, jackets and hoodies along with accessories like shoes, socks and belts.

Elaborating on this, La Rosa says, “The breadth of our assortment is global; however, the category mix varies from location to location. For example, in DLF Promenade, the penetration is around 60 percent men and 40 percent women products whereas in Mall of India, it is 50-50.”

In the Indian market, Denim is the Number 1 category for both men and women followed by other categories like woven shirts, polo shirts, fleece and sweaters.

“In India, there have been a lot of learnings for us, like in the women’s category, the customer prefers more of bootcut whereas outside India it is more about skinny and super skinny.

Skinny and super skinny is little bit slower than what we had anticipated. Similarly, in the men’s category, slim and skinny are very important globally whereas here in India it is more of slim and straight denim. It seems like here in India the customer wants more clean-cut denims. We will continue with what the consumer wants as we grow,” he adds.

Decoding the Store

The average size of the American Eagle Outfitters’ store spans across 2,500-3,500 sq. ft. in India.

According to La Rosa, the store size of the brand in India is smaller as compared to that in the US. “In the US the store size ranges from 4,500 sq. ft. to 10,000 sq. ft.,” he says.

Despite the smaller spaces, the brand is hoping to launch more stores in more cities soon. Apart from this, the brand will also launch bigger flagship outlets.

“We are looking forward to opening more flagship stores in key cities like Delhi, Mumbai and Bengaluru and these stores will be bigger than the average store. In addition to this, after the launch of Aerie in India, we expect to have bigger stores,” he adds.

Aerie is a lingerie retailer and intimate apparel sub-brand owned by American Eagle Outfitters. In the US, Aerie targets the 15- to 25-year-old female demographic.

Expansion Plans

At present, the brand has three operational stores spread across Delhi-NCR and Chandigarh. Apart from this, it is available through its own website and also on fashion portal Myntra.

“By this year-end, we are looking to open six to nine more outlets. In the next three years, we are looking at a total of 25 locations. For some of the new stores, we have got locations in Hyderabad, Chennai, Pune, Mumbai,

AMERICAN EAGLE OUTFITTERS’ INDIA PLANS

- > American Eagle Outfitters has big plans for India, firmly believing that in the next five years, India could emerge as the top three markets outside the US.
- > The brand may also look at having a presence through multi-brand stores and in Tier II markets in the future.
- > It will also open Aerie stores across India in partnership with the Aditya Birla Group.
- > By 2018-end, American Eagle Outfitters is looking to open six to nine more outlets in the country, including bigger flagship stores in key cities.
- > In the next three years, it is looking at expanding to a total of 25 locations.

Delhi and we are also exploring other options,” La Rosa reveals.

“We are not here to be in every single mall and exploit the brand. We want to be very meticulous and calculative in the partnerships that we have with malls. We will be launching the Mumbai outlet in the upcoming months,” he adds.

The brand may also look at having a presence through multi-brand stores and in Tier II markets in the future. It will also open Aerie stores across India in partnership with the Aditya Birla Group.

“We believe that in the next five years India could emerge as the top three markets outside the US,” La Rosa asserts.

American Eagle Outfitters merchandise is also available at more than 190 international locations operated by licensees in 24 countries.





GOOGLE LAUNCHES 'SHOPPING' IN INDIA

Customers will be able to see trending products across different categories, various deals and compare prices using the new offering...

Tech giant Google has unveiled 'Google Shopping' in India for its users that will allow them to easily filter through offers, review prices from multiple retailers and find products that they are looking for.

According to a PTI report, the personalised experience will be available across various Google products—a shopping home page, shopping tab on Google Search and through Google Lens. Customers will be able to see trending products across different categories, various deals and compare prices using the new offering.

For retailers, the company will offer its 'Merchant Center' in Hindi, which will allow the sellers to list their products for Google Shopping, without paying for ad campaigns.

"India has over 400 million internet users. However, only one-third of

these have shopped online and that number includes those buying railway tickets online. From seasoned desktop shoppers to first-time users with entry-level smartphones, we hope this new shopping experience will make finding what people are looking for just a little bit easier," Surojit Chatterjee, Vice President - Product Management, Google shared.

Google Shopping will be a connector between retailers and consumers, and the transaction and delivery of products will be handled by the merchant, he added.

"There are an estimated 58 million small and medium businesses (SMBs) in India, of which 35 percent are engaged in retail trade. However, a very small number of them have an online presence, this is a huge opportunity for retailers to surface their merchandise to the millions of online consumers," Chatterjee further said. Google aims to support the entire retail ecosystem—from shopping sites and large retailers to small local shops—by giving them access to the tools, technology, and scale to thrive in the new digital economy, he added.

Chatterjee said merchants will not have to pay any fee for listing their products for Google Shopping.

Under the shopping tab in Google Search, users can search for products and see prices from across multiple retailers. The 'Style Search' option in Google Lens will allow users to find products such as clothes, furniture and home decor, by simply pointing the lens app from their smartphones.

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ABFRL'S FAST FASHION BRAND 'PEOPLE' TAKES ON SOCIAL CAUSE

Aditya Birla Fashion and Retail Ltd's fast fashion brand, People launches its unique campaign '#LetsBePeopleFirst'. The multi-platform digital campaign addresses the issue of gender inequality through the dialect of fashion...

IMAGES Business of Fashion



Iconic fast fashion brand for youth, People, from Aditya Birla Fashion and Retail Ltd., has unveiled its #LetsBePeopleFirst campaign, as a part of the larger theme #WhyNot. The new campaign takes the route of gender inequality prevailing in society and calls out the Indian millennial to go beyond the stereotypes that have been established.

The Campaign

People has released a powerful 30-second video featuring a female and male actor facing opposite directions embroiled in a tensed conversation orbiting around gender discrimination. The conversation is based on gender-based issues that hinder a person's prospect in the society and pose a major threat to progress. The video brings to life the inherent tussle faced by both genders as they continue to fight their battles against rules, restrictions, labels, stereotypes and peer pressure as they strive for autonomy and expression. The millennials continue to blur traditional distinctions between the sexes both at workplace and at home, moving towards the unprecedented belief that there are no

set male or female roles in the society. People worked with Famous Innovations as its creative agency for this campaign. Commenting on the campaign launch, Sooraj Bhat, CEO - Fast Fashion, Aditya Birla Fashion and Retail Ltd., said, "At People, we believe we exist to enable the consumers to explore their identity and style. We felt we needed to launch this brand with a strong thought and Famous Innovations came up with the idea of 'Why Not?' because that's a question on every young consumer's mind in terms of following stereotypical rules. With 'Why Not' a specific theme of gender equality emerged and ended with the line, 'Let's Be People First'."

G V Krishnan, CEO, Famous Innovations said, "People has a very distinctive merchandise for the youth. With the idea - 'Why Not?' we seek to give voice to the youth who are actively questioning societal stereotypes. This year we take gender stereotypes head on with the campaign 'Let's be People First' urging everyone to put an end to gender biases that plague us today."

The Collection

The campaign also has static visuals featuring trendy, fashionable clothing in gender-neutral styles for print and outdoor media. Commenting on the collection, Kopal Sarkar, Head-Design, People said "The merchandise created for this campaign is very similar for guys and girls - they can wear it and style it themselves as they wish to and be who they want to be."

This collection is available across People's 25 exclusive stores in Bengaluru. Through its large format stores, consumers also get to experience the best variety in trend-setting fashion starting at ₹299.

Over the years, People has revolutionized the dressing lifestyle of Indian millennial by netting the imagination of youth and fashion and expressing it explicitly with their enticing collections. With the most recent campaign, the brand focuses on the social stigma of gender inequality which has created disequilibrium amongst the youth. The brand invites the youth to come together and address this issue by proudly sporting the latest People collection.



Master Chef

Fashionista

Movie Buff

Fluffy Fan





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SUSTAINABILITY & NEW PRODUCT DEVELOPMENT

The term sustainability is an expansion of the concepts of eco-design and green product designs that were used in the 1990s. These concepts were introduced as a part of strategies employed by companies to reduce environmental impacts associated with their production processes...

***Rachna Singh, GM - Sustainability and Compliance,
Bhartiya Fashion***

Sustainability in any aspect means taking environmental, social, economic, and regulatory factors into consideration while working on anything. The term sustainable product development involves taking all the above factors in consideration for the development, production, use, and the disposal of products. Sustainable development has been a buzz word in garment industry since early 1980s when specific products were identified as being harmful to the earth's atmosphere. Terms like Phosphate Free, Recyclable, Refillable, Ozone Friendly, and environmentally friendly are some of the things.

The last few years have seen many brands facing the new challenge, and they realize they must change the original way of production and consumption and seek out new sustainable production and consumption methods. Through this arises 'sustainable development', which means satisfying contemporary needs without sacrificing the future generations' benefit.



Companies have started to review their processes as well as working towards using resources which will ensure sustainable products.

Today, there are a plethora of sustainability tools and techniques, both at the global and local level that can help us develop sustainable products. In such a scenario, our activities at the local and global level, the willingness shown by the corporates and the initiatives taken by them to promote sustainable practices in the designing and development of a product play an important role. If you are serious about designing and developing a product sustainably, it is important that you put this intention forward right at its formative stage.

What is Sustainable Design?

The term sustainability, especially in the context of product development seems fairly recent, but it is just an expansion of the concepts of eco-design and green product designs that were used by in the 1990s.

These concepts were introduced as a part of the strategies employed by various companies to reduce environmental impacts associated with their production processes.

According to the definition by The World Commission on Environment and Development, sustainable design or development is 'development that meets the needs of the present without compromising the ability of future generations to meet their own needs'. Simply put, sustainable product management is when companies use green and eco-friendly materials to design and develop their products instead of the traditional ones that cause harm to the environment. Other than this, their products should also minimize waste and consume relatively less energy than the usual

products. The idea is to leave a better and an abundant planet for our future generation. Bhartiya, as a virtual manufacturer and a cautious supplier to brands, has started working on these lines and by year 2020 want to have 5 to 10 percent of their business using sustainable sources in textiles as well as in leather industry.

As per the initial study, the company is working towards using Recycle polyester (which is made by recycling plastic bottles) the proposed product will be dresses, tops as well as using lining fabrics for bags as well as garments.

Sustainability innovation, more than introducing new technology, is about rethinking your entire strategy to meet your growth targets and make profits, while reducing negative environmental and social impact.

Every company needs to sell products, and they need to do it while making profits. Usually materials that pollute the environment come at a cheaper price. Right? Well, not exactly. While the concept of saving energy, creating minimal waste, while producing products that generate profit and also make a company economically viable sound like a far-fetched dream, it isn't in reality. Sustainable designing and development of a product not only affects the environment positively but also reduces costs in the long run.

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Sustainable products are more expensive and less profitable is a myth that needs to be broken and that too before it gets too late.

How Do We Define Sustainable Product Development?

Product development is basically the lifecycle of a product. Everything that goes into its designing right from choosing the resources to resource utilization, selecting materials, sourcing, production processes, consumption, and disposal. When we talk about sustainable product development, we include all the things that have been mentioned above. It is important the clean practices are used in all the stages of product. The idea is to promote cleaner and greener practices while making profits at the same time.

Sustainable viscose (which is the latest demand from our customers) will be used majorly for fashion dresses, tops, skirts, t-shirts, etc.

Viscose gets sustainable because of sustainable sourcing, the wood source is from the FSC (Forest stewardship council) this means the product is not made via deforestation, it is growing resources and entire process chain uses environmentally safe process which is approved by Gots, Oekotex and is also part of Higg Index. We will be creating their own collection in coming months to propose to different customers, however recently the fabric has been selected by few existing customers and collection is prepared for dresses and tops in both Recycle fabric as well as Viscose. The new fabric which are in process are Organic fabric with blends in recycle polyester as well as viscose and vegan suede which is Non-Animalorigin.



We can say that each product goes through at-least four stages in its lifecycle. These stages are- manufacturing, transportation, use, and disposal. Sustainable product designing refers to minimizing waste and saving energy in each of these stages. If we address the basic questions such as the amount of energy required to manufacture the product



What Is The Approach That You Can Take To Keep Your Product Out Of Landfills?

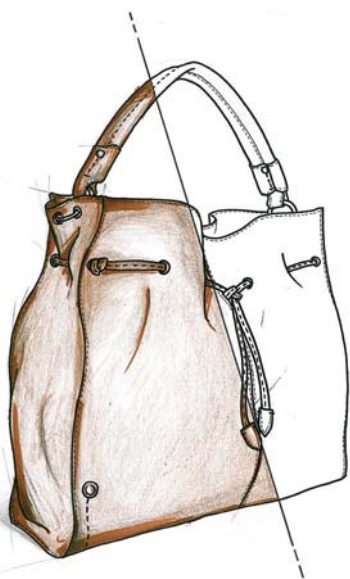
What should you do when a product's lifecycle ends? Should you throw it in a landfill, or should you help its transition into a new life when the current one ends? Thanks to new technologies available, we have the option of recycling the products, upcycling them, or even turning them into something new. This approach is called the cradle to cradle approach that was popularized by William McDonough and Dr. Michael Braungart, the two stalwarts of sustainable product designing. It contradicts the traditional approach of designing and development of products that focuses on the finite lifecycle. This is called the cradle to grave approach. The cradle to cradle approach focuses on employing new technology to recycle your product into something entirely new. You can also reform or refurbish its components to use them in a completely new device. The same can be applied to the product packaging as well.

Designing Sustainable Products & Some Examples of Such Designs

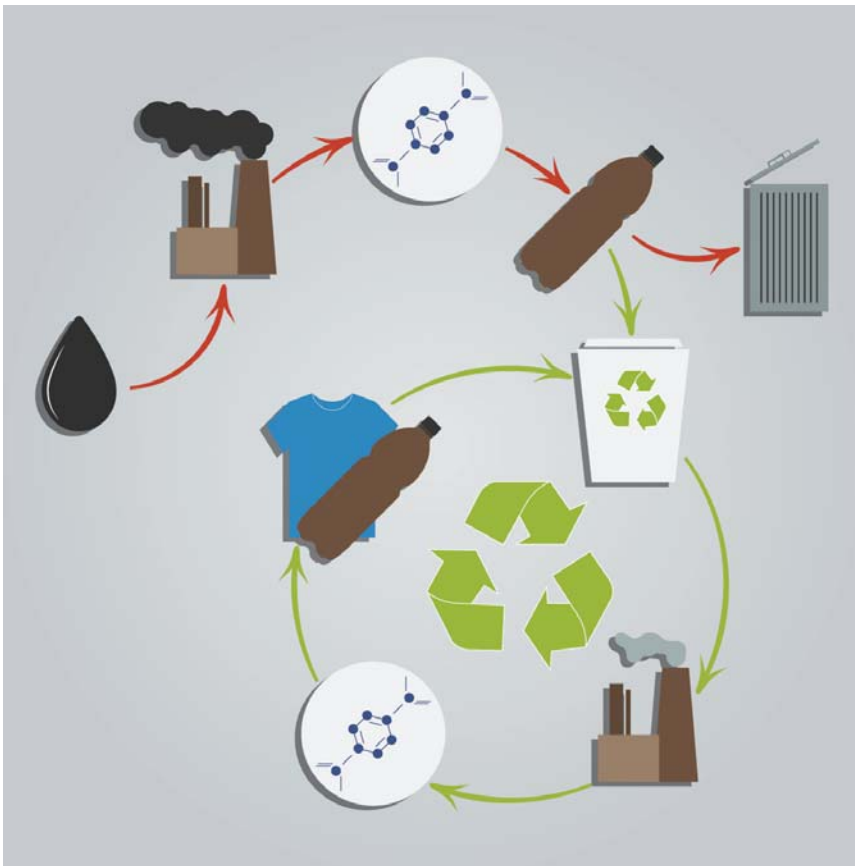
Recently, nothing has been demonetized more than plastic and plastic products yet there has hardly been any decline in their consumption. Half of all the plastic ever made was produced in the last thirteen years, according to the investment house Hermes. They also say that the output is all set to increase by 40 percent in the next decade.

One of the main reasons for the popularity of plastic despite its obvious disadvantages and more than enough proof that it is degrading the environment is its durability. Unfortunately, its advantages are the

>



i.e. acquire the raw materials, assemble the product, and transport the product to retail locations or directly ship it to the homes of the consumers, we will be able to figure out a way to reduce the energy required and minimize wastage. Similarly, we should follow this pattern in every stage. Establish the maximum amount of energy required and waste generated, and then work on methods to reduce it in order to reduce the carbon footprint and develop a sustainable product.



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

even take environmental degradation into consideration. Economically, this model sounds viable because it helps manufacturers cope with the constantly increasing demands. Sometimes, the demand for these products is stimulated by making the products in such a way that they would be rendered obsolete after a while and consumers would have to opt for newer ones. However, the environmental cost of such a model is quite high. It does nothing to prevent resource depletion and pollution, rather promotes it.

The other kind of model is the circular economy, which requires a complete and significant shift in the mindset. This model follows the principles of sustainability, ensuring that the production of goods has a minimal impact on the environment in terms of water, energy, and material used. It also ensures that the products made can be reused or recycled- the cradle to cradle approach we have already mentioned above.

The circular economy model is not without any takers. Many companies are adopting it either partially or completely. Philips follows the principle of 'healthy people sustainable planet', while designing its products. By 2020, it aims to have 70 percent of its turnover coming from solutions that

reason why it is such a menace these days. It is light-weight, cheap, easy-to-use, and requires less energy to produce, hence it is made in abundance and readily available. It has become the embodiment of all evils of our consumerist lifestyle. It is durable, which means that we see it everywhere. Of the 8.3 billion metric tonnes of plastic ever produced globally, around 4.9 billion tonnes have been discarded rather than incinerated or recycled. It is true that it is possible to recycle plastic, but the entire existence and use of plastic is not centred on the fact that it can be recycled. In fact, plastics are not made to be recycled. They are made to be used and thrown away.

Plastics are just one part of the problem; a mammoth part nonetheless; but a part of the problems associated with linear economy where goods are produced in 'take, make, and waste' model, which is based on the assumption that the resources are infinite, and will always be available at our disposal. This model does not



THE ASPECTS OF MAKING A PRODUCT SUSTAINABLE

According to the cradle to cradle model, there are five aspects to making a product sustainable-

- All the products should be safe and healthy for the environment as well as the humans. This needs to be inculcated in the product during its formative stages itself. The companies that are serious about designing sustainable products take this factor into consideration.
- There is a concept of the closed-loop system, which presents a pretty idealistic situation where once the product is no longer useful, there wouldn't be any unusable waste. Either the components can be reused to make other products or they are biodegradable and can go back into the soil. There are certain Chinese candies that come wrapped in rice paper, that can either be eaten or thrown because it is biodegradable. It is a great example of a simple yet revolutionary product designing.
- Ideally, producers should use renewable energy such as solar, wind, or geothermal during the production and development of products.
- Water leaving the factory should not be dirtier than its previous state. Ideally, it should be cleaner, but if we can't ensure that, we should at least prevent adding any more filth to it. In addition to this, the water usage should be minimal. An example of this is the bananas coming from the Dole Company in the Philippines. They are packed in the field by innovatively designed packing plants that use 90 percent less water.
- The companies should have a keen sense of social responsibility. The people should grow and harvest the raw materials should be given fair wages, benefits, respect, and good working conditions. Usually big companies in their quest to earn more profits, set up their units in underdeveloped third world economies where they can get cheap labour, and this labour is made to work for long hours without a proper compensation. This attitude goes against the principles of sustainability. Human dignity is extremely important when we are talking about designing a futuristic, sustainable product.



meet the principles of EcoDesign and 15 percent that stem from the principles of the circular economy. They also aim to recycle 90 percent of their operational waste and send zero waste to the landfills. In addition to these goals, they also strive for an injury-free, illness-free work environment, with an emphasis on an injury prevention mindset for an employee. This is one of the most important aspects of sustainability. We cannot aspire to go green and sustainable if our employees work in toxic environments.

In order to change their mindset and the mindset of their customers, Philips started to sell their products as their services. So, instead of the term 'light



bulbs', they use 'lighting', that immediately offers a sense of durability to the product and allows producers to have a greater control over the products' lifecycle.

Fairphone, a fairly renowned Dutch company has gone a step further. It claims to be the producer of 'world's first modular, ethical smartphone', which means that their products are designed to be recycled, repaired, and improved, rather than disposed of once its lifecycle ends.

Bhartiya is taking beginning steps towards sustainable fashion business or in other words Eco fashion and would want to promote more and more to their customers with continuous researches and proposals. Samsonite, the luggage company, has come up with the ECO-Nu range made entirely from recycled plastic bottles. This concept has found many takers among the environmentally conscious community.

These are a few examples of some of the companies that utilized technology to produce eco-friendly, sustainable products. Even though the advantages of linear economy look more prominent on an extremely superficial level, the benefits of circular economy for the society, planet, and businesses are more long-term, perpetual, and substantial. Most importantly, we need to utilize are already depleting resources smartly, and the tenets of the circular economy model addresses the issues of resource security and scarcity, and waste, that has off late become a huge issue for the environment, becomes a resource rather than something that needs to be shunned.





KAN D:FY

STORES DESIGNED TO CREATE A TRULY INDIAN SPORTS BRAND

The interiors ensure that the store embodies and reflects Kan D:FY's vision and values and that the brand is able to seamlessly communicate the same to consumers...



To fine tune its brand definition and to create a retail brand experience that captures the core ethos of Kan D:FY, international multi-disciplinary branding and interior design agency, I-Am conceptualised and executed the entire branding and communication concept for their new store in Mumbai. The store design ensured that the store embodies and reflects Kan D:FY's vision and values and is able to seamlessly communicate the same to guests visiting the store.

I-Am has been appointed to design the stores of Kan D:FY. The mandate involved conceptualising and executing the entire branding and communication concept for the footwear brand's new store in Mumbai. The design branding mandate for I-AM is to ensure that the store embodies and reflects Kan D:FY's core vision and values and is able to seamlessly communicate the same to guests visiting the store. Kan D:FY launched its



the gym. The apparel is designed in Portland, USA and yet keeps in mind the conditions that the wearer has to face in the Indian tropical climate.

The I-Am team researched various global brands prevalent in this segment along with the mainstream global sports brands. I-Am M also researched the prevailing global retail trend. The company assimilated the learning from the research and applied it to their insight of the core target audience – the Indian millennial.

expressed through the use of colour blocks and neon lights with natural materials to keep the look youthful and vibrant. The story of sports and the player within is brought alive in the store by bringing in different design elements that celebrate sports, such as the central feature unit which is filled with sports gear and keeps changing in different seasons. Bright stadium lights that loom above the central feature unit create the allure of a real life stadium, and funky stadium chairs are offered to customers to sit and try out their new range of Kan D:FY shoes. All the fixtures used within the store also have a very distinct and locker room feel to it, and further add to the holistic gaming experience of the visiting sports enthusiast.

The brand ethos of ‘Defy The Everyday’ and being your own competition has been elaborated further via the visual language and the in-store graphics. The look and feel is bold and strong, and the visual language has been designed to reflect movement and energy. Information graphics were designed to speak of the various technologies that went into the design of the product. All the materials of the store design palette exhibit a lot of rawness and strength which is what lies at the core of brand Kan D:FY. Commenting on the Kan D:FY brand experience design, Brian Pinto, Country Head, I-Am said, “We were thrilled to receive the mandate to design a brand experience for D: FY. For the first time in the sports retail domain, we included the sports equipment wherein one could experience the product. Additionally we made the brand ambassadors an integral part of the visual language. I am sure the raw look of the store will resonate with its core audience.”



first store in August 2018 in Mumbai with Anil Kumble and Nidhi Agarwal as the brand ambassadors. Sensing a massive market opportunity straddling the global sports brand on one end and low-end Indian brands on the other, the Kan D:FY promoters wanted to launch an Indian brand that targeted this mid-segment. The brand was inceptioned with an intent to create value-for-money aesthetic sports gear which kept the Indian sensibilities and conditions in mind. Respecting Indian preferences, Kan D:FY introduced shoes made for walking, multisport usage and hitting

With a brand archetype defined as ‘an outlaw’, I-Am created the concept of ‘adrenaline rush’. This strategy builds on the core emotion of a player that he explores through sports – where the expression is raw and unadulterated and in its purest form. The terminology well defines the high energy flow experienced through the body when endorphins are released to induce excitement. I-Am played around the rawness of emotions for the interiors by using rough natural material, diverse textures and showcasing details that symbolised the concept of adventure. The high energy element has been



FASHION ACCESSORY BRANDS STEP INTO BULLISH FOOTWEAR CATEGORY

With many brands foraying into the optimistic footwear category, the Indian footwear market is showing signs of growth. The fashion accessories market, which comprises bags, footwear and fashion jewellery is evolving and consumers both men and women, are vying to get the look right - from top to bottom...

IMAGES Business of Fashion

At the recently re-launched Central at Ambience Mall, Vasant Kunj, Kishore Biyani, Chairman, Future Group, announced his company is planning to step up the group's focus on men's footwear retail. At Central, Hyderabad, the footwear section spans across 30,000 sq. ft. and even in Central, Vasant Kunj, footwear occupies a major space covering 15,000 sq. ft. area.

According to Biyani, footwear today is no longer a category defined for just women. It's equally important for men - almost as important as buying trousers.

"Men are equally inclined towards buying footwear and on an average have at least 20 pairs to go with different trousers. This is the reason why we are expecting footwear to contribute approximately 18 percent to the overall revenue, an increase from the current 11 percent," he said.

He's confident that the share of footwear will increase from ₹1,600 to ₹2,500 crores by next year and aims to be the number one footwear retailer in the country very soon.

The contribution of private labels to the group's revenue is around 40 percent presently. With brands like Koovs, Lee Cooper, Clarks, and Converse under one roof, Future Group claims to be the number two footwear retailer in India. "We aim to be number one footwear retailer in

India very soon," he added. Earlier this year, well-known Indian denim brand Mufti expanded into the footwear category with a multi-fold strategy after an in-depth research highlighting the rising demand for trendy footwear for men. The company's expansion into the footwear segment is a result of the company's in-depth research highlighting the rising demand for trendy footwear in the casual segment for men.

of bringing quality products that comprise of style in the markets. Our primary focus continues to be on delivering more value to the customer with our products as we begin to expand into newer categories."

The brand offers good quality products at accessible prices in the casual and sports lifestyle' segments. The collection ranges from ₹3,299 to ₹3,999 and is now available at exclusive brand outlets and select leading footwear stores across India. Mufti is now looking at beefing up the distribution of its footwear collection in 500+ locations comprising MBOs, stand-alone stores



According to Kamal Khushlani, Founder and Managing Director, Mufti, the current estimated size of ₹34,400 crore, the footwear segment is expected to grow over ₹55,400 crore in the coming five years.

"The expansion into the footwear segment is a part of our company's vision of becoming a ₹1,000 crore brand in the coming 3 years. Our footwear collection carries forward our brand ethos and our promise

and existing network of retailers in the coming year. Another renowned knitwear brand which stepped into the men's footwear category last year was Duke with the launch of Step Ahead, a premium lifestyle footwear collection for men.

"We plan to expand our product range by entering into the footwear segment. The expansion will create a centralised, multi-product engine for wholesale and retail distribution, supporting

INDIA'S BOOMING SPORTS FOOTWEAR MARKET

- A report by the online portal MBA Rendezvous documents that India's sports footwear segment in general caters to men, women and kids, and while men's footwear comprises 55 percent of the entire industry, the women's and kids' share take up 30 percent and 15 percent of respectively.
- Like most other fashion segments, athletic footwear is dominated by the men's market. The women's market has traditionally not witnessed the same level of growth as the men's market but, especially in the last few years, this market has registered an increased demand.
- As a whole, the athletic shoes market in India has traditionally been dominated by the big international brands, aptly named the 'Big Five' — Reebok, Adidas, Nike, Puma and Lotto.
- Most of these brands entered the country in the 1990s and in the years that followed established their presence through a flood of local franchisees.
- Even today, the sportswear market, as a whole, is dominated by these four brands, global players with others such as Under Armour, Fila, Lotto, Skechers, etc., collectively battling for the remaining market share.



Duke's long-term business growth in India," Kuntal Raj Jain, Director, Duke Fashions (India) Ltd., said at the launch.

Duke's footwear range features a variety of sports, lifestyle and casual shoes including moccasins, high ankle shoes, sneakers and more.

The Indian Footwear Market

India is globally the second largest footwear producer after China. In 2017, the global footwear market size was approximately US\$ 246.07 billion. Growing at a CAGR of 4.5 percent in the period 2017-2023, the market is projected to reach US \$ 320.44 billion by the end of the forecast period.

India's footwear production accounts for approximately 9 percent of the global annual production of 22 billion pairs as compared to China which produces over 60 percent. Key production centres in the country include Kanpur and Agra in Uttar Pradesh; Ranipet, Vaniyambadi and Ambur in Tamil Nadu. The sector is fragmented and close to 75 percent production comes from the unorganised sector including very small, small and medium enterprises.

Of the total footwear produced, ~90 percent are consumed within the country while the remaining ~10 percent are exported mainly to the European nations which include the United Kingdom (UK), Germany, Italy and France.

It has been constantly observed that the increase in disposable income and per capita income has revolutionised the Indian consumer's buying and spending pattern towards apparel and footwear. A greater proportion of the overall Indian population, which includes Tier I & II cities as well as smaller towns, now have considerably higher spending power. As a result of this, footwear market is gaining mass momentum and expanding rapidly.



“MEN ARE EQUALLY INCLINED TOWARDS BUYING FOOTWEAR AND ON AN AVERAGE HAVE AT LEAST 20 PAIRS TO GO WITH DIFFERENT TROUSERS. THIS IS THE REASON WHY WE ARE EXPECTING FOOTWEAR TO CONTRIBUTE APPROXIMATELY 18 PERCENT TO THE OVERALL REVENUE, AN INCREASE FROM THE CURRENT 11 PERCENT”

However, the Indian footwear market is dominated by unorganised players who account for almost 85 percent of the total market and give stiff competition to organised brands. Reasons for this unequal market distribution include advantages like lower sales tax and lower labour cost for unorganised sellers. However, as consumer preference and buying behaviour is changing, organised retail players are carving a definite niche for themselves in the market.

International Players Set Foot in India

The inclination of Indian consumers towards international brands has become pertinent. After liberalisation, as the economy opened up to the international market, imported goods gradually gained traction among Indian buyers. In recent years a huge number of international brands have gained a good and reliable position in the market – a lot of these being footwear brands.

Take for example the US casual footwear brand Crocs. Globally, Crocs sells 55 million pairs of footwear every year. For Crocs, India is one of





the fastest growing markets for the company besides China, Japan, South Korea and Germany. "India will grow as one of the top-tier markets because we know the potential here is fantastic," Carrie Teffner, CFO, Crocs had said to an Indian premier newspaper.

In India, Crocs sells its products through 90+ exclusive stores, hundreds of multi-brand stores and also through e-commerce platforms.

South and West India are the biggest markets for Crocs, mostly due to climatic conditions which favour the kind of footwear Crocs offer. "North India is picking up very fast too, now. Growth is happening faster in this

region of the country," said Deepak Chhabra, CEO, Crocs India.

Adidas AG, the German sportswear company that sells Adidas and Reebok brands in India recently opened bigger Adidas stores in the country to give consumers a better brand experience that is missing from its regular 1,000 sq.ft., stores.

According to Dave Thomas, Managing Director, Adidas India, a 1,000 sq.ft. store restricts the brand to tell its complete story since the brand cannot adequately display all categories thus limiting the capacity to showcase all the best products.

The company's biggest store is in Chennai, which is spread across

approximately 7,000 sq.ft. Adidas has four company-owned stores at the moment in the country and is hoping to take the number to 20 outlets by 2020. The company operates around 700 Adidas and Reebok stores in India as of now.

Keeping up with its commitment to provide a world class shopping experience, the country's largest footwear brand and retailer, Bata India continued the launch of its international Red Angela stores in multiple cities across India. With almost 50 new international designs, Red Angela stores have already started to yield positive results by way of footfalls and delighted customers.

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

Meanwhile, Woodland with its retail chain of over 600 company-owned stores is present in over 5,000 multi-brand outlets and is planning on adding another 60 stores in this financial year in an equivalent combination of small towns and metros. It is also working towards strengthening its franchise model to grow its presence in smaller cities and towns.

New Brands on the Block

A first in sports footwear in India, Kan D:FY footwear range are designed in Portland, the sneaker capital of the world. Co-owned by Excel

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Entertainment, the brand targets Indian fitness sensibilities making great sports footwear with great technology available from prices ₹2,200 onwards.

After launching its first store in Mumbai, the brand is planning an aggressive physical presence with 22 stores across 9 cities in Mumbai, Bengaluru, Hyderabad, Chennai, Surat, Vadodara, Mohali, Bareilly and Hubli, and aims to take the store count to 100 by 2022.

The inventors of the football stud, hummel, stepped into the Indian market in 2018. The brand, which has already been running a substantial part of its production from India, has now decided to sell its wares in the country as well.

Christian Stadil, Owner Thornico Group and hummel International said, “India is a broad prospect for us. We want to explore the diverse culture and ethos of the country. The progress of India as an economy excites us a lot. The GDP growth of India as compared to other markets is highly impressive. Most importantly, there is a huge potential for an alternate sports brand with a different offering than the existing mainstream sports brand.”

CEO Allan Vad Nielsen added, “India is one of the top most focus market for the brand, Hummel. We will create branded content and products for the Indian market because we are here to stay.”

Flipkart Fashion too also launched footwear and handbags brand, Cara Mia on its platform. Meant for women in the age group of 18 to 25 years, Cara Mia, features a wide range of over 100 unique styles of footwear and 75 unique styles of handbags. Cara Mia features two ranges – urban street style fashion and vintage affair.

Flipkart Fashion recognized a gap in the market between high-end luxury products and affordable products that offer both style and quality. The launch of Cara Mia is a step to address this need in the market.

On launching the new in-house label, Rishi Vasudev, Head of Fashion at Flipkart, said, “Fashion accessories is one of our fastest growing categories where we have witnessed a 100 percent Y-o-Y growth in branded portfolio. Accessories today have moved from being functionality to an expression of one’s personality and style. With the launch of Cara Mia, we aim to expand women’s fashion portfolio and also offer quality products at competitive price points.”

Stepping into the Future with Technology

With increasing Internet penetration and rising popularity of the e-commerce market, footwear manufacturers, having a presence over the e-commerce ecosystem, are using the Internet not only to drive sales but also to monitor consumer-buying behaviour, and are accordingly offering a personalised experience to customers.

Through e-commerce platforms companies also provide fast and convenient functional experience to customers like easy payment option, grievance management, after sales service and competitive pricing. The Indian footwear market is segmented by end user-wise sales, and type-wise market segmentation in which casual footwear contributes chiefly to the total revenue.

Conclusion

The fashion market in India is growing exponentially and footwear and accessories are at par with the consumption of apparels. The rising demand of footwear in India has a lot to do with the changing lifestyles and an increase in the number of working professionals. With increasing demand in not just Tier I cities, but also in Tier II and III cities, the Indian footwear market is rapidly evolving and expected to grow at a higher rate in the future.

In the last five years, Indian footwear export has witnessed a growth of 20 per cent owing to growing demands in the European nations and also the trend of major importing countries to shift their focus from China to other producing countries. From a need-based industry, footwear is becoming fashion and style oriented. The footwear market indeed has a high potential for growth in India.





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LURING IN THE CUSTOMER WITH INNOVATIVE IN-STORE COMMUNICATION

Exterior as well as interior communication should be carried throughout a store to bring a brand to life. This type of communication should be an experience that creates an emotional connection with a customer that they always remember...

Zainab S Kazi

Unlike yesteryears, retailers today need to entertain and engage customers, else buying can happen online as well. The only differentiating factor today is how well you can enter the heart and mind of the shopper while s/he is in your store. The business of fashion is not just about glitter and glamour anymore. It is all about gauging the need of what the customer expects from you. The best way to do so is up the quotient of your in-store communication and the options available are aplenty – like the magic mirror, the life size LED screen, interesting graffiti on store walls, interactive store staff, POS innovations, etc. We speak with a few brands to check on their efforts when it comes to innovation in in-store communication.

