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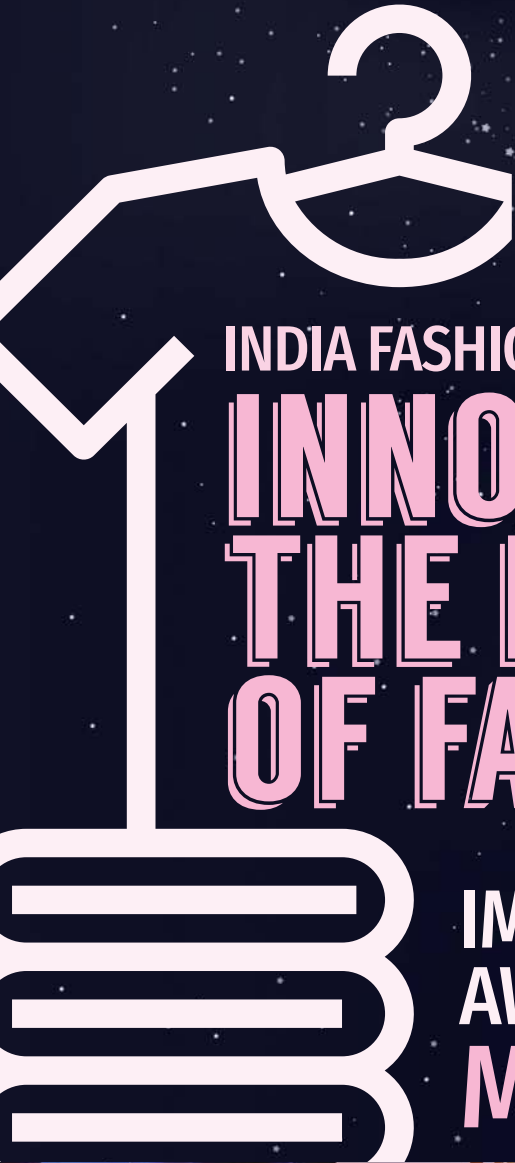
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Issue No.

BUSINESS OF FASHION

April 2019 | Volume XX // No. 4 // ₹ 100*

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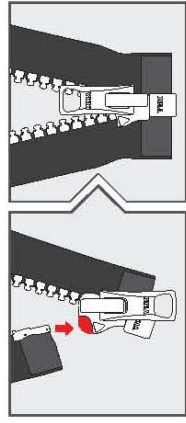
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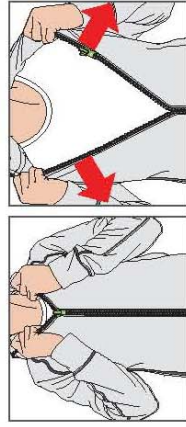
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1 Smart Insertion



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

2 Quick Release



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

*Pull the zipper apart above the slider.

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

Item Variations

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

*Left hand insertion type is under development.

Slider

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* Asymmetrical plastic slider

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Color variation is the same as standard VISLON® zippers.

⚠ Caution

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

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



Dear all,

First of all, let me extend my gratitude to you all for being a part of India Fashion Forum 2019 and making it bigger, and even better than ever before. I also take this opportunity to thank all our key partners -- NIFTA, Infor Nexus, UNBXD, NIFT, WGSN, and Instituto Marangoni. Thanks to your support, the 19th edition of IFF went miles in drawing a current and truly meaningful perspective to the Business of Fashion in India.

While the success of the event was unreservedly fulfilling, putting together pieces for this follow up issue turned out to be an arduous task. This year, if there's one thing that stood out in IFF 2019 is the vigour with which the entire fashion value chain is adapting to these changes in technology, trends and consumer perspectives. The rate at which every business from this sphere is attuning themselves and is assimilating to the pervading changes, it was fairly clear that the Indian Fashion Retail industry is up for a great future. While the opportunity that this

sector is poised to offer in the years to come is beyond doubt, the achievement of this would depend on India's fashion companies mastering a few indispensable essentials.

Sticking to this year's theme, Innovate the Future of Fashion, the 19th edition of the India Fashion Forum exercised a 6-point game-plan for a powerful fashion business in this age of millennials. The two day extravaganza, in a unique way through various sessions, round table conferences, key-note addresses and customer experience forums, moved a long way forward in crystalizing the core tenets driving the dynamic business.

For those who missed the event, this issue of Images BoF brings you a detailed report on all the key sessions and deliberations at the India Fashion Forum 2019. I strongly recommend that you, dear reader, go through the issue with a pen in hand, quickly marking the insights that are of actionable value and ideas that are eminently replicable or inspiring.

Cheers!



Amitabh Taneja

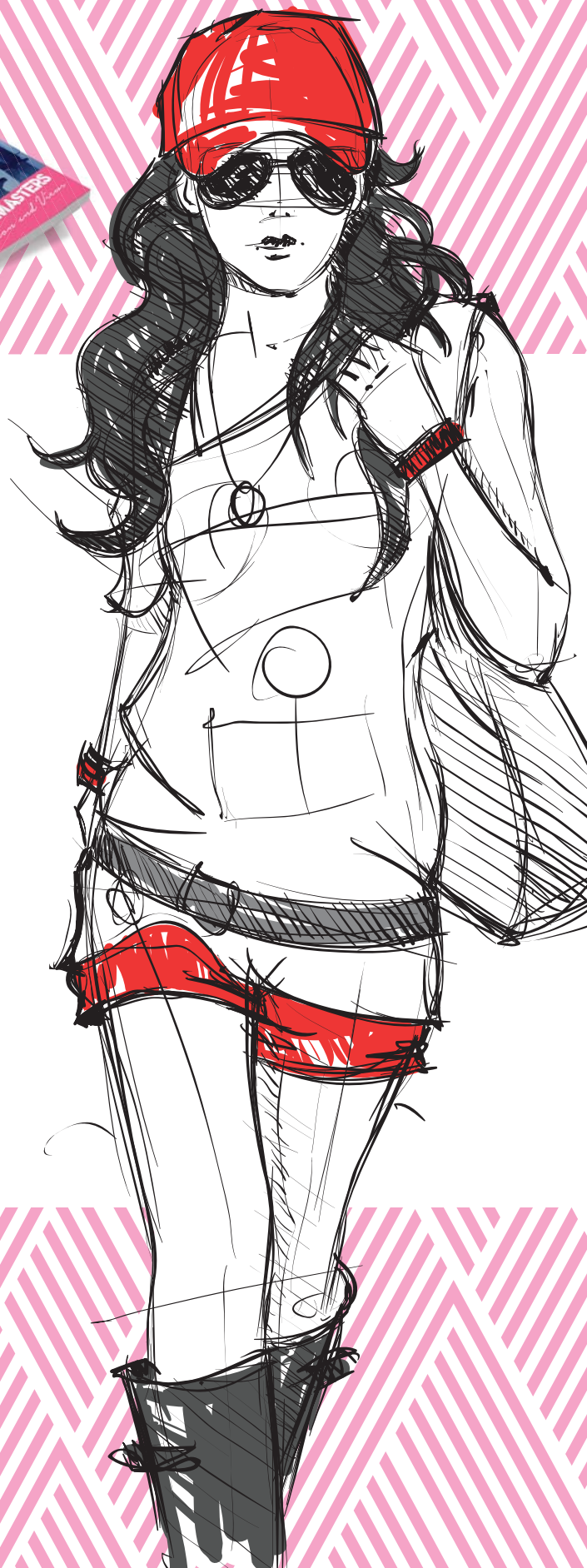
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ETHICAL FASHION

Style That's Sustainable: Retailers Slow Down, Rethink Fast Fashion

Thanks to the consciousness shown by some forward-looking retailers and brands, sustainable fashion is making in-roads into the industry

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IN FOCUS

Fashion E-Commerce Start-Ups: Challenges in the Indian Scenario

Aashray Thatai, Co-Founder, PostFold shares a broad outline of the challenges that a brand has to go through as a new entrant in the e-commerce space in India

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EMERGING MARKETS

Rising & Shining: India's Fashion Jewellery Market

IMAGES BoF takes a look at the thriving fashion jewellery market in India, and asks renowned brands to share their insights on evolving consumer preferences, market opportunities and challenges

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US Online Fashion Retailer Samshek Inc Gets Nair Ventures On Board For India Expansion

Through the collaboration, Samshek is looking to get help on capital investment, infrastructure support, business intelligence, and operations & market research

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IN FOCUS

Citykart Fast-Forwards Fast Fashion To Small Towns

Citykart has doubled its store count from 18 to 40 in the last two years. The brand now aims to open 100 new stores in the next two years

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PRODUCT INNOVATION

Myntra's Roadster Launches New Range of Augmented Reality T-Shirts

Roadster, one of India's leading casual outdoorsy lifestyle brands, has announced the launch of Augmented Reality Tees or 'the talking tees'

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INDIA FASHION FORUM 19

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IFF 2019
Introduction
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IFF 2019
Fashion Intelligence: Insights on Fashion & Lifestyle Business
In partnership with Association of NIFT Alumni, the first session at India Fashion Forum 2019 focused on 'the future of fashion' in India. Following the theme of this year's conference, 'Innovate the Future of Fashion', distinguished panelists shared insights on a 'six-point game-plan' for a powerful fashion business. These included: first-mover advantage; fashion today, not tomorrow; width over depth; customer research; end-to-end tech; and brand experience
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IFF 2019 | INAUGURAL SESSION

Digitisation & The Future of Fashion: Deciphering New Codes of Fashion Retail

The inaugural panel of India Fashion Forum 2019 expounded on the innovations, new technologies, in store experiences and the resources that successful retail strategy heralds. The panel of fashion leaders discussed at length the various ways to pivot e-commerce, social, and brick-and-mortar strategies to deepen consumer connections

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IFF 2019 | CUSTOMER EXPERIENCE

Building a Playbook for the Customer of the Future

In a Customer Experience session held at India Fashion Forum 2019 in Mumbai, leaders across the fashion retail industry deliberated the re-designing of individual 'business systems' to better understand and serve the needs of the new customer

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IFF 2019 | 7 MINUTES INSIGHTS

Three Mistakes To Avoid In Online Fashion Retail

The online medium has opened up huge new markets for businesses around the world. While e-commerce is a highly profitable industry, launching an online store and growing one are two very different things

Pg No.72-73

Business & Innovation

PRODUCT INNOVATION

Latest Innovation from Lux Cozi India's First Ever Scented Range of Vests

With the new range of vests, Lux Cozi is taking a phenomenal leap in the process of creating value based products

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BRAND LAUNCH

BFL Brand Folio Introduces American Tennis Footwear Brand 'K-Swiss' in India

K-Swiss' brand mission is to outfit and inspire the next generation of entrepreneurs

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MARKET WATCH

Aditya Birla Group's Grasim to Acquire Premium Fabric Firm Suktas India

Suktas India has presence in the premium fabrics segment under the brand name Sokta, Giza House and Excellence by Sokta

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DIGITAL MARKETING

Relaxo Ventures Into The Digital Gift Voucher Space

GyFTR will enable end-to-end execution, technology, and delivery for Relaxo to create more visibility in the end-customer market through digital gift vouchers

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INNOVATION

Lenzing: Lowering the Ecological Strain by Creating Sustainable

Textiles

Lenzing - which prides itself on having an 80 year history of innovation - collaborates with its partners to contribute towards improving the ecological performance throughout entire value chains

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INNOVATION

The Woolmark Company's Latest Innovations with Merino Wool at India Fashion Forum 2019

Showcasing the ever-increasing possibilities created with Merino Wool, The Woolmark Company presented the latest edition of The Wool Lab Sport and textile innovations at India Fashion Forum 2019

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IFF 2019 | AWARDS IMAGES FASHION AWARDS 2019

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COLLECTION LAUNCH

aLL Launches Summer Collection Live on Social Media

India witnessed the unboxing of aLL's summer collection 'live' on its Facebook and Instagram handles

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United Colors of Benetton Launches its Foremost Art Collectible Line

Benetton India unveiled an exclusive collectible line in collaboration with established artists on an Instagram Live Auction. #UnitedbyArt

Pg No.95

Duke Launches Modish Flip Flop and Sandal Collection '19

The collection offers a trendy casual look, high wearing comfort and classic soles.

