

IMAGES

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Innovate the Future of Fashion

Childswear
Special issue

Dear readers,

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

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

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

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

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

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

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

Happy reading!



Amitabh Taneja

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

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

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

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CLOVIA RAISES SERIES B FUNDING LED BY AT CAPITAL

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

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

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



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

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



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

—Pankaj Vermani,
CEO & Founder, Clovia

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

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

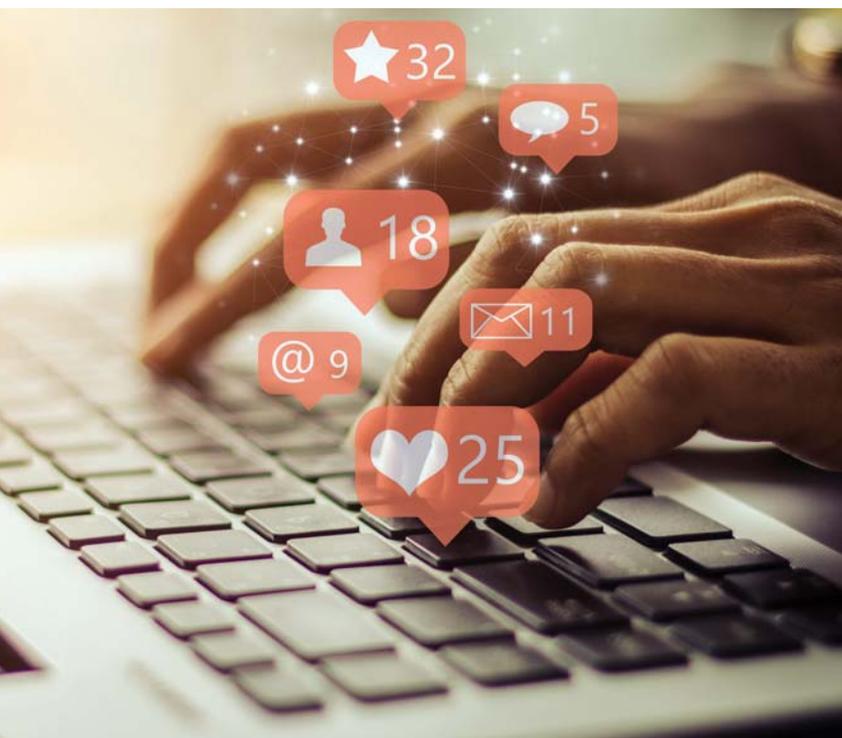
The company sells through direct sales channels including their exclusive brand e-store (www.clovia.com); partner websites including Myntra, Jabong, Flipkart and Amazon among others and also through offline retail outlets. About 60 percent of their revenue pie is from Tier II and tier III cities. Clovia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

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



DIGITAL INNOVATION & THE FUTURE OF SOCIAL MEDIA MARKETING

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



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

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

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

KIDSWEAR BRAND **BOWNBEE** INVOKES INNOVATION FOR DISCERNING CONSUMERS

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

IMAGES Business of Fashion

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

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

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

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

Innovation & Consumer Loyalty

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

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

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

Expansion Plans

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

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

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



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

-Monika Chaudhary,
Founder, BownBee





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

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

Shivam Gautam with inputs from Rosy N Sharma

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

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



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

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

IMAGES Business of Fashion

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

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

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

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

CELIO* UNVEILS SS'19 COLLECTIONS ARTCORE & PLAYGROUND

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

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

Artcore (Smartwear)

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

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

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

Playground (Sporty)

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



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

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

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

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



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