Lets consider the driving force behind adopting innovative in-store communication technology by one of the most coveted department stores in India - Lifestyle. Srinivas Rao, Senior Vice President, Marketing - Lifestyle says, "Our



communication is designed to provide our customers with the power of choice - whether they be looking for a complete ensemble or individual statement pieces, knowledge of our latest campaigns, best fashion trends of the season and the best deals, discounts and promotions, among others, while providing a memorable and convenient in-store experience. At Lifestyle, our communication mix comprises a 360-degree approach, ensuring meaningful touch-points for consumers as they experience our brand in-store. The testimony of effective communication is when a customer interacts with the product in-store. This is also known as 'the moment of truth!'

Accentuating the role of in-store communication, Harkirat Singh -

Managing Director, Woodland talks about how it ultimately must translate what the brand stands for in the marketplace or industry, "Exterior as well as interior communication should carry throughout the store to bring the brand to life. This type of communication should be an experience that creates an emotional connection with a customer that they always remember."

The Mediums That Create The Melody

Highlighting an interesting medium that plays an important role in in-store communication, Ankita Bajaj, Marketing Lead - Vans talks about fixtures. She says, "Here at Vans we believe in the world we come from and the things we have carried along with



"I believe that check-out is a vital point where we can tap the customer once again and induce him to buy more. Our perfumes, deodorants, socks, belts, wallets and shoe care range are usually displayed at the check-out point."

- Santosh Srivastava,
Marketing Manager, Numero Uno





“From communication to consolidating significant consumer insights, the impact of technological inputs is already noteworthy when it comes to curating meaningful experiences for the customer”

- Srinivas Rao,

Senior Vice President, Marketing - Lifestyle

us throughout this journey. The essence of the brand is in what the brand stands for and that is what one can see and experience in our stores if one removes the typical communication mediums. The answer lies in our fixtures and the appearance of our stores, using wood and metal gives us the authenticity that someone would expect from a brand like Vans and the culture it curates. If all other mediums of communication are removed, the store will still resonate with the brand, its ethos and ideology. Apart from the core of the store as mentioned above, we use LED backlit boxes because of its clarity and a sustainable approach.”

Santosh Srivastava, Marketing Manager, Numero Uno talks about the practice put in place at all of the Numero Uno stores, saying “Besides the regular banners and standees, we use in-store radio and LED installations to bring freshness in our communication. Even, interesting use of mannequins can also help in in-store communication. The objective is to keep the visitors engaged and informed.” In the same breadth though

he also says, “Surely, the new age mediums raise interest levels of the customers. However, banners and standees are also as effective as ever. Everyone leans towards a brighter looking LED installation or voice meticulously stating the new offerings but on a simpler level, banners and standees work to communicate category level offering inside a store.”

Srivastava reveals on the mediums that actually help translate sale, saying, “Retail touch points are very important medium when it comes to promoting anything new or announcing sale. It is the actual catchment area where a person is ready to make a purchase. We generally put up informative signages on store window to inform people about the developments and/or any offer to invoke interest and pull the customer inside. Once he is inside the store, various informative signages like offer, bottom fit and size descriptions assist him in making a quick decision.”

Rating each of the medium used at the stores, Bajaj rates LED screen and television screens the highest, followed



Editorial credit: Sorbis / Shutterstock.com

enjoys the highest number of video-walls compared to any other retail chain in India. We also implemented an interactive ‘digital like button’ on our store VM windows that enables consumers to appreciate the aesthetics of visual merchandising – an element of engagement gleaned from social media and then extended to effective in-store communication,” he says.

Counting on the list of innovations and firsts added, he elaborates, “Lifestyle was also the first fashion retail brand to adopt Hologram technology (by kino-mo, London), a one-of-a-kind solution that presents a powerful tool for elevating customer experience and engagement like no other. Impactful in-store visuals in the form of walls, pillars, shelf-talkers and standees that brings our campaigns and trends to life, are also a part of our communication strategy.”

Bringing in the opinion of another footwear brand (for women), Kapil Mahtani, Founder & Chief Executive Officer, Tresmode says, “Video walls are the most effective as they are big in size and grab the consumer’s attention. They are also more visible from distances and add to customer attraction. Digital shelf talkers on the store counters can help a brand display a variety of content from their social media pages to celebrity appearances to bloggers videos. This keeps the customer engaged at the counter which leads to sales conversion. They also help a customer see how merchandise from another category may enhance the lifestyle feel, thus adding on sales (example, how a bag may look with the shoes when clubbed together).”

Shashank Arya, Director – DAR Group talks about the in-store communication practices adopted for their premium footwear brand –



“Since communication starts well before the consumer walks inside the store, we have enabled voice-based search on our app which has positively impacted the interaction between consumers and the brand”

- Shashank Arya,
Director, DAR Group

by LED backlit boxes and window/table display and next in line would be tent/ pop-up cards. With having a 360-degree approach, Rao talks about having larger than life digital screens showcasing latest fashion trends; interactive digital standees and an in-store radio exclusive to Lifestyle also showcasing trends and exciting offers running in-store. “Under the efforts of enhancing digital visual experience in Lifestyle Stores, video-walls were added to help customers identify all the ongoing campaigns and promotions in the store while avoiding clutter. With over 90 video walls present across the country, Lifestyle, as a brand,

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“ Exterior as well as interior communication should carry throughout the store to bring the brand to life. This type of communication should be an experience that creates an emotional connection with a customer that they always remember ”

- Harkirat Singh,
Managing Director, Woodland

Berleigh. “We primarily go for bold and oversized façade branding that reflects our exterior from afar. Backlit glass façades for hi-street stores and in-mall installations are a must do for us to start with. In-store, we have dynamic screens that project the BTS videos of the shoot, our campaign and products. Apart from this, we have ticket-jackets, shelf-talkers, in-mall magazines, standees and POS collaterals that form the core of our in-store communications.”

To be seen in between other brands, Arya talks about the practice put in place at malls. “In-mall, we take prime space-on-hire for stronger visibility that includes namely walkaways, escalator branding, cubes and standees that strengthens the store presence in the mall. We do in-store activations at regular interval and our experiential installation in the mall atrium area provides the consumers with the first

moment of truth at the entry that builds their involvement with the brand at the very first step.”

According to him, ground floor and atrium area branding for in-mall stores are the best as it has the maximum walk-ins that also helps to drive some in-mall walk-ins to the store.

The Surprise Factor

Anything that is predictable is boring. Even if for a short while, anything that enthralls the customer remains to stick with her for long. This could perhaps be something as simple as store personnel handing over a balloon to a customer who walks in with a child. Rao talks about the importance of imbibing the spirit of festivities when the occasion demands.

He says, “To ensure that our customers can ‘live fashion’ rather than only virtually experience it, we design occasion specific, in-store ensemble displays that are distributed at vantage points across the store. These ensemble displays showcase exclusively curated fashion trends of the season, providing the customer with the power of choice - be it for a complete look or individual trends.”

An interesting initiative undertaken by Lifestyle which moves beyond being visual is that of bringing in ‘sound’. Arya reveals, “Since communication starts well before the consumer walks inside the store, we have enabled voice-based search on our app which has positively impacted the interaction between consumers and the brand, making the shopping experience more personalised and convenient.”

Taking a Novel Approach

Where talking about sale and new collection is not that challenging, conveying the features of innovations in fabric or introducing any feature that otherwise isn’t easily visible to the customer needs to be done tactfully. Rao talks about the system adopted at Lifestyle.





TOP 3 IN-STORE COMMUNICATION MEDIUMS

>> **LED Screens/ TV:** What can be more engaging than a video. It is something that stays in the memory more than anything else as it is visual. Movement is one thing that gets attention very easily, hence relevant information can be conveyed.

>> **Display Window/ Table Displays:** This is something that talks about the product, its use, need, demand, history etc. and is the first thing noticed by the customers when they are just passing by the store. Therefore, it needs to be visually attractive and appealing. If the customer gets attracted to the products at the display window, then chances are more that they would want to walk-in to the store.

>> **Visuals:** Understanding the brand is very important, relevant pictures and visuals give clear idea about the brand, the products and its features.

Courtesy: Ankita Bajaj - Vans



“The information conveyed through display can sometimes be technical, hence it can attract the customer but to completely understand it, it is imperative for the floor sales personnel to be completely aware and proficient”

- Ankita Bajaj,
Marketing Lead - Vans

“Fabric innovations are communicated to customers in a creative way through our in-store radio. Since strong visual cues are a great way to communicate as well, highlighting something as intricate as fabric innovations is effective through digital touch-points like digital walls, screen and standees. The communication remains crisp and avoids the risk of it becoming monotonous,” he says.

Srivastava shares the example of their One Glass Denim to talk about how they use the in-store communication medium to talk about the innovation in fabric or any other techniques they have in place, “It is true that

communicating the fabric or material innovations can be challenging at times. However, whenever we introduce a new fabric or a different fabric which is something more than cotton, we make sure to highlight it inside our store at key visibility areas. Sometimes an interesting cue about the innovation also invokes interest in customers and they themselves ask the store executives about it. When we introduced our pro-environment ‘One Glass Water’ range of denims, we did just that. We had put up interesting LED displays inside the store and customers were really interested. The sales of our One Glass Water denims almost doubled after the display.”

Revealing the plan of action put in place for Vans, Bajaj shares, “We plan special displays for the launch, etc. and give the display enough time at the store and these are product-



FROM ACROSS THE GLOBE

- Generously sharing his findings from various international visits on how brands are taking in giant steps when it comes to in-store communication, Santosh Srivastava of Numero Uno says:
- Virtual reality or augmented reality shopping experience is a big thing coming up everywhere. While in most developed countries, it is already changing the way people shop, it is fast catching up elsewhere as well.
- Two interesting use of technology that really impressed me were – the Magic Carpet floor installed by PandG to give a fun experience to the customers and then the Virtual Timepiece at the Montblanc store. This Virtual Timepiece is one of a concept that gives people a chance to discover the inside working of a genuine Swiss watch. It was quite an interactive journey I must say.
- Also, I have heard about this concept called ‘Outernets’. It supposedly transforms a simple store window into a machine with computer vision, facial tracking and gesture recognition, and generates eye-catching interactive experiences in their place that draw customers into stores.



“Video walls are the most effective and visible. Digital shelf talkers on the store counters can help a brand display a variety of content from their social media pages to celebrity appearances and bloggers videos ”

- Kapil Mahtani,
Founder & Chief Executive Officer, Tresmode



based displays. Just by a look one can understand what the product is about. This sense of clarity that the customer gets opens them up to know more.”

These displays, according to her, could be focal displays/ window display and displays at the fixture as well. She adds, “Apart from making a display look good it needs to be informative as well. This information about the product doesn’t have to be text/ bullet points but can be about the surroundings of the product, where is it coming from? Why is it required? These displays are the best – they merge well with the idea of the product and can be understood by the target audience.” For Berleigh, according to Arya, their biggest assets to convey the salient

features of the brand would be their Customer Service Representatives who educate the customers about the manufacturing, sourcing, other operations and logistics of the product. He says, “We have been doing shelf talkers that provide the brand history and unique selling proposition of the brand to the customers. For our private brand, Heel and Buckle London, we are looking to creating a visual asset that will capture the sourcing, manufacturing, finishing, packaging and display of the product and establish the differentiation point of the brand and offerings.”

Tarang Arora from Tribes by Amrapali is all for LED Screens doing all the talking. For his jewellery brand, he





People Power

On floor store personnel are the face for the brand much before the customer can engage with any other mediums put in place. Even if the customer does not end up personally having a conversation with the store staff, the very body language is enough to make the customer feel welcome or out of place at the store. Aply explaining the importance of on the floor sales staff, Srivastava shares, "Sales personnel are perhaps the most important people. After all they are the ones who become the first touch point for a brand's customer. No matter how many LED's or signages we put up, we would not be able to tell all the details about any collection or innovation through them. They just act as interest builders, but it is the sales executive who sustains and fulfils that interest. One cannot deny that no mechanical communication can ever replace the way humans communicate. The tone, body language, personality and knowledge of a sales executive play a major role in sale conversions."

At Numero Uno there is a team of designers who conduct proper training sessions for the store sales personnel. In this, they are given firsthand experience of the new collection or innovation. Srivastava elaborates, "Our visual merchandising team is also present during the session to elaborate on the proper display and stacking of the new products. They are also shown the kind of signages the store would be getting to inform customers about the new collection and their placement inside the store at key points is also discussed. In case, any of them don't understand any aspect of either the product or the display, they are assisted on one-to-one basis."

Rao shares his take saying, "On-floor sales personnel play a very crucial role as they are the first tangible communication touch-point for customers. Before the launch of a new collection or any product innovation,

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"Digital look books are picking up the market space, they are user friendly and informative. Through a digital look-book you can also inform the customers about the upcoming collection"

- Tarang Arora,
Tribe by Amrapali

says, "Currently we are using LED Screen's to transfer the information about our new collections and celebrity style. They are the shortest and the most effective form of in-store communication."

Arora also talks about the emergence of digital look-books saying, "Digital look books are picking up the market space, they are user friendly and informative. Shoppers are most likely to buy products seen on a model, which ultimately drive's sales for the company, through a digital look-book you can also inform the customers about the upcoming collection. Flexes or Standee's also have a great impact on customers, the look that they see gets imprinted in their head."

the entire store team goes through an extensive knowledge session, which enables them to understand the product and the collection at hand. For a brand that is a fashion outpost, it is important for our sales personnel to be able to communicate the latest fashion trends, offers and campaigns while enhancing the customers' overall experience."

Another reason that makes it imperative to have the store staff well in knowledge of what is happening is to help customers decode information in case they do not understand. Bajaj shares, "The information conveyed through display can sometimes be technical, hence it can attract the customer but to completely understand it, it is imperative for the floor sales personnel to be completely aware and proficient about the product so that they can help the customer with all the information, which they ask for."

The Role of In-Store Communication to Increase Impulse Buying

When a customer is awaiting her turn at the billing counter, it is imperative that the time that she has on her hand is made best use of and the easiest way to do so is to indulge her into some impulse buying. As long as the product being sold to her does not carry an expensive price tag, it is sure to get noticed and be alluring enough for her to add in her shopping bag / basket.



Rao says, "Placing interactive content that is both relatable and aspirational is a way in which in-store communication can be effectively used at check-out points. Given that decision making during an impulse buy is quick and spontaneous, the communication surrounding it should be designed in a way that creates an immediate connect with the consumers and the product."

Srivastava talks about how LED screens behind check-out points are extremely popular options to point out some tempting offers that the store has but the customer might have missed out on.

"Even placing tabs, tent cards or standees at the cash till with relevant offers for the customers can make him notice it. I also believe that the check-out is a vital point where we can tap the customer once again and induce him to buy more. Our perfumes, deodorants, socks, belts, wallets and shoe care range are usually displayed at the check-out point."

In Conclusion

Summing up on the ever-changing dynamics of in-store communication, Srivastava shares, "More and more technologically advanced in-store communication mediums have developed. LED installations and virtual product tours are interesting and informative. International brands like H&M, Zara, Calvin Klein, etc., are using these effectively to give

an experience to the customers. Indian brands have also deploying technologically advanced methods to attract people. The recently introduced virtual shopping wall, Scan N Shop, at the Delhi International Airport is a big leap towards virtual reality. The entire game has shifted to giving a memorable shopping experience. Use of tabs in assistive shopping and check out seem convenient and effective as well. Brands have started using online catalogues attached to these devices to bridge the gap between online and physical stores. So, customers get ease of online while experiencing the world class retail environment."

And Rao aptly concludes, "Incorporating technology that is both interactive and engaging is one of the surest ways in which the dynamics of in-store communication have changed over the years. Tech in offline is not just about enhancing business functions, it is about enhancing the overall shopping experience for the consumer as well. From communication to consolidating significant consumer insights, the impact of technological inputs is already noteworthy when it comes to curating meaningful experiences for the customer."

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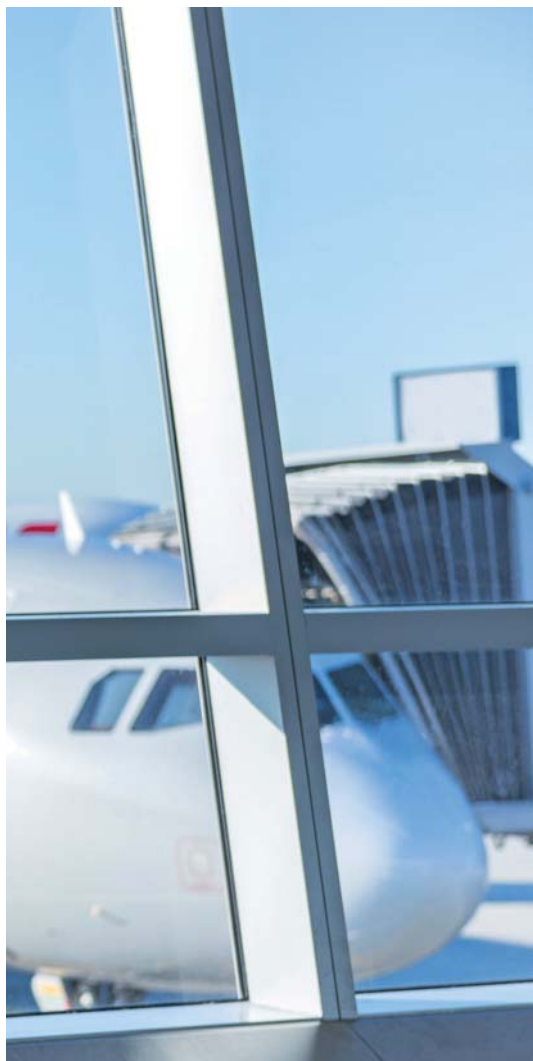
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TRANSIT RETAIL: OPTIMISING REVENUE POTENTIAL AND PASSENGER EXPERIENCE

If we take a look into the current dynamics of retail, the entire debate revolving around offline vs. online retail holds no ground. Each has its own place and each of it is growing strong at its own pace. From high streets to malls and now to airports, railway stations, metro stations and highways, offline retail manages to find new grounds each time the challenge of its existence crops up. Transit retail is not new but then in India, it has been in existence since less than a decade in the true sense and it is only now that it is picking up tempo to be a topic of discussion at any retail meets and forums. Going by the overall opinions, we can safely say that Transit Retail is poised for growth and with PPP Airports and Metro Stations, the going is only going to get better...

Zainab S Kazi



The Yesteryears... It is always interesting to revisit the pages of history to know the origin of things. The journey of travel retail is in its 71st year. The Shannon airport, in Ireland, is where the first steps were taken in 1947. This airport served as a transit stop for flights between Europe and North America. Once the passengers had passed passport control, they could shop to their hearts content without ending up having to pay taxes and duties on their purchases.

The concept caught momentum in 1960s when two American entrepreneurs – Charles Feeney and Robert Miller – started DFS (Duty Free Shop). Hong Kong was their first destination followed by fast-paced global expansion. Today, DFS stands as one of the world's largest and most influential retailer.

The India Story

In India, the history of airport retail isn't very old. The major turning point that gave a boost to travel retail (specific to airports) in the country was with the emergence of PPP airports. Saloni Nangia, President, Technopak elaborates, "In India, the focus came only a few years ago, with the PPP Airports (New Delhi, Mumbai, Bangalore and Hyderabad) and some AAI Airports taking a lead. So the years from 2008 onwards, when the new PPP airports came up, were the starting point. The experience and business model has evolved since then."

To hear it from the spokesperson of GVK--the company which leads Mumbai International Airport Ltd.--that manages and operates the Chhatrapati Shivaji Maharaj International Airport, Mumbai, "Travel retail is completely dependent on the travelling population. With 300+ million passengers in FY 17-18 travelling to/from Indian airports, growing at 16.5 percent YoY, and travel retail projections indicate that this is bound to grow by leaps and bounds. As per the report of Technavio, global travel retail market is expected to grow by 8 percent YoY upto 2021."

According to GVK, the future of travel retail holds lots of potential. As per RedSeer Research, India will be amongst the top 10 global duty-free markets by 2025. This is

well accentuated by the fact that today airports have evolved from being a pure utility to destinations offering various services, facilities and conveniences under one roof. As the spokesperson adds, "With this evolution, passengers not only decide the airline they want to travel on but also select the preferred airport(s), depending on the transit patterns. In India, the airport infrastructure is continuously growing. Not only the metro airports but Tier II and III airports are expanding their infrastructure, followed by the service offerings. This is considering the fact that there is a significant jump in the travelling population with an increase in the purchasing power, more business needs, etc. At Mumbai Airport, our observation is that more than 98 percent passengers spend an average of one hour at the airport for domestic flights, while 83 percent passengers spend around two hours for international flights."

Talking about the conversion rate, the GVK spokesperson points out that given the right product assortment, a passenger can easily be converted from a window shopper to an actual shopper. Though he points out that in India, the conversion rate is still low compared to major global airports - less than 30 percent, but we are gradually seeing an increase in conversion rates.

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MAJOR CONTRIBUTORS TO AIRPORT RETAIL

- Emergence of massive airports since the 1970s
- Reduced airfare which invariably allows more people to travel
- Increase in business travel and annual international holidays
- Bigger terminals designed to extend space for 'none-aeronautical' revenue generation - from food and retail

The privatization of airports began in India in 2009. This was also the time Travel Food Services spotted the opportunity offered in the space of food retailing and took the leap of faith to be a part of the revolution and evolution of Airport Retailing in India.

Scouting the Opportunities

It goes without saying that airports and metro stations offers exciting opportunities for retailers. The same cannot be said about highways and railway stations. Before we get into the why of this, it is interesting to hear from Saloni on the opportunities all of these offer together. “There are multiple opportunities for retail and food services in travel retail, including airports, railway stations, highways, bus stations, and now metro stations in many cities,” she says.

But then have these been well utilized? Saloni is of the opinion that the opportunities haven’t as yet been truly capitalized upon. “While there are basic retail and food services options

available in most of these cases, these opportunities have not been designed or planned to create experience / convenience for the passenger and generate additional revenue for the travel operator. Worldwide, non fare revenue (revenue generated through all other activities apart from the travel fare) can be as high as 55 to 60 percent of the total revenue generated by the travel operator,” she explains.

The privatization of airports began in India in 2009. This was also the time Travel Food Services spotted the opportunity offered in the space of food retailing and took the leap of faith to be a part of the revolution and evolution of Airport Retailing in India. Today, it goes without saying that airports and metro stations offers exciting opportunities for retailers.

Lakhs of passengers use the metros, railways and highways on a daily basis. This is reason enough to catch the attention of a discerning retailer and plan out a retail format that can be replicated across the country. According to Panneerselvam Madanagopal, Chief Executive Officer, Stakeholder Management Consulting, the Reliance A1 Plaza was supposed to be a game changer but then the project fizzled out.

Challenges of Travel Retail

Talking about the challenges transit retail faces in India, Saloni says, “Transit retail, especially in airports, is not of the same scale as we see in some key transit hubs across the world. Usually passengers get to spend time in transit airports across the world which helps in increasing travel retail revenue. Indian airlines and airports have not been able to develop any of the Indian cities as an international transit hub, so there is negligible revenue opportunity there. In the domestic market, some of the



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“Today’s intelligent customer looks for the value in each transaction, whether at the airport or outside. With more travel, airports are becoming destinations in themselves and passengers spend considerable time at the airports. With these three key variables, it is incorrect to say that there is more of need based shopping at the airports. In case of products where pricing differentiation is high compared to city side pricing (e.g. liquor), passengers tend to shop at the airport. Also, overall experience



larger airports (Delhi, Mumbai) have become transit airports for domestic air travel and offer a good retail option for the transit passengers. Their role as transit hubs might become lesser with many more short haul flights being introduced by the airlines between smaller cities and with the Udaan scheme gaining momentum.”

And like at malls and high streets, is there a concept of ‘suitable shopping time’ within the airports? According to GVK, it is more related to the product mix. Explaining this, the spokesperson shares, “This is true as more the number of passengers, more will be the shopping and higher the conversions. However, there are other parameters which need to be kept in mind apart from the concept of ‘suitable time’. Conversions are directly related to the type of products offered, value deals and the overall assortment of commercial offerings. For example, if there are no product offerings which cater to the requirement of business traffic, despite the fact that there are business travellers, it will be difficult for an airport to see higher conversions.”

So, what actually pulls the shoppers to shop at airports considering that the similar brands are present at malls and high streets? Is it the pricing or the need? The GVK spokesperson strongly attributes the answer to the overall experience.

TOP 3 CHALLENGES

- Security clearance for a new store to start at the airport
- Slow growth in new infrastructure creation
- Higher dwell time in clearing the processes at the airport - need to have quicker processes, reduced queues pre-security/immigrations, thereby giving more time to passengers post security.

TOP PERFORMING AIRPORTS IN INDIA

- Mumbai
- Delhi
- Bengaluru
- Hyderabad

TOP TRAVEL / TRANSIT RETAIL DESTINATIONS (GLOBALLY)

- Mumbai: Has unique throughout the year promotions coordinated with all its stakeholders in the retail and F&B space at the airport. It also has a unique Pre-order facility for Duty-Free stores which is offered to international passengers both online, as well as in the shops. Passengers can get discounts upto 20 percent on products when they pre-order and pay while on their way out of the country and pick them up on arrival after clearing immigration. This is a very convenient facility.
- Singapore: Creates a perfect environment to shop and relax. With a rich array of carefully selected retail partners, shopping is a key highlight for travellers passing through, a rich mix of marketing and promotions, good collection of local brands in order to differentiate with other airports, focus on technology.
- Dubai: A buzzing place that never sleeps, catering to the varied mix of passengers.
- Incheon: Local yet international. A right mix of culture without ignoring the needs and expectations of the international travellers.

GOVERNMENT POLICIES THAT NEED REVISION FOR BOOSTING AIRPORT RETAIL WITHIN INDIA

- GST refund for the foreign tourists in line with other international destinations.
- Faster security clearance of the new stores who wish to set up their operations at the airport.
- Faster processes at the check-in/security/immigration so that passengers have higher dwell time post security/immigration.
- Travel retail growth is directly related with policy initiatives in the field of travel infrastructure and favourable policies to boost tourist flows.

— Inputs by GVK



of the passengers at the airport is significantly higher compared to downtown / malls, thereby further alleviating the tendency to shop at the airport,” he says.

Just like it happens in malls, the brands and the developer here work in sync as well to promote consumerism. There is a contract in place and the brands receive a thorough hand holding and when needed. The GVK spokesperson shares, “A typical contract duration is for 5 years however the duration varies if in case it is a master concessionaire. We have a mix of revenue sharing and minimum guarantee models. We work on the premise of ‘win-win’ with our brands. Through various measures we ensure that the brand continues to perform well at the airport, maintaining a long-term relationship. These measures include routine reviews, promotions, marketing, etc. Discontinuance is the last, extreme step.”

On the zoning, the spokesperson

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TOP PERFORMERS

- Accentuating the fact that airports as a destination are apt for selling and showcasing of luxury and premium brands that one can indulge in, Anand Kumar of ABRA says, “2017 figures show that perfumes and cosmetics account for close to a quarter of the sales worldwide in the travel retail segment, followed by 15 per cent by wines and spirits followed by fashion and accessories.” Wines and other spirits as seen have occupied the second position but then these are global figures. Within India, the laws prohibit alcohol sale in domestic airports.
- According to him, “Flexibility and room for growth needs to take center stage for any industry to flourish, with regards to Travel retail, India can surely start by revising the Alcohol laws between domestic airports that currently represent a roadblock. Being the 2nd biggest category in the travel retail segment, the inability to sell alcohol in domestic airports due to restrictions in carriage restrict the presence and growth of this category.”

explains that zoning is dependent on what are the varied categories of passengers and their requirements. Accordingly, various commercial categories are formed. As detailed by the Airports Council International (ACI), there are typically six categories of commercial offerings – Sit down restaurants, fast food restaurants, convenience retail, specialty retail, duty free and services. Basis passenger travel behaviour, the zoning takes place. Some examples are: basis Passenger Journey Chart, passenger anxiety levels are highest pre-security/Immigrations.

“Thus, having various commercial offerings in that location may not be fruitful. Similarly, essential passenger services (forex/ATM, etc) are required at multiple locations. Convenience retail seems to be beneficial at gates or at arrivals. Moreover, similar categories are zoned together. It is to be noted that airport zoning is very much different from other commercial setups, e.g.

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Inclusion of regional brands/ stores gives a local, distinct offering to the passengers, especially to those passengers who are not from the local region. This category of offering also helps in differentiating the overall commercial offerings of an airport from the other. Chhatrapati Shivaji Maharaj International Airport, Mumbai, with its healthy combination of Indian/Maharashtrian art and craft, souvenirs, food, etc., is a good example.

malls. In a mall, it is the area that drives sales whereas in the airport environment, it is the sales that drives an area,” the GVK spokesperson states.

Understanding the Distinction

As Madanagopal puts it, broadly speaking, the two categories that help understand the difference between travel and transit retail can be classified under – Functional and Experiential. According to him, “Where metro stations and highways can serve the customers with goods and services that are more need based, airports usually house retailers with products that fall under the experiential category which include more of lifestyle products.” He further says highways can be perfect destinations for promoting local handicrafts and local food as well besides being a general hub for foods and refreshments.

Nangia elaborates on the category distinctions, “Categories for travel retail can be broadly divided into 5 : Convenience led / basic necessities, including Pharma, Personal care, travel accessories, water, books, gifting among others; Browsing / impulse/ gifting led including mobiles, computers, gadgets and accessories, fragrances, watches, jewelry, toys,

writing instruments – these are also attractive for passengers from smaller cities transiting through bigger travel locations as their reach might be limited in smaller cities.”

Highlighting an interesting point, Nangia further shares, “At times brands are present at the airport as a marketing investment as well, for the consumers to see and connect with the brand; Local food / craft products which are local specialties; Services including Spa, entertainment including screens, among others and food, including convenience, café, fast food, food courts, local cuisines, bars among others. For international travel, duty free is a significant category, especially for alcohol, tobacco, chocolates, fragrances and beauty products. It extends to luxury and bridge to luxury brands as well.”

Talking about brand and category mix at airports, according to GVK, inclusion of regional brands/stores gives a local, distinct offering to the passengers, especially to those passengers who are not from the local region. This category of offering also helps in differentiating the overall commercial offerings of an airport from the other. For example,

at the Chhatrapati Shivaji Maharaj International Airport, Mumbai, there is a healthy combination of Indian/ Maharashtrian art and craft, souvenirs, food, etc.

The spokesperson elaborates, “Not only this, our promotions and events also focus on popularising the local flavours. We work very closely with the local brands who can showcase their unique products to the passengers along with the required commercial viability. The incentives for such concessionaires cannot be similar and depending on the requirement and mutual discussions, the required action is taken.”

Exploring In-flight Retail

The joy of shopping mid-air can be blissful provided that options given are alluring enough. No one wants to keep looking at a catalogue that has nothing better to offer than the same old pearl set or his and her wrist watch set.

“The product mix has to be meaningful. Only then in-flight retail can be successful,” shares Madanagopal. He minces no words when he talks about how airlines in India haven’t truly capitalized on the opportunity before them. “It is just that the prohibitive

prices keeping the customers away. If they get their pricing strategy right they can capitalize on the passengers they are flying. The logistics and managing should be done in a very professional manner. It can become a strong revenue stream for airlines if done and managed well."

Sharing his list of airlines that can be an inspiration for other airlines, Madangopal is all praise for Emirates, Qatar and Qantas airlines. He says, "Emirates remains the undisputed leader when we talk of in-flight retail, but I am very impressed by Qatar's offering of content and shopping catalogue. The shopping catalogue has a range of products to choose from including fine wine and electronic gadgets."

He further highlights an important category that has yet not been capitalized upon by any airlines - the kid's wear category. "There are a lot many business travelers and they would want to go home with a gift for their children. No airlines offer things a man or woman can take home for his / her child."

Dos & Don'ts

Anand Kumar, Executive Director - ABRA, a Dubai based firm that has to its credit designing a host of stores across 17 airports to date discusses in depth what brands need to keep in mind while setting up their stores at airports and other travel hubs. "Brands have to be selective in what they decide to sell in travel retail, it's a niche and is not to be treated as another point of sale, as in a new domestic location. They must not go in with their full portfolio, as people tend to look for novelty and travel retail exclusives, for which many brands do successfully with specific sizes and promo packs (mainly in beauty and confectionary products). This also makes way for different price points that cannot be compared with what is available in the domestic retail," he says.

"Last minute gifting represents a huge opportunity for travel retailers, when the customer might not have the time to pick up something during their hectic trip and the airport represents a last opportunity to make a purchase to take home, and hence brands must appeal to this audience with the right assortment of products. Finally brands have to make it convenient for the

shopper to pick and go, as there is limited time to engage the customer or try a product and hence the merchandisers in travel retail have to be trained to manage a customer that's in a hurry, to avoid a lost sale," he adds.

On the design intricacies for food stores at the airport, Dewansays, "Airports today are equipped with more experience zones than a mall or high-street. Basis the location of the outlet and passenger preference, we design our outlets, and some of them are notch better than those at a mall or a high - street. For instance, the experience one gets at our DilliStreet outlet at IGIA T3 departures, GVK Lounge at CSIA T2 departures, or Irish house are incomparable. At the same time, we have take-away counters and food courts, wherein look and feel and ambience are all similar. However, the menu is designed basis a travel port."

Brand Speak

It is interesting to visit the history books of brands and their journey of having stores at airports and other travel / transit retail destinations. To take an example, BIBA, a brand that

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resonates with chic Indian ethnic wear has been attracting a lot of attention at the airports with their swanky designs alluring women to have a look at their collection. Siddharth Bindra - Managing Director, BIBA shares, "We have our presence across all metro cities. Our stores are located at majority airports like Delhi- 2, Mumbai-2 and Goa -1."

On the key things to be kept in mind, Bindra says, "A good mix of all variants from all collections i.e. from ethnic to Indo-western to western wear need to be stocked. The availability of products in all sizes is also to be kept in mind. The store display needs to be given extra care. It needs to be appealing and easy to explore for customers, as you get a very little time to attract and engage the customers at such places. The staff should be well equipped with language and should be extremely disciplined, polite and helpful."

For the brands, one of the challenge that hits them the most is with regards to the operational cost. There is no dearth of customers but then to maintain the ROI with the high operational cost does create a roadblock for growth.

Talking about the most prominent challenges, Bindra says, "Stores open earlier and stay open till late, which means more shifts and odd-hour shifts, though there is minimal staffing, as stores are small. Staff members need additional security checks to work inside the airport, so recruiting and on boarding takes longer. Some airports and stores even need multilingual staff members and lastly the supply calendars have to be planned far in advance as delivery times are strict. This leaves little room for ad hoc resupplies."

Hidesign as a brand has earned an international reputation for itself with a presence overseas so the brand's presence at the airports is well received by the passengers. Dilip

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TOP 3 DO'S AND DON'TS

- **Do's:** Providing easy to carry and travel proof packaging help in providing a mind registering experience for customers. The staff must be well versed with the airport rules & be able to assist the customers about the same. -Easy & Quick Billing System is a must at airport stores as customers are mostly in a rush
- **Don'ts:** The store should not hassle the customer into making a purchase, as at airports customers mostly do shopping as leisure. It creates a negative impression in minds of the customers for the brand. The store must avoid bulky packaging for the sold products. This would de-motivate the customer from making a purchase looking at the big size of the package that they would need to carry around the airport & in flight. - Poor Inventory skills and stocking old designs can hamper sales

— Siddharth Bindra - managing director, BIBA

Kapur, President Hidesign, says, "In India, we opened our second outlet at the Hyderabad Rajiv Gandhi Airport International Departures area, the first one is in the Domestic Departures area. We are planning to open new stores at airports and malls by this year December-end. We will open stores at airports in Bangalore, Mumbai, Delhi and Kochi, while other stores we plan to launch them in Tier I cities."

Sharing details about their foray into airport retailing, Kapur says, "We got into airport retail way back in 2009, as we understood the importance of the airport stores since then. We believe that airport is a very significant platform for our brand as our ideal Hidesign customer is well-travelled and successful. We are currently present





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in 12 airport stores and this year, we plan to double that number. We do significantly well at the airports.” According to hi,, with the decision to privatize retail at more airports there will be no more roadblocks only opportunities.

Talking about the highest selling SKUs at the airports, Kapur reveals, “Products for personal use such as wallets, shoes, laptop bags and travel bags are an easy fit and also make great gifts. Travel themed products are another great option.”

Besides having to deal with bureaucratic formalities, the private players operating in transit retail hubs which come under government control, there are logistical challenges that retailers need to overcome before they are able to set the ball rolling in true sense for travel retail in India. This applies to transit retail as well to some extent.