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Trendsetting New Bugatti 'Uncopy' Collection Comes to an Indian Summer

Pg No.100-101

FableStreet Launches Elegant 'Sombre Greens' Collection

The highlight of the collection is its versatility and the understated shades of green that add the necessary amount of colour to wardrobe, while keeping it office friendly

Pg No.102

Accessories Brand Horra Launches Pearl Dial Beauty Watches

Showcasing timeless elegance and regal sophistication, the Ruby series Pearl White Dial analogue watches are wrist-sized pieces of perfection

Pg No.103

Sachin's True Blue tie-up, Fabric Monde, Launches 'Handcrafted' Shirts

The range is an honest attempt to revive the dying spirit of the authentic Indian textile by the brand

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ADIDAS INDIA LAUNCHES BIGGEST RETAIL STORE IN NCR

Located at Ambience Mall, the store brings passion for sports, design and innovation to a brand new level by creating a unique and interactive experience for consumers...

IMAGES Business of Fashion

Global sportswear brand, adidas has announced the launch of its first own retail store at Ambience Mall in Gurugram in the presence of the famous Indian cricketer and Adidas athlete, Rishabh Pant.

Located at Ambience Mall, the store brings the passion for sports, design and innovation to a brand new level by creating a unique and interactive experience for the consumers. Rishabh Pant along with Manish Sapra, Senior

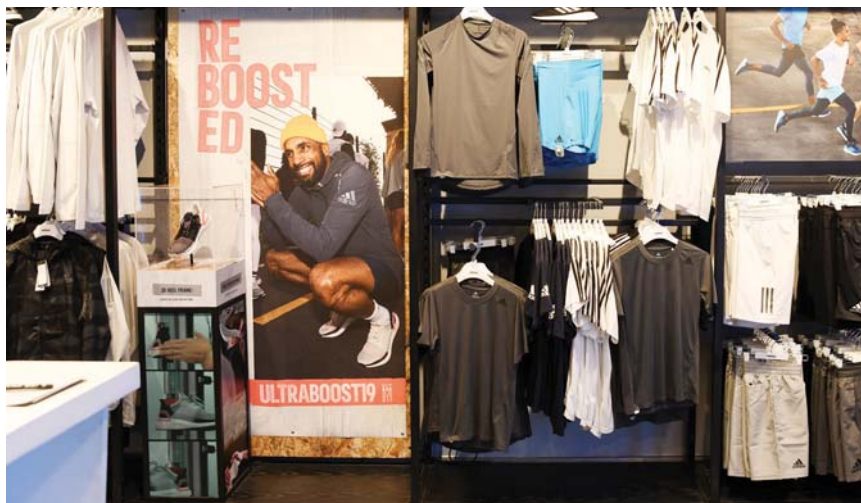
DTC Director, Global Sales Retail, adidas India were present to mark the opening of the store.

adidas through its new sprawling retail store aims to offer its consumers an enhanced shopping experience with an evolved version of footwear display that increases the offered range on floor to more than double. Spread over 3,954 sq.ft., the store at Ambience Mall is the biggest retail space of the brand in the National Capital Region.



This adidas store is poised to be the next destination for Gurugram shoppers to gain access to adidas' elaborate product range and will also enable the brand to both create and deliver engaging consumer facing experiences.

Speaking on the occasion of the store launch, **Manish Sapra**, Senior DTC Director, adidas India said, "Consumers and athletes' needs are paramount at adidas; we constantly strive to focus on creating unique experiences for our consumers in India. We are glad to have Rishabh join us today at the launch of Gurugram's first 'Home Court' format store, which celebrates adidas' proud sports heritage, and provides consumers with a unique and interactive experience. Now that Home Court has arrived here in Gurugram, we're very excited to take consumer experiences to an entirely new level and let more consumers enjoy the extraordinary shopping experience that it promises."



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CAMBRIDGE LAUNCHES STYLISH SHOWROOM IN BANER, PUNE

The brand offers popular trends and guarantees quality for a price that's just right...

IMAGES Business of Fashion

Menswear brand, Cambridge has been winning hearts not only of Mumbaikars, but of fashion lovers in all of Maharashtra. The brand has opened a new store in Baner (Pune), which is located opposite Kalyan Bhel. Inaugurated by Hindi and Marathi actor, Vaibhav Tatwawadi, the store launch was attended by Prashant Bhatia, Managing Partner, Cambridge; Vinay Zavar, Director - Dealership, Cambridge; as well as other prominent members of society.



This modern retail showroom showcases a range of products which will appeal to audience of all age groups. On the occasion of this grand launch, special offers were introduced such as a range of Gold Executive Shirts priced at ₹550-₹575 being sold at ₹325, Gold Trousers worth ₹799-₹849 for ₹499. Apart from this 100 percent Cotton Casual Shirts worth ₹799-₹1,099 are on offer for ₹699. The range also includes Cotton Structure Trousers and Basic Denims for just ₹799. Fashion jeans that start at ₹1,299-₹1,499 are on offer for just ₹999. Apart from these offers, customers would get 25 percent discount on other products as well.

Prashant Bhatia, Managing Partner, Cambridge said, "With utter pride, we are presenting these unique styles and products that are affordable to everyone. This is what Cambridge stands for since 1960."

Cambridge was formed in 1960 and is a trendsetter in its category. The brand has been well received by audiences for its tasteful collections. Today, it is retailed through 80 exclusive brand outlets and over 200 multi-brand outlets in Tier I and II cities.



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HEATWAVE LAUNCHES SECOND STORE AT SEAWOODS GRAND CENTRAL MALL, MUMBAI

The 925 sq.ft. store offers an all-around shopping experience for women fashionistas in a stunning setting...

IMAGES Business of Fashion



IMAGES Business of Fashion

Fashion footwear and accessories brand from Singapore, Heatwave has expanded its retail footprint by launching an all-new flagship store in Seawoods Grand Central Mall, Navi Mumbai. This is Heatwave's fourth store with an existing presence across Mumbai, Pune and Vadodara.

The 925 sq.ft. store offers an all-around shopping experience for fashionistas in a stunning setting. The new store's offerings include Heatwave's latest Spring-Summer 2019 Collection. The collection is a splendid amalgamation of style, expression, and sensuality, which gives shoppers a reason to celebrate the Spring-Summer season.

The store interiors accentuate the luxurious and elegant designs of the trendsetting footwear and versatile handbags, with something on display for everyone.

Heatwave believes in being the perfect companion in the shopper's daily journeys. Covering mid to high-level price ranges, the store houses a

wide range of collection for women. It includes dainty yet sturdy sandals coupled with chic pumps, block heels, ballerinas, flats, and wedges in the colors that encompass the essentials like nudes and black, along with a few shades that break the clutter like maroon, blue, etc.

Similarly, for bags, a variety of sling bags, tote bags, clutches, backpacks, and handbags are up for grabs. The brand caters to the free-spirited modern-day woman who knows how to juggle amidst many roles in her life. Overall, Heatwave has got you covered for various occasions, right from a high-tea or a formal business luncheon, to running errands or for casual outings.

The brand assures best-in-class material, functional superiority and technical innovation to compliment the unique lifestyles of the women who multi-task. Its stores are also available at Oberoi Mall (Mumbai), Pavilion Mall (Pune), Inorbit Mall (Vadodara), and VR Mall (Surat). They are also present at Iconic in Ahmedabad and Pune.

The brand's latest collection is also available online on the e-commerce platforms such as Tata CliQ, Amazon and Myntra.



ONITSUKA TIGER INTRODUCES KIDSWEAR IN INDIA

With a retail space of over 102 square meters, Onitsuka Tiger has launched kids collection for the first time in India...

IMAGES Business of Fashion

Onitsuka Tiger has launched fifth mono-brand store in India at the premium retail and lifestyle hub, Ambience Mall, Gurugram.

The new store offers an enjoyable shopping experience for ardent fans as well as the fashion conscious, the sneaker collector or casual shopper, families and tourists. It stocks the brand's latest collection at prices consistent with its other stores.

The opening of this new store aligns with the Onitsuka Tiger story, created in 1949 by Kihachiro Onitsuka who started the brand with a humble idea that sport had the power to transform lives. Till today, the rich heritage and Japanese craftsmanship of the brand, combined with a timeless aesthetic that was discovered on the track, is now worn and seen on streets around the world. Constantly branching out and collaborating with a variety of creative souls from visual artists to fashion designers, from art collectives to sneakerheads, the spirit of Onitsuka



Tiger brand has uplifted its sporting brand into the fashion and lifestyle scene.

With a retail space of over 102 square meters, Onitsuka Tiger has launched kids collection for the first time in India. The basic components of the Mexico 66 PS kids shoe provide great stability, stitched with the legendary the Onitsuka Tiger Stripes design and trademark and accompanied with a heel tab branded with the emblem. It is a part of the vegan collection and a rework of the classic Mexico 66 shoe.

The new store also stocks the brand's signature collection of shoes along with the latest SS'19 collection and apparel for both men and women.

The Onitsuka Tiger's SS'19 collection kicked off with the debut of the Mexico

66 SD collection. The series is inspired by the Zen gardens, an updated version of the classic Mexico 66 with new features and improvements. The understated upper features high-quality leather with no metal elements, for a contemporary yet traditional look.

The artisanship of the Japanese brand extends to the store interior that is accented by Sumi mortar, a distinctly unique material that has the texture of wood, resembling a tiger body pattern. A complex eight-step process goes into the formulation, which uses ingredients such as Asagi Tsuchi, a special type of Japanese soil used to prevent cracking, and Sumi paint (water, Sumi ink and acrylic emulsion).





UNDER ARMOUR OPENS FIRST STORE IN INDIA; TO OPEN 9 MORE THIS YEAR

The brand is planning to open 10 stores by the end of this year and will assess its performance going forward...

Charu Lamba

Under Armour has opened its first physical retail location in India. Spread across 1,900 square foot, the store is located at the DLF Promenade Mall in Vasant Kunj, New Delhi.

"We are excited to open our first retail location to introduce the Under Armour brand and our world-class athletic performance products to athletes in India," said **Kevin Plank**, Founder and CEO, Under Armour.

"As a nation with a long, rich history in sport and an accelerating focus on health and wellness, we look forward to building a strong foundation for our brand in India and driving our ability to achieve even greater long-term, international growth," he further added.

The brand is planning to open 10 stores by the end of this year and will assess its performance going forward.

The brand, which is already available in India online through e-commerce platforms like Amazon and Myntra, employs some of the world's best performance materials, cushioning and body temperature management innovations, Under Armour's products are engineered to help athletes perform better. The brand has dedicated, sport-specific sections for various athletic activities including training, running, basketball and golf.

Under Armour products are worn by some of the world's best athletes including National Basketball Association All-Star Stephen Curry; golfer Jordan Spieth; heavyweight boxing champion Anthony Joshua; actor/producer Dwayne 'The Rock' Johnson; and principal ballet dancer Misty Copeland, among others.

Under Armour, Inc., headquartered in Baltimore, Maryland, is a leading inventor, marketer and distributor of branded performance athletic apparel, footwear and accessories. Designed to make all athletes better, the brand's innovative products are sold worldwide to consumers with active lifestyles. The company's Connected Fitness™ platform powers the world's largest digitally connected health and fitness community.



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STYLE THAT'S SUSTAINABLE: RETAILERS SLOW DOWN; RETHINK FAST FASHION

According to Stephen Leahy's new book, it takes 2,000 gallons (7,600 litres) of water to make your favourite pair of jeans. Did you know that 'throwaway garments' contribute more to climate change than air and sea travel? Now clothing retailers are bracing for a backlash. However, thanks to consciousness shown by some retailers and brands, responsible and sustainable fashion is making in-roads and leading the way...

Zainab S Kazi

Enough is never enough, especially when it comes to clothes. Ask any woman and she shall bear testify to the same. Fast forward fashion is leading to consumers shopping to their heart's content, but this comes with some risks - primarily danger to the environment. To quote author Stephen Leahy from his book 'Your Water Footprint: The Shocking Facts About How Much Water We Use to Make Everyday Products': It takes 2,000 gallons (7,600 litres) of water to make your favourite pair of jeans! However, thanks to consciousness shown by some retailers and brands, responsible and sustainable fashion is making in-roads and leading the way.

Global fashion retailer H&M has messages of being environmentally conscious screaming from their various visual merchandising initiatives. Steps are also being taken by ITC's brand Wills Lifestyle. The brand has recently made the paradigm shift to 100 percent natural fibres and in its new avatar as WLS, it is the first mainstream Indian apparel brand to embark on a journey of going back to nature.

Vikas Gupta, Divisional Chief Executive Officer, ITC LRBD says evolved consumers understand the consequences of their actions - on themselves, their communities and the planet.

