

IMAGES

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MEET THE MASTERS
Vision and Views

Dear all,

Welcome to March, a high adrenaline month for all of us at the IMAGES Group for obvious reasons. As I write this, everyone at the office is busy in putting together a bigger and better edition of the India Fashion Forum 2019 (IFF). This issue will be a tribute to the upcoming forum, complete with a curtain raiser to the event.

In keeping with our flagship event, we bring you the third annual chapter of 'Meet the Masters'. Like in previous years, this edition attempts to pick the minds of some of the most prominent and visionary stalwarts of the fashion industry. It is our firm belief that CXOs of the fashion retail industry, as the fountainheads of thought, are the ones that will shape India's fashion vision in the coming years. And as the industry is poised for quantum growth, it is absolutely critical to hear them out.

The Indian fashion retail market is progressing with giant strides, propelled by increased penetration of organised retail,

which in-turn rides the rising disposable incomes, changing demographics, increasing brand consciousness and the e-commerce boom. In this competitive, modern age, retailers are required to have comprehensive insights to keep pace with concurrent market dynamics and address challenges and this is where the invaluable insight of these retail behemoths come handy. We hope that their knowledge laden insights will encourage and aid you to re-evaluate and reshape your fashion retail aspirations and pave the next way forward.

In the meanwhile, I look forward to seeing you all at the India Fashion Forum 2019, Renaissance, Mumbai on the 27th and 28th March 2019. This year, we aim to celebrate and honour the developments and achievements in the field of fashion retail in the last one year and as it does every year, this year too will host a venerable gathering of the who's who of the industry in the country.

Cheers!



Amitabh Taneja

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IMAGES Business of Fashion brings you the third edition of 'Meet the Masters', a hand-picked list of some of the great minds of the fashion industry, who have, through their perseverance and business acumen over the years, shaped fashion retail in India

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Slated to be held in Mumbai on 27th and 28th March 2019, the fora aims to celebrate and honour developments and achievements in the field of fashion retail in the last one year

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A five-tier program, it presents a membership based program with unique experiences

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Central, India's most popular fashion destination by Future Group, has launched its second store in Kolkata at one of the most iconic heritage buildings in the city

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The newest collection by the brand has been inspired by the fashion culture of South East Asian Islands

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Puma Reinvents the 80's With the All New RS-X Kicks

Experiential pop-up space showcased the rebooted Puma RS (Running System) range of sneakers while narrating stories of extreme reinvention

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RAYMOND LAUNCHES FIRST CEREMONIAL STORE IN MUMBAI

Raymond Ceremonial speaks of innovation right from its architecture to its design, visual merchandising to the hospitality offered, to the ethnic wear range which is different from what is usually seen in this category...

Gurbir Singh Gulati

IMAGES Business of Fashion

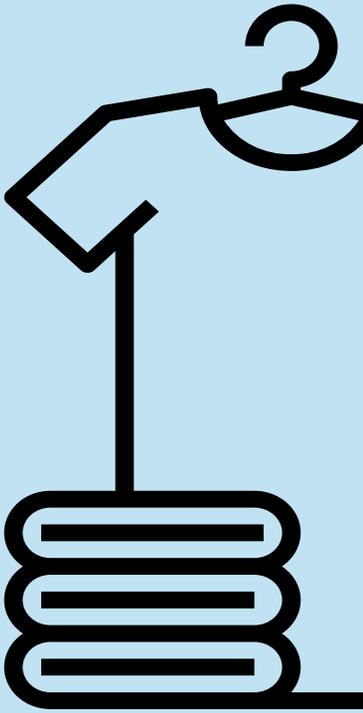
Raymond launched its flagship store Raymond Ceremonial at Kemps Corner, Mumbai. The store speaks about innovation right from its architecture to its design, visual merchandising to the hospitality offered, to the ethnic wear range which is different from what is usually seen in this category.

In a tell-all chat, Bidyut Bhanjdeo, Brand Director, Raymond Ethnix & Next Look told IMAGES Business of Fashion all about the store, the progress and future prospects of the brand. Excerpts from the interview...

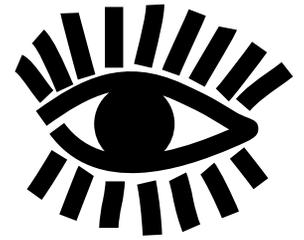
Tell us about the retail mapping of the brand Ethnix?

Raymond had two Ethnix stores and now has launched Raymond Ceremonial in Kemps Corner, Mumbai. The newly-launched store will help to create a flagship identity for our ethnic wear products.