Going by its name, one would have expected The Bombay Store to have their presence at the Mumbai Airport but their foray into airport retailing began its journey with a store at the Hyderabad Airport on June 09, 2018. Samson Peter, General Manager, Operations - The Bombay Store, shares, “The Bombay Store opened its first Airport Retail Store in SRA (Security Restricted Area) of Domestic departures of Hyderabad Airport on 9th June-2018, we had forecasted a great opportunity into this business

model at Airport Terminals where the brands recognition products and value can be driven across the country and overseas through all our Airport Customers travelling to various destinations within India and globally. We had a great learning and opportunity to understand on how an Airline Customers are inclined towards our category of products and how they shop differently from our Airport Store vis-à-vis our other Mall or Stand-alone store.”



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Elaborating on this, he explains: “Airport stores are an ideal shopping location for passengers with a holiday mindset, inspiring them for more impulsive shopping with better deals around the store.”

Logistical Roadblocks

Besides having to deal with bureaucratic formalities, the private players operating in transit retail hubs which come under government control, there are logistical challenges that retailers need to overcome before they are able to set the ball rolling in true sense for travel retail in India. This applies to transit retail as well to some extent.

Nangia says, “The biggest challenge in India is the lack of recognition of the fact that well planned travel retail



Pack-Shot / Shutterstock.com



Peter talks about what makes airport retailing a difficult process to get through for brands saying, “Getting into an airport retail business in itself was a great challenge. Commercial airport terminals are most secured and protected locations in the country. As a standard process, each retailer has to undergo a specific verification process by the Ministry of Civil Aviation and other agency responsible for airport’s security, which in itself was quite a new and challenging task for us. We also had a challenge of planning and executing our supply chain management and on how quickly and effectively we can replenish the right stock to the store at right time without disturbing the sales opportunities.”

No matter where the store is housed, no brand can afford to neglect indulging in marketing and promotion initiatives to attract the shoppers. The store design too needs to be chic and to an extent eye catching.

Conclusion

On a concluding note, Nangia shares, “Success of travel retail lies in understanding the basics of the business: It is important to understand the profile of passengers traveling from each travel location, the journeys / routes they undertake and the time available to them. It helps in understanding their requirements for retail and reasons for shopping / eating at the location. This requirement is then extrapolated on the space available at each travel location for developing the right infrastructure and experience for travel retail. Based on the categories relevant for each location, the space is divided optimally to maximize the productivity and revenue potential for the retailers and the location overall. Therefore, it is important that travel operators and retailers jointly work towards optimizing the revenue potential and passenger experience.”



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and food services in a travel hub can be a big revenue contributor to the travel operator, therefore there is reluctance in investing and developing the right plan and infrastructure for it. This should ideally be done at the planning and construction stage. Even though there is a large amount of new travel infrastructure which have been developed in the last decade (airports, metro stations, highways, some train stations among others), there is still a very limited focus and thought into this aspect.” Reiterating this is Chaitanya, “Availability of the real estate within airports are critical for growth, as major international airports are designed with a non-aero revenues in mind, in India it is still a work in progress.”

Elaborating on the role played by the government that if reversed and revised upon can be a boon, Nangia reveals, “Most of the travel hubs are owned and managed by the Indian government. There is very limited focus on creating the right commercial model for the travel hubs, with no planning. The retailers and food service companies are selected through a bidding process, with the highest bidder getting the contract to operate the space.”

Adding further on where we stand as compared to the international dynamics, she says, “To plan and manage the business as a key revenue contributor and segment, both for the brand and the travel operator vis a vis just an opportunistic channel.”



DUKE FASHIONS BAGS EXCELLENCY IN FASHION AWARD 2018

Duke Fashions, a lifestyle brand with a successful track record in manufacturing quality readymade garments with contemporary styling, bagged the coveted award for its extraordinary contribution to MSMEs in the development of Punjab...

The director of Duke Fashions, Kuntal Raj Jain was awarded the Excellency in Fashion Award'18 by Shri Manpreet Singh Badal, Hon'ble Minister of Finance and Planning, Punjab at the Uddyami Samman Awards organised by India News at JW Marriot in Chandigarh. The event was attended by policymakers, entrepreneurs, corporates and esteemed members of the civil society.

Duke Fashions, a lifestyle brand with a successful track record in manufacturing quality readymade garments with contemporary styling bagged the coveted award for its extraordinary contribution to MSMEs in the development of Punjab.

Kuntal Raj Jain, Director Duke Fashions (India) Ltd., said at the occasion, "I am delighted to be recognised at such a prestigious platform. This is yet another

pivotal milestone in Duke Fashions' history. This is a testimony to the hard work of our dedicated and committed workforce, who has been the biggest contributors for us being recognised as the most trusted company in India. At Duke, it is our constant endeavour to create benchmarks and constantly reinvent. I understand that real business success cannot be measured on market share or business volume alone. I know that long-term, sustainable growth can only be achieved by real customer satisfaction, by ensuring employee welfare and by adopting a responsible attitude to the environments and societies in which we operate."

He further said, "It is imperative that we recognise today's success as a milestone toward productivity, quality and innovation. The range of latest technology, knowledge and services

enable the organisation to achieve greater efficiency, effectiveness and agility in quality and broader business operations. Being a number-one casual wear brand, we planned for an even larger growth in the business in the months ahead. Duke is a value-for-money brand and our mission is to make available the international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident. The award will act as a morale booster and catalyst for Duke to be more innovative in its products and to strive hard to achieve even higher levels to build our company product image by strengthening our pillars of business strategy, vision and innovation on which our forward-thinking corporate policy is founded."



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TÜV SÜD-INDIAN LEATHER PRODUCTS ASSOCIATION TECHNICAL PARTNERS FOR BUYER-SELLER SUMMIT 2019

The summit is being organised to explore new markets and for showcasing premium quality leather products manufactured in eastern India...

German testing, inspection, training and certification giant, TÜV SÜD has partnered with Indian Leather Products Association (ILPA) as a technical and quality support provider for their annual Buyer-Seller Summit (BSS) 2019. The event will be held in Kolkata on 28th & 29th January 2019 where 42 major manufacturers will be showcasing a wide range of premium leather products. The summit is being organised to expand footprint in newer markets and for showcasing premium quality leather products manufactured in eastern India.

Commenting on the partnership with ILPA, Ezhilan Neelan, Senior Vice President, Product Services, TÜV SÜD South Asia said, “West Bengal accounts

for almost 25 percent of the country’s total leather exports. The state government, as part of its strategy to increase exports further, is identifying new markets for products that generate maximum revenue in trade. The Buyer-Seller Summit is in line with the government’s initiative and aims to connect international buyers with local manufacturers. We are committed to providing our technical guidance and global expertise to support businesses/manufacturers in setting high benchmarks for the quality of products, while also improving cost and time efficiency.”

TÜV SÜD provides its leather testing services to a host of premium leather and footwear brands across the globe and in India. To increase their acceptability through pre-set compliance, quality and safety standards, TÜV SÜD supports them with a wide range of services. India is among the leading manufacturers of leather products across the world. TÜV SÜD’s leather testing labs in Gurugram

(Haryana), Ambur and Ranipet (Tamil Nadu) provide comprehensive testing capabilities ranging from physical testing, performance and quality testing and regulatory testing in the leather and footwear sector. Additionally, TÜV SÜD has global leather affiliations that include AATCC, AAFA and FDRA along with active partnerships with global brands, retailers, importers and also the Council of Leather Exports (CLE) from India.

The ILPA is a non-profit platform working towards driving growth and development of the Indian leather industry. Through BSS, ILPA aims to bring together the best manufacturers and exporters of Kolkata under one roof and facilitate trade relations between the manufacturers and buyers. To upskill the labour-intensive leather industry in Kolkata, ILPA undertakes skill-development trainings as well.

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BRANDS IN INDIA 2019

// Ankur Textiles //

Brand: **Ankur Textiles**
 Company: **Arvind Limited**
 Launch Year: **1979**
 Head Office: **Ahmedabad, Gujarat**
 Website: **www.arvind.com**

Ankur Textiles, earlier known as Lakshmi Cotton Mills, was taken over by the US\$ 1.7 billion textile-to-technology conglomerate Arvind Limited in 1979. Since then it is India's largest organised manufacturer of lifestyle voile fabric.

Reputed for having the shortest lead time and for offering a wide range of colours in each category, the fabric brand has a strong network of dealers across the country, which enables them to reach customers faster.

Products Offered

Ankur Textiles offers a wide range of modal, viscose and cotton-lycra-blend fabrics. These fabrics are designed for the contemporary Indian women and are available under brands like Zoya,



Glam and Glory, Blossom, Zoya Silk and Lilac. They can be tailor-made into western and ethnic womenswear such as dresses, blouses, kurtis and tunics.

Manufacturing Unit

Its manufacturing unit is set up in Ahmedabad (Gujarat) and has a capacity to churn out 1.45 lakh meters per day.

Production Capacity

Ankur Textiles plans to broaden its product basket by diversifying into high-end prints for domestic as well as international markets. At present, its manufacturing capacity is 50 million meters per annum and aims to reach 60 million meters per annum in the next three years.

Clientele

About 90 percent of Ankur Textiles' fabrics is sold in the domestic market. It has over 500 products, a network of over 150 dealers and presence in over 7,500 retail outlets across India. Its Swiss voiles are exported to Switzerland, Sri Lanka and countries in the Middle East.

New Launches/Category Expansion

Ankur Textiles will offer prints with new design stories as a new addition to its product basket with the product mix cutting across premium, mid and value segments.

New Cities/Towns & Markets To Explore

The fabric brand's latest range in multi-fiber blends fabric are extremely popular in North India. In 2019, it will focus on South India to make the fabric equally popular in the region.

Innovations

The brand plans to have a comprehensive offering comprising smart fabrics with distinctive functional features like moisture management, soil-resistant, oil-repellent and thermal properties. It may also experiment with fibers like nylon and hollow yarn.

It is planning an in-house print facility and setting up the best-in-class technology unit that includes machines from Austria and Italy.

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// Appleeye //

Brand: **Appleeye**
 Company: **Stitch Fab India Pvt. Ltd.**
 Launch Year: **2010**
 Website: **www.appleeye.co.in**

Headquartered in Kolkata, the modern kidswear brand Appleeye was launched in 2010 by Stitch Fab India Pvt. Ltd. The brand offers trendy apparel for both boys and girls. Adhering to international standards, across all departments from conception to execution, Appleeye 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.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **9**
- > MBOs: **2,000+**
- > SISs: **60**
- > E-Commerce Partners: **Amazon, Flipkart & Paytm**
- > Total Retail Space Covered By The Brand: **20,000 sq.ft.**
- > Indian Cities Currently Present In: **Pan India**
- > International Presence: **Bangladesh, Nepal, Sri Lanka & Middle East**
- > Turnover Over the Last 3 Financial Years (FY '15-16; 16-17; 17-18): **35%**

What Sets Them Apart From Competitors...

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

Product Categories

Appleeye offers trendy casual wear range for little cherubs.

Ideal Customer

The brand targets kids and infants from 0 to 16 years of age. Its consumers belong to middle and upper middle class families.

New Cities/Towns & Markets To Explore

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

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// Be Indi //

Brand: **Be Indi**
Company: **Taanz Fashions India Pvt. Ltd.**
Launch Year: **2015**
Website:
www.beindifashions.com

Be Indi was born in the summer of 2015 and was launched as an ethnic wear brand across 40 counters of Reliance Trends in over 30 cities. The chic styles and quality material helped the brand to pick up momentum soon and it successfully launched its first EBO in October, 2017. Be Indi serves customers for every occasion; it blends western silhouettes and classic Indian styles and fabrics to bring out appealing fashion for the modern Indian woman.

Brand Vision

Be Indi wants to showcase the rich culture and heritage of India to women across the world. Also, as the ethnic fashion industry becomes more organised in the coming years, the brand envisions to be one of the key definitions of Indian ethnic wear for the modern women.

Product Categories

Be Indi offers a wide range of fashionable kurtis, tunics, dresses, anarkalis, jumpsuits, suit sets, etc., along with occasion wear categories like crop tops and skirts, gowns, etc. In the bottoms category the brand stocks palazzos, straight pants, dhoti pants, skirts, etc.

Best Selling Products/Range

The occasion and festive wear range has proven the bestselling categories for Be Indi. The brand partly attributes the popularity of these categories to its unique selling price.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **7**
- > MBOs: **35**
- > SISs: **80**
- > MBOs/LFS/Departmental Store Partners: **Central, Reliance, Bindal, Bachoomal, Jalan, etc.**
- > E-Commerce Partners: **Myntra, Jabong, Limeroad, Paytm, Flipkart & Amazon**
- > Indian Cities Present In: **40+ including Delhi, Mumbai, Bengaluru, Kolkata & Hyderabad**
- > Brand's Turnover in FY'17-18: **₹10 crore**
- > Estimated Turnover In The First 3 Quarters Of 2019: **₹12-13 crore**

Ideal Customer

Be Indi is a mid-segment brand that aims to capture the middle and upper middle class customers. Given the versatility of the brand's products, it finds demand from women within a wide spectrum of age groups from 19 years to 45 years.

Upcoming Collection & Theme

Be Indi has a slew of collections that it plans to launch in 2019 – Golden Charm, Jhalak, Broken Lines, Preppy

Florals, Weaves of Peace, etc. The inspirations shaping these collections are diverse – right from the Mughal era's royalty with gold, Gujarati mud mirror work from Kutch to Katha embroidery from West Bengal.

New Launches/Category Expansion

The brand is planning to launch various sets that would be a combination of tops and bottoms, sold together.

New Cities/Towns And Markets To Explore

Be Indi has plans for pan India expansion, but wants to execute this in a phased manner. The first phase will include the states in the northern part of the country as it is based out of Delhi.



// Black Panther //

Brand: **Black Panther**
 Company: **Juneja Global**
 Launch Year: **1985**
 Website: **www.blackpanther.info**

Juneja Global, (formally Juneja Industries) commenced operations in 1981, mainly as a yarn and elastics manufacturing unit for captive consumption for its parent company William Industries, India's largest manufacturer of socks. The group has a vibrant presence across the textile value chain - from production of base materials like yarns and elastics to knitting and processing of hosiery fabrics.

The company's brand, Black Panther, has a line of active apparel for men, women and kids. Black Panther is driven by the brand theme of 'Seriously Sporty'. In terms of styling, the aim is to create a line of active wear that can be comfortably worn both within the gym and without, to project an active lifestyle.

What Sets Them Apart From Competitors...

Black Panther's integrated facilities for yarns, elastics, fabric manufacturing and garmenting helps it provide a more affordable offering to its Indian customer. In short, the brand is about 'International quality -- Indian Pricing'.

Product Categories

The company offers a wide range of active sportswear, athleisure, swimwear and sports accessories for men, women and kids. While the brand's range of outerwear includes t-shirts, sweatshirts, shorts, track bottoms, gym clothing, cricket clothing, swimwear, etc., it also offers an extensive range of functional



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **8**
- > MBOs: **8,000+**
- > SISs: **200+**
- > Total Space Covered By The Brand: **Over 1 lakh sq.ft.**
- > MBOs/LFS/Departmental Stores Present In: **Shoppers Stop, Brand Factory, Megamart, More & Lulus**
- > E-Commerce Partner: **Amazon**
- > Indian Cities Present In: **Pan India**
- > New Territories/Regions Added: **Kerala**
- > Targeted Cities/Towns: **Cuttack, Kolkata, Guwahati**

accessories for active sports and athleisure including sports socks and sports stockings, wristbands, headbands, athletic supporters, knee caps, anklets, elbow guards and the like.

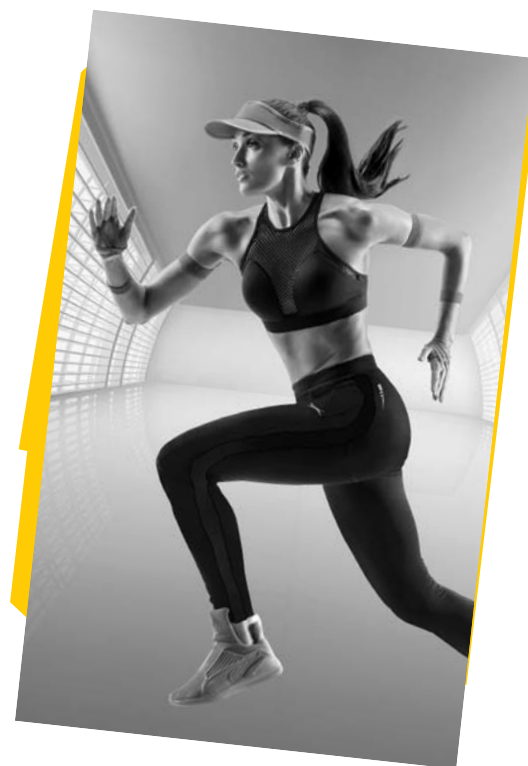
Ideal Consumer

For Black Panther, as also for the category as a whole, the growth is largely driven by the men's category. The women's and kids market has not grown at the same pace, largely for the need to be fashion-oriented and/or

more colourful as opposed to the fact of being more functional and performance-driven. Also, given the same budget, women are likely to purchase more garments to match element of their wardrobe and hence are more likely to buy, say, two pieces of stretch leggings rather than just a track bottom. So, the ideal consumer would be male.

Upcoming Collection & Theme

Among the brand's latest offerings are the Flexfit - a line of professional compression clothing and the Proton label for functional sports briefs in poly spandex and moisture-management properties.





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// Blackberrys & Blackberrys Casuale //

Brand: **Blackberrys & Blackberrys Casuale**
 Company: **Mohan Clothing Company Pvt. Ltd.**
 Launch Year: **1991**
 Website: **www.blackberrys.com**

It has been 28 years since Blackberrys' began its humble journey in the bylanes of Chandni Chowk, New Delhi. Ever since then, the brand has grown by leaps and bounds and has served to redefine occasion wear in India. From starting out as a garment manufacturer, the company has evolved from a wholesaler to a retailer and is a leading fashion brand today. Blackberrys exists in a man's world to be his partner-in-success, as he sprints towards his ambitions with a burning desire to keep winning. The brand will do all it takes to enable this man to write his success story, while keeping him sharp and always in style.

Under the able leadership of the Mohan Brothers, the team at Blackberrys has delivered the highest level of customer excellence. In the 28 years of its journey, the brand has won plethora of accolades and achieved milestones.

Product Categories

From trousers, suits, casual wear, jackets and blazers for formal occasions to bringing in khakis, shirts, denims, t-shirts and inner wear, shoes and accessories, Blackberrys is a one-stop shop for men's growing fashion needs.

Bestselling Products/Range

The brand's bestselling products are khakis, suit and blazers and its range of formals.

KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **260+**
- > MBOs: **900+**
- > SISs: **350+**
- > MBOs/LFS/Departmental Store Partners: **Lifestyle, Shoppers Stop, Pantaloons, Central & all key module stores across the country**
- > E-Commerce Partners: **Jabong, Myntra, Amazon & Flipkart**
- > Total Retail Space Covered By The Brand: **Over 7 lakh sq.ft.**
- > Indian Cities Present In: **350+**
- > Brand's Turnover in FY'17-18: **₹893 crore**

Ideal Customer

As a premium menswear brand, Blackberrys' consumers are ambitious man from Sec A and A+ of society. These men are extremely conscious of their individual style and are connoisseurs of elegant fashion.

Upcoming Collection & Theme

The inspiration for the Sartailored Collection is fine British tailoring and its commitment to detail, fit and finish - the excellence that made Savile Row the global benchmark for men's suits. This is captured in the visual environments the brand's protagonist finds himself in - scenes straight out of contemporary



British aristocratic life that demand the finest in men's formal wear. The casual line from Blackberrys, Casuale, will bring the best out of old world charm.

Promotional Activity

The brand is relying on mall media, airport presence and digital media for promoting its new SS'19 collection.



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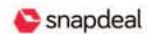
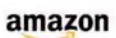
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// Blue Buddha //

Brand: **Blue Buddha**
 Company: **Zedex Clothing Pvt. Ltd.**
 Launch Year: **2008**
 Website: **www.bluebuddha.co.in**

Blue Buddha, a casual wear brand originally from London (UK), was taken over by Zedex Clothing Pvt. Ltd., and launched in India in 2008 with 12 stores in major cities across Gujarat.

At Blue Buddha, quality meets affordability, style meets sustainability and design meets fashion sense. The brand's team of highly qualified and experienced personnel offer unique and fast fashion for the youth.

What Sets Them Apart From Competitors...

Studying and reprocessing changes according to market demands set the brand apart from its competitors. Blue Buddha is available in Tier I, II and III cities and is effectively available on online platforms for its customers' convenience.

Product Categories

The brand offers denim wear that comprises jeans, shorts and joggers; non-denim range such as chinos, shorts, cargos and joggers; shirts in solid colour, stripes and checks, and printed range; polo t-shirts and round-neck t-shirts; and sweatshirts.

Operating in the mid-segment range, its casual shirts, priced between ₹999 to ₹1,299, is the bestselling product range.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > **EBOs: 52**
- > **E-Commerce Partners: Jabong, Flipkart, Amazon, GoFynd, Paytm, Styfi and Limeroad**
- > **Indian Cities Currently Present In: Ahmedabad, Aurangabad, Bhavnagar, Rajkot, Surat, Vadodara, Amreli, Anand, Ankleshwar, Bardoli, Bharuch, Bhuj, Bodeli, Chikhli, Dahod, Dholka, Gandhiham, Gandhinagar, Godhara, Halol, Jamnagar, Junagadh, Kalol, Mehsana, Morbi, Nadiad, Navsari, Palanpur, Porbandar, Surendranagar, Valsad, Vapi and Indore**

Ideal Customer

Blue Buddha's ideal customers are young men who strive to set themselves apart from the crowd. Between the age of 18 to 35 years, these men love spending time with their friends and are happy socialising. The brand's customers are ones who prefer quality over quantity.

Upcoming Collection & Theme

The brand aims to focus on its core collection in 2019 and make it more desirable and comfortable. It plans to experiment with subtle neons, raw finishes and also to work around sulphur dye denims, coated denims and structure denims. The aim is to redefine the basics and to enhance its collection.

New Cities/Towns & Markets To Explore

2019 will be the year of expansion. Blue Buddha plans to setup multiple stores across Maharashtra and Madhya Pradesh.



// Bumchums //

Brand: **Bumchums**
Company: **Rupa**
Launch Year: **1994**
Website: **www.bumchums.in**

There's a fun side to everyone, be it tiny tots, teenagers or grownups. That's why the Bumchums range of t-shirts, bermudas, track pants are designed for those who hate seriousness. Crafted out of the finest comfort-enhancing fabrics and stitched on Japanese machines, these clothes fit perfectly and look cool, smart and trendy. They are designed for 'funaholics', who want to get out there, and have some fun, while looking stylish and feeling comfortable.

Product Categories

For men, the brand offers t-shirts (full and half sleeves, round neck, plain, printed, stripe polo and pique polo; full and half sleeve, v-neck, printed pocket, Henley, allover printed), bermudas (with and without zippers, stylish bermudas, leisure bermudas, designer plain bermudas, favorite plain and printed bermudas, mercerized printed bermudas); boxer shorts; capris (active, stylish); loungers (with zippers, stylish loungers with zippers, dual tone fancy loungers, active loungers); woven pajamas (checks, printed).

The kids range includes t-shirts (round neck t-shirt, fancy sleeveless t-shirt, crew neck sleeveless t-shirt, v neck t-shirt, polo neck t-shirt, full sleeve round neck t-shirt, printed t-shirts, crew neck t-shirts, printed sleeveless tops, printed sleeveless tops with capris); bermudas (stylish bermudas, junior

printed bermudas, junior stylish capris) loungers (stylish loungers, printed loungers, junior new plain loungers).

Ideal Customers

Through its complete range of product assortments for men and kids, the brand targets mass consumers seeking mid-segment products.

Primary Markets

The eastern region of the country forms the primary market of the brand.

Upcoming Collection & Theme

This year, the brand will launch an entire women's range which will include athleisure and nightwear collections.

New Cities/Towns & Markets To Explore

The brand plans to target the markets of North and South India this year.



// CDF Columbia //

Brand: **CDF Columbia**
 Company: **Shiva Apparels**
 Launch Year: **1990**

Men's wear brand, CDF Columbia was launched in 1990 when it saw a huge gap in the market for basic range of denims. The brand started its journey by manufacturing core heavy denims for men and later introduced casual shirts and cotton trousers to its product portfolio. It aims to focus strongly on the innovative range of its denims and yet remain affordable to its discerning customers.

What Sets Them Apart From Competitors...

CDF Columbia is known in the market for providing plus size clothing which happens to be its most iconic and innovative product line. It offers plus sizes in jeans that goes upto 60-inches in waist and in shirts, it is available upto size 9XL.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **430+**
- > SISs: **34**
- > Indian Cities Currently Present In: **Karnataka, Andhra Pradesh, Maharashtra & Tamil Nadu**

Product Categories

Today, the brand offers a full-fledged menswear range comprising jeans, shirts and cotton trousers.

Ideal Customer

The brand targets men in the age group of 30 to 45 years.

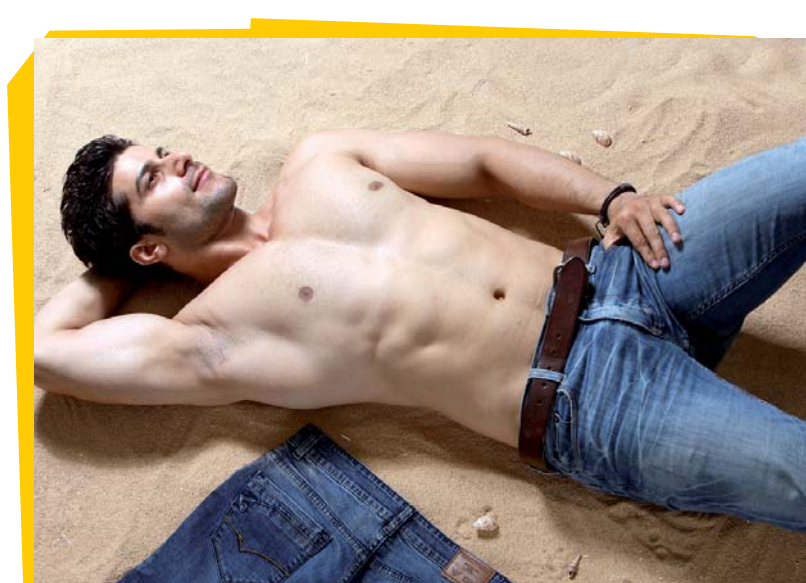
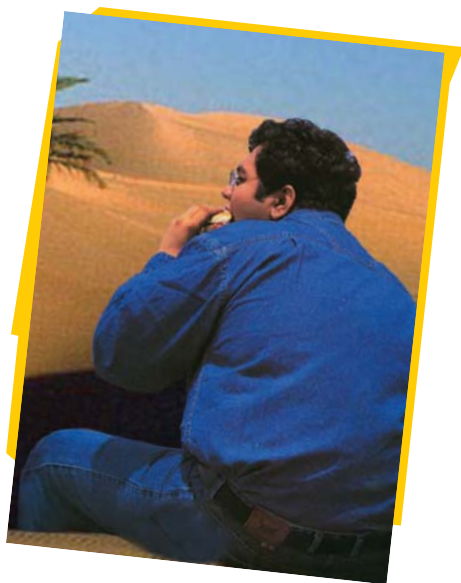
Upcoming Collections & Theme

The brand, in its latest collection, is introducing an exclusive 4-way Lycra fabric developed by Arvind especially for CDF Columbia for its new range of denims. In shirts, the brand is launching a whole new range of basic shirts in cotton and linen. Similarly, in trousers, it is developing a new basic range.

New Cities/Towns & Markets To Explore

CDF Columbia will focus on the markets of Madhya Pradesh and Kerala in the second phase of its expansion this year.

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// Celio* //

Brand: **Celio***
Company: **Celio* Future Fashion Pvt. Ltd.**
Launch Year: **2008**
Website: **www.Celio*.com**

Launched in 1978, Celio* has become one of the leading menswear brand in France in less than 30 years. By 1992, the brand had hit a century with the opening of its 100th store in France. The premium French menswear brand launched its first store in New Delhi in 2008. Following the quick success of its first store, Celio* crossed 100 doors in India by 2011 and has today expanded to about 300 stores. Present in 60 countries with more than 1,140 outlets globally, Celio* aims to expand its fashion footprint, one store at a time and develop style-conscious clothing for generations to come.

Product Categories

Taking from its European roots, Celio* offers effortless fashion to men with products that are urban, smart, elegant and very wearable. It offers a complete wardrobe for today's active and urban men through four fashion lines - essentials, casual, denim and smart - including shoes and accessories.

Ideal Customer

The brand has pinpointed its TG to the 25 year SEC A Indian male and targets conventional style seekers as well as the progressive consumers.

Innovation

Over the years, Celio* has innovated in several diverse aspects. While some of these innovations were directed at building a better business, others



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **50**
- > MBOs: **118**
- > SISs: **217**
- > E-commerce Partners: **Myntra, Jabong, Amazon, Flipkart, Ajo, Shoppers Stop, Tata cliq, etc.**
- > Indian Cities Currently Present in: **108**
- > International Presence: **60 countries**

were meant to create a more socially accountable organisation. E.g. ensuring ethical sourcing. The brand has tied up with responsible vendors who are socially accountable (SA8000 compliant) and Oeko compliant. It has also launched Go Green Denims, which are environment-friendly and save both water and electricity.

Upcoming Collections & Theme

Celio*'s offerings can be classified into four main product groups - Free, Urban, Smart and Essentials. Free is a denimwear and sportswear range sporting casual and colourful spirit and includes t-shirts, bermudas,

cargos and outdoor wears. Urban is a smart, casual and chic collection with a sophisticated and elegant range of linen shirts and bottomwear, jeans, smart polos, chinos, leather and faux leather jackets, etc. The Smart range offers business and work essentials with a fashion twist and comprises leaner shirts, business jackets and some bottomwear. In the essentials range Celio* offers a wide selection of well-priced basics like polos, plain tees, and so on.

New Launches/Category Expansion

The brand will look at launching new ranges in the linen segment and innovations in denim in a bid to evolve its product categories.

New Cities/Towns & Markets To Explore

Some new cities/towns and markets Celio* will be exploring this year include Jamshedpur, Jaipur, Guwahati and Madurai. The brand will also focus on building deeper penetration in the cities it is currently present in.

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// Checkpoint Systems //

Brand: **Checkpoint Systems**
 Company: **CCL Industries;**
Checkpoint Systems India
Pvt. Ltd. (India Operation)
 Website:
www.checkpointsystems.com

Checkpoint Systems, a division of CCL Industries, addresses two critical issues for its customers - improving profitability and improving consumer experience. The company delivers intelligent solutions, bringing clarity and efficiency into the retail environment anytime, anywhere. Checkpoint's solutions are built upon 48 years of radio frequency technology expertise, innovative high-theft and loss-prevention solutions, market-leading RFID hardware, RFID software, and comprehensive labelling capabilities, to brand, secure and track merchandise from source to shelf. Today, the company operates in every major geographic market around the world and employs 4,500 people worldwide.

What Sets Them Apart From Competitors...

Checkpoint Systems envisions to be the first choice for source to shopper solutions that optimize success for customers. It has direct involvement in country sales and service support, unlike other EAS suppliers, who operate through distributors.

India Presence

Checkpoint has a direct presence in India and some of the key accounts of RF-EAS in the country are Reliance, Central, Pantaloons, Big Bazaar, Food Bazaar, Diesel, Timberland, Quick Silver, Paul & Shark, Hamleys, Thomas Pink, Brook Brothers, Steve Madden, Metro Cash & Carry, Madhura Garments, Hackett London, The Collective,



Creative Line, Roop Vatika, Lakshita International, Celio, City Life, Tanishq, Chetmani Jewellers, A B Jewellers, CH Jewellers, Asopalav, Jogia Jewellers, Jade Blue, Vijaiony Sales, Major Brands, Being Human, Samarth Lifestyle, Iconic Retails - Iconic Kids, Bestsellers, Ultra Smart, Monalisa, Unik Bazar, Bazar Retail, RJ Corp, etc.

International Chains Using Checkpoint Systems

Some international chain stores that use Checkpoint Systems include J C Penney, Carrefour, Tesco, Lotus, Metro, Harrods, Target, Big C, CVS, Barnes & Nobles, Casino Group, Royal Ahold, Woolsworth, Warehouse, Mervyn's, Virgin Music, Toys R Us, Geant, Linen N Things, Walgreens, etc.

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Mahindra Retail - Mom & Me, Aditya Birla - More, WalMart - Easy Day, Benetton, Lilliput, Richlook, Arvind Brands - Lee & Wrangler, Triumph, Suvidha, Gitanjali - Maya, Calvin Klein, French Connection, Satya Paul, Marks & Spencer, Cobb Apparels, TNG, Ritu Wears - Big Life, Ritu Kumar, GAS, Mumma Zone, OVS, Kazo, Global Desi, Basecamp, Kalanjali, Jumbo Electronics, Numero Uno, Pepe Jeans, Levi's, Pall Mall, Forever New, Kapsons, Sabhyata, Miki House, Riddhi Siddhi, Bazaar Kolkata, LM Fashions, Prateek Lifestyle, Poze, Cantabil, Sports Station, Provogue, Incense, Thappars, Kohli Brothers,



**INDIA'S
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MEN'S WEAR BRAND**



2018

**INDIA'S MOST
CONSUMER FOCUSED
BRAND**



2018

**INDIA'S MOST
ATTRACTIVE
BRAND**



2018



FLAGSHIP STORES

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CHROMPET - 044-4287 5608 | VELACHERY - 044-4383 6033 | TRIVANDRUM - 0471-4015 333 | KOTTAKKAL - 0483-2977 333
PONDY - 0413-4204 555 | TANJORE - 0436-2271 505 | KUMBAKONAM - 0435-2403 525 | RAJAPALAYAM - 04563-222 551
MADURAI - 0452-4246 064 | NELLAI - 0462-4000 433 | NAGERCOIL - 04652-422 505

EXCLUSIVE STORES

CHIDAMBARAM - 0414-4225 833 | ERODE - 0424-4270 633 | KARUR - 04324-261 221 | KARAIKUDI - 04565-400 096 | TIRUVALLUR - 044-2766 6637
MAYAVARAM - 04364-220 677 | NELLORE - 063013 57544 | RAMNAD - 04567-225 441 | TIRUPUR - 0421-4203 233 | TENKASI - 04633-280 633
SIVAKASI - 04562-276 333 | THENI - 04546-254 160 | DHARMAPURI - 04342-234 333 | KALLAKURUCHI - 04151-227 333 | TRICHY - 0431-4975 333
MANJERI - 0483-2971333 | VADAKARA - 0496-252 0999 | CALICUT - 0495-4850 333 | PERAMBRA - 0496-261 7777 | PERINTHALMANNA - 04933-297 777

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

91766 77111 | 89398 17665 | 91765 41786

// Comfort Lady //

Brand: **Comfort Lady**
 Company: **D S Creations**
 Launch Year: **2010**
 Website: **www.comfortlady.co.in**

Since its inception in 2011, Comfort Lady strives to be the preferred choice of females when they choose a legging. Starting with a limited collection, today the brand boasts of having a complete range of leggings and garments, selling over 5 lakh pieces a month.

As the tagline reads “play with colors”, Comfort Lady offers its consumers with a plethora of shades. The brand has always tried to be the trendsetter in leggings by introducing superfine quality fabric, easy stretch and bio-wash range.

Product Categories

Comforts Lady’s primary product is leggings which bifurcates into churidaar and ankle length leggings. Furthermore, the brand offers palazzos, shimmers, capris, printed leggings, camisoles, jeggings and baby leggings. It also offers round neck t-shirt (full & half), kurta pants, straight pants and printed t-shirts.

Ideal Customer

The brand caters to a mass audience. However, it extends its range to mid-segment women consumers as well. The brand provides fashion leggings to all age group right from newborns to older women.

In-Store Consumer Engagement

Comfort Lady’s products are sold mainly through its distribution channel for which they provide branding support with in store branding,



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **10**
- > MBOs: **1,000+**
- > SISs: **50**
- > Indian Cities Currently Present In:
Pan India
- > CAGR over Last 3 Financial Years
(FY'15-16; FY'16-17; & FY'17-18): **10-12 %**

including backdrops, danglers and sign boards. Along with this, the brand also does outdoor hoardings, paper ads, B2B ads through magazines and garment fair participation. Very soon, the brand is coming up with a TVC as well.