“Our new direction is an amalgamation of these insights, inspired by all that is real and catering to consumers who value responsibility and originality. Our entire product cycle—from ideating and designing desirable garments, to sourcing and then manufacturing—has been reoriented to live up to our promise to consumers, thus making us the first port of call for crafted, all-natural and authentically designed stylish apparel that tells a unique story in the modern workplace,” he states.

Keeping in line with this, WLS will offer authentic and real apparel which is built on 100 percent natural fiber. All garments starting from Spring Summer '19 will be made of cotton, linen, silk or wool fibers. This will be a phased approach, as we go from making clothes with natural fiber to developing all trims such as the threads, buttons and labels using natural elements. This approach marks the brand's stance in favour of timeless, high-quality and multi-seasonal apparel that is now

Did You Know

Did you know an average T-shirt uses 400 to 600 gallons of water to be produced? Or that a pair of jeans uses 1,800 gallons of water? Or that the fashion industry uses at least 1,600 chemicals during their dyeing processes?

That the industry is the world's second largest polluter, after oil, and what perhaps is the most shocking, is its impact — improbably high and far-reaching.

Sustainability cannot be achieved by simply introducing a new fabric in a limited collection. It must be rooted in the DNA of the brand and communicated with this entirety to the consumer.

Globally, 80 billion pieces of new clothing are purchased translating into \$1.2 trillion annually.

Source: Indian Beautiful Art (www.indianbeautifulart.com)

gaining importance among consumers, in a world dominated by disposable garments, fast fashion and relentless consumerism.

Following suit is Alcis Sports with their recent athleisure collection - Alcis X Nari that has been launched in collaboration with designer Narendra Kumar. Alcis X Nari is made almost entirely of Recycled Polyester that is sourced from PET Bottles. Generally, garments are made of Polyester—a man-made fibre, production of which involves huge quantities of water, chemicals and use of fossil fuels.

Commenting on the initiative undertaken by the brand, **Roshan Baid**, Managing Director, Alcis Sports says, “Consumers in India are increasingly getting environmentally conscious, which is getting reflected in their choices of what they are eating and wearing. We take the pride in using recycled polyester in more than 90 percent of our range which is contributing to our nature in a big way.”

The India Story

Talking about sustainability and its influence on what we wear or decide to buy depends on how conscious we are made to feel about it. Not many brands have taken the onus to educate the customers on the importance of being responsible shoppers and investing in brands/clothes that are manufactured responsibly keeping the environment in mind. Baby steps are being taken but there is a long way to go.

Pointing out the dynamics we witness in India with regards to sustainability consciousness, especially while disposing off the use clothes, **Abhishek Bansal**, Head of Sustainability, Arvind Limited says, “In the past few years, there has been a rapid change in how we consume, how much we consume and what we consume. These three factors have completely changed the dynamics of the industry. Lifestyle

Environment & Pocket Friendly

Recycled polyester based garments are softer and lighter than normal ones and come with the latest innovations that garment manufacturing has to offer. On the other hand, these garments use R-PET (Recycled Polyethylene Terephthalate), which is a strong, durable and recyclable material used for soda bottles, water bottles, food jars etc, making it an environment-friendly, cost-effective and safe product that also performs better than 100 percent virgin polyester.

Source: Alcis Sports



“Consumers in India are increasingly getting environmentally conscious, which is reflected in their choices of what they are eating and wearing.”

- Roshan Baid,
Managing Director, Alcis Sports

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choices and per capita incomes have also changed in India. This has led to increased consumption and disposal. However, in India we still see that the used clothes are still getting passed on to charity or someone in need, more often than it goes to the landfill. The increased consumption does have a huge impact on environment. However, there is an alternate path involving cleaner production and better raw materials, which could lead the industry to a better path and lower impacts, even with higher

production. At the same time, there is also a need to engage customers and educate them to choose sustainable clothing and waste less.”

Excerpts from their Sustainability Report highlight Arvind’s commitment towards their commitment to responsible and sustainable fashion. To quote from their report - *The proverb, well begun is half done, is apt when it comes to sustainability. We believe that sustainability when systematically embedded at the source gets cascaded throughout the production line and the value chain. At Arvind, instead of just concentrating on tailpipe management, we have adopted input management as our preferred approach to sustainability.*

Bansal elaborates, “We at Arvind Limited have adopted multiple sustainable manufacturing practices which helps us make and sell products that are produced in environmentally conscious way and have low impact during manufacturing and sometimes during use stage as well. Our sustainability work is based on philosophy of Fundamentally Right, which essentially means looking after each input material to our production system and make sure these are

Sustainable. The six-core areas that we focus on are—Water, Energy, Cotton, Chemicals, People and Money. We use 70 percent water which is coming from recycled water sources and we are planning to take it up to 90 percent. We use 30 percent renewable energy in our production system. We are also using Sustainable cotton like organic cotton and recycled cotton.”

On what makes it important for all brands, retailers and consumers to consider investing in responsible/sustainable fashion, **Manjula Gandhi**, Chief Product Officer, Numero Uno states, “Fashion has become a consumer product with a limited



life span. This is true for both cheap fashion as well as for haute couture. Cheap prices, discounting and vast choices allow large amounts of clothing to be purchased. Now that people communicate much more through pictures via Instagram and other social media platforms, it becomes imperative for customers to spot a fresh look always. And so, an avalanche of consumption has been set in motion which is threatening to choke the planet. It is true that many fashion companies and brands

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“In the past few years, there has been a rapid change in how we consume, how much we consume and what we consume. These three factors have completely changed the dynamics of the industry.”

- Abhishek Bansal,
Head of Sustainability, Arvind Limited



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today are following the philosophy of sustainability. Denim brands have realized the market for sustainable and responsible products which is set to grow basis the rising awareness. The realization has come about mostly as a result of many different factors coming into play at the same time, one of them being changing values of society – durability and sustainability becoming increasingly important especially among young people. It is no longer enough for fashion companies to talk about their green ambitions, they have to prove that they are taking actual steps in making their practices greener and more ethical.”

Talking about her brand, Gandhi reveals, “For Numero Uno sustainability is not just about making a contained range and labeling it as conscious/sustainable. It is about inciting a real change at every stage of the product lifecycle possible, from manufacturing to washing and finishing, delivery, recycling and disposal. Numero Uno has taken significant steps towards setting up an ethical sustainable ecosystem from the beginning by adopting eco-

Creating Sustainable Collections

In 2017, Numero Uno collaborated with Jeanologia of Spain and created a sustainable collection of denims called One Glass Water Denims wherein only one glass of water is consumed during the washing / finishing process, also minimising the use of toxic chemicals which considerably reduces the environmental impact

friendly processes and technology with emphasis on low water consumption, restricted use of hazardous chemicals and good working conditions for its workforce. There has been a conscious, gradual and consistent shift towards sustainable methods, adoption of effective technology like extensive use of laser machines instead of hand-scraping for benefit of workers’ health. Use of E-Soft, Ozone/G2, Cold-Eco Dyeing have helped in reducing water and hazardous chemical consumption. Besides that, we have also initiated rain-water harvesting practice to replenish ground water, use solar water-heaters and energy-efficient lights in the factory and all of these together help in reducing burden on natural resources. We have also installed an ETP which cleans water and operates on Zero Liquid Discharge.”

Footwear brand Woodland has been doing its bit too to be one with the environment sustainability initiatives. Elaborating on the same, **Harkirat Singh**, Managing Director, Woodland says, “When we talk about Woodland, it is a brand known for its eco-friendly initiatives further it strengthens its association with the environment by launching a new range of biodegradable footwear. This launch is in association with the company’s CSR initiative Proplanet, a wing dedicated to making our mother Earth a better place to live in. The new range is one of the most exciting environmental innovations to be witnessed by the footwear industry.”



“Fashion has become a consumer product with a limited lifespan. This is true for both cheap fashion as well as for haute couture. Cheap prices, discounting and vast choices allow large amounts of clothing to be purchased.”

- Manjula Gandhi,
Chief Product Officer, Numero Uno



“When we talk about Woodland, it is a brand known for its eco-friendly initiatives; further it strengthens its association with the environment by launching a new range of biodegradable footwear.”

- Harkirat Singh,
Managing Director, Woodland



Singh highlights the importance of brands to realize that they need to give back to the community and the best way to do so would be to contribute towards the well-being of said community. The brand designs and constructs products to perform better and last longer.

“We believe that a high quality product that retains its performance properties and aesthetic appeal for many years is more environmentally responsible than one that must be replaced frequently due to inferior materials or poor workmanship. All our product hangtags, as well as our company business cards are printed on certified 100 percent post-consumer recycled paper. To reduce the total amount of paper used in our marketing materials, and the energy consumed to make and recycle them, we are moving towards more electronic billing, publishing and communication. This will offer consumers greater information at their fingertips, while reducing the volumes of our printed materials,” he says.

Cost Calculation

Everything comes at a cost and more than that, consciousness. Being responsible and ethical in today's fast moving world may sound daunting but then brands and retailers who are committed towards the cause at hand are ready to take the plunge and await the long term returns.

Bansal says, “We have always believed in doing what is right when it comes to sustainable production. It helps to take a very long term view when investing into cleaner production practices. Things might look expensive in shorter term, but it pays off in medium and longer term. Certain measures like water savings and renewable energy have started to make financial sense now. However, certain measures like recycling or organic might still be more expensive and requires a gradual shift.”

International Brand Initiatives

Able, Denim Brand, USA: The brand focuses on sustainability first and foremost from social impact perspective creating sustainable solutions to poverty by providing fair-paying jobs to women in developing economies. Besides Able factory is one of the leaders in using laser technology to avoid some of harmful dry processing steps in denim washing.

Levi's: The brand started its Water<Less program to minimize water use in production in 2011. It involved a series of innovative finishing techniques which can save up to 96 percent of water in the denim finishing process. 55 percent of all Levi's products were made from this program in 2017. By 2020 Levis aims to make 100 percent of its cotton sustainable and also increase use of Tencel.

Guess: Guess has adopted sustainability processes priorities being water stewardship, reducing energy use and carbon emissions throughout the value chain. In 2017 it launched Guess Europe Eco-Collection produced with reduced environmental impact. Guess also supported a circular fashion system according to the idea that fashion should last and be continuously reused, repurposed and recycled.

Everlane: The brand created an eco conscious denim collection designed to last and do least amount of harm to the planet.

Nudie: Nudie claims to be the most sustainable denim brand ever. Since 2012 full denim collection of the brand is made with 100 percent organic cotton. “The Naked Truth About Denim” is the program slogan which implies that there is no alternative to sustainable production and use of sustainable materials. The brand also offers repair services for free at few of its stores.

Pepe Jeans: The brand started focusing on sustainability 6 years ago. Since then the brand has released three sustainable denim lines: Tru-Blu, Ice-Shock and Wiser-Wash. Tru-Blu is denim program washed with zero chemicals and less than 5 litres water used in wash treatment, Ice-Shock extended that to no use of sandblasting and the newest collection Wiser-Wash goes even further with no stonewashing, no toxic chemicals like potassium permanganate and chlorine and lesser water used than ever before.

Source: Manjula Gandhi, Chief Product Officer, Numero Uno



He further states that cost of goods is still the largest factor besides quality and style in the minds of shoppers and how across geographies it has been difficult to get extra value for sustainable products from a wide range of shoppers.

To this, the possible solution according to Bansal would be, “We believe that overtime the industry should produce and sell more and more sustainable products, so that these products become baseline and we have to no longer look at pricing differences. We believe that fast fashion is transforming in responsible fashion and overtime these two will not be



distinct but whole of fast fashion would transform in responsible fashion. In India in particular, fast fashion is a new phenomenon. The industry should try to make it sustainable from early days and not make the mistake committed in US and Europe by letting fast fashion grow unchecked.”

Gandhi says, “Being an environment friendly brand and a responsible manufacturing corporate, Numero Uno intends to continue producing sustainably, avoiding waste or spoiling of resources, recycling non renewable resources like water, conserving energy and reducing use of harmful toxic chemicals during washing processes. And that comes at a cost. Nevertheless that is our chosen path as that is the way forward in order to save the planet. We will continue to enlarge our portfolio of sustainable denim collections in future and will educate and encourage our customers to buy more of these. Further we advise them to not wash their jeans too often and wear them with everything.”

