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BRANDS IN INDIA 2019

\\ annual issue \\

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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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.



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."





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 into 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.

// 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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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 Ramanathan, Partner Strategy & Operations Consulting, Deloitte 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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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...

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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.





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