Primary Markets

Comfort Lady’s products are sold all over India.

New Cities/Towns & Markets To Explore

The brand will be exploring markets in South India, with an aim of foraying into the region in 2019.

Future of the Fashion Retail Industry in India...

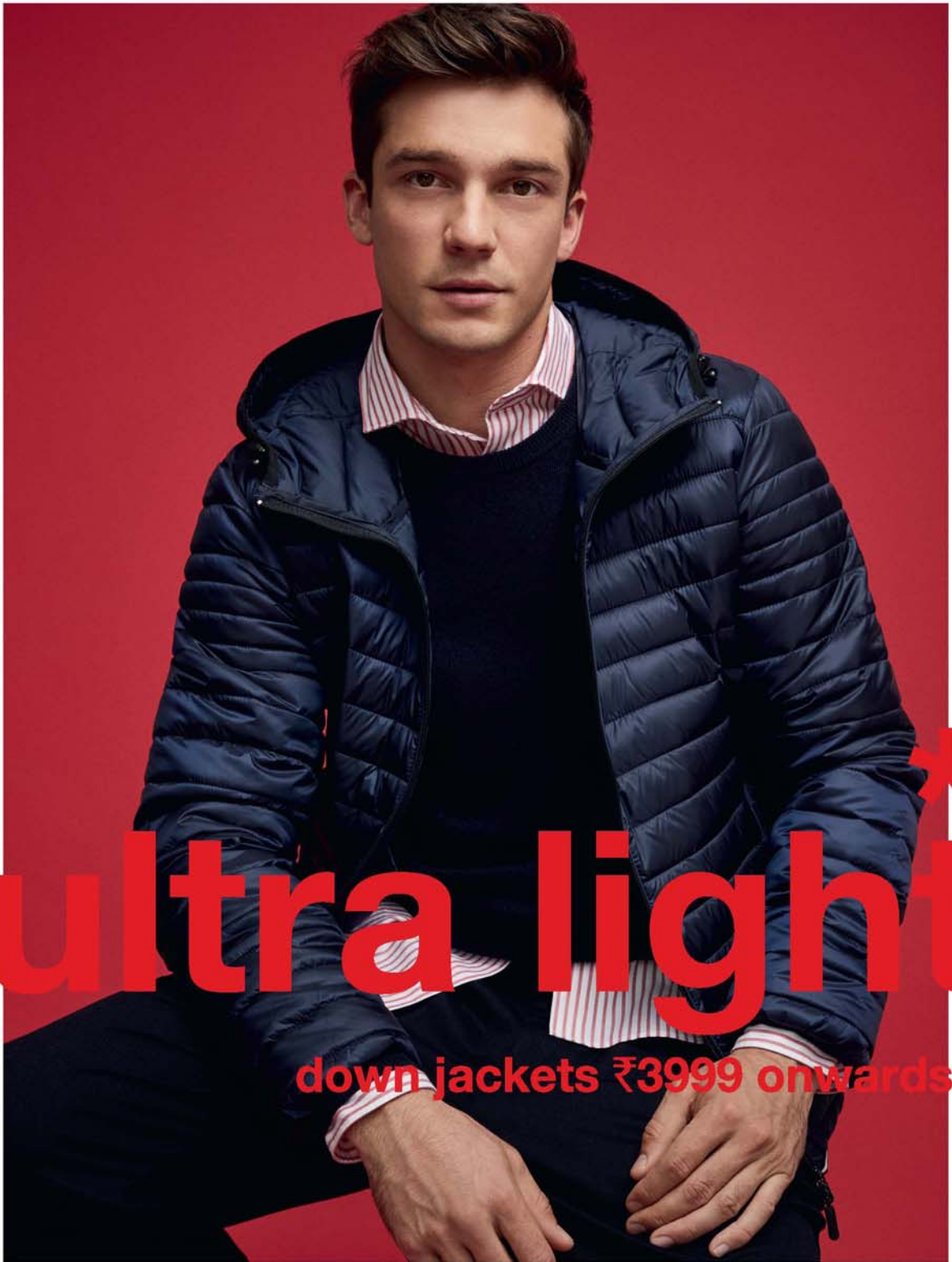
Fashion retail is growing at a rapid pace and is more than a number game now. Being at the right place and among the right players is of utmost importance to Comfort Lady.

The Next Wave of Exciting Fashion Retail Ideas to Come From...

Comfort Lady believes that the next wave of exciting fashion retail ideas will emerge from down South India, specifically from Kerala.



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Also available at leading department store, multi-brand outlet and online partners | Follow at: [f](#) [@](#) [t](#) [You Tube](#)

T&C apply.

// Cool Colors //

Brand: **Cool Colors**
 Company: **Bafna Clothing Company**
 Website: **www.coolcolors.in**

With over 35 years of experience in the retail fashion industry, Cool Colors, the retail wing of Bafna Clothing Company, has become one of India's fastest growing brands. Being guided by a clear vision, Cool Colors invested its valuable effort in gaining maximum exposure in the market both domestic and foreign. This enabled them to achieve a growth that led to new cities across India and to reach Singapore and the UAE.

Product categories

The menswear brand offers a complete range of plain, stripes, checks, prints and linen shirts. Operating with the mid-segment market, its products are manufactured and priced to fit in well with the Tier II & III cities' customers.

Ideal Customer

Cool Colors has worked to position itself



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **6**
- > MBOs: **2,200**
- > SISs: **95**
- > MBOs/LFS/Departmental Stores Partners: **Reliance**
- > E-Commerce Partners: **Flipkart, Mynta & Limeroad**
- > Indian Cities Currently Present In: **550**
- > International Presence: **Singapore, UAE & Middle East**

as an alternative brand that has broken free from the routine of just another brand and provide unique collections of shirts with its stand out designs to men across the age group of 25 to 45 years.

Primary Markets

At present, the brand has a strong presence in Tier II and III cities in India and has also entered international markets like Singapore, UAE and the Middle East.

Upcoming Collection & Theme

This season, Cool Colors' collection is inspired by the urban traveller, who is a globe trotter with a keen sense of colours and style. The brand Spring Summer collection features a wide variety of colours. It will also offer a set of very interesting washes and finishes in plains, checks, stripes and prints.

New Launches/Category Expansion

Cool Colors has introduced blazers and t-shirts including the latest collection of printed shirts in new patterns. The brand will strengthen its range further this year.

New Cities/Towns & Markets To Explore

The brand has expanded its reach to almost all states in India. It will now focus on resources to build its presence in the unexplored cities in the states.





Juelle

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   juelle.in
Toll Free No: 1800 137 7000

// Courtyard & Kraburs //

Brands: **Courtyard & Kraburs**
 Company: **Artex Creation**
 Launch Year: **2015**
 Website: **www.courtyardjeans.com**

Launched in 2015, Courtyard and Kraburs are renowned casual wear brands from the Eastern part of India. The retail ventures of Artex Creation, Courtyard and Kraburs cater to fashion conscious men and women.

Providing trendy collections and creating designs that help young adults and teenagers express themselves, the brands offer a perfect fusion of fashion and technology that is carefully executed by the finest designers.

In a short span of 3 years, both brands have built a robust retail network through 450+ MBOs. Last year, they launched their maiden store in Howrah, West Bengal.

What Sets Them Apart From Competitors...

Courtyard and Kraburs believe in offering a high level of credibility through their product ranges, delivering the perfect fit, the best in quality at the best price range.



IMAGES Business of Fashion



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **1**
- > MBOs: **450**
- > SISs: **2**
- > MBOs/LFS/Departmental Store Partners: **Adi K C Das, New Sree Guru Dresses, Shree Shoppers, etc.**
- > E-commerce Partners: **Flipkart, Snapdeal & Amazon**
- > Indian Cities Currently Present In: **West Bengal, Assam, Odisha, Uttar Pradesh & Andhra Pradesh**

Offering innovative and cutting-edge clothes which reflect the unique fits and washes in trend, both brands ensure that garments bought from them are comfortable to touch, while making the wearer feel confident.

The brands take pride in their customer relations, teamwork and continuous training imparted to the sales teams.

Product Categories

Artex Creation, through its brands, specialises in manufacturing jeans,

cotton pants, blazers, suits, jackets, trousers, corduroys, chinos for men and denim wear for women.

Bestselling Products/Range

All the product ranges and categories that are manufactured under the brands carry equal weight. They are all unique and come under the bestselling categories.

Ideal Customer

Through its premium-to-mid-segment range, the company targets men and women in the age group of 14 to 45 years.

In-Store Consumer Engagement

The company brings out innovative, new styles that is a testament to modern day fashion and all the products are manufactured keeping in mind the taste of today's youth.

Their aim is to achieve success by thinking out-of-the-box and applying new and unique approaches of doing business inside the store. The company heavily uses social media channels to create brand awareness and to engage with the consumers.

Primary Markets

The brands primary markets are West Bengal, Assam and Odisha.

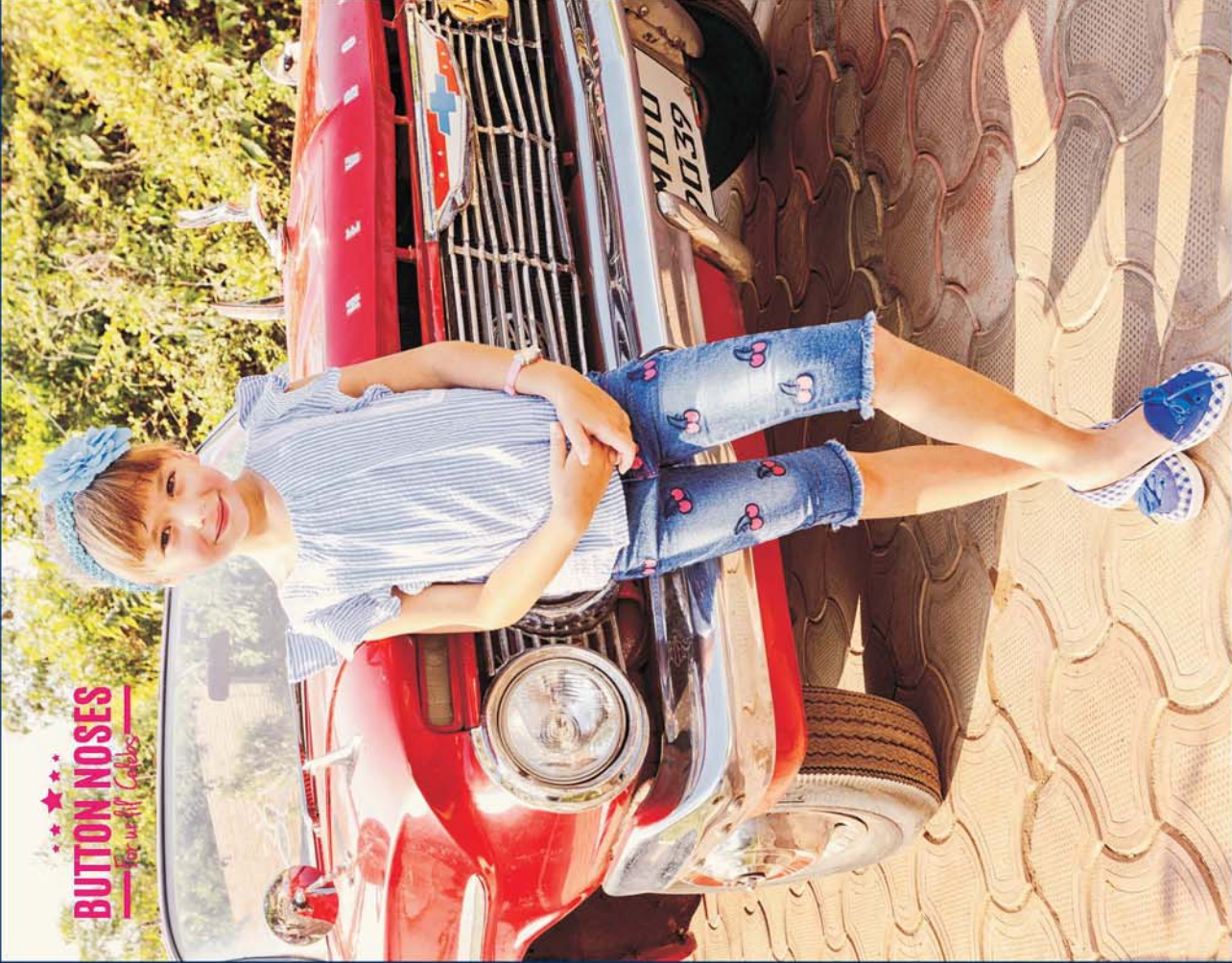
Upcoming Collections & Theme

The brands upcoming collection will be more about knit denims in colourful shades.

New Cities/Towns & Markets To Explore

The company will explore the markets of South India and will promote its brands in the region. This year, the company is also targeting the Indian export market.





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Phone: 0731-2532242, 2532846, Mob. 09826022922, 09827074488
Web: www.sparkclothing.co.in Mail: spark.kids@gmail.com

// D&G Button //

Brand: **D&G Button**
 Company: **D&G Industrial Co. Ltd.**
 Launch Year: **1988**
 Head Office: **Hong Kong, China**

With over 30 years of experience in manufacturing and exporting garment accessories, D&G Button is one of the most successful companies in the industry and has established itself as a leading garment accessories solution provider. Presently the company exports over 80 percent of its products to over 50 countries worldwide, providing substantial investments in research, design and the most advanced production and testing technologies.

Products Offered

D&G Button offers a wide range of garment accessories including buttons, snap fasteners, rivets, eyelets, metal plates, handbag suspender clips, dress hooks and buckles.

Manufacturing Unit

The brand is committed to designing, manufacturing and wholesaling of high quality garment accessories. The company established its manufacturing unit in 1995 to cope with the company's expansion plans. In 2000, the unit was strategically relocated to Dongguan, China - a more convenient location to connect with nation-wide and worldwide customers.

D&G Button uses only the best material imported from Australia, Japan and Korea, while high-tech production processes and product quality meet even the most stringent international standards.



New Launches/Category Expansion

Understanding the economic scenario of Indian markets, D&G Button developed an economic product range catering to all segments of the industry while retaining its original D&G DNA and complying to its quality standards. Hence, it is looking forward to serving as a one-stop-solution for the garment industry.

New Cities/Towns & Markets to Explore

Presently, D&G Button has a strong hold in all major garment centric cities

of India. However, due to a shift in manufacturing industries, it is also moving towards Ahmadabad, Ludhiana, Pune, etc.

Innovations

With price sensitivity at its peak in the market, D&G Button introduced semi-hollow buttons and stainless steel shanks as a solution to keep its export-tests quality standards safe. Also to cope up with modern fashion trends, new colours and finishes were introduced by the company.

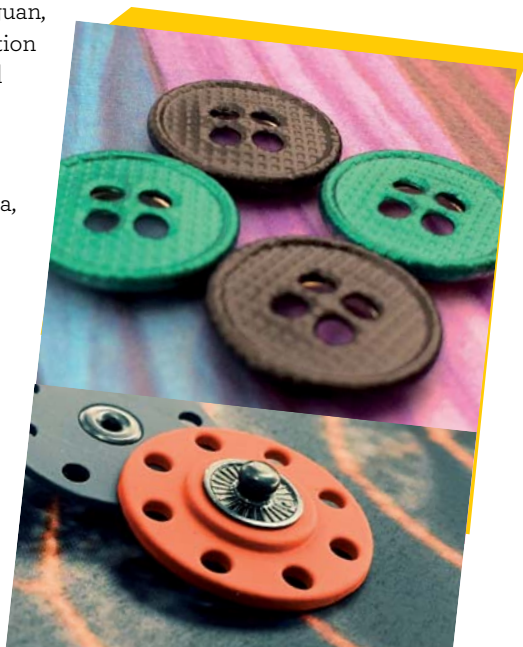
Opportunities & Challenges in 2019:

With the newly developed range, the company sees a great opportunity in capturing the economy brands and high-end brands that are generating huge volumes. After holding strong presence in the export sector, the company is strengthening its hold in the domestic market.

However, even though D&G Button is among the leaders in quality and on-time delivery, there is lack of awareness towards quality trims in the garment amongst the local manufacturer, which has emerged as the biggest bottleneck for the company. Also, the fast moving culture in fashion industry has made the market highly price competitive.

Future of Fashion Manufacturing Industry in India

With the growing online culture, customers are having better accessibility to a plethora of garments and accessories. D&G Button believes that this has in turn increased their awareness of the latest fashion and brands with everything becoming global. The ease of ordering and flexible return policies have changed the shopping pattern altogether. Altogether, there is a huge uplift in the demand for latest trends.



// De Moza //

Brand: **De Moza**
Company: **Audaz Brands Retail India Pvt. Ltd.**
Launch Year: **2014**
Website: **www.demozastores.com**

De Moza was launched towards the end of 2013. The leggings brand offers the widest range of fashion bottom wear for women at affordable price pints. It offers bottom wear for casual, active and ethnic wear.

The brand started to expand from 2016 and today is being retailed through 12 EBOs, 120 SIS across India and all major online market places.

What Sets Them Apart From Competitors...

De Moza strongly believes that quality comes first. Hence the brand ensures that all its products are sourced with superior raw materials and finer construction.

Product Categories

De Moza offers leggings, palazzo pants, jeggings, Patiala pants, joggers, cigarette pants, camisoles, shrugs and tights for women.

Ideal Customer

The brand operates in the mid-segment category and targets young women in the age group of 18 to 30 years, who seeks the finest in everything.

Primary Market

The brand's primary markets comprises metro cities, Tier I, II and III towns and with a focus on malls in these cities.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **12**
- > MBOs: **20**
- > SISs: **120**
- > MBOs/LFS/Departmental Store Partners: **Central, Project Eve, Ethnicity, Brand Factory and Seematti**
- > E-Commerce Partners: **Mynta, Jabong, Amazon, Flipkart, Limeroad, Snapdeal & Fynd**
- > Total Retail Space Covered by the Brand: **5,600 sq.ft.**
- > Indian Cities Currently Present In: **46**
- > International Presence: **US (Amazon.com)**
- > Brand's Turnover in FY'17-18 (1st April'17 to 31st March'18): **₹12.5 crore**
- > Turnover CAGR Over Last 3 Financial Years (FY'15-16; FY'16-17; & FY'17-18): **80%**
- > Estimated Turnover in the First 3 Quarters (1 April'18 to 31 Dec'18): **₹11.5 crore**

Upcoming Collection & Theme

De Moza's Spring-Summer 2019 collection features a unique range of athleisure that offers a flexible work-to-active fashion.

New Launches/Category Expansion

The brand will expand its range of active leggings made, which are made with super fine cotton. It also plans to introduce elegant skirts for special occasions.

New Cities/Towns & Markets To Explore

De Moza will expand its footprint in West and North India with store launches in Pune and Lucknow respectively. It is also seeking expansion with more department store partners.

Opportunities in 2019

Omnichannel is gaining momentum across the country and the brand plans to adopt it in a bid to cover the loss of sale due to unavailability at stores.

Future of the Fashion Retail Industry in India

Fashion retail in India will continue to grow in double digits. Within women's wear, there is higher growth rate since the percentage of organised players is less, and companies are looking at this as an opportunity in the market.



// Deal Jeans //

Brand: **Deal Jeans**
 Company: **Deal Global Fashion Pvt. Ltd.**
 Launch Year: **2000**
 Website: **www.dealjeans.com**

Deal Jeans is a fast fashion women's western wear brand that believes in bringing fresh fashion from every fashion-forward corner of the world. The brand's journey began with its range of designer denims 18 years ago and today, Deal Jeans offers 20 exclusive product categories in around 2,500 artistic styles crafted every year.

Product Categories

Deal Jeans' product portfolio consists of 20 categories from jeans, capris, pants, dungarees, shorts, jeggings in bottom wear to ponchos, blazers, tricots, shrugs, cardigans, jackets, shirts, tops, sweaters, quilts, jackets, sweat shirts, dresses and long dress in top wear. Around 2,500 artistic styles are crafted every year split in two seasonal collections – Spring Summer and Autumn Winter to meet the latest fashion trends.

Bestselling Products/Range

The most picked styles from Deal Jeans' portfolio are its range of high waisted and high fashion denims designed by equally focusing on comfort along with the fabric content.

Ideal Customer

As a mid-segment brand, Deal Jeans targets women customers in the age group between 18 to 35 years, who appreciate quality, are fashion conscious, well-travelled and who have had exposure to global fashion.

Primary Markets

While metros have been the key driver of growth in the initial phase



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > **EBOs: 21**
- > **MBOs: 1,091**
- > **SISs: 212**
- > **MBOs/LFS/Departmental Store Partners: Shoppers Stop, Central, Globus, Brand Factory, Kapsons & Chunmun**
- > **E-Commerce Partners: Jabong, Myntra, Ajo.com, Lime Road, PayTM, Flipkart**
- > **Total Retail Space Covered By The Brand: 55,368sq.ft.**
- > **International Presence: South Africa, Sri Lanka, Nepal, Lebanon**
- > **Brand's Turnover in FY'17-18: ₹110 crore**
- > **CAGR Over Last 3 Financial Years: 3.95%**
- > **Estimated Turnover In The First 3 Quarters In 2018: ₹74.36 crore**

for Deal Jeans, the brand feels from its experience that tier-II and -III cities have unfailing potential too.

Upcoming Collection & Theme

The season's offering exudes a refreshing palette of patterns, colors and evoking moods of women in summers. A chic range in bottom wear embellished in placement prints, studs, sequins, distress, etc., and top wear in cold shoulders, asymmetric shoulder



and off shoulder having tropical prints, geometric patterns, stripes and feminine florals is going to stock up the brand's shelves this SS19. Its denim product range for the coming summer season will have various new washes and prints, with fits ranging from skinny to flared culottes. Floral and abstract prints will be dominating the collection along with distress and torn effect.

New Cities/Towns & Markets To Explore

Deal Jeans is exploring opportunities towards overseas markets as it foresees immense potential from its presence in Lebanon, Sri Lanka, South Africa and Nepal.

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// Deepee Twister //

Brand: **DEEPEE TWISTER**
Company: **Deepeejay Textiles (P) Ltd.**

Launch Year: **2009**

Website:

www.twisterleggings.com

With a vision to change day-to-day bottom wear, Deepeejay Textiles (P) Ltd., which had started operations in 1986 with Deepee vests and briefs, introduced Deepee Twister churidar leggings and ankle lengths in 2009. The product range is made from cotton-based fabric and is highly applauded in the Indian market for their comfort and durability.

What Sets Them Apart From Competitors...

The brand believes in three I's - initiate, improvise and innovate - which go well with its tag line, 'Har Pal Rango Ki Azadi'.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > E-Commerce Partners: **Amazon e-own portal deepeeonlinestore**
- > Indian Cities Currently Present In: **200+**
- > International Presence: **UAE**

introduce women's inner wear range and athleisure wear like camisoles, spaghettis, yoga pants and lounge capris.

New Cities/Towns & Markets To Explore

The brand plans to penetrate Tier I and II cities. It plans to aggressively foray into South Indian states including Telangana and Andhra Pradesh with a vast distribution channel. The brand plans to set up its own kiosks and EBOs of the master brand - Deepee, which will house both its brands Deepee Twister and Pink 'n' Purple.

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Product Categories

The brand's product range comprises leggings, ankle lengths and knit pants. Its fabric quality, stitched to perfection and an array of vast colours are the USP.

Ideal Customer

Deepee Twister targets 15 to 45 years old females belonging to the upper middle income segment of society.

Upcoming Collections & Theme

Deepee Twister is planning to increase both its product and category lines. In the existing product line they are coming up with different types of pants. In category expansion, they plan to



// Design Mande //

Creative Design House by Sumant Kelanka

Sumant Kelanka is a NIFT alumnus with an experience of sharing the stage with famed fashion designer Manish Malhotra. He started his journey in the fashion business by gaining expertise under renowned designer, Neeta Lulla. With an experience of over eight years in textiles, fashion illustration, fashion apparel, trims, styling and woven garments, Kelanka leads the pack of budding designers who want to leave a mark in the industry. His venture into domestic fashion in form of 'Bailgaadi' gave him self-determination to get into and lead the luxury segment in India.

Specialty

Knowing the need of the hour along with reading the consumers, Kelanka has conceptualized his new brand 'Design Mande' that is all about fashion, freshness and freedom. It helps consumers don that simple denim in a modish avatar. His latest take on denim jeans caters to an entire line for men.

In spite of being the basic, yet most essential part of a modern man's life, the denim stays unexplored and untouched in the market. Design Mande is a throwback to this timeless piece that can be molded and reshaped into any number of forms and styles to get you to the root of casuals, comfort and 'carried-away' wardrobe major.

The Concept

Design Mande is a budding concept that caters to the needs of fashion brands, fashion retailers and manufacturers. Right from the nascent



fails to bring the best out of its creative new ideas. Following its instincts and letting it flow on the trend parameters, defines the style of the brand.

The Approach

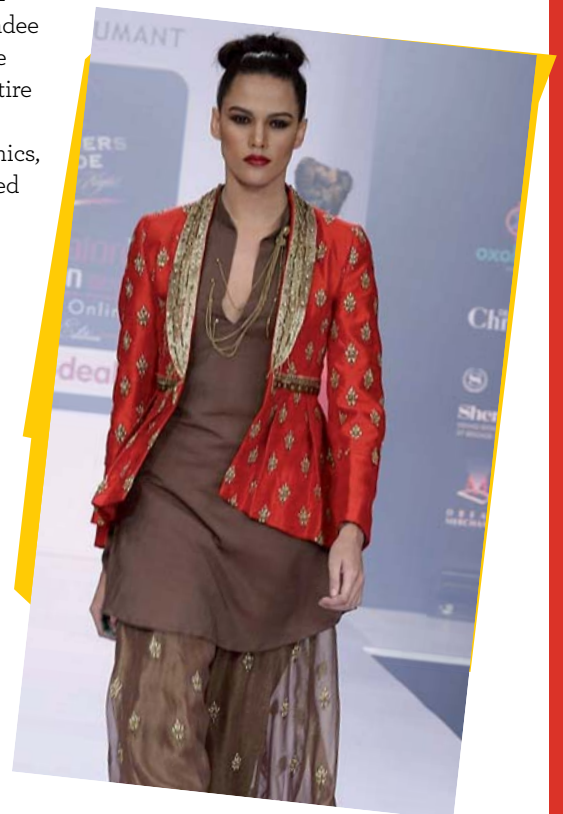
The brand has a unique way of narrating the denim story through detailing, experimenting and yet keeping that 'rawness' of denim alive. Handpicked for men, its collection gives a major shift to the pack of brands that hover over extravagant looks. Denim is the classic and timeless pick for today, tomorrow and years to come and Design Mande is on the path to make it a success story.



concept till the final execution of production sample, Design Mande works on the development of the collection like a pro. Be it the entire coordinated clothing collection encompassing the fashion graphics, trims and branding or the tailored seasonal themes; it has its specialty spread to every aspect of designing. Besides these, it also lends its hands to create presentations for trend and forecasting.

Creating on-spot technical sheets is the core of the brand and it looks into the aspect of including in these sheets everything from technical sketches and artworks to size, specifications and detailed drawings.

It is entirely into reading consumers and so it never



// Duke //

Brand: **DUKE**
 Company: **Duke Fashions (India) Ltd.**
 Launch Year: **1966**
 Website: **www.dukeindia.com**

Duke's history began when Komal Kumar Jain started making t-shirts in a small setup in Ludhiana. In 2003, his son Kuntal Raj Jain joined the company and retained their father's dedication to garment craftsmanship and attention to detail. Duke Fashions (India) Limited pioneered the t-shirts culture, and gradually established several new trends in knitting garments and fabric research.

Awards & Recognition

Duke was voted as India's No. 1 t-shirt brand. It has also been conferred with the President's Award for excellence in innovation and manufacturing quality readymade garments. It bagged three national awards in a row - two for Excellent Quality Readymade Garments and one for Outstanding Entrepreneurship by Ministry of Micro, Small and Medium enterprises, Govt. of India.

The brand has been conferred with the Make in India National Productivity & Innovation Award, Indian Power Brand award at Las Vegas, USA; "Excellence In Fashion Award 2018" for its extraordinary contribution of MSMEs in the development of Punjab; ITID National Award for Manufacturing Quality Garments; ISO 9001:2008, certificate for maintaining TQM in all the units; Udyog Patra by Govt. of India; Employee Safety Award by Punjab Govt.; Retail Excellence Award; ET Business Knights Award; CICU - Best Brand 2017 and many more.

IMAGES Business of Fashion



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **360+**
- > MBOs: **4,000+**
- > SISs: **50+**
- > MBOs/LFS/Departmental Store Partners: **Walmart, Reliance, Metro, Brand Factory, Best Price, Aditya Birla, etc.**
- > E-Commerce Partners: **Amazon, Flipkart, Myntra, Jabong, Snapdeal, Tata cliq, Ajo, Paytm, etc.**
- > Indian Cities Currently Present In: **Pan India**

Commitment to Sustainability

The company strives to be a good corporate citizen with several path-breaking eco-friendly initiatives to minimize pollution, e.g. waste water treatments, use of natural and eco-friendly materials such as dyes and chemicals and recycling of polyester yarns.

Product Categories

Duke offers an endless range of products which includes, t-shirts, jackets, sweaters, sweatshirts, tracksuits, thermals, jogging suits, shirts, denims and trousers, lowers, bermudas, shorts, value packs, lounge wear, and

accessories for men, women and kids. Duke's new footwear collection 'Step Ahead' offers a premium range of casual lifestyle shoes, sports shoes, loafers, joggers, running shoes, sneakers, moccasin, sandals, flip flop, etc.

Upcoming Collection & Theme

The style statement for Duke's upcoming collection is 'clean, chic and vibrant attitude for the no-patience generation'. The innovative patterns and appealing look of whole collection reflects the innovative ideation of the brand's experienced designers. Also, Duke's Spring-Summer'19 collection focuses on confident layering combinations of garments, colours and textures.

New Launches/Category Expansion

Duke plans to expand into active wear, thermal wear, and concentrate on the accessories segment. It also is vying for extension/expansion in new markets and diversification in women's and kids wear.

New Cities/Towns & Markets To Explore

Duke has already covered entire towns and cities and is now looking for extension in covered cities and in exports markets for the growth of its business in the Gulf countries.

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W
AUTUMN
WINTER
COLLECTION
18-19

Asansol Galaxy Mall Bokaro Bokaro Mall Bhubaneswar Forum / Janpath / Pal Heights
Cuttack Cantonment Road Dhanbad City Centre / Centre Point (Bank More) Durgapur
Junction Mall Guwahati G. S. Road Giridih Court Road (Near Kalibari Chowk) Jamshedpur
Bistupur Main Road (Opp. Kamani Centre) / P & M Mall Katihar Milan Katra, Mangal Bazar
(Opp. Shyama Talkies) Howrah & Kolkata Avani Riverside / City Centre (Salt Lake) /
Gariahat (Traingular Park) / Mani Square / Quest / Shyambazar / Sodepur (Station Road) /
South City / The Metropolis Raipur Chhattisgarh City Centre (Pandri) Siliguri Cosmos Mall

Also @

CENTRAL pantaloens

& Other Leading Stores

// Eteenz //

Brand: **Eteenz**
 Company: **Dhananjai Lifestyle Ltd.**
 Launch Year: **1977**
 Website: **www.dhananjai.in**

Eteenz, the retail wing of Dhananjai Lifestyle Limited, started its journey in 1977 in Kolkata with a vision to set up a world class unit that manufactures premium quality of kidswear at an affordable price. The brand caters to the 0 to 14 year age group.

What Sets Them Apart From Competitors...

Having served for over 40 years in the garment industry, especially in the kidswear segment, Eteenz has a strong understanding of the market, taste and preferences of the consumers.

Product Categories

Eteenz offers tees, tops, joggers, shorts, co-sets, frocks, etc., for 0 to 14 years age groups. Its character products are popular amongst children. The brand's core category is its license merchandise being offered at an affordable rate. So, character tees are its bestselling products.

Ideal Customer

Eteenz affirms that in India, approximately 29 percent of population is falling in the age bracket of 0 to 14 years and it produce fashionable and stylish merchandise to attract this segment.

Retail Module

The kidswear brand's major partners are LFS and distributors, which are present in most part of the country. The brand is also exploring online platform in its attempt to reach all states and union territories in the country.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **2**
- > MBOs: **2,000 (approx.)**
- > SISs: **80**
- > MBOs/LFS/Departmental Stores Partners: **Walmart, Pantaloons, Reliance, Aditya Birla, Arvind, Metro Cash & Carry, D-Mart, Megashop and Easybuy**
- > E-Commerce Partners: **Myntra, Amazon, Firstcry, Snapdeal, Ajo, Hopscotch, Flipkart, Paytm, Naaptol and Udaan**
- > Indian Cities Currently Present In: **Pan India**

merchandises will lure the customers and will add to the growth of the company as a whole.

New Cities/Towns & Markets To Explore

With the internet facility increased enormously and there has been constant addition to smartphone users, online has tremendous potential to connect to the customers. So the brand is focusing on major online market places to expand its business to the next level.



Upcoming Collection & Theme

The brand has plans to introduce high definition digital printing i.e., sublimation printing for its summer collection for boys, girls and infants.

New Launches/Category Expansion

The brand will launch "Eteenz Shine On" collection which will have 7,500+ designs for online. It is optimistic that these



// Euro //

Brand: **Euro**

Company: **Rupa**

Launch Year: **2001**

Website: **www.eurofashions.in**

Why let fashion statement be limited to outerwear? Let it be seen in underwear too.

Euro Fashion Inners offers a plethora of stylish options for all innerwear needs and moods. Right from classic briefs to stylish gym vests to bold trunks, the brand showcases a fresh approach in innerwear designs and quality for the comfort you can't live without and looks no woman will be able to resist.

What Sets Them Apart From Competitors...

Euro acknowledges the lack of fashionable undergarments for men in the Indian market and believes that male innerwear does not have to be plain, always. The brand's products are processed using sophisticated Swiss technology and manufactured using state-of-art Japanese machinery to guarantee comfort enhancing knits inspired by the hottest trends around the world.

Product Categories

The brand showcases a wide range of men's innerwear. Euro's range of vests, briefs and trunks are the epitome of style and comfort.

Bestselling Products/Range

The brand's range of briefs enjoy the most demand throughout the year.

Ideal Customer

As a mid-segment mass brand, Euro targets the youth as its main customers.

Nevertheless, the brand enjoys a diverse clientele in terms of age group.

Primary Markets

Eastern India is the brand's strongest market.

Innovation

Rupa is deeply committed to weaving a greener, happier world. Hence, the company's constant focus is on producing and promoting eco-friendly products and processes for a greener world. Rupa sources natural and bio-degradable fibres grown in sustainable

methods. The manufacturing units have water saving and recycling and use revolutionary technologies like air-dyeing to conserve precious water and energy. Products are designed for to arrest ecological footprints even after consumption. Every time the consumer wears a Rupa, he takes part in this enriching process.

Upcoming Collection & Theme

The brand is working on an exciting collection of vests and briefs that guarantee high comfort and chic styles.



// Focus Jeans //

Brand: **Focus Jeans**
 Company: **B Enterprises**
 Launch Year: **2001**
 Website: **www.focusjeans.co.in**

Focus Jeans was launched over a decade ago out of sheer passion – passion for inimitable style, superlative finish and perfection in women’s denim wear. From a very humble beginning to being present today in more than 3,000 outlets across multiple states, Focus Jeans is one of the most contemporary and stylish brands at par with major international brands.

What Sets Them Apart From Competitors

Focus believes in creativity, quality and perfection. Its team of designers are well versed with both Indian as well as international trends and always quicker than other brands to launch new seasonal trends.

Unmatched detailing goes at various levels while making each and every pair of jeans – from design to selection of fabrics, from denim washes to colour toning, from accessories to embellishments – everything reflects Focus Jeans’ commitment to creativity, quality, and perfection. And these standards are made available to the end consumers at the most competitive price.

Product Categories

Focus Jeans’ extensive range consists of classic jeans, premium jeans, fashion jeans, cottons trousers and exquisite collection of jeggings in more than 250 different styles, shades and fits catering to the varied taste of today’s women.