The Road Ahead

While the notion of responsible consumption evolves in the Indian context, alignment will be needed among producers, brands and retailers to provide access to ‘responsible products’. So, while, it is upon the brands to take it up on themselves to educate the customer on how they can contribute towards environment sustainability, it is equally important for customers to be equally conscious about their actions. Use and throw attitude needs to undergo a change. To cite how this consciousness

can be ingrained in the shoppers, H&M’s initiative of asking customers to exchange their old clothes for a certain discount on their new ones is worth mentioning. The brand not only has brochures being distributed to



customers at the store, but their Visual Merchandizing initiatives too have bold messages being played on giant LED screens asking customers to recycle their old clothes for new ones.

According to Bansal, “We all are collectively responsible for taking this message to consumers and including consumer themselves are responsible for what they consume. There is definitely a role for leading industry associations in India like CII, FICCI, textile association as well as global coalitions like Sustainable Apparel Coalition and ZDHC.”

Singh also points out that it is we, not just you or someone who can bring about change. “Together we can make the change. We can promote idea of buying less, choosing well and prioritising quality fashion over fast fashion and making it last. This idea will minimise the waste. We can educate people through electronic channels, radio, newspapers, etc. It should be malls and brands coming together with government to support for a change.”

To conclude, Singh talks about the UN initiative which if executed well can have brands and retailers heavily contribute towards environment sustainability, “‘Not charity. Just work.’ This is the mantra of the UN’s initiative, which connects artisans from the developing world with top international fashion brands. The goal is to radically reform the fashion industry by guaranteeing good working conditions, a liveable wage and a minimal impact on the environment. They monitor and produce data to demonstrate the social impact, sustainability and traceability of the fashion goods they produce.”



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A broad outline of the challenges that a brand has to go through as a new entrant in the e-commerce space in India...

Aashray Thatai,
Co-Founder, PostFold

FASHION E-COMMERCE START-UPS: CHALLENGES IN THE INDIAN SCENARIO

With the growth of the Internet over the past few years, the e-commerce sector has seen a major shift in strategies and developments. With a share of 4 to 5 percent in the total retail sales of country, the Indian e-commerce market is the second largest market in the world after the USA. Not just this, it is also increasing at a steady rate of 10 to 15 percent.

With a change in the economy and education scenario over the past few decade, the standard of living of the urban masses and their aspirations have seen a major shift. The advent of the Internet has only made it easier by making the world available to them on their smartphones. This, in turn, has eased people into the idea of shopping online which is now gradually trickling down to the non-urban population as well. Good news for all, but, definitely challenging for the new entrants in the sector as the market becomes more and more competitive.

Challenges Faced as a New Entrant

The main issue that we have faced so far has been complying and adhering to government policies around GST. As a start-up, it's a nightmare sometimes to fill out returns on time unless you have a dedicated team just doing the same. It's time consuming and there's no room for margin of error in this scope of work. Both time and effort goes into it and for a small team it can prove to be a huge task at hand.





Another hassle that we face constantly is reconciling with buyers and suppliers which requires an exhaustive computation before one can assess their GST. There's a lot of back and forth involved to get the books of accounts in place for all the parties involved. The entire process is tedious, and a huge chunk of time and effort goes into this when you are a start-up. This, in the long run, means the time and attention spent on the development of the actual product or service gets compromised.

In this fast growing e-commerce market, we compete with infinite brands each day, offering same products and service as us. We can't look at them and say we'll be do it better. The only key to success is an innovative strategy - how can things be done differently. Balancing the key factors to attain profitability is the sternest challenge for us. Increasing sales is definitely one way to grow the business but finding ways to cut inventory cost, improve marketing efficiency, reduce shipping costs and control order return can potentially prove to be discouraging at times.

The e-commerce space witnesses technological developments routinely. While this elevates the shopping experience and empowers the consumers, it places pressure on start-ups like us to not have any technical issue while running an online store. All of it requires the deployment of manual resources and cannot just be solved through cloud services alone.

Branding and Start-Up Challenges

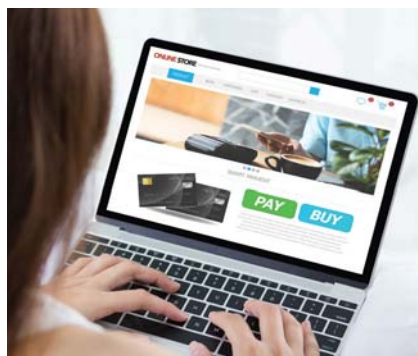
The first and foremost challenge for any new entrant in the market is attaining customer's trust, especially when you are in the e-commerce



sphere. With so many competitors already present and more and more entrants coming into the market almost everyday, gaining visibility is increasingly becoming an uphill task. Identifying a niche and working actively towards it helps largely. It's easier and more practical to start from a niche and expand than the other way around.

The second thing that is a major challenge is gaining a potential customer's trust and establishing credibility. When the customer can't touch or feel your product, it's rather difficult to convince them of its quality, which in our case, is the USP.

Logistics and payment gateways charge high commissions which ultimately influences the price of the product. The logistics of Cash on Delivery as a service is another problem that is often faced by e-commerce setups. Last but not the least, as per our law, the customer can reject or deny an order just in case he changes his mind. These increase return rates and overall costs and are most common for COD orders.



Being not so familiar with the complex arena of the ever growing digital space, we try to have a brainstorming session daily to plan and execute creative initiatives and new capacities. Building a digital strategy to adjust marketing focus from brand and services/products to the end customer is something that we always try to inculcate in our system.

Implementation of well-established payment platform and consumer authentication was another big hurdle we experienced. Digitisation comes with fraud and cyber risks which can



easily target companies to be a victim of malware. Be it the data theft or malicious customer targeting brands, we ensure extra attention to try and be safe from these malicious activities. They are a threat not only in terms of time consumption and financial losses, but also in terms of market credibility.

Getting customer support oriented resources is one of the most challenging parts for any start-up. Reassuring customers of a situation to keep them from hitting the panic button and coming up with negative

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feedback on social media is something that start-up have to aim for. Customers come first and everything we do has to be as per their needs and convenience. There will be difficult situations that one may face with a few customers but taking them as lessons is the best way forward.

Impact of New FDI and DIPP

There's ease of doing business for start-ups with the new policies in place. The process to register a new company is fairly easy which makes the initial phase a bit easier. One can focus on the company versus all the legalisations, etc., at this point which really helps when you are a small company.

As an impact, the leading online marketplaces in India today, are partnering up with local players instead of foreign players. These new government initiatives, eventually, will force foreign players to locally host data in India thus increasing accessibility and traceability. This in turn might eventually impact how accountable they can be held for their activities and transactions in the country.

Visit any shopping mall and you'll find people who enjoy window shopping and eventually order clothes from online platforms that offer more lucrative discounts. To create a level playing field between offline and online retail, new FDI draft prohibits e-commerce entities to influence the sale price directly or indirectly. Also, the circular does not allow the seller to sell more than 25 percent of its products on its platform. Hence, it compels the brand to be listed on at least four or more marketplaces to successfully run the business.



Surviving in the cutthroat e-commerce competition, which is no less than war, requires some outstanding strategies. Having a sense of purpose and sticking to it is the key. To achieve desirable growth, attracting the right talent and having the right leader plays a huge role. Customers will always expect fast, personal service and one must try to keep this in mind at all times. One needs to invest in creating an experience that competitors can't provide to reap the rewards

accordingly. Picking out a niche and working to fulfil its needs is the best way to penetrate the market, and once trust is established, there's no better way of marketing than word of mouth or recommendations by existing customers. The same gets eventually translated to social media and product review pages where new users get to see how other people have liked or interacted with a brand so far and make their choice accordingly.

The masses, in today's times, really rive how others around them make purchasing decisions. And with the influx of the influencer tide, it's increasing by the day. So, all in all, it's important to stick to one's ideology and aesthetic and work towards spreading a linear message that your niche will resonate with.



ABOUT THE AUTHOR:

Aashray Thatai, Co-Founder, PostFold

Aashray Thatai studied Mechanical Engineering from Northeastern University, after which he moved to Memphis to work at the Williams Sonoma e-commerce distribution center as an Industrial Engineer. He worked at Williams Sonoma INC for two, where he gained experience in operations, process improvements and hands on experience in the B2C industry. In 2015 he moved to India to start PostFold. He sees PostFold as a brand that is synonymous with simplicity, sophistication and subtleness. When not busy with work, Aashray enjoys playing sports like Golf, Lawn Tennis and is a fitness freak.

CITYKART FASTFORWARDS FAST FASHION TO SMALL TOWNS

The value apparel retail chain has raised ₹100 crore from IDFC Alternatives and India SME Investments and plans to add 100 new stores and grow its revenue fourfold over the next few years...

IMAGES Business of Fashion



In a continuous endeavour to expand its footprints across various small towns and cities, Citykart has recently raised ₹100 crore from IDFC Alternatives and India SME Investments in equity. The investment, a first for the value apparel retail chain through external funding, will not just allow Citykart to expand its asset-light fashion retail model into Tier II, III and IV towns in Jharkhand, Orissa, Chhattisgarh, Uttar Pradesh, Bihar and the North East, but also strengthen its back-end operations.

Talking about the funding, **Sudhanshu Agarwal**, Founder and CEO, Citykart said, "At Citykart, we have witnessed a definite shift of consumers from unorganised to organised retail, especially in Tier II, III and IV cities and towns. The newly increased purchasing power and aspiration for a quality shopping experience are



signaling significant traction and demand for fast fashion apparel at affordable prices in these towns. While our TG resides in these cities, this new funding will further help us in addressing this large and untapped opportunity in these markets."

Ravi Prakash Singh, General Manager, Citykart, spoke about the company's strength in supply chain operations. He said, "Automating supply chain operations has become a must to future proof businesses, addressing needs of wired customers. To reach our ambitious goal of making fast fashion accessible to customers in small town and cities, we have also invested in debt inventory management – a system of record that keeps a rigorous control over stock and highlights the critical areas related to sales and stock numbers. We aim to strengthen these capabilities further to increase



"At Citykart, we have witnessed a definite shift of consumers from unorganised to organised retail, especially in Tier II, III and IV cities and towns. The newly increased purchasing power and aspiration for a quality shopping experience are signaling significant traction and demand for fast fashion apparel at affordable prices in these towns."

- **Sudhanshu Agarwal**,
Founder and CEO, Citykart

efficiency and bottom line of our business." With an average store size of 8,000-10,000 sq. ft., Citykart has doubled their store count from 18 to 40 in the last two years. They now aim to open 100 new stores in the next two years.

Unlike many large retailers who focus heavily on grocery, Citykart focuses on family fashion retail through its affordable and value for money products addressing all age group.



RISING & SHINING: INDIA'S FASHION JEWELLERY MARKET

IMAGES Business of Fashion takes a look at the thriving fashion jewellery market in India, and asks renowned brands to share their insights on evolving consumer preferences, market opportunities and challenges...

Rosy N Sharma



The fashion jewellery market is registering high growth rates in India. According to **Siddharth Bindra**, Managing Director, Biba, India is the second largest manufacturer of fashion jewellery after China and each year, the fashion jewellery market is constantly growing due to increased demand domestically and in the export market.

“The consumer’s constant need for new and stylish designer jewellery has given a great boost to the market. Earlier people mostly preferred gold jewellery in India, but since there is great variety to choose from and keeping in mind the constantly evolving jewellery space in the country, consumers have started opting for fashion jewellery over fine jewellery,” Bindra explains.

With an aim to provide its customers a complete look under one umbrella, the ethnic wear brand launched its fashion accessory range, Biba Jewellery in 2017. The jewellery line includes fashionable neckpieces, bracelets, earrings and finger rings. “The response for our jewellery line

has been encouraging. We have been coming up with new collection for jewellery on a regular basis and getting much love from our patrons,” he states.



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- Siddharth Bindra,
Managing Director, Biba

Vishwas Shringi, Founder and CEO, Voylla adds, “The fashion jewellery market in India is at about ₹15,000 crore and is growing steadily at 20 percent CAGR.” Voylla started its journey by selling jewellery online in 2012. At present, it is retailed through 145 exclusive brand stores and 20 multi-brand outlets.

The target customer for fashion jewellery is primarily the millennial. This population segment is young and occupies about 47 percent of the work force. This customer segment tends to spend a large percentage of their income on consumer goods. Staying in touch with fast changing trends and the need to stay innovative and up to date is mandatory for this segment.

Siddharth Bindra believes that the drastic hike in prices of gold and silver are among the major factors that influenced the rise of fashion jewellery. “Today, customers are turning experimental and fashion jewellery offers excellent innovation

in designs and variety to indulge their experimental nature. Along with this, it is extremely affordable,” he says.