Kemps Corner is a premium location and goes very well with the DNA of the brand and the clientele which we get here. The store spans across 2,300 sq.ft. This is our first Raymond Ceremonial store and going forward, we will start opening more in metropolitan cities. Apart from this, two more Ethnix stores are in the fit-out stages and are expected to be launched by mid-March. The target is to take the total store count to 6 by this fiscal year end and then gauging the response, launch another 30 to 40 stores.



IFF 2019: INNOVATE THE FUTURE OF FASHION



Slated to be held in Mumbai on 27th and 28th March 2019, at Renaissance Hotel, Powai, the fora aims to celebrate and honour developments and achievements in the field of fashion retail in the last one year. The theme of this year's IFF 2019 is 'Innovate the Future of Fashion'...



Innovation in fashion retail, shifting buying behaviours, fast-moving fashion trends, and ever-growing global competition – these are some of the topics that will be discussed when the entire fashion fraternity, from manufacturers to retailers, meets at the 19th edition of the country's largest fashion retail intelligence event, India Fashion Forum 2019.

Slated to be held in Mumbai on 27th and 28th March 2019, at Renaissance Hotel, Powai, the fora aims to celebrate and honour developments and achievements in the field of fashion retail in the last one year. A global identity of the Indian fashion industry and a mega intelligence event on the supply side of fashion retail economics, IFF offers an in-valuable platform for networking, influencing business ideas and exploring growth opportunities for fashion retailers in India. As it does every year, this year too IFF will host a venerable gathering of the who's who of the industry in the country. Prominent retail leaders are scheduled to attend the event and share notable insights on the current trends through various interactive sessions.

The theme of this year's IFF 2019 is 'Innovate the Future of Fashion'. The fora will focus on a 'six-point game-plan' for a powerful fashion business. These include:

- **First-mover advantage:** Reducing lead time means always having a first mover advantage over rival brands.
- **Fashion Today, Not Tomorrow:** Many retailers try to forecast what customers might buy months ahead. It is more profitable to sync with customers and offer them what they want to buy NOW.
- **Width Over Depth:** More width in your merchandise means more choices and higher chances of getting it right with the consumer.



INDIAN FASHION RETAIL'S TRENDSETTERS

IMAGES Business of Fashion brings you the third edition of 'Meet the Masters', a handpicked list of some of the great minds of the fashion industry, who have, through their perseverance and business acumen over the years, shaped fashion retail in India ...

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The Indian Fashion Retail Market is poised for great growth. According to Technopak Research, the Indian Retail Market was estimated to be worth ₹53,06,400 crore (US \$792 billion) in 2018 and is expected to reach ₹1,50,68,300 crore (US \$2,249 billion) by 2028, growing at a Compound Annual Growth Rate (CAGR) of 11 percent. It is envisaged that the current fashion retail market worth ₹3,61,160 crore (US \$54 billion) will grow at a promising CAGR of 8.1 percent for next ten years to reach ₹7,88,532 crore (US \$118 billion) by 2028.

The Indian fashion retail market, which is the second largest contributor in the retail industry after food and grocery, has been witness to major disruptions in the past one decade. The entry of international brands, a large and young consuming population in the country, deeper penetration of the Internet, mass media and the social media, changes in this population's preferences from non-branded to branded apparel, and a fast growing economy leading to increased disposable income has converted India into a highly lucrative market.

The distinct trends in the macroeconomic scenario, the favorable demographic dividend, retail specific policies, and consumer buying behaviour, have triggered a transformation in the fashion retail market which is also reflected in the changes undergone by the Indian retail industry according to Technopak.

These take the form of modernisation and corporatisation of retail businesses, the evolution of

alternative retail landscapes, the customisation of product portfolios to address the specific needs of various consumer segments, the increasing success of private labels, and the growing focus on business efficiency. And who better to understand these changes than stalwarts of the Indian Fashion Retail Industry?

IMAGES Business of Fashion brings you the third edition of 'Meet the Masters'. We give you a handpicked list of some of the great minds of the fashion industry. This selected group of visionaries have, through their perseverance and business acumen over the years, shaped fashion retail in India. This leader's club comprises entrepreneurs, brand & business heads, and fashion visionaries. These trailblazers not only have the vigour to dream big but also the perseverance to see that dream through to reality.

What makes these stalwarts masters? It is their deep understanding of fashion and their sensitivity to its subtle nuances; their willingness to try new trends; their acute sense of appreciation of fashion; and their in-depth understanding of the materials and design that make fashion.

Read on for the views and visions of some of the most creative, innovative and enterprising geniuses in the Indian Fashion Retail scenario, as well as their outlook on taking their market forward.