Ideal Customer

The brand belongs to today’s women, who are young and the young at heart. They are largely between 18 to 36 years of age but more concentrated between the 22 to 32 age group. These women are both brand conscious and quality conscious and are in tune with the latest trends and seek value-for-money.

Primary Markets

The brand’s primary markets are metros and mini metros, and SEC A and B towns in the country.

Upcoming Collections & Theme

Apart from its entire range of classic jeans that is probably one of the largest ranges available in the market, Focus Jeans launches a new collection every season that captures the flavour of the season and the rising new trends. Its team of experienced stylists indulge and play with amazing shades, washes and fabrics to create some of the best-looking jeans range to give the perfect fit, feel and finish.

New Cities/Towns & Markets To Explore

There are no limitations to a brand’s geographic expansion. Focus Jeans’ core strategy is to expand and penetrate in new markets. It is open to partnering with more and more distributors and retailers who share their same long-term vision and zeal.



sportored⁷



TRACKS | GYM VESTS | BERMUDAS |
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// Game Begins //

Brand: **Game Begins**
Company: **Dhananjai Lifestyle Ltd.**
Launch Year: **2017**

Game Begins, launched by Dhananjai Lifestyle Ltd., is a kidswear brand launched in the sportswear segment. The brand offers a full category of sportswear including tees, tracks, joggers, shorts, track suits and many more in functional fabrics such as clima cool, dry fit, cotton single jersey, lycra, jacquard, etc.

What Sets Them Apart From Competitors

Game Begins' USP lies in its product range that offers trendy sports centric range made from the best quality materials and available at a justifiable price range.

Product Categories

Game Begins caters to all categories that a growing kid needs in today's time; from sleeveless t-shirts, half sleeve t-shirts, active wear jerseys, sports uniforms, track pants, joggers, track suits to collar t-shirts, zipper t-shirts, hoodies, coordinated sets and many more item.

Ideal Customer

The brand's target consumer are within the age brackets of 1 to 16 years.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > **MBOs: 3,000+**
- > **E-Commerce Partners: Hopscotch, Amazon, Udaan & Jabong**
- > **Indian Cities Currently Present In: Pan India**

New Launches/Category Expansion

This year, Game Begins is planning to expand its product categories in depth such as t-shirts, vests, shorts, jamaicans, track pants, skirts, frocks, dresses, leggings, track suits, coordinated sets, sweatshirts, sweaters, jackets and so on.

Retail Presence and Future Plans

The brand is available pan India through its distributors/wholesale network and online partners. Hence, it will focus on building its brand and increasing its quantity via these partner channels.



// Hoffmen //

Brand: **Hoffmen**
 Company: **Hoffmen Fashions Pvt. Ltd.**
 Launch Year: **1991**
 Website: **www.hoffmen.com & www.hoffmenonline.com**

The brand was incepted in the year 1991 and the humble beginnings constituted the offering of basic jeans for men across all social strata. The jeans were carefully priced so as to cater to a large section of the Indian middle class. So popular was the product that in time, it became known as Essential Jeans – a must have in one's wardrobe. Essential Jeans erased the perception of denim being western wear, only popular with niche consumers. This achievement has given Hoffmen the status it enjoys in the market today.

The brand has moved with the times to expand its presence and services across the country and beyond. The aim is to make the brand one of the strongest denim and casual wear brands in India. It intends to complete 100 EBOs by 2020.

Product Categories

Hoffmen's product portfolio for men comprises denims, shirts (casual and semi-casuals), t-shirts and casual cotton trousers, khakis and chinos. For women, it offers denims, tees, woven tops, etc.

Denim occupies 40 percent of the total product range and makes up for 45 percent of the brand's revenues. Denims in the range of ₹2,499 to ₹2,999 sell the best, which include the latest washes such as vintage wash, cloud wash, pigment wash, permanent creasing effects, dense stitch effects, etc. These effects make the range stand out specially amongst the mid-segment brands.

IMAGES Business of Fashion



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **72**
- > MBOs: **500**
- > SISs: **18**
- > E-Commerce Partners: **Flipkart, Snapdeal & Amazon**
- > Total Retail Space Covered by the Brand: **45,000-50,000 sq. ft.**
- > International Presence: **UAE**

Ideal Customer

An ideal Hoffmen customer is a 20+ male or female who wants a premium product but at a price suitable to their pocket. S/he understands the nuances in terms of price that a premium denim

brings and when S/he gets it at a reasonable price S/he urges to own it.

Primary Markets

The brand's primary markets are West Bengal, Jharkhand, Assam, Chhattisgarh, Uttar Pradesh, Bihar, Odisha and the North East.

Upcoming Collections & Theme

The latest collection highlights include boomerang stretch denims, knit denim trousers, 100 percent cotton yarn dyed trousers, knit indigo shirts and ombre shirts.

New Launches/Category Expansion

New launches include joggers and boomerang denims for men, which also comprise knitted denims for better flexibility and fit, and denim shorts. The brand will also introduce a comprehensive range of knit indigo shirts in the price bracket of ₹1,895 - ₹2,295.

Category expansion plans within the collection would be in bottoms as the product line is getting vast and prominent.

New Cities/Towns & Markets to Explore

Currently, the brand is focusing on Tier II and III cities.

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MORE THAN
250
COLOURS

SMOOTH | SILKY & STRETCHABLE | SKIN FRIENDLY FABRICS | STRONG TAPED STITCHES | NO PILING

// Irony //

Brand: **Irony**
 Company: **Irony Clothing Pvt. Ltd**
 Launch Year: **1994**
 Website: **www.ironyjeans.com**

Although Irony has had a humble beginning as a manufacturer of cotton trousers, the company picked up momentum after it launched the Terminator in 1995, targeting the economy and mid segment market. Then in 1999, the company started the brand Irony in 1999 which was targeted at the premium segment. Today, the brand today holds a recognition in the market for its quality and innovative offering. The success of the brand can chiefly be attributed to the long standing experience and acumen of its Director, Venkatesh Yedidha.

What Sets Them Apart From Competitors...

Irony's popularity in the market can chiefly be attributed to its high quality products and international styling.

The brand's sole mission is to build an excellent brand equity in the market and go global.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **500**
- > International Presence: **Middle East**
- > E-commerce Partners: **Myntra, Jabong, Snapdeal, Flipkart & many more**

Product Categories

Irony is known for its range of casual and fashion trousers, basic and fashion denims, joggers, polo shorts, etc.

Ideal Customer

Irony produces fashion for men of all ages. Hence, its targets fashion conscious men of all age groups including teenagers, youngsters and professionals alike.

Bestselling Products/Range

The most popular product from the house of Irony is its range of striped trousers which are always in demand.

Upcoming Collection & Theme

Irony has launched an excellent collection in modern stripes, in new shades that comply to international style trends.

New Cities/Towns & Markets To Explore

The brand is planning an aggressive expansion strategy which will be a combination of deeper penetration in the cities it is currently present in, as well as establishing its presence across the nation.



// Juelle //

Brand: **Juelle**
Company: **Juelle Retail Pvt. Ltd.**
Launch Year: **2009**
Website: **www.juelle.in**

Juelle is a feminine, ladies wear, casual and young brand that offers a huge collection of bright coloured sweat shirts, jackets, coats, pre-winter sweaters and woollen tops. The summer collection includes fashionable cotton jerseys, lycra tops, tunics, shrugs and lounge wear.

Juelle was launched in 2009 by Guneet Singh, a textile engineer by profession, and Japneet Singh, a management graduate. The brand has had an exhilarating journey and within a very short span of time has been able to establish a district identity in the women's western wear market.

What Sets Them Apart From Competitors...

Juelle is a value for money brand that offers high end, casual, modern, urban and chic fashion at affordable prices.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **1,800-2,000**
- > SISs: **20**
- > E-Commerce Partners: **Mynta**
- > Total Retail Space Covered By The Brand: **2,000-2,500 sq.ft**
- > Indian Cities Currently Present In: **Pan India**
- > Brand's Turnover in FY'17-18 (1st April '17 to 31st March '18): **₹50 crore**

Product Categories

Juelle is a value for money brand that offers high end casual, modern urban chic fashion at affordable prices. The collection comprises bright colour sweatshirts, jackets, coats, pre-winter sweaters and woollen tops. Summer collection includes fashionable cotton jersey and lycra tops, tunics, shrugs and lounge wear.

The price range varies from ₹545 to ₹1,395 in summer and ₹795 to ₹4,995 in winter. The brand's fastest

selling products are dresses as well as sweatshirts ranging from ₹895 to ₹2,495. Within them, the most preferred price range is ₹895 to ₹1,795 of sweaters and sweatshirts, which is its core product line.

Ideal Customer

Juelle targets young women between the age group of 15 to 35 years who are inclined towards western fashion.

New Launches/Category Expansion

The brand is trying to expand its product portfolio by introducing new varieties and categories like lounge wear, light track suits, light fashion jackets, dresses and gowns.

Juelle is looking at around 10 to 15 percent growth for the upcoming year and is working towards maintaining the same for the next few years.

New Cities/Towns & Markets To Explore

As a brand which is present pan India, Juelle is focused on increasing its product profile to take a major share within each MBO.



// Just Scarves //

Brand: **Just Scarves**
 Company: **Kishorilal Shyamsunder**
 Launch Year: **2017**
 Website: **www.just-scarves.com**

Launched in 2017 by Kishorilal Shyamsunder, Just Scarves is the go-to fashion brand for urbane, uninhibited and confident women. The brand is the culmination of the vision and perseverance of its founders, who left no stone unturned in building it. Headquartered in Kolkata with two state-of-the-art units and a weaving unit in Surat, it delivers unmatched, export-quality scarves at a very reasonable price.

What Sets Them Apart From Competitors...

With an in-house production unit, the company has been manufacturing scarves for the past 45 years. They claim that there is no brand that can provide a scarf at ₹99 with the same degree of craftsmanship and quality that they are offering.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **100**
- > MBOs: **5**
- > E-Commerce Partners: **Flipkart, Snapdeal, Amazon, Indiarush & Limeroad**
- > Indian Cities Currently Present In: **125**
- > International Presence: **Dubai & Bangladesh**

Product Categories

Just Scarves offers trendy and fashionable scarves, stoles and dupattas.

Ideal Customer

The brand's target customers consists of females within the 15 to 45 year age group.

New Cities/Towns & Markets To Explore

As a forward-thinking company, Just Scarves is always looking to expand and with its infrastructure and processes, the brand is optimistic about its future. Its plans for 2019 include tie-ups with 110 distributors and wholesalers having presence in over 2,500 retail stores in order to expand pan-India.

The road ahead is full of promises and opportunities as the brand is targeting 10,000 retail stores countrywide.

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**BLACK
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

TOTAL SPORTSWEAR SOLUTIONS

APPAREL / ACCESSORIES / SWIMWEAR

**LIVE
THE
SPORT**
SPORT



**BLACK
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

TOTAL SPORTSWEAR SOLUTIONS

APPAREL / ACCESSORIES / SWIMWEAR

WAKE UP > SMELL COFFEE > RUN

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**



LIVE THE SPORT
SPORT



**BLACK
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

TOTAL SPORTSWEAR SOLUTIONS

APPAREL / ACCESSORIES / SWIMWEAR

WHEN NOTHING GOES RIGHT > GO LIFT

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**



LIVE THE SPORT
LIVE THE SPORT
LIVE THE SPORT



**BLACK
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

TOTAL SPORTSWEAR SOLUTIONS

APPAREL / ACCESSORIES / SWIMWEAR

I LOVE MY PERFUME > CHLORINE



The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**



**LIVE
THE
SPORT**

// KK Fashion Hangers //

Brand: **KK Fashion Hangers**
 Company: **Kushal Karyashala Pvt. Ltd.**
 Launch Year: **1973**

KK Fashion Hangers has been on the escalator of success since its inception in 1973. With many wise minds and expert hands behind it, KK Fashion Hangers is committed to manufacturing the finest hangers with highest quality standards. With a belief of providing the best, the brand's pool of talent persistently works on finding innovative ways to enhance the designs and concepts of its hangers with absolute perfection. Walking steadily towards excellence, KK Fashion Hangers stands on the strong pillars of integrity, passion for fineness and adaptability.

Brand's USP

KK Fashion Hangers offers a unique concept called Personalised Hangers, that offers the option of embossing a brand's logo on the hangers. This can be a strong marketing tool of brands by connoting the taste of their product while maintaining its authenticity.

Products Offered

The company offers a wide range of garment hangers that are known for exquisite designs and elegant appearance. Made of high quality material which make it easy to carry and use, these hangers are absolutely the perfect design which go well with a wide variety of clothes.

KK Fashion Hangers also boast of a wide of styles and colors. The brand is known for its range of rich and vibrant array of color options that promises to add your signature style to your wardrobe. The brand also offers various

ways to accessories its hangers too. Consumers can add their own signature styles and accessories on the hangers through a plethora of designer hooks and vivid clips.

Innovation

KK Fashion Hanger's range of 'contour hangers' lets clothes behave exactly as people want them to, without losing shape. These incredibly-versatile hangers guarantee that clothes don't slither off, wrinkle, crease or droop and can be used in a multiple of ways for all

types of clothes – silky, slinky materials, the narrowest of straps, asymmetrical necklines, halter or off shoulder necklines.

There also are little hooks for ties, belts, scarves and notches for hanging spaghetti strappy stuff, lingerie, etc. The space saving design features also allows for hanging multiple items on the same hanger using the inner horizontal bar.

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// Krunchy //

Brand: **Krunchy**
Company: **Madona Creations Pvt. Ltd.**
Launch Year: **2013**

Krunchy was incepted with the vision to enrich the lives of children with happiness and comfort and it 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.

What Sets Them Apart From Competitors...

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

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.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **10**
- > MBOs: **60**
- > Indian Cities Currently Present In: **40**
- > Turnover In FY'17-18 (1st April'17 to 31st March' 18): **₹8 crore**
- > CAGR Over Last 3 Financial Years (FY'15-16; FY'16-17; & FY'17-18): **50%**
- > Estimated Turnover In The First 3 Quarters (1st April'18 to 31st Dec'18): **₹8 crore**

Ideal Customer

The brand targets audience 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.

New Launches/Category Expansion

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

New Cities/Towns & Markets To Explore

This year, the brand aims to expand its presence in North East India.



// Little Street //

Brand: **Little Street**
 Company: **M/S Little Street**
 Launch Date: **2015**
 Head Office: **Ludhiana**

Little Street Creation was established in 2015 although the brand Little Street was registered earlier. Owing to the quality of products and its fair prices, the brand was met with positive response and very soon, it experienced a bolstered growth curve. During its inception, the brand was present only in some parts of Uttar Pradesh but soon it started expanding in the whole of Uttar Pradesh, Delhi, Bihar, Punjab, Himachal, J&K, M.P., Chhattisgarh, North East, West Bengal, Karnataka, Telangana and Goa. By 2019, Little Street is slated to enjoy pan India coverage. Today, Little Street brings out the new trends of clothes which influences lifestyles and is counted among the top kids wear brands of the country.

Brand Mantra

Little Street believes in good quality at affordable price points. The brand



converges all its focus on shelling out well designed products that boost of good fits, comfort and international styles.

Product Categories

Little Street manufactures a wide range of round neck, color sinker, Lycra, washed, Indigo and Dry Fit Fabric t-shirts with lot of value editions for boys.

Best Selling Products

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

Production Capability

The brand's manufacturing unit is based at Ludhiana. Although it started off with just 25 juki machines, it now has a robust manufacturing facility that encompasses around 100 machines and employs about 200 people working in various shifts. The production capacity is currently around 5,000 pieces per day and the brand is in the process of setting up two more units to cater growing demand for Little Street.

New Launches/Category Expansion

In response to the popularity that it has received hitherto, Little Street is in the process of launching a whole new range of products that it is positive will hit the right note with its clients. The brand is launching denims and woven bottoms in bio and silicon wash in 2019.

Retail Presence

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



Indian market and is currently catering to around 1,300 MBOs. It also is in the process of negotiating with Large Format Stores across India as well as in Middle East and Dubai.

New Cities/Towns & Markets To Explore

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.



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// Lux Cozi //

Brand: **Lux Cozi**
 Company: **Lux Industries Ltd.**
 Launch Year: **2001**
 Website: **www.luxinnerwear.com**

Lux Cozi is one of the top players in the Indian hosiery market with a strong presence in mid-to-economy segment. It is a “value for money brand” that offers great comfort and style for men, women and kids. From inception, its products like Lux Cozi Vest and Lux Cozi Bigshot have become instant favourites among consumers.

Product Categories

Lux Cozi proudly offers stylish range of innerwear for men, women and kids. The Lux Cozi White RN vest is by far the best selling product among all its products. Lux Cozi Bigshot is another one of the most favoured consumer products in boxers and briefs. The Lux Cozi Glo collection too, like its other products is strengthening its market position in the inner wear segment. Apart from men’s innerwear products, the female products brand, Lux Cozi for



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Retail Presence: **4,50,000 PoS**
- > E-Commerce Partners: **Flipkart, Amazon, Snapdeal, Paytm, Jabong, Shopclues and Limeroad**
- > Indian Cities Currently Present In: **Pan India**
- > International Presence: **47+ (USA, South Africa, Australia, Middle East & European countries).**

Her is also getting appreciation from the market with its stylish off erings comprising camisoles, racerbacks, panties and slips.

Ideal Customer

Lux Cozi is renowned as a “people’s brand”. Its core consumers are those who believe in paying for uncompromised quality at very pocket friendly prices.

New Launches/Category Expansion

Lux Cozi always focuses on growing markets through new innovative product introductions. Because of their uncompromised quality and styling, Lux Cozi is one of the most widely distributed and retailed brands in the country. Since Indian males are becoming more style conscious and look for varied designs and quality while buying innerwear, Lux Cozi is planning to launch an exclusive new range of stylish innerwear in 2018 to match up with the youth’s preferences.

New Cities/Towns & Markets To Explore

Continuous product quality enhancement and improvisation in the promotional activities are a few steps with which Lux Cozi is planning to further strengthen itself in the market.

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// Lyra //

Brand: **Lyra**
 Company: **Ebell Fashions Pvt. Ltd.**
 Launch Year: **2012**
 Website: **www.mylyra.com**

Launched in 2012 by Ebell Fashions Pvt. Ltd., (a Lux Group company), Lyra is an exclusive legging brand in the country. In a short span of time, Lyra has successfully established its foothold in the mid-to-premium segment and has today become an undisputed leader in the legging segment. With its varied product ranges such as leggings, jeggings and palazzos, Lyra offers a complete women's wear range including lounge wear, leisure wear, lingerie and similar products in high quality fabrics and a spectrum of colour options.

What Sets Them Apart From Competitors...

Lyra believes in providing elegant, stylish and comfortable products to satisfy the desire of its women consumers. Being true to its motto, Lyra is determined to establish itself



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Retail presence: **20,000 PoS**
- > E-commerce Partners: **Flipkart, Amazon, Snapdeal, Paytm, Jabong, Shopclues & Limeroad**
- > Indian Cities Currently Present In: **Pan India**

as the most desirable and sought after women's wear brand in the market.

Product Categories

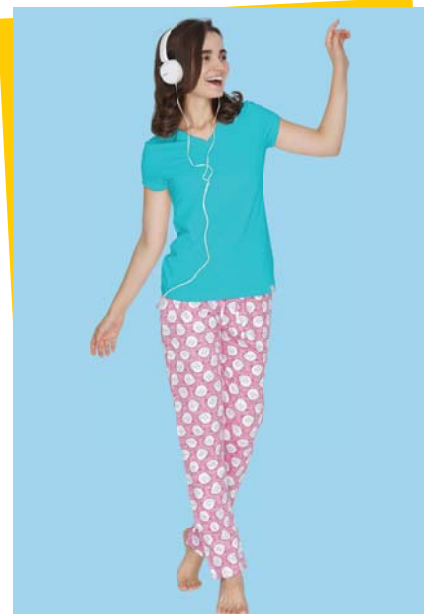
Lyra offers a wide range of leggings for women comprising churidars, ankle-lengths, capris and also a premium range of leggings named 'Silk'. The brand also offers special winter leggings for women, which keep them warm and comfortable during the chilly winter season. It has even introduced a casual wear range with stylish trackpants. Along with this, the brand also offers a beautiful range of kids' leggings for little girls in the age group of 5 to 14 years. Leggings comprising both Indian churidar and ankle length are the best selling products under Lyra. In a very short span of time, Lyra has become synonymous with leggings in the Indian markets.

Ideal Customer

The brand's target audience are those Indian women and girls who are fashion conscious and prefer to own a good product at decent and affordable prices.

New Launches/Category Expansion

Understanding women's desire to look pretty and confident everyday has led to the advent of many stylish products in the market. In today's era, women seek outfits which enhance their outer



look and keep them relaxed inside. Therefore, Lyra will continue to provide high quality economic products to the consumers which add to their elegance and beauty and keep them updated according to the new fashion trends.

This year, Lyra will focus on expanding its existing range of intimate wear, casual wear and lounge wear.

×



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// MashUp //

Brand: **MashUp**
 Company: **Half Ticket Apparels**
 Launch Year: **2014**
 Website: **www.mashupboys.com**

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

Product Categories

MashUp offers a wide range of boys' wear including casual shirts (for 2-16 year old), kurtas (2-16 year old) and t-shirts (6-16 year old) along with party shirts, blazers, waist-coats, etc. The brand's label MashUp Juniors offers casual shorts and t-shirt sets for infants and boys upto 3 years old.

Bestselling Products/Range

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

Ideal Customer

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.

Most Successful Promotion

MashUp's packaging and in-store display advertisements motivate consumers to share their pictures across the brand's social media handles and win discount vouchers from its online store in return. This promotion has really helped MashUp ramp up its social media presence.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **990+**
- > MBOs/LFS/Departmental Stores Present In: **The Chennai Silks, Pothys, Parthas, Shree Devi Textiles, etc.**
- > E-Commerce Partners: **Jabong, Amazon, Flipkart, Paytm, Snapdeal & www.mashupboys.com,**
- > Indian Cities Currently Present In: **100+**
- > CAGR Over Last 3 Financial Years: **30%**

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.

Upcoming Collection & Theme

The brand's new collection is a mix and mash of international trends and Indian comfort. MashUp 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.

New Launches/Category Expansion

The brand is planning to launch one more verticals under the sub brand MashUp Juniors which would be

focused on providing daily wear outfits for baby and toddler boys.

New Cities/Towns & Markets To Explore

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 the middle east Asian countries.

Innovations

For its business partners, MashUp is planning a new automatic ordering system, which will help them to reduce stock/size outs and sale losses and improve volumes significantly. Also, the brand's online wholesale vertical is currently under testing and will be launched this year. This would really help MashUp to increase the number of retail partners in regions where it doesn't have a distribution setup.



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// Max Q'S //

Brand Name: **MAX Q'S**
 Company Name: **Sai Enterprise**
 Launch Year: **2000**

Max Q's is a women's western wear brand which specialises in producing knit garments. The brand is among the very few that have adopted the use of bio and silicon finishing on garments. Today, Max Q's enjoys an enviable reputation in the market because its use of best practices in terms of finishes and its quality assured products that guarantee zero shrinkage or color bleed.

Max Q's aspires to give the best quality at affordable prices.

What Sets Them Apart From Competitors...

The brand is acclaimed for its superior product quality and styling. It is entirely process driven and has a complete in-house manufacturing control that boasts of quality and best innovation standards, good fits and affordable price range.

Product Categories

Max Q's offers a wide variety of tops, t-shirts, kurtis, two-piece sets, jacket sets and tunics.

Bestselling Products/Range

Max Q's bestselling products comprise PQmatic and gym wear t-shirts which are in demand throughout the year.

Ideal Customer

The brand caters to the fashion conscious women in the age group of 25 to 50 years.

Upcoming Collection & Theme

Max Q's has recently launched a unique range of basic t-shirts in stretch fabric.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > **MBOs: 300**
- > **Indian Cities Currently Present In: 100 Chennai & Patna, and most of the cities in Jharkhand, Haryana, Punjab, Gujarat, Maharashtra & western Uttar Pradesh**

Also, the brand is currently working on a limited edition of knitted ladies shirts that it plans to be launched soon.

New Territory/ Regions Added

The brand has recently forayed into Kolkata and south Indian state of Kerala.

New Cities/Towns & Markets To Explore

The brand is vying to expand its retail footprint and is looking for distributors in Rajasthan, East Uttar Pradesh and Andhra Pradesh.



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- ZET BLACK
- CURVE DNX
- CELTIC

// Mayka //

Brand: **Mayka**
 Company: **Mayka Syntex and Mayka Lifestyle**
 Launch Year: **1975**
 Head Office: **Mumbai**
 Website: **www.mayka.co.in**

Mayka has been supplying fabrics to the textile industry since its inception in 1975. It initially sold bottom weight fabrics, but then moved onto the men's shirting segment in 2001 and has over the last four years added women's fabrics to its portfolio.

Mayka has won the award for the most admired ready-made garment fabric supplier at InFashion by the Images Group. It designs and develops its own unique concepts through its team of designers and trades fabric of around 10 million meters annually from Arvind and other renowned mills. Mayka sells the fabric it gets made to regional brands, national brands and exporters in India and also exports some of its fabric to certain markets across the world. The brand has a manufacturing capacity of 10 million meters annually.

What Sets Them Apart From Competitors...

What sets the brand apart from the rest is its ability to design and produce fabric from the best mills in India that is high in quality, different, fresh and inspiring. Mayka's clients stay loyal simply because the fabrics are sellable, profitable and always perform well.



Product Offered

The brand sells plains, checks and printed fabrics in Indigo and non-Indigo fabric. It also sells cotton, cotton linen, lycra, modal, tencel and viscose blends for both men and women. Some new innovations include functional finishes and new blends of natural and man-made fibres.

Domestic & International Clientele

The brand boasts of a long list of clients both in the domestic and international markets. Domestic clients include most of the top national brands and international clients include Zara, Mango, FCUK, Celio and GAS to name a few.

New Launches/Category Expansion

The brand has a firm resolution of introducing more cotton blends and stretch products in 2019.

New Cities/Towns & Markets To Explore

As the brand already has a robust presence in bigger cities of the country, it is now getting ready to explore smaller markets in Tier II cities of India.

Innovations

Innovations for this year include developing different fabric blend combinations and having different finishes to add value to the fabric.

Bottlenecks

Mayka is under tremendous pressure because of the driving down of prices by the big garment brands leading to all other brands following suit and thus meaning lower margins for fabric manufacturers and merchants. Another challenge is two different GST brackets for readymade garments. This leads many brands to lower their prices to accommodate themselves in the under ₹10,00 bracket and hence compromise on the fabric quality and seek a lower fabric price.





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// Mexico //

Brand: **Mexico**
 Company: **Mexico Clothing Company**
 Launch Year: **2004**
 Website: **www.mexicojeans.com**

Mexico is a family-owned company that has been producing quality denim for men and women for nearly a decade now. It started its business when basic jeans were ruling the market – jeans were being produced mainly in blue with a bit of black and there were just three fits, comfort, slim and straight. Then as the concept of fashion denims caught on, the brand quickly revamped its products and started offering new fits, fabrics and innovative washes. Today, Mexico is a must-have for those who demand a perfect fit from their jeans.

What Sets Them Apart From Competitors...

International fashion at affordable prices.

Product Categories

The brand offers a fashionable range of denim for men and women. The men's collection ranges from ₹899 to ₹1,999. The women's collection starts from ₹999 and goes upto ₹1,499. The brand makes 60 percent fashion and 40 percent basic denims in the men's category and 50 percent in fashion and 50 percent in is basic for women. Mexico works on a unique concept where it gives around 100 colour shades in its basic product portfolio.

Mexico's basic denim range is the strongest in the country and the brand gives a wide spectrum of 10 ranges with around 25 to 30 colours. Infact, Mexico



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **800**
- > MBOs/LFS/Departmental Stores Present In: **Saravana Stores, RmKV Fashion, Sartha'S, Mahalekshmi Silks, Pulimoottil Silks, Parthas, Bindra, Goel Selection, JC Brothers & all major MBOs across India**
- > Indian States Present In: **Tamil Nadu, Delhi, Andhra Pradesh, Haryana, Kerala, Jammu & Kashmir, Himachal Pradesh, Assam, Nagaland, Manipur, Punjab & Maharashtra**
- > New Territories/Regions Added: **Uttar Pradesh & Uttrakhand**

is one of the only brands in the country which offers such a wide array of colours and range in the basic category.

Ideal Customer

In the men's category, Mexico caters to a fashion audience between the age group of 18 to 35 years. There basic range in men's targets consumers from the age of 35 up to 70 years. In the women's segment, the brand targets the age group of 16 to 30 years

for its fashion segment and up to the age of 45 years and above for its basic range.

Upcoming Collections & Theme

Mexico has launched a whole new set of vintage looking denims. The brand has also redone the basic collection with a subtle tint of fashion.

New Cities/Towns & Markets To Explore

Currently, Mexico is exploring Gujarat and Karnataka. The brand aims to concentrate on the same business strategy and improve its efficiency, while adding new markets to its portfolio.

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// Milan Ethnic //

Brand: **Milan Ethnic**
Company: **Vishal Ethnic Pvt. Ltd.**
Launch Year: **2008**

Milan Ethnic is a Nagpur based men's ethnic wear brand launched by Vishal Ethnic Pvt. Ltd., in 2008. The company was already active as a manufacturer of shirts and basic kurta pajama till 2005 when it saw that the market of shirts was getting overcrowded and there were better opportunities in emerging categories. Thus, Milan Ethnic was launched.

Over the years, the brand has embossed marks of unmatched excellence under the able leadership of Director, Vishal Jaisingh, and is today counted amongst the top men's ethnic wear brands in the country.

Milan Ethnic's mission is to provide best designs at affordable pricing.

What Sets Them Apart From

Competitors...

The brand's USP is in its approach - the zeal to give new concepts at best price points.

Product Categories

Milan Ethnic offers a wide variety in Indo western wear, kurta pajama, kurta with jackets, jackets, formal suits, blazers, tuxedos and sherwanis.

All products offered by the brand are known for its high quality and innovative styles.

Ideal Customer

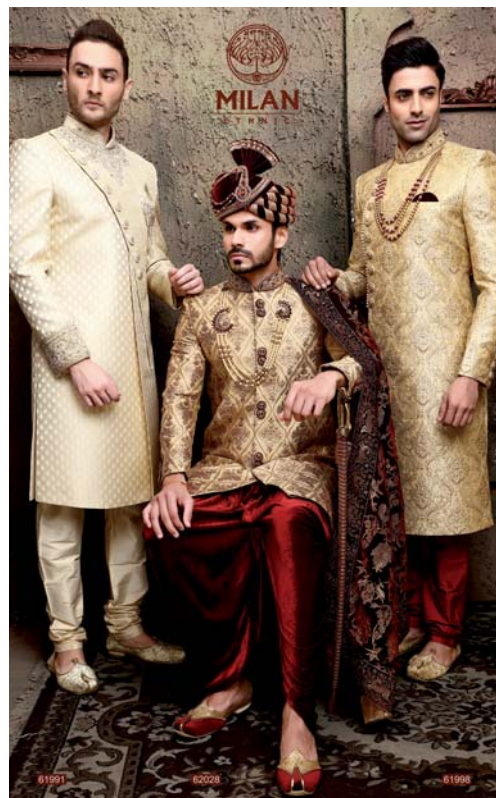
As a one-stop-solution for men's ethnic wear needs for any occasion, the brand targets men of all age groups from upper and middle segments of society. Milan Ethnic's consumers are style conscious men who harbour a special penchant for Indian ethnic fashion tastefully tailored as per international standards.

Best Selling Products/Range

The brand's best selling products are Modi jackets, designer kurtas, and blazers.

Upcoming Collection & Theme

Milan Ethnic has gained good momentum and reputation in the retail market and is now planning to launch designer jackets and designer Indo-western wear which will be of a different class as compared to what is usually seen in the market now. The brand is positive about both the demand and acceptance by its clientel.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **1,200+**
- > EBOs & SISs: **2,000 sq.ft**
- > Indian Cities Present In: **Mumbai, Delhi, Kolkata, Chennai, Bengaluru, Hyderabad, Nagpur, Pune, Aurangabad, Jaipur, Jodhpur & all major parts of the country**
- > New Territories/ Regions Added: **Bihar, Uttar Pradesh, Gujarat, Rajasthan, Madhya Pradesh, Chhattisgarh, Orissa, Kerala, etc.**
- > Brand Turnover: **₹50 crore**

// Moonwalker //

Brand: **Moonwalker**
Company: **Planet Clothing**
Launch Year: **2010**
Website: **www.moonwalker.ind.in**

Launched in 2010 by Planet Clothing, Moonwalker is for those men who believe in exploring the power of optimism. They move in limitless spaces, but always leading from the front. It's the journey of discovering your unique spirit, your path, and choosing clothes that simply serve this spirit. Easy confidence is being authentic to yourself. It occupies the sweet spot between convention and rebellion. Every fabric styled, weaved and finished by Moonwalker is inspired by the rugged, colorful and adventurous spirit of India.

What Sets Them Apart From Competitors...

As a developing brand, Moonwalker is in the journey towards the turfy trend and sourcing based industry. The brand also is taking lessons from past seasons and trying to improvise routinely.

Product Categories

Moonwalker offers a wide range of men's t-shirts, polos, sweatshirts, knit bottoms, activewear.

Bestselling Products/Range

The brand's range of t-shirts and polos enjoy the most demand throughout the year.

Ideal Customer

Moonwalker is a mid-segment brand working on the premium segment. In line with this, it targets fashion savvy individuals from the age of 21 to 45 years. Ideal Moonwalker consumers are individuals who have high taste in fashion, are well read and travelled and love adventures.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **48+**
- > SISs: **12**
- > E-Commerce Partners: **Flipkart**
- > Indian Cities Currently Present In: **Kolkata, Patna, Delhi, Bhubaneshwar, Hyderabad, etc.**

New Cities/Towns & Markets To Explore

Moonwalker is concentrating on strengthening its retail presence in the North Eastern region, along with debuting in the brand's home ground states of South India as well.

Moonwalker is currently working on expanding its sale points and building a systematic business module that shall be finalised by 2020.

Commitment to Sustainability

As a modern brand, Moonwalker is currently working on both products and processes that supports the idea of recycling and generating sustainable fashion. Although it's at a very preliminary stage at the moment, the brand is confident that it will achieve success soon.



Primary Markets

The brand's strongest markets include Kolkata, Patna, Siliguri, Odisha and select regions in the north eastern states of India.

Upcoming Collection & Theme

The brand is working on a variety of products that it hopes to launch soon in 2019. A slew of chic, premium product categories in both men's and women's fashion wear is in the pipeline along with new lines in active wear and woven based fashion categories.



// Next Look //

Brand: **Next Look**
 Company: **Raymond Apparel Ltd.**
 Launch Year: **2017**
 Website: **<https://raymondnext.com/collections/next-look>**

In India, the contribution of apparel in organised menswear segment is about 58 percent in which the budget segment is big in size, with around ₹15,000 crores within the organized market. Next Look was an obvious brand expansion for Raymond Apparel since this was one area in which they did not have a retail presence in.

What Sets Them Apart From Competitors...

As Next Look comes from the house of Raymond Apparel, the belief is the same as that of the parent company – delivering quality at affordable prices. For the budget segment, providing value for money to customers with the desired level of quality is the core value proposition of the brand. In-store Visual merchandizing initiatives play an aggressive role in to engagement consumers at store level.

Product Categories

The brand's core product categories include shirts and trousers – both formal and casual; S&J – basic formals and occasion wear; t-shirts – polos; and winter wear including sweaters and sweat shirts. Shirts and trousers make up the brand's bestselling range. Their shirts range start from ₹799 and go up to ₹1,399 and their trousers range starts from ₹999 and can go up to ₹1,399.

Ideal Customer

Next Look's target consumer is the man who falls between the ages of 23 and 35, who wants to be dressed sharply, look different yet stay updated with every



KEY FACTS
 (AS ON 31ST DECEMBER 2018)
 > MBOs: **1,500+**

season's fashion. He should be a value seeker yet aspirational and new to his professional career.

Primary Markets

The brand has select pockets all over India where it is performing very well. Thus, there is no specific zone as such but a focus on select cities which is reaping good results for the brand.

Upcoming Collection & Theme

The brand is focusing on melange look shirts this autumn winter which include exotic prints in 100 percent cotton fabrics for evening wear. Indigo look shirts, jacquard fabrics, variation in tuxedo shirts are also on offer.