Changing Preferences

According to **Jacqueline Kapur**, Co-Founder and President, Ayesha Accessories, along with the acceptance of western apparel came the need to accessorise in India. “Jewellery was not anymore worn for ceremonial purposes or with traditional attires, but it changed to being a method of expressing individuality and fashion sense. Today, fashion apparel trends go hand-in-hand with accessories required to achieve the look of the day. The effects of globalisation have influenced the tastes and consumption patterns of millennials, through international television shows and films, as well as the all-encompassing hold of social media,” she says.

She says that the fashion jewellery market adapted to organised retail merely 10 years ago. “With their higher disposable income and need to redefine themselves, millennials have championed the rise of fashion accessories into the organised retail market and assured their diversity.”

At par with international trends and keeping Indian sensibilities in mind, Ayesha Accessories is a youth oriented fashion brand. The brand targets multiple market segments with its four brands--through Ayesha, it target the fashion-conscious, mall-going, online-savvy urban girls; through Lil’ Star, it target young independent mothers who are fashion-conscious for both themselves and their children; through Unknown, it target young unconventional urban young men; through JQ, it target trend-setting, design-oriented urban women.

“Being aspirational and affordable is at the core of Ayesha Accessories,” Kapur states.

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Other Key Players in the Segment

Being Human: The Salman Khan Foundation partnered with Mumbai-based Style Quotient Jewellery Private Ltd., and launched Being Human Jewellery in 2016. Offering an enthralling range of fine jewellery catering to varied tastes, the brand opened its first exclusive store in Chandigarh.

Shaya: Titan-backed online jewellery brand, Caratlane, launched Shaya to become a major player in the under ₹10,000 online jewellery category. For Shaya, the brand leveraged on online as there is a large market for silver jewellery.

Tanishq: Titan's arm Tanishq launched silver jewellery along with gold jewellery under its popular brand Mia. For the discerning young women in the Indian market, the brand offers a range of designer pendants, necklaces, rings ear-rings and bracelets. Also, the company's 'Sassy Silver' series showcases a collection of ornaments for modern women who do not wear traditional designs.

Carlton London: British lifestyle brand, Carlton London introduced its newest offering of premium fine jewellery to India. The brand offers footwear, handbags and fragrances, it commenced its journey in India in 2002. Carlton London aims at revolutionizing the fine jewelry and lifestyle segment in India with a firm focus on craftsmanship, quality and customer service.

Swarovski AG: Austria-based Swarovski AG, is renowned for its manufacturing prowess and high-quality crystal. A global leader in costume jewellery and further seeking to grow its presence in developed and emerging markets alike, Swarovski is engaging in diverse marketing activities, championing its ethical and sustainable business practices, and investing in its fine jewellery line, Atelier Swarovski, with the use of its own laboratory-created diamonds. Swarovski India has a well-established presence in the country and has been riding on the changing preference of consumers, especially young working women, towards procuring jewellery.



"The effects of globalisation have influenced the tastes and consumption patterns of millennials. With higher disposable income and a need to redefine themselves, millennials have championed the rise of fashion accessories into the organised retail market and assured their diversity"

- Jacqueline Kapur,

Co-Founder & President, Ayesha Accessories

Market Opportunities

Kapur feels that the fashion jewellery market in India has been barely scratched on the surface. "There are only a handful of brands which are present in India's organised retail market and none of them are available in the Tier III cities. There is a big gap which still needs to be filled considering the growing demand. Besides women, young men have started to wear fashion jewellery as well and this is another segment which has not been explored at all."

A third segment which needs reconnoitering is kids accessories. This segment affords huge opportunity, especially since the young mothers of today take great pride in dressing up and accessorising their little ones with the kind of statement pieces they would like to wear themselves. Kids accessories today include a plethora of objects – earrings, necklaces, watches,

sunglasses, bags – and many of these are not really available in Indian fashion stores.

However, with logistics and infrastructure improving in India, Vishwas Shringi is of the firm belief that omnichannel players like Voyalla will get an impetus to penetrate deeper into the country and reach Tier II and III towns and cities.

There are quite a few emerging fashion jewellery brands that are trying to capture a niche segment. Relying heavily on word-of-mouth, celebrity endorsement and e-channels, these brands are driving conversations with innovative designs and aspirational value. And they seem less focused on scalability and accessibility. Hence, there is still a space for major branded players to address customers who want affordable, unique and quality fashion jewellery.

Numerous Challenges

Shringi feels that the biggest challenge for Indian companies is the cheap Chinese imports that are of suspect quality. "Since this segment is price sensitive and purchase decisions are impulsive and frequent, it is tough to match up to the price points of the unbranded Chinese jewellery priced at a fraction of locally made jewellery," she says.

Another challenge, says Kapur, is that the segment is still small ticket in India, and that with purchases being mostly impulse buys, high footfall retail spaces are required. "High

give sensational discounts. It is very difficult to stand out in this ocean of products and portray your brand rather than selling a commodity at 92 percent discount. The only way to face both these challenges is to become an aspirational yet affordable fashion brand whose name resonates with the younger generation," she says.

"We fare by far the best on Myntra, which has a very curated line of vendors who offer fashion jewellery and where we can stand out as a brand," she explains.

Available in 22 cities with 17 exclusive stores, 70 multi brand outlets including Central, Shoppers Stop and Reliance's Project Eve along with a strong online



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-Vishwas Shringi,
Founder & CEO, Voylla



rentals for these type of retail spaces make it difficult to meet the necessary turnovers by brands," she says.

She also adds that there is stiff competition online where vendors offer items, hike up their prices and give massive discounts.

"Amazon for example has more than 20 crore products available in the fashion jewellery section alone. Most of the vendors are not available offline and hike up their prices to be able to

presence in 10 e-commerce portals, Ayesha Accessories' primary market are India's biggest metropolitan cities - Mumbai, Delhi, Chennai and Bengaluru. Its biggest presence of EBOs is in Mumbai, while the highest number of MBOs is located in Bengaluru. "We are planning to expand to 300 to 400 retail points-of-sale within the next 4 years," Kapur reveals. Apart from a location-wise expansion, the brand is also focusing on increasing its product range of ethnic jewellery, bags, stationary beauty products. They may also

venture into the pets accessories space in the country. Brand Biba is currently present in 105 cities through 262 stores as well as on e-commerce platforms. In addition, its products are also available in retail chains like Shoppers Stop, Lifestyle and Pantaloons.

"Though our major sales come from metropolitan cities, Tier II and III cities also give us a great attraction in terms of footfall," states Bindra. "Retail expansion is an ongoing process for us, and we continue to focus on the same as there is immense opportunity in this space. We are present in over 650 districts in India and since women across the country wear Indian attire, the opportunity to grow and expand in these markets is big as far as Biba is concerned."

Voylla on the other hand is looking to strengthen its presence are present in the cities it is already present in, which is pretty much the length and breadth of the country.



US ONLINE FASHION RETAILER SAMSHEK INC GETS NAIR VENTURES ON BOARD FOR INDIA EXPANSION

Through the collaboration, Samshek is looking to get help on capital investment, infrastructure support, business intelligence, and operations and market research.

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Aiming to expand its India presence, US-based online women fashion retailer Samshek Inc has got on board investment facilitation firm Nair Ventures for capital and infrastructure support.

According to a PTI report, without divulging financial details of the collaboration, Nair Ventures said in a statement it is looking forward to help Samshek establish and expand its presence in markets like the UK, US and India by helping them execute business scaling processes.

Nair Ventures describes itself as an investment promotion, facilitation and execution agency with a business model focussed on contributing into the start-up success stories with the help of venture capital and private equity funds.

Samshek calls itself a fashion tech store offering digital customisation to the modern day customer, besides ready-to-wear clothes for women.

Samshek Fashion's Co-Founder Samiksha Bajaj said the company is looking to its next phase of growth and expansion in domestic and



international markets with its new collaboration with Nair Ventures.

Through the collaboration, Samshek is looking to get help on capital investment, infrastructure support, business intelligence, and operations and market research.

Nair Ventures said increasing per capita disposable income and rising standard of living in India has led to creation of new opportunities for global brands.

Its Managing Partner Vinay Nair was quoted by PTI as saying, "Guiding them (Samshek) with the right strategy to penetrate the Indian market and their overall market positioning in countries like US and UK, is something that we look forward to achieve in the near future."



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MYNTRA'S ROADSTER LAUNCHES NEW RANGE OF AUGMENTED REALITY T-SHIRTS

Roadster, one of India's leading casual outdoorsy lifestyle brands, has announced the launch of Augmented Reality Tees (AR Tees) or the talking tees...

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One of India's leading casual outdoor lifestyle brands, Roadster has announced the launch of Augmented Reality Tees (AR Tees) or the talking tees. With this launch, Roadster marries fashion, design and technology, offering shoppers a set of t-shirts that brings their roadster visual to life. This new range has been developed inhouse by Myntra's own Innovation Labs and is set to take the level of Innovation in fashion to the next level.

Although talking tees appear as normal graphic tees, it has in it, a readable AR code that the Myntra app can read and bring the graphic to life. Viewers get

a taste of the concept through sounds and visuals of being on the road, with each graphic design bringing to life, the brand's philosophy of hitting the road and creating experiences through a simple shake of the phone, or by aiming the device at the AR reader on the shirt.

As a leading innovator in the process of applying technology to fashion design, Myntra is not only disrupting the way brands are built, but is also changing the course for its private brands in the process. This new innovation is set to change the way people look at the every-day staple t-shirt that has come a long way, from the solids to the popular graphic tees

From an experienced wanderer, to a soulful camper, the limited edition collectible is for everyone who loves their tech-grease, for those who love to stay in trend and certainly for all those who like to hit the road. The tees are 100 percent cotton, with 6 different AR stories to collect with each design and priced at ₹999. The AR experience is only available on Android.





LATEST INNOVATION FROM LUX COZI INDIA'S FIRST EVER SCENTED RANGE OF VESTS

Lux Industries Limited, known for its innovative and customer-demand driven product offerings, manufacturing more than 100 products across 14 major brands comprising a complete range of innerwear for men, women and children, has yet again created a buzz in the innerwear category of the country by pioneering India's first scented vest range under their flagship brand Lux Cozi. To fight the rising mercury during summers the refreshing scented vests will be a landmark product in the men's innerwear category.

Bollywood star Varun Dhawan, the heartthrob of Young India and the Brand Ambassador for Lux Cozi launched the scented vest range in Mumbai. With the new range of vests, Lux Cozi is taking a phenomenal leap in the process of creating value based products keeping in mind the essential necessity and aspirational style quotient of India.

Speaking about the launch of the range of scented vests, **Ashok Todi**, Chairman, Lux Industries said, "At Lux Industries, it is our passion to bring

interesting innovation in our products focusing on ideas in sync with our brand attributes. Over the years, Lux Industries has been in the forefront creating milestones within the hosiery industry and taking the brands across national and international borders. We have pioneered many firsts and today we are happy to surprise and excite the market trends during summer by launching the first-of-its-kind range of scented vests for the Indian audience. I am sure this product will also be a game changer and create its own segment."

Pradip Todi, Managing Director, Lux Industries added, "Lux Cozi is one of the most popular and the largest market share holder in the economy to the mid-segment of men's innerwear. As part of our core business strategy at Lux Industries, we are open to constant revolution and advancement in our product range. The introduction of scented vests within the fold of Lux Cozi will up the style quotient and also allow its users remain fresh throughout the day in the scorching summer heat. The use of the best and finest cotton in Lux Cozi promises durability with strong stitches making it incredibly stylish yet comfortable. The scented vests are made from 100 percent

cotton. This vest gives users a perfect fit to ensure breathability and freshness all day long."

Navin Todi, Senior Vice President, Lux Industries also stated, "Lux Industries is planning a substantial and strategic intervention in both urban and rural markets in the coming quarters. The positioning of the brands and the marketing initiatives are skewed towards strengthening this changing dynamics of the hosiery industry. We have always been at the forefront, leading the change in market offerings."

Lux has developed a revolutionary product for the Indian market, drawing from deep insights about the Indian masses. This innovation was not an easy feat to pull off, and took months of research and development. In India, the tropical climate, and the long commutes people take to work every day aggravate the problem of excessive sweating. Besides fulfilling the promise of comfort, these scented vests are designed to help people stay fresh even after a long day at work. All this, so India looks good, feels good and smells good!





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K-Swiss has expanded from tennis footwear, to include lifestyle and training footwear that stands up to the performance demands of world-class athletes and trendsetters alike. The brand is acclaimed worldwide and became a style statement both on and off the court.