×



RAVI MODI

When Ravi Modi founded Manyavar, he re-invented a category – the men’s ethnic wear. Ravi Modi defines an enterprise as ‘life’ and not just commerce. Covering more than one million sq. ft., Manyavar showcases the highest quality benchmarks and a retail presence spanning over 400 stores in India, USA and UAE is a testimony of its signature leadership. The conjunction of ethics, excellence and a seemingly impossible growth has made Modi the subject of numerous case studies.

CMD, MANYAVAR

Why are you working in the fashion industry? What excites you the most here?

Men’s ethnic wear was never considered ‘fashion’ in the apparel. Back in the late 1990s, people did not consider ethnic wear to be a daily wear option, it was only limited to specific occasions, hence the perspective need change amongst the consumers. To fill this void, we started our journey to make ethnic wear more acceptable and more fashionable with Manyavar. It was an exciting journey as we created a completely new space and created some classic trends in men’s ethnic wear.

The most exciting part is that we are the catalysts of the ethnic category and have become synonymous with wedding wear and festive wear. Due to the industry’s ever-evolving nature, trends change every day opening space for evolving designs and palettes according to consumer demand and trends. This keeps us pro-active and extremely perceptive to trends.

How would you define fashion? What is its impact on people at large and on India as a nation?

Rising consumerism and higher disposable incomes have led to increased demand for fashion consumables. With fashion, the scope of differentiated products and services is extremely high. The fashion industry has also seen a major change in terms of distribution channels and promotion channels. Fashion is no longer referred to in the broad sense of the term as a lot of niches and differentiated offerings have popped up which serve Indians according to their preferences.

What has been the role of technology in changing the way companies do fashion business in India? How has your company adapted to technology?



SAMEER PATEL

FOUNDER & CHAIRMAN, DEAL JEANS

A self-made and self-motivated professional, Sameer Patel is a proud owner of a globally established brand, Deal Jeans. He believes in getting acquainted to the fashion trends followed in every corner of the world and then crafts them with fresh concepts in his seasonal collection. What makes him stand apart from the rest is his conceptual thinking, international competence and ability to see the big picture.

Why are you working in the fashion industry? What excites you the most here?

The fashion industry is a competitive place to create and leave your footprints in. We are proud to boast about our accomplishments and achievements. Today with trends changing in the blink of eye, understanding what this industry demands and fulfilling at the right time to the right people is what excites us to be a player in fashion industry.

How would you define fashion? What is its impact on people at large and on India as a nation?

Fashion is a spirit, an extension of oneself. It is an unspoken communication that speaks volumes about personalities and their thoughts. It encapsulates who we are on an everyday level and how we project that through our clothing. There is no rule to fashion, it simply is playing around with and breaking the rules of conventional dressing.

With exposure to entertainment like music, movies and internet, fashion has a deeper influence on the lives of people and witnesses timely changes in taste as per trends focused across the nation. Fashion definitely has a healthy impact at large as it creates a wordless communication that we all understand!

What does innovation stand for you and how is your company working on giving new innovations in the market?

Innovation takes place at the intersection of fashion and technology, representing a powerful way to connect consumers to brands while providing distinct shopping and wearing experiences. Design is continuously gaining importance in the development of the fashion products, coping up with this element is where innovation plays a crucial role.



The summer line comprises t-shirts, designer tops, shirts, denims, trousers, lowers, loungewear, capris, bermudas and footwear, all of which channel the classic international vibe.

Duke Fashions blends bright colours to give life to its artistic creations this summer. The collection is featured in a versatile colour palette of desert rose, pewter and moss with contrasting greys, refreshing the wardrobe with soft, yet bold colours this summer. The collection plays on graphics and volumes.

>DUKE< LAUNCHES SPRING SUMMER'19 COLLECTION

The newest collection by the brand has been inspired by the fashion culture of South East Asian Islands...

Duke has launched its summer fashion line which blends effortlessly with contemporary style. Influenced by the South East Asian Island's climate that defines what an ideal summer fashion should be like, the new collection takes inspiration from exotic warm beaches, glorious mountains scenery and the colourful culture that show what summer wear should be like - light, loose and, most importantly, comfortable.

Kuntal Raj Jain, Director, Duke Fashions, says, "Our target audience is today's youth who is looking for a trendy and stylish range that is in sync with international designs, fashions and quality. Duke is a value for money brand and our mission is to make international designs and styles available at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident. Our spring summer collection'19 is also based on the same philosophy. Duke aims to provide people with the perfect summer wardrobe that they would love and adore."



Duke has an unbeatable marketing network comprising more than 360 EBOs and over 4,000 MBOs across major cities in India. Moreover, the products are also exclusively placed at big chain stores and on online shopping portals..



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