New Product/Category Launches

Since the product is aligned towards mass market, Next Look is coming up with safari suits in 2019. Aside from this, indigo, melange, washed casual

shirts are the products the brand will be focusing on.

Opportunities & Challenges

The need of the hour is to get market share and focus on cities/towns where the brand would have right target customers to target. The biggest bottleneck is penetrating the market which is already cluttered by organized players in the market.

An Underappreciated Idea in Fashion That Will Soon Gain Traction...

The athleisure as a category is one currently underappreciated idea in fashion which will soon gain traction, according to experts at Next Look.

The Next Wave Of Exciting Fashion Retail Ideas Will Come From...

The brand believes that cities like Mumbai, Bengaluru, New Delhi, etc., will keep directing the fashion way in India for some more time. However, Tier II and III cities are also giving a very good response in-terms of brand acceptance and have proved to be very demanding in terms of fashion trends.





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// Novio //

Brand: **Novio**

Company: **Denimatic India Pvt. Ltd.**

Launch Year: **2016**

Launched in 2016, Novio is a women's wear brand that offers a vast range of leggings, jeggings, denims, tees and kurtis. The brand incorporates one of the most advanced technologies called Silver Knight Process, where all the garments are processed with active silver nano and also provide a 360 degree stretch.

Ever since its inception, Novio has received very good acceptability in the market due to its quality and price band. The comfort provided by Novio in daily use has enabled the brand to expand its portfolio from just leggings to also incorporate jeggings, denims, t-shirts and kurtis in less than two years' time.

What Sets Them Apart From Competitors...

Novio has an upper edge over its competitors due to its premium quality at the most reasonable price, with its core product still being leggings.

Product Categories

Novio's product basket comprises leggings, jeggings, printed leggings, denim jeggings, tops, kurtis, track pants, etc.

Ideal Customer

Novio products cater to all segments of women in the age bracket of 16 years and above. The products are priced from ₹199 to ₹999.

New Cities/Towns & Markets To Explore

The brand plans to concentrate on expanding deeper into its current market through multi-brand retail partners.

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KEY FACTS (AS ON 31ST DECEMBER 2018)

> MBOs: **1,500+**

> Indian Cities Currently Present In:
Pan India



// Onn Premium Wear //

Brand: **Onn Premium Wear**
Company: **Lux Industries Ltd.**
Launch Year: **2010**
Website: **www.keepitonn.com**

Onn Premium Wear is a men's innerwear and casual wear brand from Lux Industries. Keeping pace with the latest in fashion, Onn offers great quality and international trends with its wide product range comprising innerwear, loungewear and outerwear. The collections and ranges of Onn touch the style nerve of the fashionable Indian male with its designer vests, fashion boxers and trendy briefs which also meet the standards of today's young generation.

What Sets Them Apart From Competitors...

The international styling of its products along with top notch quality and perfect fit is the unique selling proposition of Onn Premium Wear which attracts consumers to choose the brand over other products.

Product Categories

The product basket of Onn Premium Wear comprises different ranges of innerwear including Grande, Comfortz, Sportz, Trendz, etc. The brand also offers fashion range in innerwear like Denimz, Premiumz, Bling and Italia which are very popular among the youth. Along with this, it also offers a complete range of leisure wear products comprising three-quarter pants, track pants, shorts and t-shirts under its Casualz range.

Ideal Customer

Renowned as a youth-centric brand, Onn Premium Wear is mainly targeted towards the 18 to 30 years old consumers.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Retail Presence: **14,000 PoS**
- > E-Commerce Partners: **Flipkart, Amazon, Snapdeal, Paytm, Jabong, Shopclues & Limeroad**
- > Indian Cities Currently Present In: **Pan India**
- > International Presence: **Australia, South Africa & UAE**

New Launches/Category Expansion

For the first time, Onn Premium Wear is introducing kids t-shirts in polo and round neck (printed) and a t-shirts range (polo and round-neck) for girls. The brand is also planning to expand its current portfolio of men's briefs, mini trunks, white vests and textile boxers.

New Cities/Towns & Markets To Explore

Being a pioneer in the industry, the brand understands the significance of marketing in today's era and the consequences it shows. Hence, to attract the attention of consumers and to expand Onn Premium Wear's presence in the market, the brand will aggressively invest in both print as well as electronic media to promote its new ranges and products.



// Paribito //

Brand: **Paribito**

Company: **Hibhana RM**

Launch Year: **1997**

Website: **www.theparibito.com**

Formed in 1997 as Parison and later launched Paribito, the brand has styled many men for various occasions and has helped to set them apart from the crowd. It has aggressively charted a course into partywear that epitomises crafted comfort by pushing boundaries, with cutting edge designing, styling backed by state-of-the-art manufacturing to create a niche for itself in men's partyware.

What Sets Them Apart From Competitors...

Right from inception, it has believed that customers seek partywear that underline their unique personality, while giving them the comfort of wearing clothes in current styles at affordable costs.

Being an evolving brand, it invested substantial amount in market research to understand the varied nuances of styles and fits that customers seek to explore. This research combined with its ability to custom fit and mass produce to varying sizes (max. 7X) and has customers making a beeline to those outlets where the brand is present. Today, while it attract many new clients, 65 percent of its business comes from exiting, satisfied clients.

Product Categories

The brand's product range comprises shirts, blazers, bandis, bullet proof wear and pathanis. Although the entire product range has been met with excellent response, it is seasonal shirts in summer and blazers in winter that are



the fastest moving products during the year, while bandis and pathanis have a larger off-take during festival seasons.

Ideal Customer

The brand's ideal customers are the ones who love to party responsibly. They seek fashion to accentuate their personality while making a statement. They are seasoned professionals, business innovators and young celebrities including people with varied professional and personal pursuits. They prefer to move effortlessly from work-to-party and back to work.

Primary Markets

At present, the brand has businesses in India, UAE, South Africa, Europe and Far-East markets. Its distributors and resellers in India alone have crossed over 200 outlets, by an eager work force that exceeds 300 hands-on-people.

New Launches/Category Expansion

The brand has plans to launch a women's range among its product categories.

New Cities/Towns & Markets To Explore

The brand plans to expand into the markets of the North East, and internationally, it is seeking to foray into Russia and Central America.



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// Poison Jeans //

Brand: **Poison Jeans**
 Company: **Vidhi Mod Fashion**
 Launch Year: **1980**
 Website: **www.poisonjeans.com**

Poison Jeans initially started making basic denims when it was launched in 1980 by Hitesh Vadera. It soon started making fashion denims as well. All these years, the brand has earned a decent name for its self in the Indian market and is best known for its fits. The brand hit a milestone four years ago when it introduced the trendsetter denimized chinos.

Its in-house team has introduced many innovations in the field of denim over the years, setting the brand apart from its competitors, including denimized linens, denimized khadis, denimized jutes, denimized silk, and other such products which are some unique.

Product Categories

The brand's core product category consists of innovative products including denimized chinos, denimized linens, denimized jutes, denimized silk, denimized khadis, denimized structures.

Ideal Customer

This mid segment brand's ideal customer is the youth, but the products are also preferred by middle and older age groups as well.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Total no of MBOs: **1,000+ (approx.)**
- > Total no of SISs: **200 (approx.)**

Primary Markets

The company considers all domestic markets as its primary markets.

Upcoming Collection & Theme

The brand's upcoming collection is very unique. It is a one-of-a-kind, innovative creation in the history of denims. Poison Jeans has redefined denims by replicating the look of natural and other manmade fibers on denims.

New Cities/Towns & Markets To Explore

The brand is planning to introduce Northeast India in hopes of expanding there in 2019.



// Pretty Woman //

Brand: **Pretty Woman**
Company: **Bhavya Sales**
Launch Year: **2014**
Website: **www.prettywomanjaipur.com**

Women's wear brand, Pretty Woman is a chic, contemporary and smart casual line launched in 2014 by Bhavya Sales. With a widespread reach and strong dealer network across the country, Bhavya Sales is one of the leading fashion houses in the country. Within just two years of inception, the brand completed a pan India network of distribution in October 2016. Today, Pretty Woman is available in more than 1,500 leading multi brand stores in India, Nepal and Dubai. The brand aims to become the fastest growing womenswear brand in India.

What Sets Them Apart From Competitors...

The brand provides fashion products manufactured in its in-house state-of-the-art factory that ensures high quality products with latest trends and affordable prices. The brand also has an in-house design team that shells out styles as per the latest international trends.

Product Categories

Pretty Woman offers a wide range of kurtis, tunics, tops, dresses and bottoms including palazzos, pants and coordinated and mix and match.

Bestselling Products/Range

The brand's range of kurtis and tunics in the range of ₹895 to ₹1,595 are its bestselling products.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Total no of MBOs: **1,500+**
- > Total no of SISs: **54**
- > MBOs/LFS/departmental store partners: **Sohum, Pothy's, Partha's, Seemati, Yugal Sons, Bindals, Big Shop e- Jaya Laxmi**
- > Indian cities currently present in: **450+**
- > International presence: **2**
- > Turnover CAGR over last 3 financial years: **56%, 32% e- 29%**



Ideal Customers

As a mid-segment with premium quality products, Pretty Woman targets educated customers who likes to wear casual and fusion wear. Its customers are a combination of young as middle aged women, with age ranging from 18 years to 35 years.

Primary Markets

The brand is strongest in Kerala and Tamil Nadu in South, the North Eastern states, Odisha and Bihar in the east, Punjab and Jammu in North, and Gujrat and Mumbai in the West. Uttar Pradesh is the state where the brand enjoys its strongest market.

Innovations

Pretty Woman is planning to add a next generation dyeing procedure called Dope Dye, which will ensure less consumption of water and 100 percent color accuracy during production.

Upcoming Collection & Theme

The brand's upcoming collection includes trendy floor length dresses, knee length casual kurtis and high end designer and fusion wear with detailed hand work. The brand also has added an exquisite range of high end designer dresses and kurtis.

New Cities/Towns & Markets To Explore

The brand has robust plans of expanding into Nepal and countries in the Middle East.



// Puff //

Brand: **Puff**

Company: **Mehta Garments Pvt Ltd**

Launch Year: **1989**

Website: **www.puffjeans.com**

Incorporated in 1989, Mehta Garments Pvt. Ltd. was started by Sumermal Mehta. Today it is amongst the few large branded apparel manufacturers in India. It was one of the few companies in Ahmedabad which had started the revolution in the ready-to-wear garments business. The status of Gujarat as a garment manufacturing hub was unknown at that time. In 1989, the company introduced Puff, the first denim brand created in India.

The company's strong fashion forecasting and trendsetting abilities have created brands which are vibrant, trendy and have an attitude to match.

Brand Mission & Values

A marriage of design and technology, the company has constantly introduced new fits, finishes and fabrics. The company's own R&D team working strongly with designers is continually innovating — creating an electrifying array of product lines in a variety of fabrics, washes and cuts, using the latest technology and processes. The company's own manufacturing and processing set up enables it to have a speedy 'go-to-market' time frame - from design to production. 'Fashion with Excellence' is the cornerstone of each collection introduced by the company.

Product Categories

The brand manufactures and markets branded jeans, casuals, cargos and trousers for men.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **700+**
- > E-Commerce Partners: **Amazon, Flipkart, Paytm, Shopclues & Snapdeal**
- > Indian Cities Currently Present In: **25 (Tier I), 60-65 (Tier II) & 45 (Tier III)**

Ideal Customer

Targeted at men between the age group of 18 to 35 years, Puff today is one of the most successful and widely recognized brands in the Indian apparel industry. Innovation has been the hallmark of Mehta Garments Pvt. Ltd.

Upcoming Collection & Theme

Four way fabrics and smart fits are the exciting new collections that are being launched by the brand in 2019.

New Cities/Towns & Markets To Explore

The brand is waiting to expand in Bihar, Uttarakhand and Punjab where it is not present as of now. For future growth, they hope to start exports and are looking at the US as a market for supplying the brand.



ROOKIES

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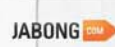


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// R|Elan //

Brand: **R|Elan**
Company: **Reliance Industries Ltd.**

Launch Year: **2018**
Head Office: **Mumbai**
Website: **www.r-elan.com**

Reliance Industries Limited (RIL) is India's largest private sector company, with a consolidated turnover of ₹430,731 crore (\$ 66.1 billion), cash profit of ₹56,034 crore (\$ 8.6 billion), and net profit of ₹36,075 crore (\$ 5.5 billion) for the year ended March 31, 2018.

Reliance Polyester Business, a part of Petrochemicals Division of Reliance Industries Ltd (RIL), is the largest integrated polyester fibre and yarn producer in the world with a capacity of 2.5 million tonnes per annum. Recron® is the flagship brand for Reliance Polyesters.

What Sets Them Apart From Competitors...

R|Elan™ is fabric 2.0 – next generation fabric for today's demanding consumer. They are made from specially engineered fibres to combine, in perfect proportions, functionality and fashion. These fabrics can be high-performance, aesthetically superior and highly eco-sensitive, to satisfy the growing consumer demands for something different. R|Elan fabric ranges straddle across all major apparel segments such as activewear, denim, formal wear and women's wear.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Indian Cities Currently Present In: **20**
- > International Presence: **3 countries**

Manufacturing Unit & Capacity

The brand has manufacturing plants at 5 locations across India. These plants are equipped with the most modern hardware and cutting edge R&D facilities to enable them to produce specially engineered fibres.

Domestic & International Clientele

R|Elan fabric has found acceptance in key brands across categories such as denim (Wrangler, Mast & Harbour), activewear (Proline, Kappa (lifestyle), formals (Arrow), women's wear (AND) and many more are in the pipeline.

New Cities/Towns & Markets To Explore

The company will be carrying out focused branding and co-marketing campaigns in Tier I cities with brand partners. It aims to create high-impact communications for end-consumers and an urge to go to the nearest brand store and experience technology.

Opportunities & Challenges in 2019

The company believes there is a lot of opportunity in India for high-performance and sustainable fashion solutions. R|Elan's initiative is to showcase India's strength in polyester-based products, integrate the entire value chain from fibre to garments to give a one-stop solution to brands and retailers and engage with consumers to create awareness about high-performance, aesthetic and eco-friendly possibilities through specially engineered polyester.

Going Green

In the culture of fast fashion, R|Elan's products are finding their place as solutions to sustainable fashion. The company is also introducing R|Elan powered by Green Gold – an eco-sensitive solutions for the fashion industry. Made from recycled post-consumer bottles, Green Gold fabrics provide a second lease of life for landfill plastic. The fibre is manufactured from waste bottles by using the renewable energy sources and the latest manufacturing tech, lending it one of the lowest carbon footprints globally. The brand is targeting carbon neutrality in the near future and becoming the gold standard in eco-friendly fashion.



// Rookies //

Brand: **Rookies**
Company: **Finesse Fashion Pvt Ltd**
Launch Year: **2009**

Rookies originated from a collective thought process from its promoters after they noticed the apparent gap in the domestic market for a good and aspirational denim brand. The brand was launched in 2009 and with the hardcore denim manufacturing background of its promoters mixed with the right marketing strategy and service, the brand soon started to dominate shelf space in retail stores across India. Today, Rookies enjoys unparalleled popularity across the nation and finds mention among the top denim brands in India.

Product Categories

The brand specializes in denims and offers a wide range of styles, fits, and colors to its customers. It also is known for its range of non-denims shirts and t-shirts.

Bestselling Products/Range

Both the denim and non-denim range offered by the brand enjoys equal popularity among its consumers.

Ideal Customer

Rookies believes in giving value for money products and has positioned itself in the mid premium segment and targets customers who have an international sartorial taste.

Primary Markets

The brand is more into urban and semi-urban territories, but is gradually beginning to venture into the interiors, backed by its distributors, marketing knowledge and goodwill.

New Launches/Category Expansion

Rookies is planning to expand into kidswear soon.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- >EBOs: **2**
- >MBOs: **600+**
- >SISs: **150**
- >MBOs/LFS/Departmental Stores Present In: **Lifestyle**
- >Indian Cities Currently Present In: **Pan india**
- >International Presence: **Dubai, Russia, Bangladesh & Nepal**

New Cities/Towns & Markets To Explore

The brand has plans of strongly expanding its retail footprint throughout India in 2019. It plans to expand through the SIS format and also work on EBOs in key cities. Rookies is also vying to boost its presence in online platforms.



// Sabhyata //

Brand: **Sabhyata**
 Company: **Sabhyata**
 Launch Year: **2003**
 Website: **www.sabhyataclothing.com**

Womenswear brand Sabhyata was launched in 2003 with the sole motive of redefining ethnic wear. As the name depicts, Sabhyata is a true reflection of Indian ethnic wear that caters to women from all walks of life. The product range comprises an entire gamut of ethnic wear for women such as kurtas, kurtis, patialas, churidars, salwars, dupattas and much more. Sabhyata has redefined the traditional salwar-kameez to an outfit which makes a woman both stylist and confident. The main USP of the brand is the quality of its products, the reasonable price range and the great customer ethics.

Brand Mantra

Ethnicity Redefined! The brand's garments are designed with utmost care keeping the Indian women in mind.

What Sets Them Apart From Competitors...

The vast array of designs it offers in the best fabric quality and at the most affordable price range is the USP of the brand.

Product Categories

Over the years, Sabhyata has evolved and followed the on-going trend in ethnicity. The many areas that the brand has explored through its products are kurtas, kurtis, palazzos, leggings, dupattas, etc. The brand wishes to keep its collections open for all purpose and for women from all walks of life. From corporate collections to unique festive collections, the brand has something for



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **63**
- > MBOs: **40+**
- > Total Space Covered By EBOs: **31,500 sq.ft.**
- > E-Commerce Partners: **Jabong, Myntra, Amazon, Limeroad & Paytm**
- > Indian Cities Currently Present In: **20**
- > International Presence: **Singapore, Malaysia, Dubai (UAE) & Italy**
- > CAGR Growth: **20%**

every occasion.

Ideal Customer

Sabhyata targets middle and upper middle class consumers with its ethnic and Indo-western range. About 85 percent of its consumers are female and 15 percent are male.

New Product Launches/Category Expansion

In 2019, Sabhyata has plans to introduce a festive range (heavy collection) under its various product categories. At present, the brand's product range comprises a basic range that includes daily and office wear (60 percent), party and occasion wear (20 percent), and wedding wear (15 percent).

New Cities/Towns & Markets To Explore

Sabhyata is planning to target the markets of Chennai, Hyderabad, Kolkata and key cities of Gujarat. The brand has not yet explored the markets of South India. In 2019, it will enter and penetrate the markets in the southern region.

In 2019, the brand plans to open will open 50 new stores. It intends to also launch shop-in-shops in large format stores and will increase its presence in MBO.





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// Salve Mannequins //

Brand: **Salve Mannequins**
 Company: **Ketan Industries**
 Launch Year: **1991**
 Website: **www.salvemannequins.com**

Salve Mannequins is a well-known name in the Indian fashion industry for window dressing. The company offers a wide array of choices for clothing brands to showcase their collections in a unique way. Since 1991, Salve Mannequins has been known in the market for creating innovative and original products which symbolizes creativity.

What Sets Them Apart From Competitors...

The company has deeply researched the Indian body types and gives the best fitting mannequins in accordance to their demands.

Products Offered

Salve Mannequins manufacturers male, female and kids mannequins with specialization in custom made



mannequins, FRP Molders and fabrication. It has a creative team of designers, sculptures, technicians, 3D graphic artists, hair stylist to give a complete assembly of the product within the best time limits.

Clientele

The company clientele runs across popular domestic and international fashion brands, designers, photographers, artists etc. It also works very closely with designers to understand their requirement and even works closely on customization - on giving the right physique of a mannequin as per the brand's identity.

New Launches/Category Expansion

The brand plans to launch a new and contemporary looking series of faces in male, female and kids mannequins. The new line will conform to international standards and ensure that they meet the specific requirements of the modern consumer.

New Cities/Towns & Markets To Explore

As a brand that's present pan India, Salve Mannequins Co., plans to increase its concentration in the existing markets with new strategy and planning.



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// Sara J //

Brand: **Sara J**
 Company: **Nobel India Overseas**
 Launch Year: **2012**
 Website: **www.sarajindia.com**

Sara J was launched in the year 2012 and since then, the brand has enjoyed unprecedented popularity around the world (USA, Europe and Middle East). Earlier, the brand was present only in international markets only, but now has started to expand in the Indian market too. Since then the journey has been steady and the response from the customers remain encouraging.

Since its inception, the brand has faced numerous challenges as there is lot of competition in the garment industry and trends change too quickly to keep up with, yet the response it has received from its customers keeps it going on.

What Sets Them Apart From Competitors...

The variety of prints and designs in different fabrics and styles that Sara J offers gives it an edge over the other players in the market.



Product Categories

Sara J's product basket includes tops, tunics, blouses, kurtis, plazos and dresses in different fabrics like cotton, viscose, lycra, shantoon, etc.

Bestselling Products/Range

The brand's range of divergent prints in blouses, tunics and kurtis are its bestselling products.

Ideal Customer

Sara J offers medium segment pricing, between ₹300 - ₹700 making it suitable for the middle class and the upper segments. The product line is best suited for upper middle class women in the age group of 20-50.

Primary Markets

Earlier, the brand dealt mainly in wholesaling, but with the rise of market competition, it has started retailing to hold its position. Its primary markets include states like Punjab, Chandigarh, Panipat, Utrakhnad, and the Delhi-NCR region along with north eastern states like Assam and Nagaland.

New Launches/Category Expansion

The brand has witnessed a surging demand for its range of tops, especially from the younger clients. In line with this, it envisions to concentrate more in this category and bring out more innovations. Sara J also believes that printed fabric holds a good market potential and plans to cash in on it.



// Sheriff //

Brand: **Sheriff**
 Company: **C K International**
 Launch Year: **1985**
 Website: **www.sheriff.co.in**

Established in 1985, Sheriff started with offering the basics needed to dress at an affordable pricing. Today, it is a one-stop-shop for men's wear. High quality, best fabrics and perfect stitching are the three pillars on which the brand stands. Its biggest turning point came in 2009, when the brand opened its first retail store in Agartala (Tripura). It received excellent response due which it has expanded to four stores in the same city.

What Sets Them Apart From Competitors...

The brand's biggest strength lies with its customers and employees, without whom they wouldn't have been the brand they are today.

Product Categories

Sheriff offers shirts, trousers, denims, t-shirts, blazers and accessories for its male customers. Operating in the mid-segment range, its shirts range from ₹999 to ₹1,299 is its bestselling category.

Ideal Customer

The customer who has a taste for quality, variety and affordability forms the brand's target group.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **15**
- > MBOs: **400**
- > E-Commerce Partners: **Amazon, Flipkart & Snapdeal**
- > Total Retail Space Covered By The Brand: **10,000 sq.ft.**
- > Indian Cities Currently Present In: **40**
- > CAGR Over Last 3 Financial Years (FY'15-16; FY'16-17; & FY'17-18): **25%**

Primary Markets

The northeastern region of the country comprises the primary markets of Sheriff.

Upcoming Collection & Theme

Sheriff's latest collection is about simple but well-styled product ranges. The collection highlights classics with a twist in bright and pastel hues, to add a kick this summer.

New Launches/Category Expansion

The brand will introduce its range of innerwear to its product assortments. It will also launch its online store this year.

New Cities/Towns & Markets To Explore


The brand has plans to expand its footprint in Uttar Pradesh, Bihar, Jharkhand and Maharashtra.





SHERIFF

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// Shree //

Brand: **Shree**
 Company: **SHR lifestyles Pvt. Ltd.**
 Launch Year: **2011**
 Website: **www.shreelifestyle.com**

Shree, is renowned for offering a perfect blend of traditional and modern ethnic wear for the new Indian woman. The brand offers a huge variety of women's clothing that are matchless in terms of style, quality and price. Shree is a concept that emerged from the Sanskrit root word Devi. Deep rooted in rich Indian culture, Shree draws inspiration from the balanced modern Indian woman who straddles both work and home with elegance and confidence. Today, Shree has emerged as a destination for the Indian inspired luxury lifestyle, created for the stylish, global, modern citizen.

Brand Philosophy

Shree's brand philosophy is based on a mix of modern outlook and traditional upbringing. A Shree supporter carries herself with great aplomb and grace reflecting her inherent strengths of patience, compassion and understanding.

What Sets Them Apart From Competitors...

The brand believes in an affordable fashion that truly belongs to its customers - fashion which is fair, sustainable, affordable and desirable for all. It creates approximately 120 new designs every month.

Ideal Consumer

Shree is designed for the modern Indian woman who is confident, glamorous and sensitive at heart and leads a sophisticated lifestyle. The brand caters to women of all age groups.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Retail Presence: **2,000 POS**
- > EBOs: **27**
- > MBOs: **150**
- > SISs: **15**
- > Total Space Covered By EBOs & SISs: **10,000 sq.ft.**
- > Indian Cities Present In: **Delhi-NCR & Gujarat**
- > International Presence: **US, UK, Singapore, Malaysia & Middle East**
- > Turnover FY'16-17: **₹56 crore**
- > Estimated Turnover FY'17-18: **₹100 crore**

Product Categories

Featuring a plethora of options to choose from, including ladies kurtas, kurtis, leggings, palazzos, pants, dupattas, dresses, skirts, tops and more, Shree unwaveringly strives to make ethnic fashion easily accessible to one and all by providing unmatched value.

New Launches/Category Expansion

The brand, from time-to-time, launches new and exciting offers for its customers delight. Recently, the brand had introduced its jewellery and accessories range. This year, it plans to launch its menswear segment and will introduce more categories in the women's ethnic range.

New Cities/Towns & Markets To Explore

Shree has plans to expand its retail reach in Maharashtra, Kerala, Tamil Nadu, Karnataka, Punjab, Uttar Pradesh, Haryana and Madhya Pradesh.

Shree plans to open 200 exclusive brand outlets in the domestic market in the next 2 to 3 years.



// SO Design //

Brand: **SO Design**
Company: **SO Design Factory Pvt. Ltd.**
Launch Year: **2010**
Website:
www.sodesignfactory.in

Launched in 2010, SO Design is a concept clothing brand. The men's wear brand dares to differ from mainstream apparel makers and offers versatile, fashionable classics, designed for the contemporaries. With thoughtful concepts, it creates clothing and add-ons with precise craftsmanship. It designs clothes for the modern youth who see each day as full of opportunities and likes to explore to make the most of each moment.

What Sets Them Apart From Competitors...

The brand's forte lies in fast fashion. Its collection changes every 90 days. In the process, the brand has created many unique product lines and these designs and innovations at various stages have set them apart from others.

Product Categories

Operating in the mid-segment range, the brand offers concept clothing for men such as shirts and t-shirts. It also offers traveller pants and shackets. Slim-fit shirts and shackets are its bestselling products.

Ideal Customer

The brand's customer are men's in age of age group of 18 to 36 years, who like to experiment with clothing. Its product range is also in demand with men's in the age group of 36 to 45 years who desire fashionable apparel.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **2**
- > MBOs: **350**
- > MBOs/LFS/Departmental Stores Partners: **Kalyan Silks, Pothys, Pakiza, Lifestyle & Style Bazaar**
- > E-Commerce Partners: **Flipkart & Amazon**
- > Indian Cities Currently Present In: **Bengaluru, Vishakhapattinam, Raipur, Indore, Delhi, Kolkatta, Ahmedabad, Nagpur & Surat**
- > Turnover in FY'17-18 (1st April'17 to 31st March' 18): **₹25 crore (GMV)**

Primary Markets

SO Design is present in Karnataka, Madhya Pradesh, Maharashtra, Gujarat, Chhattisgarh, Andhra Pradesh, Uttar Pradesh and Delhi via its distribution networks.

Upcoming Collection & Theme

In the Spring-Summer 2019, the brand will launch a vibrant collection of plain shirts with a mix of lighter shades. Subtle and lighter theme checks, and

print shirts will balance the collection. In its concept range, it will experiment with new metallic accessories and sharp concept designs.

New Launches/Category Expansion

The brand will launch new ranges in t-shirts, shackets and accessories. It will also introduce exclusive concept denim which will be available only in EBOs. It has plans to come up with concept shirts for kids as well.

New Cities/Towns & Markets To Explore

The brand re-continued its operation in Surat, Nagpur and West Uttar Pradesh after a brief suspension last season. It also plans to partner with new distributors in Telangana, Kolkata and Guwahati to expand its reach. Two additional EBOs will be opened in Bengaluru, post which it will open 4 EBOs in Tier II cities and 4 EBOs in Tier III cities.

×



// Soch //

Brand: **Soch**
 Company: **Soch Apparels**
 Launch Year: **2005**
 Brand's website: **www.soch.in**

Women's wear brand Soch was launched in 2005 with its first outlet at Forum Mall in Bengaluru. The brand received a lot of appreciation and was an instant success. Thereafter, it has expanded exponentially and is now present in 126 stores across 47 cities.

Today, Soch finds a prominent place in the wardrobes of Indian women because of its exclusive designs that keep pace with the rapidly changing trends in ethnic fashion. The apparel brand's strength lies in its ability to respond nimbly to market needs.

What Sets Them Apart From Competitors...

Soch has always understood the modern Indian woman's fashion sensibilities. In its 13 year journey, the brand has fashioned itself to cater to the Indian woman's desire for ethnic clothes with a trendy twist.

Product Categories

From being a pure ethnic player in the initial days, Soch has today transformed into a designer brand that retails fusion products such as tunics, palazzos, fusion suits and stoles, apart from traditional staples such as salwar-kameez, kurtis and sarees, at affordable prices. Its product mix also includes ready-to-wear cholis and unstitched salwar suits.

Ideal Customer

Soch's core consumer is the modern Indian woman, largely between the age group 22 to 35 years. An inimitable balance of contemporary outlook



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **126**
- > SISs: **98**
- > MBOs/LFS/Departmental stores partners: **Shoppers Stop, Central (Future Lifestyle Fashions), Unlimited (Arvind Brands) & Brand Factory (Future Lifestyle Fashions)**
- > E-Commerce Partners: **Amazon, Flipkart, Myntra, Jabong, Paytm & Voonik**
- > Total Retail Space Covered: **2,12,260 sq.ft.**
- > Indian Cities Currently Present In: **47**
- > Turnover In FY'17-18 (1st April'17 to 31st March'18): **₹377 crore**

and traditional values, she could be a working woman or a home maker. She wears ethnic outfits out of choice and not out of compulsion or obligation.

Primary Markets

About 65 percent of the brand's stores are present in Tier I cities and the remaining in Tier II and III towns. In

terms of revenue, the brand does great business in cities. In Bengaluru, where the brand has wider presence, Soch is doing exceptionally well.

New Launches/Category Expansion

Last year, Soch introduced everyday fashion for all occasions with its week wear collection. The brand launched kurta-suits with jackets, tunics with embroideries and pin tucks, as well as work appropriate kurtis which can be paired with fashionable bottoms to carry the look from office to party.

With the introduction of fusion work wear range this year, the brand had a lot of consumers asking for simple products that can easily be mixed and matched with other products.

New categories in the pipeline are a complete range of tops, which would include kurtis in varying lengths, tunics and crop tops. At the same time, it is betting big on fashion bottoms. For the mix and match range, it will launch 4 to 6 evergreen colours and 2 to 3 fashion colours which will change with trends. It will add more options in both plain and digital printed dupattas. Some other products it will introduce include capes and high neck blouses for skirts and sarees.

New Cities/Towns And Markets To Explore

The East and North Indian markets are big, lucrative and exciting for the brand, which has plans to aggressively expand its foothold in these markets, while continuing to grow in South and West India.

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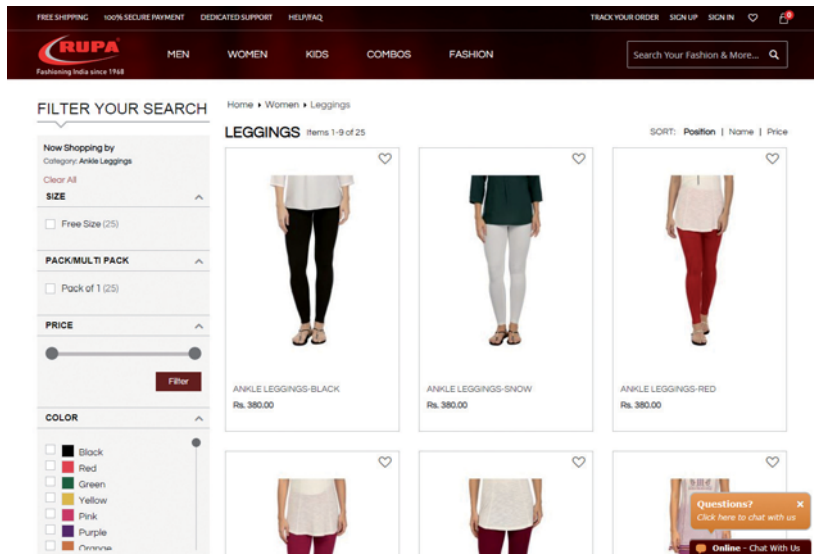
// Softline //

Brand: **Softline**

Company: **Rupa & Company Ltd.**

Launch Year: **Relaunched in the year 2016-17**

Website: <http://rupa.co.in/brand/softline-leggings/>



Softline is one of the India's leading brands offering a range of lingerie, leggings and casual wear that are wardrobe essentials for women seeking ease with a fashionable edge.

Softline has grown phenomenally into a pan India network with numerous designs available in a variety of fabrics and finest blends.

What Sets Them Apart From Competitors...

The brand is continuously growing and expanding its product range to meet the expectations of modern consumers. Its designers are well versed with the changing fashion trends and continuously work on innovative products.

Product Categories

The brand offers lingerie, leggings and casual wear. It takes pride in having a strong and loyal customer base across all the product categories and range.

Ideal Customer

The brand targets females in the 18 to 45 year age group.

New Launches/Category Expansion

Throughout its journey, the brand has witnessed a process of continuous development and expansion that aims to harness business opportunities that arise in the market.





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// Spark //

Brand: **Spark**
Company: **Spark Creations**
Launch Year: **1983**
Website: **www.sparkclothing.co.in**

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

In 2018, Spark launched its latest endeavor – Button Noses that offers an entire line of chic clothing for infants and girls upto the age of 14 years. Button Noses offers a complete range of premium denims with all new washes, fabrics and a whole new version in denim accessories. After the launch of Button Noses, Spark has become a one



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **500**
- > LFS: **10**
- > Indian Cities Present In: **Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Amritsar, Ludhiana, Udaipur, Kanpur, Jaipur, Cochin, Coimbatore & Calicut**
- > International Presence: **UAE, Gulf countries & Middle East, Bahrain & Kuwait**

stop fashion destination for both boys and girls.

What Sets Them Apart From Competitors...

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

Bestselling Products/Range

Both the brand have roots in classic styles and the collections are built on iconic pieces. Due to these reason, the



entire range of both Spark and Button Noses enjoy extreme popularity among consumers.

Ideal Consumer

The brand 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.

Upcoming Collections & Theme

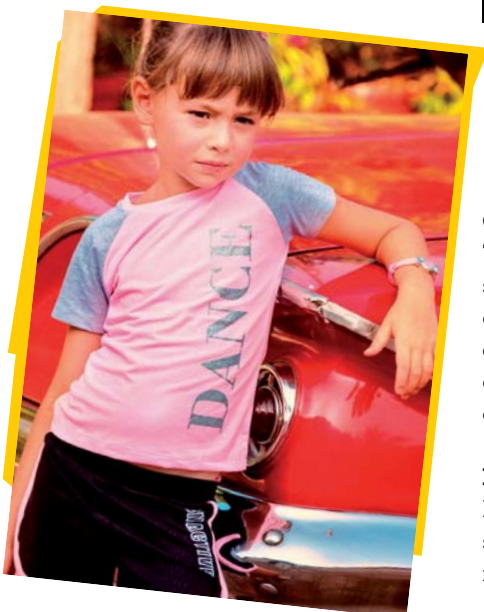
The brand is making its foray into the European and American markets and is confident that its products will gain popularity in these international destinations too. The brand has plans to penetrate in varied markets for business expansions.

New Launches/Category Expansion

The brand has plans of launching an exciting rang of girls' wear in 2019.

New Cities/Towns & Markets To Explore

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.



// Springfield //

Brand: **Springfield**
 Company: **Springfield Fashions**
 Launch Year: **1986**
 Website:
www.springfield-estore.com

Springfield was established in 1986. Initially, the menswear brand offered only formal trousers made from top quality polywools. Today, it offers an entire range of apparel including fashionable casual shirts, trousers, jeans, t-shirts, suits, blazers and jackets. Passionate about offering the latest trends to its fashion conscious customers, the brand's aim is to make its consumers look good and feel good with its fashionably cool offerings.