K-Swiss' modern brand mission is to outfit and inspire the next generation of entrepreneurs. These young leaders are at the forefront of today's culture, influencing and inspiring young people around the world, and their collaboration with Gary Vaynerchuk is a step in that direction.

BFL Brand Folio Pvt. Ltd, incorporated in 2018 in New Delhi is licensee for K-Swiss brand in India.

Kamal Gupta, CEO, BFL Brand Folio Pvt. Ltd., says, "We are planning to expand rapidly in India by opening exclusive brand stores, shop-in-shop formats with all the potential key

BFL BRAND FOLIO INTRODUCES AMERICAN TENNIS FOOTWEAR BRAND 'K-SWISS' IN INDIA

K-Swiss' brand mission is to outfit and inspire the next generation of entrepreneurs

accounts and online portals in the year 2019. We are planning to open 5 exclusive K-Swiss brand stores by the end of December 2019 and also start K-Swiss business with all potential key accounts by starting 100 shop-in-shops within the same timeline."

"To emphasise on K-Swiss business proposition in India," he further added,

"while our competitors are Nike, Adidas, Reebok, Puma, Fila, our business focus of K-Swiss will be on K-Swiss' Tennis performance range, premium dress sneakers and Gen-K collection positioning K-Swiss brand as a leading brand in India for young entrepreneurs and upcoming CEOs who are the new heroes of youth culture."

On the choice of locations for K-Swiss exclusive stores, the focus will be on the most potential malls and high-street locations. The brand is primarily targeting Delhi, NCR, Chandigarh, Ludhiana, Kolkata, Mumbai, Pune, Hyderabad, Bengaluru, Cochin and Chennai.

Founded in 1966, K-Swiss is a heritage American tennis brand. Since its origin, K-Swiss has represented innovation, quality, performance and style. Its signature K-Swiss 'CLASSIC', the first leather tennis shoe, made its debut at Wimbledon, and more than 50 years later is still a style staple.



ADITYA BIRLA GROUP'S GRASIM TO ACQUIRE PREMIUM FABRIC FIRM SOKTAS INDIA

Soktas India has presence in the premium fabrics segment under the brand name of Sokta, Giza House and Excellence by Sokta

Part of Aditya Birla Group, Grasim Industries has acquired textile firm Soktas India for an enterprise value of ₹165 crore. According to a PTI report, Soktas India Private Limited (SIPL) has presence in the premium fabrics segment under the brand name of Sokta, Giza House and Excellence by Sokta. The deal would help the Aditya Birla group to strengthen its presence in the segment.

The transaction will be funded by the company primarily from its internal accruals and the payment would be subject to net debt and working capital adjustments, as of the closing date, said a joint statement.

SIPL will become a wholly-owned subsidiary of Grasim upon the completion of the transaction, it said. Currently, SIPL is a wholly-owned subsidiary of Sokta Tekstil Sanayi ve Ticaret A.S., world producer and marketer of fabrics, with its main facilities in Soke, Turkey.

According to Grasim Industries, SIPL has a manufacturing facility located at Kolhapur, Maharashtra, with a capacity of about 10 million metres per annum of finished fabric.

Commenting on it, **Thomas Varghese**, Business Head - Textiles, Aditya Birla Group said, "The acquisition is in line with Grasim's Linen business strategy to strengthen its presence in the premium fabric market. Increasing disposable income, fashion and quality orientation of Indian consumers has resulted in an increase in the demand for premium fabric over the years." In 2017-18, SIPL had reported a revenue of ₹186 crore.

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RELAXO VENTURES INTO THE DIGITAL GIFT VOUCHER SPACE

GyFTR will enable end-to-end execution, technology, and delivery for Relaxo to create more visibility in the end-customer market through digital gift vouchers...

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One of India's most widely celebrated footwear brand, Relaxo, has forayed into the digital gift voucher and loyalty points redemption space with GyFTR (Vouchagram), an online-to-offline (O2O) peer-to-peer gifting platform. The association gives Relaxo access to GyFTR's comprehensive gifting ecosystem and will include brand listing across top online catalogues, seamless and instant gifting/redemption and 24x7 customer support. The partnership is expected to bolster sales and customer acquisition for Relaxo, with GyFTR serving as a lucrative alternative sales channel for the brand.

The Relaxo vouchers being powered by GyFTR are redeemable across its 300+ listed brand outlets across the country in values ranging from ₹100, ₹250, ₹500, ₹1,000, ₹2,000 and ₹5,000. The vouchers can be clubbed with ongoing promotions and offers. Users can even combine and redeem multiple gift vouchers on the same bill.

Arvind Prabhakar, Co-Founder and CEO, GyFTR, said, "Relaxo has been a popular offline brand for more than four decades and has created a strong consumer base on the basis



of its powerful merchandising, retail expansion and advertising. Its maiden foray into the digital voucher and redemption space with GyFTR will help the brand replicate its offline success with the rapidly growing online consumer base in India. We are confident that Relaxo will benefit from the differentiation that our extensive partner ecosystem of leading online brand catalogues in India will facilitate, registering a significant increase in transactions and hassle free customer acquisition."

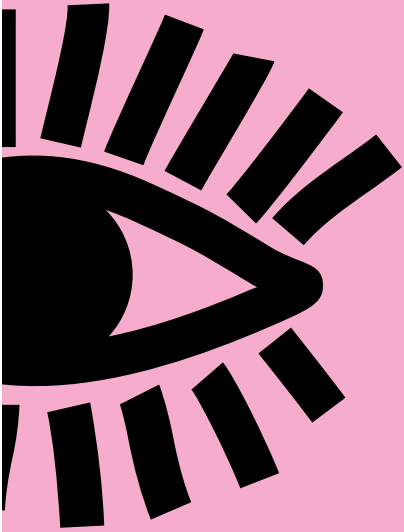
A thought leader in the instant gifting and redemption domain, GyFTR currently services more than 2 million customers and has a clientele of 135+ active brands. The platform manages end-to-end execution, technology, and delivery for brands and facilitates seamless gifting across multiple geographies. It has been revolutionising the segment by making the experience of receiving a gift like a 'gift' in itself through its proprietary technology.

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IFF 2019

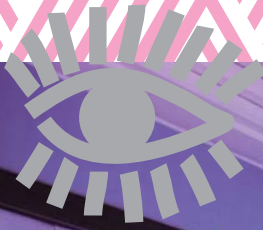
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**BUILDING
POWERFUL
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INDIA FASHION FORUM 2019: INNOVATE THE FUTURE OF FASHION

The India Fashion Forum (IFF) has been at the helm of the Indian fashion retail evolution. Launched in 2000, IFF is India's largest fashion retail intelligence event. The two day annual event has, over the years, embossed itself as the chief catalyst of fashion business magnification in India, facilitating the most powerful brands, companies, professionals, academicians and experts from across the global fashion fraternity to converge every year with a single minded focus on learning, sharing, evolving and catalysing the growth of the complete fashion value chain.

As with every year, IFF 2019 benchmarked a new high, reinforcing its prodigious stature as the chief instigator of a fashion forward India. Hosted on the 27th and 28th March 2019 at the Renaissance Hotel, Mumbai, the proceedings of the 19th edition of the event revolved around a 6-point game-plan for a powerful fashion business in this age of the millennial consumer –



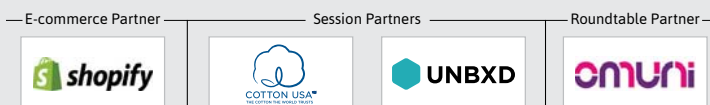
First Mover Advantage, Fashion Today, Not Tomorrow, Width Over Depth, Customer Research, End-to-End Tech and Brand Experience.

Keynote addresses, panel discussions, CEOs roundtables, presentations, customer experience (CX) sessions, and workshops throughout the two day extravaganza weighed up the most market-ahead fashion ingredients, design innovation, technology, retail strategies and solutions to a mega congregation of leaders from the business of fashion in India and elsewhere.

For those who missed the event, this and subsequent issues of IMAGES BoF will bring you detailed reports on the key sessions of the India Fashion Forum 2019. IMAGES Business of Fashion will bring to you insights from the event that will propel the Indian fashion retail sector in the right direction.

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FASHION INTELLIGENCE: INSIGHTS ON FASHION & LIFESTYLE BUSINESS

PANELISTS:

- **Narendra Kumar**,
Designer & Creative Director, Amazon Fashion
- **Sharad Walia**,
Brand Director, Park Avenue (Raymond Apparel)
- **Shilpee Sharma**,
Head of Design and StyleHub, Shoppers Stop
- **Manisha Agrawal**,
Head - Human Resources, Puma India
- **Rohit Aneja**,
Director - Marketing & Business Development, Alcis (Paragon Apparels)
- **Abhishek Yadav**,
Design Head, Spykar Lifestyle
- **Sartaj Mehta**,
Design Director, Pepe Jeans

MODERATOR:

- **Devangshu Dutta**,
Founder, Third Eyesight

IN PARTNERSHIP WITH ASSOCIATION OF NIFT ALUMNI, THE FIRST SESSION AT INDIA FASHION FORUM 2019 FOCUSED ON 'THE FUTURE OF FASHION' IN INDIA. FOLLOWING THE THEME OF THIS YEAR'S CONFERENCE, 'INNOVATE THE FUTURE OF FASHION', DISTINGUISHED PANELISTS SHARED INSIGHTS ON A 'SIX-POINT GAME-PLAN' FOR A POWERFUL FASHION BUSINESS. THESE INCLUDED: FIRST-MOVER ADVANTAGE; FASHION TODAY, NOT TOMORROW; WIDTH OVER DEPTH; CUSTOMER RESEARCH; END-TO-END TECH; AND BRAND EXPERIENCE...

IMAGES BUSINESS OF FASHION

There are fundamental principles which impact profitability, sustainability and scalability of any business, where each business in retail creates a demand and responds to a demand - lifestyle and fashion cycles. It is these cycles which are termed fashion intelligence, and which were discussed by an elite panel in the first conference of India Fashion Forum 2019. In partnership with Association of NIFT Alumni, the session focused on 'the future of fashion' in India.

First Mover Advantage

The first question which the panel tried to answer was: how critical is first mover advantage in business, especially considering the fact that the world is changing at a very fast pace.

Sartaj Mehta answered this saying, “Being a first mover bring a lot of advantages and it does help make a lot of difference. When a brand showcases its collection and consumers are able to preview it, it becomes a great a pull factor.” According to him, the consumer is far smarter today, especially the younger lot. They understand ongoing trends and want to be in ‘the present’. So, when a brand launches in-line with the emerging trend ahead of others, that kind of first mover advantage brings in consumer to stores, the product trials go up and consumers start buying brand faster.

Citing example of his company – Park Avenue – Sharad Walia said that about four seasons ago, they spotted a latent demand for knitted suits though the acceptance of the same was far and few in between. However, since they were the first to launch it in the market, they did get more eyeballs than other brands. He agreed with Sartaj Mehta that being a first mover brings recognition to a brand. However, he also said that a first mover might not give direct result that a brand would measure. He explained, “The first mover needs to be followed up with another season to gauge the market because the first time when you launch a product, the acceptance is so low that a customer is tempted as to drop it. A first mover advantage is important but sustaining that first mover for a period like 6 to 12 months is important. For example, the knitted suits we launched in 2017 we witnessed its success after two seasons.”

Shilpee Sharma focused on the importance of knowing one’s market. He stressed, “You should know the segment you are dealing in since there might be segments who may not respond to your fashion immediately because they may not relate to it or probably it is too early for them to adapt on to.”



“Being a first mover bring a lot of advantages and it does help make a lot of difference. When a brand showcases its collection and consumers are able to preview it, it becomes a great a pull factor. The consumer is far smarter today, especially the younger lot. They understand ongoing trends and want to be in the present”

-Sartaj Mehta,
Design Director, Pepe Jeans

According to him, at times a first move by brands has not really clicked with customers. “It is necessary to talk about fashion as well as bringing it on the floor at the right time. And we can educate customers through fashion weeks, various mediums, social media for them to quickly get on to it,” he said.

First Mover Vs Fashion Follower

In a fast-fashion scenario, businesses focus only on ‘today’ and not tomorrow and brands have to be in sync with what consumers want. In such a situation, is there a disadvantage in being a fast follower because there is an urge to lead the market first and when somebody created a trend and you are following quickly.

Sharma responded to this saying, “If you have understanding of your market you can decide whether to be a first mover or a follower. In the kind of markets in which Triburg operates, I would prefer to be a follower as

customers are already aware of trends. Playing cautious, he I would let my customer understand the trends, and will then introduce that fashion. If I introduce trends too early, then the competition will bring in the same and discount it. Hence, sometimes being a fashion follower is very important.”