What Sets Them Apart From Competitors...

Acclaimed for best quality and styling, Springfield offers fresh fashions season-to-season to get its customers excited with its trendy offerings.

Product Categories

Springfield offers a fashionable range of shirts, trousers, jeans, t-shirts, suits and blazers.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: 1
- > E-Commerce Partners: **Myntra, Amazon, Flipkart, Snapdeal, Shopclues & Paytm**

Ideal Customer

Springfield targets fashion conscious male consumers between the age group of 21 and 55 years.

Primary Markets

Selling across India through distributor channel, the brand has recently added the markets of Bhopal and Indore to its retail map.

Upcoming Collections & Theme

This season, the brand will offer light weight knit and cotton blazers along

with slim fit trousers. Also to complete the wardrobe, the brand will offer shirts with smart colours prints and designs. Their most iconic collection, this season, will be the high count cotton print and doobby print shirts.

New Cities/Towns & Markets to Explore

Springfield has aggressive expansion plans. By 2020 it plans to expand its presence across all prime markets through MBOs.

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Salve Mannequins Co.

// Stride //

Brand: **Stride**
 Company: **Uma Enterprise**
 Launch Year: **2000**
 Website: **www.strideshirt.com**

Stride was one of the initial players in the market who addressed fashion in the t-shirt segment, before which the market was serving basic products. Coming with a strong experience in retail, the brand custodians developed a professional sample set and approached retailers to convince them to house their products. After a lot of initial challenges, the brand was accepted and today Stride is well known name across India.

What Sets Them Apart From Competitors...

The brand - which is geared up to become a national brand very soon - has a major USP, which is the fashion element in their t-shirts, which are also their bestselling product.

Product Categories

The brand offers t-shirts in all shapes and sizes, shirts and lowers for men as well as t-shirts and lowers for kids.

Best Selling Products/Range

Stride is known for its Indigo dyed t-shirts, which is the most iconic product in its portfolio.

Ideal Customer

Stride targets the young and the young at heart. Their customer profile is preferably between the ages of 20 to 50 years.

Primary Markets

While metros have been the key driver of growth in the initial phase for Deal Jeans, the brand feels from its



KEY FACTS (AS ON 31ST DECEMBER 2018)

> MBOs: **1500+**

> Indian Cities Currently Present In: **Pan India**

experience that tier -II and -III cities have unfailing potential too.

Upcoming Collection & Theme

Stride has worked on a lot of new fashion elements in all forms this year, right from giving checks as well as a mix 'n' match element to their consumers. Their products are worked upon in such a way so as to provide a touch of class, with a variety of fresh colours.

New Cities/Towns & Markets To Explore

Stride is planning on targeting the cities of Karnataka, AP, Tamil Nadu and Kerala in the next two years.





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// Success //

Brand: **Success**
 Company: **Agwani Fashions Pvt. Ltd.**
 Launch Year: **1996**
 Website: **www.successmenswear.com**

Success was launched in 1996 by Agwani Fashions Pvt. Ltd., as a trouser manufacturing company. Today, it is a renowned menswear brand offering a complete wardrobe comprising suits, blazers, jackets, waist coats, shirts, trousers, denims and accessories broadly classified into formal, casual and party-wear segments.

Product Categories

Success, is primarily known for its suits, blazers and trousers. It also offers shirts, t-shirts, denims and accessories. Suits, blazers and trousers are its core products.

Bestselling Products/Range

Suit, blazer and trouser are Success' bestselling range in the menswear segment.

Ideal Customer

Operating in the mid-segment range, Success caters to middle class as well as upper class customers. The brand focuses on young customers including males above 18 years of age.

Primary Markets

At present, Success' retail reach is limited to East India. The brand is also present at a few renowned Large Format Stores across the country. It plans to get into Tier II and III cities and aims to have a pan India presence.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **25+**
- > MBOs: **375+**
- > SISs: **10+**
- > MBOs/LFS/Departmental Store: Partners: **Central, Pantaloons & Brand Factory**

Opportunities

The brand is trying to get into Tier II and III cities owing its huge market potential. The consumers in these areas are style conscious and experiment after being exposed to the internet revolution.

Bottlenecks

The biggest challenge is to keep innovative new styles and designs, while at the same time to keep a check on the price tag due to acute competition from various international brands.

An underappreciated idea in fashion that will soon gain traction...

Success believes that stripes and prints in suits, blazers and trousers which are underappreciated currently will gain momentum in coming time.

Future of the fashion retail industry in India...

The future of fashion retail industry in India seems very bright, as youngsters have more disposable income and have become very style conscious and experimental.

The next wave of exciting fashion retail ideas to come from...

Kolkata could be the next destination where new ideas emerge. Consumers here are very creative, have a rich cultural heritage and are exposed to international markets.



// Supersox //

Brand: **Supersox**
Company: **Super Knit Industries**
Launch Year: **2012**
Website: **www.supersox.in**

Supersox was incepted and founded in August 2012, with a vision to offer the widest possible range of best quality socks to Indian consumers of all ages. It is a young brand with a vibrant personality that brings socks of superb quality and international styles to its consumers. Supersox is largely present only in MBOs.

Over the years, the brand has expanded on a rapid pace and is today available across 12,000 MBOs. Recently, Supersox has acquired the licensee rights from Disney to manufacture and sell their range of characters for the socks category. Although the journey so far has been full of ups and downs, the brand proudly states that it has witnessed good overall growth and the entire journey has been very exciting.

What Sets Them Apart From Competitors...

Super Knit Industries (SKI) is a quality-centric organization, making every effort to maintain high quality standards at every level. The Founder of SKI, Naval Saraf, has been in the socks industry since 1985 and his expertise has been the chief impetus behind the brand's success. The company has many foreign partnerships and export contracts which has helped it learn a lot about international standards. The brand feels that this experience and training over the years along with constant innovation, will remain its competitive edge in the years to come.

★ U.S. COLLECTION ★



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **12,000**
- > E-Commerce Partners: **Amazon, Myntra, Flipkart, Jabong, Paytm, etc.**
- > Primary Markets: **Maharashtra & Punjab**
- > Indian Cities Present In: **Most Tier I, II & III cities**
- > Turnover Over Last 3 Financial Years: **50%**

Product Categories

Supersox offers a wide range of basic socks and fashion socks for men, women and kids along with a wide variety of winter socks, Disney socks and sports socks.

Best Selling Products/Range

Men's sports and semi-casual socks are the brand's highest selling products.

Ideal Customer

Although majority of its sales fall under the mid to mass category, the brand develops products for every consumer segment and has dedicated collections for respective classes. It specifically targets corporate professional men in their mid 30s.

Upcoming Collections & Theme

Apart from a line of exciting products lined up for 2019, Supersox is launching US collection, denim collection, Classy

DENIM COLLECTION



METAL COLLECTION



Missi Collection and Metal Collection in January. The brand is also working on an ultra-performance range that will help athletes improve their performance level

New Cities/Towns & Markets To Explore

The brand is working on expanding its presence in Tier II and III cities and trying to reach out to more retail points and customers.



// Tab91 //

Brand: **Tab91**
 Company: **Garvit Knitwear**
 Launch Year: **2013**
 Website: **www.tab91.com**

Founded in 2013, TAB91 redefined the casual wear market by introducing an extremely trendy, young and colorful collection which became a big hit with shoppers. The brand has been built and grown on a simple philosophy of the 3Fs - Fabric, Fit & Finish - and strives to deliver only the best to its customers. In line with the brand's massive popularity, it has been awarded with Flipkart Star Seller award for its high number of sales on the platform.

What Sets Them Apart From Competitors...

The brand's product line includes a variety of fabrics, silhouettes, fits with focus on providing best value to each rupees spend by the customer. Pricing and product quality are the biggest attractions which set Tab91 apart from its competitors.

Product Categories

Tab91 offers a wide range of menswear including t-shirts, track pant, shorts, capris, bermudas, lounge wear, night wear, winter jackets, windcheaters, pullovers, sweatshirts and fashion accessories. Its womenswear range includes tops, tunics, western dresses, lounge wear, capris, shorts, digital and sublimation printed tops, plus size tops, woolen cardigans, pullovers, sweatshirts, woolen tops, jackets, ponchos, shrugs and a wide assortment of fashion accessories like caps mufflers, hand gloves and woolen socks.

This year Tab91 has developed a variety of fabrics and printing techniques, out of which plotter print is the new innovation in the market.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **1,350**
- > SISs: **60**
- > Indian Cities Currently Present In: **In all leading metros & non-metros**
- > International Presence: **Bangladesh and Nepal**
- > Turnover in FY'17-18 (1st April'17 to 31st March'18): **₹30 crore**

Manufacturing Capacity

Tab91 has vertically integrated manufacturing capabilities at Ludhiana. Newfangled machinery, trained professionals and a strict quality assurance system culminates in the finest designs stitched to perfection. As of now, the brand has a capacity of manufacturing 1,500 units in a day.

Upcoming Products

The brand is planning to launch a range of casual shirts, trousers and denims by next season.

Innovations

The brand is exploring new technology and innovative factory processes to aid it in shelling out better product quality. It also is working on ways to bolster a pan India presence via both digital and physical presence. Tab91 is especially looking at shop-in-shop model and presence in large format stores in the coming season.

New Cities/Towns & Markets To Explore

South India and North East India are the new zones that the brand is currently working to expanding into, followed by the southern region of India.



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// Tales & Stories //

Brand: **Tales & Stories**
 Company: **Tales & Stories Denim Company Pvt. Ltd**
 Launch Year: **2014**
 Website: **www.talesandstories.com**

When Artex Apparel – a pioneer and trendsetting name in kids' fashion and denim wear – decided to launch a brand, they decided to weave into it their enchanting tales and stories of more than three decades in adorning tiny tots with a stylish collection. They thus decided to christen the brand Tales & Stories.

Every piece of cloth is passionately conceived and crafted by the ace designing team of Tales & Stories, and beautifully narrates a creative journey as fresh and energetic as the kids they cater to. Backed by 36 years of experience by Artex Apparels, Tales & Stories has spread its refreshing presence in the kids wear segment in more than 15 cities with 25+ stores where both the numbers of cities and the stores are growing rapidly. The company has explored



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **25+**
- > SISs: **45**
- > MBOs/LFS/Departmental Store Partners: **Chunmun, Sohum Shoppe, Bindals, SRS, Appeal, etc.**
- > E-Commerce Partners: **Amazon, Mynta, Jabong, Flipkart, Firstcry & all major online retail channels**
- > Indian Cities Currently Present In: **35+**

the Omnichannel gateway by being available through the Fynd platform. The company is associated with national NGO, CRY (Child Relief & You) wherein certain proceeds of the sale goes towards children rights.

Brand Mission & Values

Tales & Stories is an exclusive denim retail brand for kids who love style. It has a well-defined product line that follows international fashion trends and global standards of quality. A remarkable softness of denims, trendy styles and superb fits are some of the

USPs of all apparels manufactured by the company.

Product Categories

The brand offers more than 250 designs every season for 6 month olds to 14 year olds. The range for boys includes, jeans and trousers, shirts, t-shirts, coats and jackets, shorts and sweat shirts. The girls range has dresses, shorts, coats and jackets, jeans and trousers, tops and t-shirts.

Bestselling Products/Range

Denims are the hottest selling product category by Tales & Stories. They are known for giving newer innovations in denims which is always top in demand by the retailers.

Ideal Customer

Tales & Stories has the most imaginative range filled with vibrant colors and joyful designs that kids of today love to wear and flaunt with attitude. A range that covers age group of 6 months to 14 years, is inspired by the unique and innocent thinking of the kids. This guilelessness is what is reflected in the collection of Tales & Stories, which is loved by both parents and kids at the same time.

Primary Markets

The company has added its exclusive stores in Aurangabad, Hyderabad and Jamnagar recently.

Upcoming Collections & Theme

The new collection by Tales & Stories includes lot of quirky prints for shirts and a lot of cold pigment dye for t-shirts. The denim range also showcases new fabrics with innovative washes.

New Cities/Towns & Markets To Explore

Majorly the target for EBOs will be western and southern regions and for SIS, North and East for Tales & Stories.



IMAGES Business of Fashion

// Toyo //

Brand: **Toyo**

Company: **Atlas Multitrade Pvt. Ltd.**

Launch Year: **2015**

Website: **www.toyofashions.com**

Launched in 2015 by brothers Mehul and Manish Shanghvi, Toyo was born with a simple mission – to use their expertise in the fabric business to provide customers with the latest international fashions at economy prices. In a short span of time, the brand has shown exponential growth and hopes to cross the ₹100 crore mark by the end of March 2020. It is proud to be associated with actress Divyanka Tripathi who is also the brand ambassador.

What Sets Them Apart From Competitors...

All garments created by Toyo are made using imported fabrics and priced 30 to 40 percent cheaper than their competitors in the market.

Product Categories

Toyo provides its customers with the latest in international fashion at affordable prices. The brand specialises in women's western wear including rayon tops, t-shirts, leggings, winter jackets and winter coats. Rayon tops by the brand – which are available in more than 50 styles and prints – is one of their best selling products.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **500+**
- > MBOs/LFS/Departmental Store Partners: **V-Mart, D Mart, V2, Vishal Mega Mart, Nyasa Retail, Bazaar Kolkata, Metro Bazaar, Uniq Bazaar, V Bazaar, etc.**
- > Indian Cities Currently Present In: **Delhi NCR, Punjab, Uttar Pradesh, Odisha, Maharashtra, Madhya Pradesh, Kerala, Tamil Nadu, West Bengal, Uttarakhand, Gujarat, Chhattisgarh, Rajasthan, Jharkhand, Assam & Jammu**

Ideal Customer

Through its affordable range of western wear, Toyo caters to the fashion conscious woman in the fashion apparel market.

New Launches/Category Expansion

The brand has developed a full range of chic winter jackets and coats for its discerning women customers.

New Cities/Towns & Markets To Explore

Toyo aims to spread its presence pan India over the next three years.



// Turtle //

Brand: **Turtle**
 Company: **Turtle Limited**
 Launch Year: **1993**
 Website: **www.turtleonline.in**

Turtle's journey began in Kolkata in 1993 as an aspiring yet steadfast enterprise that went on to become one of India's fastest growing men's wear brand. From a company primarily into men's readymade shirts to a leading brand in men's wear fashion, Turtle has indeed come a long way. It started with a production capacity of just 20 shirts a day and today has an exhaustive in-house retail unit that caters to more than 100 exclusive stores and 1,200 multi-brand outlets across the country.

Primary Markets

Turtle's primary markets comprises West Bengal, Odisha, Bihar, Uttar Pradesh and the North East.

Product Categories

Shirts constitute Turtle's core product range followed by trousers and denims. The brand offers a wide range of shirts such as formal shirts, semi-casual shirts and the recently launched khadi shirts.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **100+**
- > MBOs: **1,200+**
- > SISs: **500+**
- > MBOs/LFS/Departmental Store Partners: **Pantaloons, Central, Reliance, Brand Factory, Max Fashion & Shoppers Stop**
- > E-commerce Partners: **Myntra**
- > Indian Cities Currently Present In: **148**
- > Pan India Retail Space: **1,60,000+ sq.ft.**

Similarly, in bottomwear, the brand offers both formal and casual trousers and denimwear.

Ideal Customer

Operating in the mid-segment range, Turtle's ideal customers are first time office goers who aspire to grow in their career. These are youth who are evolved and who don't hesitate trying out new styles and making bold statements.

Bestselling Products/Range

Shirts are Turtle's bestselling products. Of late, the brand has been witnessing a lot of demand in blazers, suits and its occasion/winter wear range.

Upcoming Collections & Theme

Turtle's Spring-Summer 2019 collection brings in two distinct ranges - formal and casual. The formal has taken the 'tech' route while casual is more about 'patterns and colours'. Both collections exult youth and freshness. They are offbeat in terms of colours, patterns and styles. With its Autumn-Winter 2019 collection, the brand will take forward the same concept, with more precision like a strong play on colours and patterns.

New Launches/Category Expansion

The brand is reforming its handwoven collection comprising shirts, bottoms, jackets and bandhis. It will also relaunch the ceremonial/occasion wear range which will include shirts, trousers, bandhis, suits and jackets in autumn-winter season.

In the accessories range, the brand plans to reintroduce totes and shoulder bags this year in keeping with latest trends.

Expansion Plans

The brand is planning further expansion in West Bengal and Uttar Pradesh in 2019.



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// Twills //

Brand: **Twills**

Company: **Twills Clothing Pvt Ltd**

Launch Year: **1999**

Website: **www.twills.in**

Launched in 1999, Twills is a lifestyle brand that has been redefining style for men ever since its inception. The brand offers products of top class quality at honest prices, which make it one of the most sought after value for money brands in India. In 2002, the brand introduced a complete range of merchandise including denims, trousers, casual shirts, semi formals and t-shirts for men. It opened its first exclusive store in 2008 at MG Road, Vijayawada, which was spread across 5,000 sq.ft.

What Sets Them Apart From Competitors...

The brand believes in 'conceptualised selling'. Every season they divide their range of merchandise into various concepts and then do the presentations.

Product Categories

Offering products in the mid-segment range, Twills' core product range comprises shirts in filafil, cotton linen, plain indigos, cotton slub satin and a few dubbies range. Casual shirts and trousers are the brand's fastest selling product categories. It sells core casual products of superior fabrics and latest trend at mid-segment price. Nearly 20 percent of its total sale comes from the core range.

Ideal Customer

Value-for-money is the USP of the brand. About 60 percent of the brand's target audience are below the age group of 40 years and approximately 40 percent are office going group.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Key Facts (As On 31st December 2018)
- > EBOs: **107**
- > MBOs: **4,000**
- > SISs: **175**
- > MBOs/LFS/Departmental Stores Partners: **Central, Brand Factory & Lulu**
- > E-commerce Partners: **Paytm**
- > Total Retail Space Covered By The Brand: **1,50,000 sq.ft.**
- > Indian Cities Currently Present In: **All metros, Tier II & III cities**
- > International Presence: **UAE**
- > Turnover in FY'17-18 (1st April'17 to 31st March' 18): **₹215 crore**
- > Estimated Turnover in the First 3 Quarters (1st April'18 to 31st Dec'18): **₹210 crore**

Primary Markets

The brand's primary markets includes Andhra Pradesh, Telangana, Maharashtra, Uttar Pradesh and Odisha.

Upcoming Collection & Theme

The Spring-Summer 2019 collection comprises of bluemint collection in all indigo fabrics; painted collection with all printed fabrics; linolife collection consists of linen fabrics in summer colours; HIM (He is Magnetic) consists of all checks fabrics; and cleanliness consists of all striped fabrics.

New Launches/Category Expansion

In the Autumn-Winter 2019, the brand plans to introduce boys range and a complete range of knits including winter products.

New Cities/Towns & Markets To Explore

In the coming 2 to 3 years, the brand aims to add 200 SIS and 2,500 MBOs to its retail reach. It also plans to open EBOs in Tier II and III cities across India with special focus on Maharashtra and Uttar Pradesh.

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ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

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// Vamas //

Brand: **Vamas - The Designer Blouses**

Company: **Vamas Fashion Pvt. Ltd.**

Launch Year: **2009**

Website: **www.vamas.in**

Vamas is one of the world's leading manufacturers of ready-to-wear designer blouses.

It all started in 1960s when Vamas was a matching store where fabric for sari blouses could be bought. The store is into its fifth generation, evolving greatly with the times.

In 2009, Jayesh Parekh, the sole founder of the establishment realized that custom-made designer blouse companies make customers wait for a considerable period of time before delivering a product and then even after that, the satisfaction percentage is considerably low. Understanding the pain of a customer to keep stitching individual blouses and going for innumerable trials to get the desired fit, Vamas came up with the revolutionary concept of bringing blouses into the readymade segment in 2009.

What Sets Them Apart From Competitors...

One of the major challenges in the garment industry is getting the size or measurements correct. However, Vamas has mastered the art of fit and turned this challenge into their main USP.

Product Categories

Catering to all segments from mass to premium, Vamas offers a wide range of blouses, crop-tops, skirts and dupattas that enjoy demand throughout the year.

Upcoming Collection & Theme

Vamas' upcoming summer collection



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > EBOs: **5**
- > MBOs: **27-30**
- > SSSs: **6**
- > MBOs/LFS/Departmental Store Partners: **Ethnicity**
- > E-Commerce Partners: **Amazon, Flipkart & Snapdeal**

years, the brand has started offering with crop tops and skirts and the response has been tremendous. The brand has recently introduced its range of dupattas as well, which is gaining high customer response. Vamas now is in the process of adding a few more products by the end of 2019.

New Cities/Towns & Markets To Explore

Vamas is working on making its website more customer friendly and will be re-launching it soon. The brand is also about to launch an Android app for better customer experience. On the physical front, it is working on collaborating with more MBOs to expand its retail footprint further. The brand is also planning to further expand its brand outlets for a better customer experience and plans to open at least 3-4 outlets by the end of 2019.



has a lot of pastels and florals along with prime colors. The fabrics are softer, and the embroideries are delicate, keeping in mood with the season. The brand is positive that the collection will be met with good response.

New Product Launches/Category Expansion

Vamas, since its inception, has only been known for its range of blouses. Since the last 2



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Tel: 91 22 4255 9700
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Website: checkpointsystems.com

Checkpoint 

// Wendler //

Brand: **Wendler**
 Company: **Wendler Einlagen GmbH Co. KG**
 Launch Year: **1843**
 India Entry: **1990**
 Website: **www.wendlerinside.com**

Wendler is a world leader in shirt interlining. All products go through a series of quality control checks to provide matchless quality and environment friendly products that are Oeko - Tex Standard 100 certified. Wendler offers interlinings with the highest standards to its quality products, e.g., good bonding, low shrinkage, high and stable whiteness and consistent quality parameters.

What Sets Them Apart From Competitors...

Wendler specialises in top quality woven interlining for non-iron cotton shirt fabrics. It's quality assurance ensures the best quality of all products at all stages of production.

Network

Wendler's presence spans across the globe in more than 70 countries. The network also constitutes consistent global monitoring, local warehousing, global distribution and intensive coverage. In India, Wendler products are marketed by Welco Agencies Pvt. Ltd., through customer care centers at Delhi (head office), Gurgaon, Mumbai, Bengaluru, Chennai and Ahmedabad.

Products Offered

The vast array of Wendler interlining covers all fashion needs such as, wrinkle-free shirts, dress shirts, formal shirts, semi-formal shirts, button down shirts, casual shirts, enzyme wash



shirts, ladies shirts, tops and blouses, trousers' waist bands, etc. Wendler armhole interlining (AH025/AHF) can be used for armholes, side seams to give complete pucker free shirts.

Wendler Interlining Cover

- > Over 100 types of fusible interlinings in 100 percent cotton.
- > Range varying from 50 to 375 GSM.
- > Raised interlinings for high volume and soft feel.
- > Both side fusible interlinings, temporary

- fuse interlinings, stretch interlining.
- > Arm hole interlinings.
- > Slitted interlinings and tapes cut to size.
- > Soil release interlinings.

Wendler Customer Services

- > Lab testing.
- > Design studio.
- > Latest collar and cuff designs.
- > Fashion forecast and trends.
- > Interlining suggestions for specific requirement.
- > Customer support.
- > R&D and technical backup.
- > Fast and prompt deliveries.



// Wert //

Brand: **Wert**
Company: **Famous Fashion Pvt. Ltd.**
Launch Year: **2008**
Website: **www.wertjeans.com**

Wert was founded in 2009 and since then, has branched out from creating jeans to creating a lifestyle revolving around youth-centric products. The sole aim behind the launch was not just sell clothes but to create a cult of style trendsetters. The company runs with a mission to offer stylish, trendy and value-for-money clothing and accessories. According to the company, the journey has been quiet interesting as the product has been built with lot of passion and a clear concept of building the brand thereby creating a niche in this cluttered market.

What Sets Them Apart From Competitors...

Innovative washes, exemplary fits and exclusive fabrics offered by Wert play a key role in offering a differentiated value proposition to its customers.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > MBOs: **1,000 +**
- > SISs: **15**
- > MBOs/LFS/Departmental Stores Partners: **Jaylakhmi, Pothys, Mahalaxmi, Appeal, Top Shop, Boy London, R S Brother, J C Brother, Chermas, Kalaniketan, Manshire, etc.**
- > E-Commerce Partners: **Flipkart, Amazon, etc.**
- > Indian Cities Present In: **18**
- > International Presence: **Exports to UAE & Sri Lanka**
- > Brand's Turnover in FY'17-18: **₹30 crore**
- > CAGR Over Last 3 Financial Years: **20%**

Product Categories

The Wert umbrella is broadly categorized into core and fashion ranges. Core ranges consist Luxury, Delux, Superfast, Shine and Vegas.

Bestselling Products/Range

The brand's bestselling products are

its various ranges in the core denim category including Luxury, Shine, Delux, Vegas and Superfast, followed by mid-fashion and hi-fashion products.

Ideal Customer

Wert aims to, and over the years has been quite successful in, cornering an upmarket audience with premium products and aggressive pricing. The brand targets young consumers, within the age bracket of 18- 45 years who are fun loving, energetic and also somewhat rebellious.

Primary Markets

Since its inception, Wert has dominated the denim market of South India. Eventually, South , followed by Mumbai, Maharashtra and now getting a strong foot hold in northern markets too.

Upcoming Collection & Theme

Wert's key innovation this season are cotton trousers with an elegant fit and finish followed by its new range of high fashion merchandise. The brand also has major plans of periodic new launches in t-shirts and ladies denim to keep the brand and trade refreshed.

New Cities/Towns And Markets To Explore

The brand is aggressively looking at getting into newer markets like Bihar, Orissa, etc., as it feels these states have huge potential for a denim brand like Wert.

Innovation

Apart from new products, Wert also is open to adopting modern technology and exercising newer business models to stand apart from its peers. The brand has also started a new state-of-the-art washing plant in 2018 that can churning out 4,000 pieces per day.



// YKK //

Brand: **YKK**

Company: **YKK India Pvt. Ltd.**

Launch Year: **1995**

Website: **www.ykkindia.com**

YKK has been a renowned producer and marketer of fastening products for more than 75 years. It was founded by Tadao Yoshida in Higashi Nihonbashi, Japan (Tokyo) in 1934.

YKK fastening products' global operations are distributed across eight regions: North America, South America, Europe, Middle East, Africa, South Asia, South East Asia, Oceania and Japan.

Products Offered

YKK manufactures zippers, snaps, buttons and buckles. The company believes in a unified quality around the globe and delivers the best quality and services.

Network

YKK operates through 144 affiliated companies in 73 countries with over 40,000 employees. In India, it has branches in Gurugram, Noida, Kanpur, Jaipur, Ludhiana, Hyderabad, Kochi, Bengaluru, Kolkata, Mumbai, Tirupur, Chennai and Ahmedabad. It also has liaisoning office in Kathmandu (Nepal).

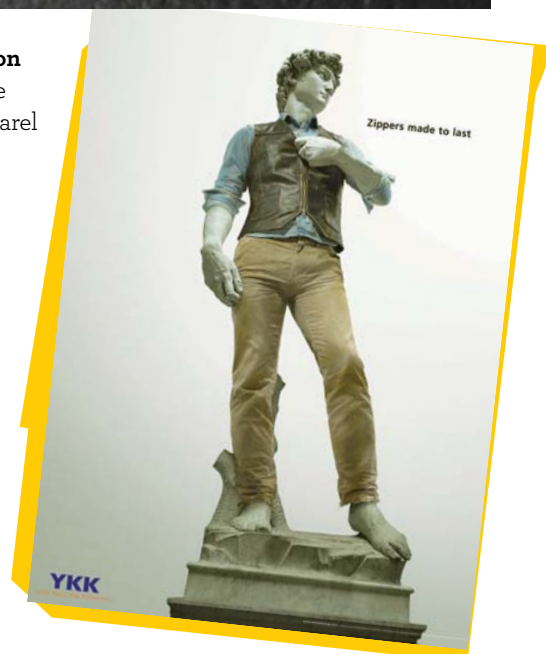
Clientele

YKK targets apparel, luggage, leather garment and accessories manufacturers. Its clients also include shoe makers, as well as manufacturers of home furnishing, workwear, automobiles, etc.



New Launches/Category Expansion

The company has a strong existence and impact on the garment and apparel industry across the world. This year, YKK India is launching customised pullers (rubber & die-casting) and a variety of new finishes in zippers.



// Zola //

Brand: **Zola**
Company: **Pragati Fashions Pvt. Ltd.**
Launch Year: **1991**
Website: **www.zola.in**

Zola was founded in 1991 by Pragati Fashions Pvt. Ltd. A pioneer in the Indian women's fashion scene, Zola has grown in multitudes and has adapted itself to the changing times while keeping the needs of its customers at the forefront. Positioning itself as an elegantly creative brand in the domestic market, it always come out with designs way ahead of its times and has created a niche for itself with its authenticity and reliability.

What Sets Them Apart From Competitors...

Price-value proposition and trends that are way ahead of their time and making fashion available to ladies across all walks of life are the qualities of Zola.



KEY FACTS (AS ON 31ST DECEMBER 2018)

- > Retail Presence: **6,800 PoS**
- > E-Commerce Partners: **All major e-commerce platforms**
- > Indian Cities Currently Present In: **Pan India**



Product Categories

Zola curates a fashion scene that caters not only to the ladies but also kids. From ethnic wear to western formals, skirts, shirts, jeans and other casual wears Zola's collection never disappoints its customers.

Ideal Consumers

Keeping in mind its target audience in Tier II and III cities, Zola fashions creates a style that embraces one's very own personality. It is stylish without being too loud. It's designs are such that they speak for themselves without any need for a gaudy statement.

New Cities/Towns & Markets To Explore

Although Zola has been partnering with MBOs for over a decade now, it is slowly changing its strategy by venturing into EBOs.

Internationally, the brand has plans to expand its business to the foreign markets.

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NORTH INDIA RETAIL AWARDS 2018

HONOUR RETAIL POWERHOUSES, BRAND VISIONARIES

The 3rd edition of IMAGES North India Retail Awards saw 'Recognition of Achievements' awards being presented to 25 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces...

The most talked about retail fiesta of the year for North India, IMAGES North India Retail Awards 2018, concluded with the presentation of Retail Excellence Awards to 29 awardees across four broad categories – Visionary Awards, Excellence Awards, Presentation Based Awards and Awards for key Retail Verticals and Retail Launches. The third edition of IMAGES North India Retail Awards 2018 saw 'Recognition of Achievements' awards being presented to 29 retail entrepreneurs who have built great consumer brands, retail concepts and shopping and leisure spaces.

Aside from this, IMAGES Visionary Awards for Brand Development, Retail and Customer Service were also presented to five luminaries who created outstanding lifestyle environments and experiences for customers and were the first movers in either creating iconic retail and lifestyle destinations or in scaling truly differentiated retail concepts. The award ceremony was held on December 20, 2018 at Shangri-La hotel, Delhi.

NOMINATION PROCESS & JURY

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The selection process for the awards involved inviting entries from International, regional and local retailers across multiple categories in North India. Prospective nominees

submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness. The awardees were shortlisted from a roster of over 100 nominations. Awardees were selected by an eminent jury that comprised some of the most celebrated names from the fields of business, media, and research and consulting.

Jury members included: BS Nagesh, Founder TRRAIN; Abheek Singhi, Sr. Partner & Director, The Boston Consulting Group; Ajay Kaul, Senior Director, Everstone Group; Ajay Macaden, Executive Director, Nielson Group; Anand Ramananathan, Partner Strategy & Operations Consulting, Delloitte India; Ankur Shiv Bhandari, Founder & CEO, Asbicon Group; Bijou Kurien, Board Member, L Catterton Asia; Harish Bijoor, Founder, Harish Bijoor Consults Inc; Harminder Sahni, Founder & MD, Wazir Advisors; Lara Balsara Vajifdar, Executive Director, Madison World; Sreedhar Prasad, Kalaari World; Shubhendu Roy, Partner AT Kearney; and Amitabh Taneja, CMD, Images Group.

The on-ground jury panel for presentation based awards included Subhendu Roy, Partner, A.T. Kearney; Shibu Philips, Business Head; Viren Rajdan, MD, Brand-nomics; Dr Sibichan Mathew, Director -in-Charge, NIFT Campus; Kapil Malhotra, Founder & MD, Total Solutions Group; Pawan Jain, MD, Safexpress.



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Category-Wise Breakup of Images North India Retail Awards 2018

IMAGES MOST ADMIRED RETAILER OF THE YEAR— FASHION & LIFESTYLE:



(Rapid Expansion with Value Retail Format)

1 India Family Mart currently has 50 stores across 47 cities in India. The brand recorded retail sales of ₹245.90 cr with a turnover growth of 58.2 percent and retail growth of 94 percent. The same store sales growth witnessed an increase by 5 percent in the growth period in North India.

*Received by: Jai Prakash Shukla (left) and Ravinder Singh, Co-Founders, 1 India Family Mart
Presented by: Deepak Zutsi, Senior Vice President - Leasing and Retail, Select Citywalk*



(Profitable & Steady Expansion with MBO Chain)

Chunmun (CnM) currently has 12 stores across 5 cities in India. The brand witnessed a retail sales of ₹325.00 cr with a turnover growth of 10.2 percent in North India. The retail space growth was recorded 11.8 percent and the same store sales growth increased by 10 percent in the region.

*Received by: Sharad Suri, Managing Director, Chunmun
Presented by: Deepak Zutsi, Senior Vice President - Leasing and Retail, Select Citywalk*

Nominees: ★ Citykart ★ V-Mart ★ Max Fashion ★ V-Bazaar



IMAGES MOST ADMIRED RETAILER OF THE YEAR— FASHION & LIFESTYLE – SINGLE BRAND:

madame
mm

(Largest Women's wear Chain Expansion)

Madame currently has 102 stores across 54 cities in India. The brand witnessed a retail sales ₹130.00 cr with a turnover of 8.3 percent in North India. The retail space growth was recorded 19 percent and the same store sales growth increased by 13 percent in the region.

*Received by: Akhil Jain, Executive Director, Madame
Presented by: Preeti Khera, Head - Leasing, AIPL*



BLACKBERRYS

(Largest Men Single Brand Chain Expansion)

Blackberrys currently has 112 stores across 69 cities in India. The brand witnessed a retail sales ₹213.00 cr with a turnover of 21 percent in North India. The retail space growth was recorded 42.9 percent and the same store sales growth increased by 13 percent in the region.

*Received by: Team Blackberrys
Presented by: Preeti Khera, Head - Leasing, AIPL*

Nominees: ★ Vajor ★ Louis Philippe ★ TT Bazaar ★ Shree





**IMAGES MOST ADMIRER RETAILER OF THE YEAR
FASHION ACCESSORIES:**



Ayesha currently has 20 stores across 8 cities in India. The brand witnessed a retail sales ₹7.00 cr with a turnover of 40 percent in North India. The retail space growth was recorded 48.6 percent and the same store sales growth increased by 25 percent in the region.

Received by: Shantanu Bharadwaj, Ayesha

Presented by: Preeti Khera, Head - Leasing, AIPL

Nominees: ★ Bagline ★ Accessorize ★ Lavie

**IMAGES MOST ADMIRER RETAILER OF THE YEAR
FOOD & GROCERY:**



(Repositioning & Fastest Cluster Expansion)

24 Seven currently has 55 stores across 5 cities in India. The brand witnessed a retail sales ₹184.00 cr with a turnover of 10.6 percent in North India. The retail space growth was recorded 61.6 percent and the same store sales growth increased by 10.4 percent in the region.

Received by: Samir Modi, Managing Director, Modi Enterprises

Presented by: Preeti Khera, Head - Leasing, AIPL



(Doubling Sales and 200% YoY Same Store Sales Growth)

Krishna Super Marche 37 currently has 7 stores across Delhi. The brand witnessed a retail sales ₹111.00 cr with a turnover of 94.7 percent in North India. The retail space growth was recorded 74.4 percent and the same store sales growth increased by 194.8 percent in the region.