According to Mehta, a lot depends on relevance. He says there are three components to fashion – core, fashion and fad – and translating a fad as fashion may create problems. Citing example of the footwear market, he said, “Today one can see that footwear is a very important fashion accessory. However, having recognised this, the trick is to balance fads and permanent fashion.”

Abhishek Yadav agreed saying, “It all depends on when a brand does it. Entering the business at the right time with the right kind of products is most important.”

Stressing on the fact that being a first mover has its advantages, Manisha Agrawal of Puma says that at the same time, being a follower also keeps businesses ahead of the race. “Being a first mover comes with the ability to take risks because you do hundred things and you probably fail at 50 and only 50 go forward. So while always being the first mover is great, a business should also hold the mindset that it may fail sometimes and should have the courage to take risks on ideas that might not perform.”

For Rohit Aneja, the Indian market is not homogeneous. He said that brands have to look at more heterogeneous consumers when making a fashion move such as being customer specific, market specific and segment specific. For example, in European markets brands like Zara operate in limited areas, he stated.

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Responding to Trends

Many a times, brands which respond to trends feel a constraint in the products they offer to the consumer. Conversely however, they could also feel free.

According to Narendra Kumar, being a first mover can be both an opportunity and a learning. "Being at Amazon you have data at a very micro level and every second you are analyzing data to see what is selling and how quickly you can respond to it. Today businesses have 15 to 20 day cycles so you can get quick stuff."

Kumar shared that the Indian fashion industry is at the cusp of a wonderful opportunity with the millennial consumer. "They are going to redefine fashion and brands in the next 5 to 7 years. You saw a cycle of brands 10 to 15 years ago. Now a cycle of brands is emerging that responds to the new consumer in terms of brand values like sustainability. Brands that talk to that crowd or that mindset, for me, will be the brand leaders of the future," he said.

Mehta added to this saying, "An organisation has a design team that leads the product, a sales team for commercial aspect and a buying team, so depending on organisation to organisation there are different scenarios. When we started 'flashlight' system a year-and-half ago, we realised that for us the consumer was more important than a buying team, sales team or a merchandiser. The system gave us the opportunity to go directly to consumers and when one goes to a consumer directly they respond in a flashlight on what they want and wish to follow. We understood then that we need to capture trends in the right way."

Technology-Forward

Jumping to the topic of technology in retail, the panel was of one voice when



"Today's generation has grown up on phone and technology. This explains the growth of the online stores in such a big way. Apparel is sold without physically seeing. This whole generation is used to just looking and identifying what to buy. So, the idea of having a retail store experience will transfer to the cloud that's where the new generation is shopping"

-Narendra Kumar,
Designer & Creative Director, Amazon Fashion



"The first move needs to be followed up with another season to gauge the market because the first time when you launch a product, the acceptance is so low that a customer is tempted as to drop it. For example, the knitted suits we launched in 2017 we witnessed its success after two seasons"

-Sharad Walia,
Brand Director, Park Avenue

they stated that the mainstay of any business today, is technology, critical to success and survival.

"Technology is embedded into everything we do today," stated Agrawal. "The two main pillars in any organisation these days are people and technology. In the last couple of years, I have observed that the kind of hiring we are doing, the skills sets we are building in an organisation, the trainings we are imparting has everything to do with technology." Walia announced that this year Raymond will be the first company to implement SAP Hana. He said, "This is the level of seriousness we have towards implementing technology-based solutions. We will implement this under the aegis and guidance of Nike Global. It is a behemoth investment and will cut across everything - from product to design to sales. It is a huge expense and a huge exercise."

"When you talk about technology, we are not focusing on data or analytics. We have to go beyond these. A digital transformation will happen when you are able to get your consumers' insights from retail stores and convert them into actual actions or sales. Only then will digital transformation have an impact on the business and the consumers. I don't think this has happened till date," said Aneja.

"Today's generation has grown up on phone and technology. This explains the growth of the online stores in such a big way. Apparel is sold without physically seeing anything. This whole generation is used to just looking and identifying what to buy. So, the idea of having a retail store experience will transfer to the cloud that's where the new generation is shopping," said Kumar. "Moreover online is reaching out to a new crowd. E-commerce is making things accessible at great

prices. It makes every pincode accessible in the country," he added.

Comparing himself to his son, Sharma confessed that there is a big gap in their ways of shopping. "My son follows cult brands like Supreme, Offwhite and Palace – all through technology and digital media. Since we are talking about the future of fashion we have to look into all these aspects," he stated. "Today technology is the backbone of everything."

Mehta, who is also a founding member of Zovi.com, a pure play digital platform launched 6 years ago when technology at the consumer end had not evolved so much, said that the e-commerce site at that time was selling 2,000 products a day – including footwear, accessories and apparels – to some 1,300 cities. For him digitisation has changed the definition of visual merchandising. He says it should now be called digital merchandising.

Aneja asserts that true digital transformation will happen when we will be able to touch, feel and smell digitally. "I think in the near future we will be working on this – this is where technology is heading."

However, Agrawal stressed on the fact that offline will be as important as online retail. "Though online is emerging, we should not forget that we have a big offline industry which we all are managing. We should take help of technology to keep brand experiences going great on all mediums on sale. With the support of technology, we can learn how consumer insights come into play. This can help store managers and staff understand consumers better."

Kumar agreed saying that though products are sold online, brands still



"Though online is emerging, we should not forget that we have a big offline industry which we all are managing. We should take help of technology to keep brand experiences going great on all mediums on sale. With the support of technology, we can learn how consumer insights come into play. This can help store managers and staff understand consumers better"

-Manisha Agrawal,
Head - Human Resources, Puma India

need to create visibility by doing activities offline such as fashion shows, in store activities etc to drive businesses.

Running a Sustainable Business

After production and distribution of fashion comes the most worrisome stage which is the disposal of fashion. Fashion businesses have started talking about sustainability in its manufacturing process and have initiated focus on 'reduce, repair, reuse and recycle'.

For Kumar, to keep businesses sustainable, recycling is a good way to start, which will limit consumption. "There have been examples where sportswear is being made entirely of recycled pet bottles. This could be a model for how we can sustain and reuse and cut consumption down. In the West, these are the guiding principles. In a country like ours consumerism is just coming up. We are a paradox where

a group of consumers can say they want to save the environment, while another group would want to taste everything in the world," he stated.

Mehta, citing the example of his brand, Pepe Jeans, talked about the 'True Blue' initiative which uses post-consumer waste for remaking denims. "With this, we are reducing the usage of water, which is an emerging trend in fashion. We have also reduced manual labour and the use of harmful enzymes on denim. We have introduced more eco-enzymes in denim washes and more of machine driven wash patterns. I don't know how much will it impact consumption, but we had to make the whole thing sustainable. It is becoming a very big part of the industry and that is how things progress. It is like solar energy replacing fuels," he explained.

If consumption goes down to half, then manufacturers and distributors should think of a way in which they can make up for garments which are physically thrown away.

According to Walia, currently no one has been partaking in this responsibility. "Businesses have started to make sustainable lines but making garments out of sustainable certified fiber is not enough. They also need to think packaging and other peripherals. Right now, the cost of doing all this is too prohibitive, and when you market up, it is so expensive that consumers don't care about sustainable or premium and would go in for something cheaper. We need to make processes more viable for the entire eco system to benefit."

Agrawal concluded the session saying, "When less is more, we make less count. That's how we will make profitable business."





DIGITISATION & THE FUTURE OF FASHION: DECIPHERING NEW CODES OF FASHION RETAIL

THE INAUGURAL PANEL OF INDIA FASHION FORUM 2019 EXPONDED ON THE INNOVATIONS, NEW TECHNOLOGIES, IN STORE EXPERIENCES AND THE RESOURCES THAT SUCCESSFUL RETAIL STRATEGY HERALDS. THE PANEL OF FASHION LEADERS DISCUSSED AT LENGTH THE VARIOUS WAYS TO PIVOT E-COMMERCE, SOCIAL, AND BRICK-AND-MORTAR STRATEGIES TO DEEPEN CONSUMER CONNECTIONS...

IMAGES BUSINESS OF FASHION



The Indian fashion and lifestyle market is poised for great growth. Estimated at US\$ 201 billion in 2017, the market is expected to double in the next five years. The opportunity is massive, but the achievement will depend on India's fashion companies mastering a few things. At a time when physical and digital retail are converging and creating profound changes across the industry, all stakeholders of this industry needs to stay at pace for future.

The inaugural panel of India Fashion Forum 2019 expounded on the innovations, new technologies, in store experiences and the resources that a successful retail strategy heralds. The panel of fashion leaders discussed at length the various ways to pivot e-commerce, social, and brick-and-mortar strategies to deepen consumer connections.

Moderated by **BS Nagesh**, Founder, TRAAIN, the panel consisted of the following eminent luminaries from the Indian fashion retail arena:

1. **Abhishek Ganguly**, MD, Puma India
2. **Mukul Bafana**, CEO, Arvind Internet
3. **Prakash Nedungadi**, Group Head - Consumer Insights and Brand Development, Aditya Birla Group
4. **Sandeep Kataria**, CEO, Bata India
5. **Vasanth Kumar**, MD, Lifestyle
6. **Lalit Agarwal**, CMD, V Mart

Apart from this, at the behest of moderator BS Nagesh, two young members from the audience also joined the panel. "In my opinion, the best way to talk about digitisation and future of fashion, we should not only have people who are running fashion businesses or creating fashion businesses tomorrow but also need to include people who are consuming fashion today and will talk about fashion tomorrow," he stated.

Evolution of Fashion & The Consumer Over a Decade-&-A-Half

Prakash Nedungadi stated that while somethings have changed tremendously over the years, there are a few aspects that have remained constant over the years.



"Technology has completely overhauled the retail world. As smartphones, the Internet and the digital wave became the new medium, consumers were empowered with the ability to access anything at any time - be it in their locality, city state or in a global level. Even small and remote towns are hyper connected to and are consuming fashion from all over the world. So basically, the fashion retail industry is at the consumers' doorstep now and that's the most pronounced change that the industry has witnessed in the last 15 years," he expressed.

Nedungadi pointed out that the supply chain is one of the foremost aspects of retail that have hitherto been

untouched by changes. Although, sales are increasing by the day fuelled by various factors like discounts and offers, it has, according to him, changed for the worse with the process becoming slower and the perception of value not coming through.

Consumer Psychology in Smaller Towns

Lalit Agarwal asserted that fashion is as vibrant and energetic in smaller towns today as it is in the metros and bigger cities. Today, owing to the penetration of media and the internet, the world has become a very small place and consumers across geographical locations have access to the latest information from all spheres. "The fashion needs and aspirations

and consumer behaviour of the smaller town populace are almost similar to their peers from bigger cities, without a doubt. The only thing that differences them is the financial capabilities, to a certain extent. So, in line with it smaller town and cities are still inclined towards products that offer durability and above all a value for money proposition," he adds.

Sandeep Kataria agreed to the fact that demand is growing in smaller towns and cities across India and cited the easy access of information and the internet as the prime drivers of this demand. While the proportions of high fashion might vary in smaller towns than metros, Bata has witnessed

overwhelming demand for products from the premium segment after it rolled out its Omnichannel strategy in a slew of smaller towns. "What we have seen is that, these smaller towns, now that they have the access to, are progressively consuming contemporary/modern designs - right from slip ons, pointy shoes, shoes with matrix designs on the top, bold designs, high platforms, etc. We also have seen that the Permission to Pay is proliferating in these towns and we have seen a steady rise of our high-end stores (that stock products from the high price spectrum) of late," he said.

Mukul Bafana disclosed that his company treats smaller town consumers at par with consumers from the metros while devising Omnichannel solutions for Arvind's partner brands. "We are always stuck with the question of - is digital ROI positive in Tier -II, III & IV cities?



"What we have seen is that, these smaller towns are progressively consuming contemporary/modern designs - right from slip ons, pointy shoes, bold designs, high platforms, etc. We also have seen that the Permission-to-Pay is increasing in these towns and we have seen a steady rise of our high-end stores of late"

-Sandeep Kataria,
CEO, Bata India



Honestly, customers from these locations are actually very exposed across industries and we have to know how to hyper-optimize the channel play for our partner brands and leverage on the existing infrastructure. I believe, the model has to change in order to make the small town customer more in line with your brand," he said.