Received by: Amit Batra, Director, Krishna Super Marche

Presented by: Preeti Kher, Head - Leasing, AIPL

Nominees: ★ Easyday ★ Kipps Mart ★ Modern Bazaar ★ V-Mart

**IMAGES MOST ADMIRER RETAILER OF THE YEAR
FOODSERVICE:**



Haldiram's currently has 49 stores across 12 cities in India. Delhi. The brand witnessed a retail sales ₹663.85 cr with a turnover of 10.9 percent in North India. The retail space growth was recorded 2.8 percent and the same store sales growth increased by 10.9 percent in the region.

Received by: Dr. A K Tyagi, Executive Director, Haldiram's

Presented by: Arjun Gehlot, Director, Ambience Mall

Nominees: ★ Barista lavazza ★ Wow Momo



IMAGES MOST ADMIRED RETAIL LAUNCH OF THE YEAR:



SIMON CARTER
LONDON

(Mall of India, Noida)

The launch of the brand was done with a mega event comprising of a beautifully choreographed fashion show and off beat entertainment acts like beat boxing, in line with the quirky and fun nature of the brand in Noida in July 2017. Currently, the brand has 5 outlets with a retail turnover of ₹4.7 cr.

Received by: Delegate on behalf of Simon Carter

Presented by: Arjun Gehlot, Director, Ambience Mall



VAJOR
CLOTHING / ACCESSORIES / DECOR

Ambience Mall, Vasant Kunj, Delhi

The launch was made more exciting with Vajor's Hourly Giveaway, where every hour one lucky customer got to keep the products they were styled in by our professional stylist. This was followed by a "Modern Bohemian Styling" session by the stylist who demonstrated the most effortless way to dress from morning till evening in Vajor outfits. The launch of the store was done in March 2018.

Received by: Rajinder Mattoo, National Head - Sales and Business Development, Vajor

Presented by: Arjun Gehlot, Director, Ambience Mall

Nominees: ★ Earthy Tales ★ Ireo City, Gurugram ★ KamaAyurveda, MI Road, Jaipur
★ Madame, Pacific Mall, Delhi



IMAGES MOST ADMIRED RETAILER OF THE YEAR HYPERMARKET:

BIG BAZAAR

Is se *sasta* aur *accha* kahin nahi!

BigBazaar currently has 68 stores across 40 cities in India. The brand witnessed a retail sales ₹4,000.00 cr with a turnover of 17.6 percent in North India. The retail space growth was recorded 13.3 percent and the same store sales growth increased by 16 percent in the region.

Received by: Neeraj Kumar, Marketing Head - North, Big Bazaar

Presented by: Atul Talwar, Director - Business Development, Pacific Mall

Nominees: ★ Reliance SMART ★ Spar



IMAGES MOST ADMIRED RETAILER OF THE YEAR DEPARTMENT STORE:

lifestyle
YOUR STYLE. YOUR STORE.

Lifestyle currently has 21 stores across 17 cities in India. The brand witnessed a retail sales ₹1,276.80 cr with a turnover of 9.6 percent in North India. The retail space growth was recorded 7.7 percent and the same store sales growth increased by 16 percent in the region.

Received by: Team Lifestyle

Presented by: Atul Talwar, Director - Business Development, Pacific Mall

Nominees: ★ Shoppers Stop ★ Westside



IMAGES EXCELLENCE AWARDS

Presented by: *Shibu Philips, Business head, LuLu Mall*

FASTEST GROWING EYEWEAR RETAILER SERVING OVER 7 MILLION CUSTOMERS



LARGEST VALUE RETAILER FROM NORTH INDIA WITH INTERNATIONAL RECOGNITION



BENCHMARK IN EXPRESS FOOD SERVICE



FASTEST LARGE FORMAT VALUE FASHION RETAILER



PRESENTATION BASED AWARDS



**IMAGES MOST ADMIRED RETAILER OF THE YEAR
INNOVATIVE RETAIL CONCEPT:**



(Winner)

Lifestyle currently has 21 stores across 17 cities in India. The brand witnessed a retail sales ₹1,276.80 cr with a turnover of 9.6 percent in North India. The retail space growth was recorded 7.7 percent and the same store sales growth increased by 16 percent in the region.

Received by: *Team Lifestyle*

Presented by: *Sibichan Mathew, Director NIFT*



(Runner-up)

Focused entirely on changing the Indian fashion landscape forever, the products outshine the W women from the rest. The brand thoroughly is committed in providing quality material, design, fit and sizing. W is the first fashion brand to study about Indian woman's shape, fits and size classification and came up with 7 instead of regular 3 sizes.

Received by: *Team W*

Presented by: *Sibichan Mathew, Director NIFT*

Nominees: ★ Blackberrys ★ Easyday Club ★ Skechers





IMAGES MOST ADMIRED RETAILER OF THE YEAR
MARKETING & PROMOTIONS:



(Winner)

Focused entirely on changing the Indian fashion landscape forever, the products outshine the W women from the rest. The brand thoroughly is committed in providing quality material, design, fit and sizing. W is the first fashion brand to study about Indian woman's shape, fits and size classification and came up with 7 instead of regular 3 sizes.

Received by: Team W

Presented by: Amit Lohani, Founding Director, FIFI



(Runner-up)

V-Mart is a complete family fashion store that provides its customers true value for their money. The brand is popular for providing great shopping experience as it offers a vast range of products under one roof. Maintaining high standards in quality and design, V-Mart offers fashion garments at down-to-earth prices and over a period of time has emerged as the destination of choice for bargain hunters and the fashionable alike.

Received by: Ranjan Kumar, Vice President, V Mart

Presented by: Amit Lohani, Founding Director, FIFI



Nominees: ★ Blackberrys ★ Earthy Tales ★ Kama Ayurveda ★ Max Fashion ★ Skechers Gorun Club ★ Skechers gorun 6 ★ United Colors of Benetton

IMAGES MOST ADMIRED RETAILER OF THE YEAR
STORE DESIGN & VM:



(Winner)

As a women's wear Fashion & Lifestyle brand, Vajor deals in clothing, footwear, bags, jewelry & other accessories. Vajor also has a Home Decor line which brings to you a range of Kitchen & Dining, Garden, Lighting, Storage Accessories, Bath and Room & Decor merchandise as well. We are proud to say that a majority of all these products are made in India. Vajor, brings international appeal with superior aesthetics to your home and wardrobe.

Received by: Team Vajor

Presented by: Sameer Verma, General Manager, Lulu Mall



BLACKBERRYS

(Runner-up)

Westside currently has 125 stores across 72 cities in India. In 2017-18, the brand added 18 new stores. Westside recorded retail sales of ₹2062 cr with an increase of 20 percent in the turnover growth. The retail space growth increased by 10 percent, with same-store sales growth witnessing an increase by 9 percent. The ClubWest of Westside contributed 80 percent to its total sales.

Received by: Team Blackberrys

Presented by: Sameer Verma, General Manager Lulu Mall

Nominees: ★ Kama Ayurveda ★ Lifestyle Fashion Accessories ★ Lifestyle Mens & Womenswear ★ Max fashion ★ United Colors of Benetton





IMAGES MOST ADMIRERD STARTUP OF THE YEAR:

Oddy®
uniwraps®

(Winner)

Oddy Uniwraps, a multi-purpose food grade paper ideal for wrapping everyday meals like paranthas, rotis, burgers, sandwiches and other edible stuff. Oddy Uniwraps is cost effective, non sticky, grease locking moisture balancing product which is pretty much affordable in comparison to other aluminium foils.

Received by: Team Oddy-Uniwraps

Presented by: Harminder Sahni, Founder & Managing Director, Wazir Advisors



(1st Runner-up)

PeeSafe- India's leading personal hygiene brand helping India to fight health issues brought on by unhygienic conditions in washrooms. With PeeSafe, people feel more comfortable in using public washrooms as it provides them a germ-free and insta-hygiene experience.

Received by: Team Pee Safe

Presented by: Harminder Sahni, Founder & Managing Director, Wazir Advisors



(2nd Runner-up)

Earthy Tales – is a organic grocery brand which ties-up with the organic farmers to provide the most fresh, organically grown produce to consumers' kitchens – plans to dig deeper into the Delhi-NCR market vis-à-vis both its online and offline presence.

Received by: Team Earthy Tales

Presented by: Harminder Sahni, Founder & Managing Director, Wazir Advisors

Nominees: ★ 4700BC popcorn ★ Alpha Male ★ BBQ Ride India ★ Dot ★ Gulnare ★ Kaya Spirits ★ T Pot

IMAGES VISIONARY AWARDS

Presented by: Anuj Johri, CEO, NABCEB and Amitabh Taneja, CMD, IMAGES Group



★ **Abhishek Bansal,**
Executive Director



★ **Raj Singh Gehlot,**
Chairman



★ **Avtar Singh,**
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★ **Shyam Sunder Aggarwal,**
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SOUTH INDIA RETAIL AWARDS 2018

HONOUR BRANDS THAT EXHIBIT EXCELLENCE IN RETAIL

The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those which have built great Consumer Brands, Retail Concepts, and Shopping & Leisure Spaces, being felicitated on December 17, 2018 at JW Marriott Hotel, Bengaluru...

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South has given India and the world at large many visionaries, business leaders and great entrepreneurs. The region is a vibrant marketplace which has initiated the genesis of modern retailing in India. Businesses based out of South India have always been well-ahead of the curve in retailing invention.

In the year 2016, IMAGES Group instituted 'South India Retail Awards' to honour business legends, professionals and innovators in the business of retail and shopping centres based out of south India for Excellence in Retail and Customer Service.

The third edition of IMAGES South India Retail Awards saw business visionaries from South India, those which have built great Consumer Brands, Retail Concepts and Shopping & Leisure Spaces, being felicitated on December 17, 2018 at JW Marriott Hotel Bengaluru.

Nomination Process & The Jury

IRA nomination categories and entry details are announced through the website, magazine ads, a personalised electronic campaign and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations which were checked by the IRA audit team for eligibility, completeness and data correctness.

The jury comprised of distinguished personalities in the field of research and analysis with thorough insights into the retail business. Jury members included: BS Nagesh, Founder TRRAIN; Abheek Singhi, Sr. Partner and Director, The Boston Consulting Group; Ajay Kaul, Senior Director, Everstone Group; Ajay Macaden, Executive Director, Nielson Group; Anand Ramanathan, Partner Strategy and Operations Consulting, Deloitte India; Ankur Shiv Bhandari, Founder and CEO, Asbicon Group; Bijou Kurien, Board Member, L Catterton Asia; Harish Bijoor, Founder, Harish Bijoor Consults Inc; Harminder Sahni, Founder and MD, Wazir Advisors; Lara Balsara Vajifdar, Executive Director, Madison World; Sreedhar Prasad, Kalaari World; Shubhendu Roy, Partner AT Kearney; and Amitabh Taneja, CMD Images Group.

The on ground jury panel for presentation based awards included BS Nagesh; Rajneesh Mahajan, CEO, Inorbit; Vishal Mirchandani, Chief Business Officer - Commercial & Retail, Puravankara Limited; Shibu Philips, Business Head, Lulu; Muhammad Ali, COO-Retail, Prestige Group.





Category-Wise Breakdown of IMAGES South India Retail Awards 2018



IMAGES MOST ADMIRED RETAILER OF THE YEAR — DEPARTMENT STORE:



Westside currently has 38 stores across 19 cities in South India. The brand witnessed a turnover growth of 22 percent in the region. The Westside format offers a predominantly exclusive brands model across women's wear, menswear, kids' wear, footwear, lingerie, cosmetics, perfumes and handbags, household furniture and accessories. Well designed interiors and prime locations enhance the customer's shopping experience.

Nominees: ★ Lifestyle ★ Shoppers Stop

IMAGES MOST ADMIRED RETAILER OF THE YEAR — HYPERMARKET:



Big bazaar currently has 68 stores across 31 cities in South India. The brand witnessed a turnover growth of 15 percent. The retail space growth witnessed an increase of 15 percent in the region. Big Bazaar is not just another hypermarket; it caters to every need of your family. With the ever-increasing array of in-house brands, Big Bazaar has opened doors in the world of fashion and general merchandise, including home furnishings, utensils, crockery, cutlery, sports goods and much more at nominal price.

Nominees: ★ LuLu Hypermarket ★ Reliance SMART ★ SPAR



IMAGES MOST ADMIRED RETAILER OF THE YEAR — FASHION & LIFESTYLE (NATIONAL OPERATIONS):



(For Multibrand Store Operations)

Max currently has 110 stores across 37 cities in South India. The brand witnessed a turnover growth of 22 percent. The retail space growth witnessed an increase of 30 percent as the same store sales growth increased by 3 percent in the region



(For Single Brand Store Operations)

Soch currently has 75 stores across 24 cities in South India. The brand witnessed a turnover growth of 31 percent. The retail space growth witnessed an increase of 8 percent in the region.

Nominees: ★ Blackberrys ★ Neeru's



**IMAGES MOST ADMIRER RETAILER OF THE YEAR –
FASHION & LIFESTYLE (REGIONAL OPERATIONS):**



(For Rapid Shop-in-Shop Expansion)

Souchii currently has 150 stores across India. The brand witnessed a turnover growth of 77.8 percent. The retail space growth witnessed an increase of 43 percent as the same store sales growth recorded 47 percent in the region. Souchii is a women's knitwear brand using beautiful cashmere, wools, silk and organic cottons from around the world.



(Single Brand Store Expansion)

Twills currently has 89 stores across India. The brand witnessed a turnover growth of 23 percent. The retail space growth witnessed an increase of 19 percent as the same store sales growth recorded 21 percent in the region. Twills is not just another fashion house. It is a lifestyle brand that has been redefining style for men since 1999. Envisioned and nurtured in Andhra Pradesh, it has become one of the most sought-after brands in India.

Nominees: ★ Koskii ★ Maybell India ★ Otto ★ Westside by Panachamootil Retail

**IMAGES MOST ADMIRER RETAILER OF THE YEAR –
FOOTWEAR & FASHION ACCESSORIES:**



Skechers currently has 26 stores across 15 cities in South India. The brand witnessed a turnover growth of 127 percent. The retail space growth witnessed an increase of 129 percent as the same store sales growth increased by 31 percent in the region. Skechers offers two distinct footwear categories: a lifestyle division and performance footwear. Through licensing agreements, the company also offers branded apparel, accessories, eyewear, scrubs and more.



Nominees: ★ Ayesha ★ Specs-makers



**IMAGES MOST ADMIRER RETAILER OF THE YEAR –
FOOD & GROCERY (REGIONAL OPERATIONS):**



Nilgiris currently has 226 stores across 39 cities in South India. The brand witnessed a turnover growth of 11 percent. The retail space growth witnessed an increase of 8 percent in the region. Nilgiris has been synonymous with fresh, delightful dairy & bakery products in the Southern part of India for over 100 years. Born in 1905, the brand draws deeply from its place of origin and namesake - the Nilgiri Mountains. The richness and diversity of the Nilgiri Mountains are reflected in the quality and range of Nilgiris products.

Nominees: ★ Nuts & Species ★ Q Mart ★ Heritage Fresh

**IMAGES MOST ADMIRER RETAILER OF THE YEAR –
FOODSERVICE:**



(National Operations)

The Chocolate Room India currently has 58 stores across 20 cities in India. The brand witnessed a turnover growth of 40 percent in South India. The retail space growth witnessed an increase of 29 percent as the same store sales growth increased by 25 percent in the region. It is the first chocolate cafe brand which started giving franchise in the Indian market and also introduced the Live Kitchen concept to serve fresh food.



(Regional Operations)

Nandhana Palace currently has 14 stores across a city in South India. The brand witnessed a turnover growth of 10 percent in South. The retail space growth witnessed an increase of 5 percent as the same store sales growth increased by 14 percent in the region.

Nominees: ★ Burger King, Wow!Momo, Sri Krishna Sweets, Upsouth, High Ultra Lounge, Sheraton

**IMAGES MOST ADMIRER RETAILER OF THE YEAR –
BEAUTY & WELLNESS:**



(National Player For South India Operations),

Naturals currently has 515 stores across 330 cities in India. The brand witnessed a turnover growth of 10 percent in South India. The retail space growth witnessed an increase of 14 percent as the same store sales growth increased by 20 percent in the region. Today, Naturals is India's most prominent chain of hair and beauty salons. Due to their world class service, courteous staff and the loyal support from their patrons, Naturals aims to expand to 3000 salons by 2020.



(Regional Player)

YLG Salon currently has 59 outlets across 3 cities in India. The brand witnessed with a turnover growth of 38 percent in South India. The retail space growth witnessed an increase of 31 percent as the same store sales growth increased by 12 percent in the region. In 2009, YLG opened with a promise – consistently deliver world class services to all customers across all salons, bringing the best products and services from across the world to the Indian woman at reasonable prices.

Nominees: ★ Kama Ayurveda ★ Kaya Clinic ★ Body Craft

IMAGES MOST ADMIRER RETAILER OF THE YEAR – KIOSK/EXPRESS FORMAT:



THE THICKSHAKE FACTORY
INDIA'S 1ST & LARGEST PREMIUM THICKSHAKE BRAND

The Thick Shake Factory currently has 62 stores across 15 cities in South India. The brand witnessed with a turnover growth of 343 percent in South India. The retail space growth witnessed an increase of 128 percent as the same store sales growth increased by 220 percent in the region. The brand offers a wide range to pick from including classic shakes, chocolate indulgences, the Protein power range, the 'Koffee indulgences' range and more.

Nominees: ★ Wow! Momo ★ Flipside

IMAGES MOST ADMIRER RETAIL LAUNCH OF THE YEAR:



Fipola is India's first modern meat retail company for fresh proteins which also employs an e-commerce platform, Android and IOS apps for online orders and call-centre based doorstep delivery. The brand was launched in September, 2017 and has five outlets so far. Fipola offers an unlimited choice of meats (fish/poultry/lamb), cuts and flavours. Their exceptional range includes free-range chicken and goat, alongside a wide variety of exotic seafood.

Nominees: ★ SPAR Beary's Mall ★ Shimoga; KLM Fashion Mall



PRESENTATION BASED AWARDS

IMAGES MOST ADMIRER RETAILER OF THE YEAR – STORE DESIGN & VM:



KLM Fashion Mall is a one-stop-shop for fashion-demands of the entire family. The brand has an amazing range of daily wear and party wear with over 2,00,000 styles at prices beginning at just ₹250. The impeccable quality of their products, honest pricing, and unmatched customer service are sure to set them apart in the highly competitive industry.



Lifestyle features a massive selection of great products from hundreds of leading national and international brands. A part of the Dubai-based retail and hospitality conglomerate the Landmark Group, Lifestyle offers women's, men's and kids' apparel, footwear, handbags, fashion accessories, beauty products and much more, all under the same roof.

Nominees: ★ Blackberrys ★ Easybuy ★ Kama Ayurveda ★ Kaya Clinic ★ Lifestyle- Mens & Womenswear ★ Max Fashion ★ Pepe Jeans London ★ So Design ★ Vajor





IMAGES MOST ADMIRER RETAILER OF THE YEAR – MARKETING & PROMOTIONS:



(Winner)

Harsha is one of the most trusted and preferred consumer durable retailer in India with a mission to provide great customer experience from their world class stores. They offer wide range of quality products and services. In 1987, the brand marked its first step in retailing, as they opened a 7,000 sq. ft. Consumer durable showroom 'Harsha' viz., 'Happiness' in Udupi.



(Runner-up)

Max India has a reach that extends to over 60 cities in South India. Boasting a loyal customer base of over 5.5 million, Max is the most profitable value fashion format in the region. Max offers apparel, footwear and accessories for the entire family - women, men and children. The brand provides a world-class shopping environment stocking the latest in international fashion from around the globe. Max's own label of in-house designs in carefully chosen colour palettes. Shoppers enjoy great prices on an excellent range of over 3,000 styles every season, in brand new designs, silhouettes and fabrics.

Nominees: ★ Blackberys ★ Kama Ayurveda ★ Skechers Street ★ Skechers Gorun Club ★ Skechers Gorun 6



IMAGES MOST ADMIRER STARTUP OF THE YEAR



(Winner)

Bbq Ride India is the world's first food BBQ Bike chain. The Bbq bikes are easily spotted in Hyderabad, Bengaluru, Chennai and Delhi serving delicious meats on the vehicle. The swanky custom made Royal Enfield bike has everything that is required to cook and serve with coal grills, storage units, a barbecue pit and even foldable tables. Attached to the bike is a sidecar modified into a stylish cooking station with a grill, a tava and storage for charcoal, spices and meat.



(1st runner-up)

Omuni is leading Omnichannel enablement platform, delivering ROI driven journeys for leading brands in India. The brand provides Omnichannel enabled brand websites, Omnichannel enabled digital selling spaces for the retailers and brands.



(2nd Runner-up)

High-nutrition food products manufacturer Inner Being, which manufactures millets and Quinoa-based value-added items, is ventured into the Bengaluru and Mumbai market. The brand will be tying up with the hospitals, corporate and doctors along with e-commerce players like Big basket in modern retail. The company derives 70 percent of its business through institutional channels while rest comprises the retail.

Nominees: ★ Agriplex ★ De Moza ★ Fipola ★ Watasale ★ Wishbook





IMAGES MOST ADMIRED INNOVATIVE RETAIL CONCEPT OF THE YEAR



Easybuy is the only format in India which offers value apparel for the entire family, including footwear and accessories, all in one 5,000 sq.ft. store. This brings in good footfalls and but ensures better ROI. Easybuy not only enables franchisees to manage operations but leverages their local knowledge to grow the business business through institutional channels while rest comprises the retail.

Nominees: ★ Skechers ★ SPAR

IMAGES VISIONARY AWARDS



- ★ P R Shiva Kumar
MD (Global Operations)
- ★ Saravanan R
MD (India Operations)



- ★ Hari Menon
Co-Founder and CEO



- ★ CK Ranganathan
Founder & CEO



IMAGES EXCELLENCE AWARDS

RAPID EXPANSION WITH SMART HYPER MODEL



EMERGING BRAND



STAR BRAND



FASHION *CREATION*





A sock is no more a utility garment. Today, socks have their own niche in a wardrobe, and they do more than just keep feet warm. Over the years, brands have developed socks for various reasons – keeping feet warm and odor-free, compression socks to send blood flow to the heart and diabetes and orthopedic socks to stave off diseases.

Aside from functionality, socks are also being used to make a fashion statement in today's fashion-conscious world. People make an effort to match their socks to their overall attire.

Giving a boost to this trend, leading apparel company Monte Carlo launched its latest collection of socks in exciting and exhilarating designs, colours and patterns. Made from premium quality fiber blends, Monte Carlo socks are extremely comfortable and at the same time can withstand multiple washes without getting faded or shrunk. The elastic is of extremely high quality and lasts longer than that on regular socks. "People are looking for new accessories and garments to make a more formidable fashion statement these days. They are also looking at socks that have very good quality fabric and do not produce foul odor easily. To cater to this set of aware consumers, we have come up with this new collection, which will suit every need. There are socks in every possible colour with a lot of interesting patterns and styles. These are a unique blend of quality, elegance, and craftsmanship," explains Monika Oswal, Director, Monte Carlo.

With a wide range of socks in different prints and patterns, the Fashion Socks collection will let fashion conscious people flaunt style and quality. These socks are available in attractive pastel shades and various length such as full length, ankle length and sheer, to serve all purpose footwear wear.

Monte Carlo's products reach the end user through different channels like exclusive brand outlets, multi-brand outlets and large formats stores. Currently, the brand is available through more than 225 EBOs and over 1,500 MBOs in India and abroad.

Monte Carlo has also marked its presence in Nepal and Bangladesh with its exclusive outlets. The company's products are also available online now, retailing through its dedicated website www.montecarlo.in along with other leading e-commerce portals such as Jabong, Myntra, Snapdeal and Amazon to name just a few.



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MONTE CARLO'S 'FASHION SOCKS' MOVE AWAY FROM UTILITY AND TOWARDS STYLE

Monte Carlo has launched 'fashion socks' in exciting and exhilarating designs, colours and patterns. Made from premium quality fiber blends, these socks are extremely comfortable and will let fashion conscious people effortlessly flaunt their style...

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PETER ENGLAND LAUNCHES WEDDING SUITS, BLAZERS COLLECTION IN NEW CAMPAIGN

The new range is an impeccably tailored line that combines sharp cuts, versatile patterns and subtle jacquards, promising the right impression with a flamboyant and distinct style statement...

IMAGES
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Leading menswear brand from Aditya Birla Fashion & Retail Limited, Peter England celebrates the onset of wedding season with the latest range of wedding suits and blazers collection. The new range is an impeccably tailored line that combines sharp cuts, versatile patterns, and subtle jacquards promising the right impression with flamboyant and distinct style statement.

The brand has launched a new TVC featuring the maestros of Chennai Super Kings in Peter England's wedding collection. The 30 seconds film features a light hearted banter between MS Dhoni and his CSK counterparts Shane Watson, Dwayne Bravo and Murali Vijay. The opening frame shows a dapper Dhoni who looks resplendent in his Peter England wedding suit, managing to impress his team mates who in turn shower compliments. The video ends with cricketers looking suave in the Peter England signature ensembles.

Commenting on the launch Manish Singhai, COO, Peter England said, "We are excited to unveil the wedding suits and blazers collection that offers a rich promise to every Indian man to be his fashionable best this wedding season. The wedding campaign featuring CSK stars brings to life the brand's high voltage fashion quotient. A highly focused marketing campaign is being executed across platforms to reach our consumers."

The new range is an impeccably tailored line that combines sharp cuts, versatile patterns, and subtle jacquards promising the right impression with flamboyant and distinct style statement.

Crafted with superior fabric, the new collection features suits and blazers with rich colour palettes that include lustrous wine tones, deep cobalt blues and vibrant earthy reds. The satin weaves along with the luxury fabric lend a touch of exclusivity to the collection. Reducing the heavy trims, the new collection comprises of three-piece suit sets and blazers thoughtfully created keep customers' comfort in mind. The high on fashion wedding suits and blazers collection tries to break

the monotony by adding contrasting colour to the ensemble with perfection. The collection will be available across stores in all the major cities and is priced at ₹4,999 onwards.

Peter England is the most loved and one of the largest menswear brands in India. It sells more than 10 million garments every year across 700+ exclusive stores, 2,000+ multi brand outlets in 400+ towns. It has been voted as India's Most Trusted Apparel Brand for 7 consecutive years by the Economic Times Brand Equity Survey.

A quintessential British brand, Peter England was first launched in India by Madura Fashion and Lifestyle (then known as Madura Garments) in the mid-price segment in 1997; the company acquired the world rights for the brand in 2000. What began humbly as a brand of honest shirts in 1997, in India, is today a complete lifestyle brand with merchandise available for both every day wear and special occasions.

Peter England offers a variety of apparels for young men. The casual wear line is slightly more eclectic with a stylish range of washed cotton shirts, denims, cargos, jackets, sweaters and accessories. Peter England's 'Elite' offers premium formal wear for professionals. Peter England also has a unique retail format called 'Peter England Generation' that presents the cycle of an entire generation.



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HIGHLIGHTS OF THE NEXT MEGA ISSUES

FEBRUARY 2019 THE KIDSWEAR SPECIAL ISSUE: This special is a deep dive into the Indian kidswear market. In addition to mapping and sizing the segment, the issue will highlight opportunities for retailers.

MARCH 2019 IFF 2019 CURTAIN RAISER ISSUE: A special edition on the power icons of fashion retail in India, who work towards providing the fashion consumer with futuristic and comprehensive Omnichannel options.

APRIL 2019 IFF 2019 POST EVENT COVERAGE: An issue featuring the leaders of the world of fashion retail at India's largest fashion retail intelligence event – IFF 2019, a confluence of the biggest trends in the business of fashion in India.

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ARVIND LTD:
LEADING THE
WAY
IN INNOVATION
& SUSTAINABILITY

Arvind Ltd., one of the leading manufacturers of denim in India, is considered to be an innovator of sustainability. Sustainability has become way of doing business for Arvind and is not merely a unique selling proposition and the brand is leading the way in transforming the industry...

IMAGES Business of Fashion

Sustainability is a crucial issue in the denim industry; and in the wake of increasing environmental awareness among consumers, the blue fabric has been subjected to tremendous innovation in the recent years. In an exclusive feature, **Aamir Akhtar, CEO, Lifestyle Fabrics - Denim**, Arvind Limited shares about the denim behemoth's new innovation and unflinching commitment to environmental, social and economic sustainability.



Arvind has recently announced a collaboration with the Italian company DirectaPlus, one of the largest producers and suppliers of graphene-based products in the world to co-develop Graphene based jeans wear providing dramatically better thermoregulation and Bacteriostatic characteristic.

—Aamir Akhtar,
CEO, Lifestyle Fabrics - Denim, Arvind Limited

Tell us about the fabric/ingredient categories and blends that you offer. Which are your best sellers?

Denim is traditionally a cotton-led category. However, keeping in mind the evolving consumer needs toward performance, aesthetics, functionality and sustainability, we, at Arvind, have created a multitude of blend options going upto Penta and Hexa blends.

Some of the most successful platforms are built around Tencel, linen hemp and wool on the premium side of the business while with stretch fabrics prevailing in mass volumes in polyester, nylon, etc., are becoming more relevant for stretch performance. We have also made tremendous progress in sustainable fibers and yarns with our latest range of recycled and biodegradable polyester offerings.

What are your key innovations in fabrics?

Innovation is a key driver of our business. Arvind takes pride in constantly working with an evolved eco-system of internal resources and external technology partners to innovate from the range of continuous to disruptive product categories.

We take pride in disrupting the way indigo has been dyed for the last 150 years. We did this by collaborating with a US innovator to develop a completely new method of indigo dyeing that is dramatically more sustainable. Similarly, we are collaborating with an Italian company to use Graphene in denims for enhanced thermos-regulation and comfort. You also have already experienced Arvind's path breaking concepts such as Neo Cord, Azurite, Ikat, Jelt, Hybrid Chinos and many more.

Throw some light on your design and product capabilities and how they work closely in giving innovations at the manufacturing stage?

Working backwards from each key customers' brand filters and building upon their consumer insights, at Arvind Denim Lab we have created an enabling eco-system for co-development and co-creation along with our key customers.

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

Over the years, Arvind has evolved as an end to end solutions provider to its key customers. We clearly see technology as a great differentiator to build value for our customers. As denim evolves from being a fashion to lifestyle product, embedded technology for performance and functionality is a must.

Our premium range of high stretch fabrics like Boomerang™ 2.0, Boomerang™ Bounce, Boomerang™ 360 and Boomerang™ Zero are the most relevant success story is to support this





approach. Other initiatives such as Casted Coats is a great value driver for agility and last mile innovation/differentiator.

What are the smart product categories that your brand is working on?

Arvind has recently announced a collaboration with the Italian company DirectaPlus, one of the largest producers and suppliers of graphene-based products in the world to co-develop Graphene based jeans wear providing dramatically better thermoregulation and Bacteriostatic characteristic. We also have collaborated with Levis and Google to support them on their very successful Levi's® commuter jeans series, a first of its kind wearable technology.

Tell us about your clients - both domestic and international.

Internationally, we have partnered with iconic American brands such as LEVI'S, GAP, VF etc. We also have worked with major European brands like Indetex, H&M, Marks & Spencer, C&A, etc.

In the domestic market, we are partners with almost all the big national brand including Wrangler, Lee, Benetton, Jealous 21, Spykar and many more. In Tier -II and -III cities, we work prefer to work through our channel partners.

How are Arvind's product ideas linked to sustainability?

For us, sustainability goes beyond the usage of environment friendly products and processes. It is a lifestyle where all our day to day steps contribute to a sustainable society.

Arvind considers Environmental, Social and Economical Sustainability major pillars of its business model



ARVIND CONSIDERS ENVIRONMENTAL, SOCIAL AND ECONOMICAL SUSTAINABILITY MAJOR PILLARS OF ITS BUSINESS MODEL AND IS FULLY FOCUSED ON ADHERING TO IT IN ALL OUR ENDEAVOURS.

and is fully focused on adhering to it in all our endeavours. Our practices and processes are geared not only to optimize utilization of the resources, but also nurture their roots and bring out the best of our innovation and design.

Honestly, there is a lot that goes behind the scenes in making denims more sustainable and this is a way of life at Arvind. From farming of crops to finished garments, we are innovating in all aspects to create more synergies and value drivers for your business and making our pair of jeans as sustainable as possible.

Internationally, customers who lean towards sustainability work with us because Arvind is considered to be an innovator of sustainability. Sustainability has become way of doing business for Arvind and is not merely a unique selling proposition and we are happy to showcase our leadership in transforming the industry.

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

We want to take the lead with our core principles of design, innovation, and sustainability, and the entire focus, as I said, is on augmenting capabilities. These ideologies provide a foundation for a wide range of activities promoting leadership in creativity, denim trends, manufacturing processing, technical and product development. We are now trying to move very quickly on an innovation pipeline.





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Next Issue: FEBRUARY 2019

IMAGES BUSINESS OF FASHION

KIDSWEAR SPECIAL

The young generation is no more like the generation before them when it comes to their approach to fashion. They are highly aware of fashion trends and are extremely demanding consumers. Since they are so well versed in fashion, have higher disposable incomes and exhibit considerable brand awareness, the younger generation of parents today have an inclination towards buying high quality apparel products for their children. The result has been a phenomenal boom in the Kidswear market in India. The segment, in fact, is among the fastest growing sectors of the Indian Fashion Industry and is rife with immense opportunities.

The February 2019 issue of IMAGES Business of Fashion – the Kidswear Special – will deep dive into this market segment. In addition to mapping and sizing the kidswear segment, the issue will highlight opportunities for retailers in this market.

HIGHLIGHTS:

- KIDSWEAR MARKET IN INDIA – SIZE, SEGMENTS AND TRENDS
- CHALLENGES IN CREATING A GREAT KIDSWEAR BRANDS
- IN-DEPTH INTERVIEWS WITH LEADING KIDSWEAR RETAILERS, DISTRIBUTORS & BRANDSKIDS
- LUXURY MARKET IN INDIA



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CANDYSKIN LAUNCHES SHAPEWEAR RANGE, SMOOTHSKIN

With anti-bacterial functionality, Candyskin's Smoothskin collection helps women achieve their dream body and enhance those curves with confidence, all day, everyday...

IMAGES Business of Fashion

Innerwear today has moved beyond the basic bra, panties and camisoles to a whole range of products and collections with different fabrics and functionalities for different target audiences.

One such growing category is that of shapewear. Having more and more women experimenting with newer styles in accordance to varied body types and plus size fashion becoming a common phenomenon, the shapewear category has grown by leaps and bounds in India and is now greatly in demand.

Shapewear include innerwear garments with compression qualities targeting the power zones that help one slim or shape the tummy, hips, butts and thighs. They are skin tight apparels that stimulate blood circulation and stabilize muscles by exerting pressure at certain parts of the body. This technology helps in squeezing and squishing excessive fat, making the body appear slimmer, feel better and leaving one with smooth lines under any outfit.





In keeping with the trend, Candyskin has launched its shapewear range, Smoothskin.

Candyskin's Smoothskin collection is made with a special comfortable and breathable fabric with targeted compressing power zones allowing freedom of movement and flexibility, resulting in a slim and trim look, giving a seamless and invisible feel under clothes.

The brand will be available in the following styles that will help cover problem areas and flaunt every outfit with confidence:

High Waisted Power Panty:

These power panties have a mega compression zone for a reduced waistline, targeting the love handles and muffin tops giving a no bulge feel.

High Waisted Power Shorts: The brand's high waisted power shorts have a mega compression zone for firm thighs and reduced waistline giving a no bulge, no friction feel. These shorts are made with seamless slick yarns, giving ultimate satisfaction by keeping the thighs and butt firm.

Body-Shaping Power Camisole:

Candyskin's body-shaping power camisoles have a mega compression zone for tummy, waistline and back. These camisoles help in giving a



slim look while shaping the body. The engineered shaping panel provides a non-suffocating feel. Easy and breezy, these camisoles will fit like a second skin. Invisible under clothes, these can be worn as innerwear or outerwear.

High Power Tummy Tucker: The brand has developed high power tummy tuckers which have a mega compression zone for a flat stomach feel. Providing a squeeze-free slimming satisfaction, it targets the love handles. These anti-rolling tummy tuckers give a no bulge and smooth seamless fit.

Daily-Wear Power Panty: Candyskin's daily-wear power panties have a mega compression zone for the love handles and muffin top. Giving a non-bulging lower stomach, they provide comfort and control all day.

Smoothskin - which comes with anti-bacterial functionality - helps women achieve their dream body and enhance those curves with confidence all day and feel delicious every moment.





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