Vasanth Kumar stated that the line between value customers and premium customers have started to blur over the last 7-8 years attributing it to the abundance of availability of both products and information. "The biggest contributor, otherwise, is the penetration of malls in the last decade, which also have bolstered fashion consumption in the country," he stated.

Talking about the rapid proliferation of e-commerce and associated consumer behaviour, he emphasised on how smartphones have become the primary medium of both fashion discovery and consumption now. "But the lines between online and offline is fast blurring, so the smart business proposition will be to connect a brand's catchment of consumers with its unique proposition. It's a hybrid between online and offline - lock into them through online connectivity and have them experience through offline," he added.

It goes without saying that over the last few years, sports and lifestyle activities have taken centerstage across the globe and are now a major fashion influence. In India too, the culture of sports is fast catching on, as is its influence on Indian fashion. Sneakers, especially, have seen a resurgence and wider acceptance and this is helping most sports and lifestyle brands to leverage on this renewed demand and grow manifolds.

"Especially for us, we have always been a multichannel brand and are open to re-imagine our business to align with convenience and newer things



"The line between value customers and premium customers have started to blur over the last 7-8 years attributing it to the abundance of availability of both products and information. The biggest contributor is the penetration of malls in the last decade, which also have bolstered fashion consumption in the country"

-Vasanth Kumar,
MD, Lifestyle

for our customers. I absolutely support Vasanth Kumar's hybrid model as we have been practicing it for quite some time now with great success," said Abhishek Ganguly.

Building Fashion For The Future

Given the current state of the economy, having a well-defined target market is more important than ever. Targeting a specific catchment allows brands to focus on their niche and come up with unique ways to engage with their consumers and bring about personalized offerings. "There is huge opportunity especially in this age of data analytics and AI and the tools that are available today can help brands to personalize both products as well as communication," Ganguly stated.

Although Indian brands and retailers are aware of the advantages that personalisation promises and the importance that it is expected to have in the fashion businesses in the near future, it hasn't taken a center stage in most retailers' or brands' strategies yet.

Addressing an audience query on the same lines, Mukul Bafana said, "There are core endemic issues that are stopping brands to do it. Data availability is one of them! We have a lot of channels that we all sell through today but to pull the data out of them all and make sense of it is a huge task. Also, the quantum of data that we have might not be enough to build a strategic plan out of it or even if we have enough data, there might be a lack of competence to make sense of it."

In the years to come, the millennials are expected to constitute 70 percent of the fashion consumer base in India and hybrid channel optimization is expected to be a standard across the country. "So, even an oxymoron like mass customization is going to be real very soon," added Sandeep Kataria.

Considering the ever changing nature of fashion it's indispensable for brands to constantly evaluate their businesses and have the flexibility to explore new things and ways of doing business.

India, as a country, has immense capability for the fashion business; it just needs efficient models to bolster the growth curve. "Today, about 50 percent of fashion merchandise is being sold on sale, which stands as a testimonial to the inefficiency in reading fashion — sizes, fits, trends, etc. With proper collaboration amongst manufacturers, brands, retailers, service providers, etc., this wastage can be oriented in a manner which will benefit both the company who is producing and the consumer," said Vasanth Kumar. In the end, fashion is as much about trends as it is about innovation today. According to Sandeep Kataria, the future of fashion in the country depends highly on innovation. Brands, manufacturers and retailers also will have to ensure that the innovations are such that they are relevant to the consumer and the country in general.




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BUILDING A PLAYBOOK FOR THE CUSTOMER OF THE FUTURE

IN A CUSTOMER EXPERIENCE SESSION HELD AT INDIA FASHION FORUM 2019 IN MUMBAI, LEADERS ACROSS THE FASHION RETAIL INDUSTRY DELIBERATED OVER RE-DESIGNING INDIVIDUAL 'BUSINESS SYSTEMS' TO BETTER UNDERSTAND AND SERVE THE NEEDS OF THIS NEW CUSTOMER...

IMAGES BUSINESS OF FASHION

Roundtable Partner



The emergence of new channels and technology has resulted in debates on the future of stores and many retailers are stuck on a FOMO treadmill, focusing on their own microcosm, albeit without a clear understanding of the end goal – the customer of the future.

In a Customer Experience session held at India Fashion Forum 2019 in Mumbai, leaders across the fashion retail industry deliberated over re-designing individual 'business systems' to better understand and serve the needs of this new customer. The symposium also addressed novel ways of channel optimisation within businesses and on developing a framework to build a playbook to serve the customer of the future.

Moderated by **Mukul Bafana**, CEO, Arvind Internet, the panel consisted of the following dignitaries from the Indian Fashion Retail Industry:

1. **Anil Shankar**, CCA & VP - IT, Shoppers Stop
2. **Deepak Kishanchand**, Head - IT, South Asia & Middle East, Levi Strauss
3. **Lalit Agarwal**, CMD, V Mart
4. **Mahadevan Iyer**, SVP - Customer Loyalty & Analytics, and Business Transformation, Lifestyle - Landmark Group
5. **Mridumesh Rai**, President, Sara Futura Group
6. **Pawan Sarda**, Group Head- Digital, Future Group India
7. **Rahul Vira**, CEO Skechers South Asia
8. **Prashant Bhatia**, Managing Partner, Cambridge
9. **Sanjeev Rao**, Director Sales, Raymond Limited

Somewhere in the near future, the retail customer is poised to be the common denominator across brands and retail sectors. The future customer's expectations from a brand will be juxtaposed against his exposure to experiences with various brands across industries. Naturally,

it is indispensability for every retail identity to understand the nature of this future customer breed and stay at par with his expectations.

Pawan Sarda started the discussion by saying that the customer's lack of patience fueled by the 'mobile world' is one of the defining characteristics of the future consumer. He is lot more aware yet confused and yearns for assurance. "But we see a huge opportunity in this because this gives brands and retailers immense opportunities to create for customers and provide as a business. Earlier, brands created what the customer could wear, but the tables have turned now. Now the customer demands what we should create. Moving on, this is going to be the trend," he added.

The populace of the smaller towns too are at par with their metro peers when it comes to awareness and expectations. "These consumers are well acquainted with each brand's DNA and based on this does he choose his brand of preference. Their limited purchasing power is an extra appendage for brands catering to this customer because his excitation is seldom influenced by it. Just like his metro dwelling counterparts he expects significant clarity on products and services but communicated in a much simpler manner. This demands retailers to be more transparent, focused and accessible," said **Lalit Agarwal**.

Fashion is an ever changing ecosystem — just as trends change the customer and his expectations does too. While it is hard to predict the future, a retailer has to be agile enough to adopt to the changes. "Technology has, in recent times, created a knowledge revolution, dissipating information at everyone's fingertips. Naturally, customers are today aware and empowered at a global level and this is bringing in huge changes in

his behaviour. The modern customer is absolutely confident, is content specific and exhibits a growing penchant for luxury," says **Mridumesh Rai**.

Technology: Empowering the Consumer

The retail customer is going to be surrounded by a lot of technology in the coming future. And experts like **Anil Shankar** believes that this technology will be instrumental in what the future customer will be loyal towards. "The traditional form of loyalty that a customer exhibits is bound to change. The consumer's connect with the brand will be based on how they resonate with the brand. It's not about the best deal or value anymore, customers now display a lot of modern concerns like a brand's commitment to ethical production, sustainability, CSR initiatives, etc.," he says.

According to **Deepak Kishanchand**, as technology is empowering the customer, brands and retailers will have to stay abreast and bank on technology to offer seamless solutions to their consumers. "Like what I am looking at now is a personal bot that can be programmed with our preferences for the future. Consumers can programme the bot with all their preferences — right from preferred brands to price brackets. The bot, in turn, will take over the searching part and keep messaging the consumer with relevant preferences — right from their apparel needs to jewellery, footwear and grocery. Considering how every individual is pressed for time in today's world, this bot will successfully emerge as a personal assistant to the modern digital consumer," he says.

Today, we live in a world where we have tremendous network effects and there are constant collaborations. Considering how connected the future customer is digitally, brands and retailers will have to come up with ways to effectively tap into compliments,



"In the offline world, we have been very successful in rationalizing our channels and collaborations, like as brands we sell together in MBOs and high streets. Where are we in the digital world in this aspect, where as it actually promises higher economies of scope and scale because we are already connected?"

-Mukul Bafana,
CEO, Arvind Internet,



"Technology has, in recent times, created a knowledge revolution, dissipating information at everyone's fingertips. Naturally, customers are today aware and empowered at a global level and this is bringing in huge changes in his behaviour. The modern customer is absolutely confident, is content specific and exhibits a growing penchant for luxury,"

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Group Head - Digital, Future Group India



“Small town consumers are well acquainted with each brand's DNA and based on this does he choose his brand of preference. Their limited purchasing power is an extra appendage for brands catering to this customer because his excitement is seldom influenced by it,”

-Lalit Agarwal,
CMD, V Mart



“Today, a consumer is interacting with brands across industries – from banking, car rentals to food ordering. Now, what level of alliances are we willing to come up with and build an ecosystem is something that depends upon us,”

-Mahadevan Iyer,

SVP - Customer Loyalty & Analytics, Business Transformation, Lifestyle

collaborations and network effects to create experiences. According to **Mahadevan Iyer**, the retail world will also have to concentrate on building ecosystems by integrating data to understand the future consumer. “Today, a consumer is interacting with brands across industries – from banking, car rentals to food ordering. Now, what level of alliances are we willing to come up with and build an ecosystem is something that depends upon us. We also have to backward integrate with our vendors and partners,” he adds.

A Super Platform Across Verticals

Globally, the retail fraternity is playing with the idea of a super platform that effectively starts harmonising experiences across categories and retail verticals. Alibaba has been successful in doing it in China and in the US, Amazon has been able to increase the average experience. “In the offline world, we have been very successful in rationalising our channels and collaborations, like as brands we sell together in MBOs and high streets. Where are we in the digital world in

this aspect where this collaboration actually promises higher economies of scope and scale because we are already connected?” asked **Mukul Bafana**.

Rahul Vira revealed that such collaborations are definitely going to manifest in the near future. “There will be some early adopters and gradually it might catch up as a trend. If such collaborations prove to be beneficial for brands and retailers, it definitely will be adopted. As a whole, the way India is progressing now, I believe these things will be a part of the retail world in the near future.”

Prashant Bhatia expressed that India, as a whole, is far behind in numerous aspects to be able to successfully execute a modern retail model as such. “We may have all the exposure we want and all the facilities for experiences at our disposal, but our people are still not ready for it. For example, India is known for its smartphone count globally, but we still are oblivious of countless features that our phones provide. In terms of value retail, we have a long way to go in terms of educating our consumers.” **Sanjeev Rao** pointed out that although we

might have a long way to go especially in terms of educated small town consumers, things are progressing rapidly after the advent of the internet. The internet has been a harbinger of change that was hitherto unseen, not just in retail but in lifestyle and consumer behaviour too. So it is but only natural that India will soon follow the footsteps of its global counterparts.

The panel also reflected on shared economy and its adoption in India in the near future. As one of the fastest business trends in history, the concept of sharing has been revolutionizing industries across the globe. Although the global fashion industry has already embraced this concept, it hasn't picked up momentum yet, especially in India.

Overall, the panel noted like any other industry, the retail world is expected to witness numerous changes in the near future as technology heralds changes in consumer behaviour. Although it is next to impossible to predict the future, it is clear that retailers and brands are bound to be agile and step along the changes to stay relevant to the changing retail ecosystem.





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THREE MISTAKES TO AVOID IN ONLINE FASHION RETAIL

THE ONLINE MEDIUM HAS OPENED UP HUGE NEW MARKETS FOR BUSINESSES AROUND THE WORLD. WHILE E-COMMERCE IS A HIGHLY PROFITABLE INDUSTRY, IT HAS TO BE NOTED THAT LAUNCHING AN ONLINE STORE AND GROWING ONE ARE TWO VERY DIFFERENT THINGS...

IMAGES BUSINESS OF FASHION

In a world where customers are shifting a significant portion of their purchases from offline to mobile and online channels, the mantra for retailers is to embrace the change and capitalise on the virtues of digital commerce. The online medium has opened up huge new markets for businesses around the world. While e-commerce is a highly profitable industry, it has to be noted that launching an online store and growing one are two very different things.

In a 7-minute session at India Fashion Forum 2019, held on March 27-28 at Hotel Renaissance, Mumbai, Vargab Bakshi, International Partnerships Lead, Shopify expounded on three major mistakes that brands and retailers must remember to avoid in any online business.

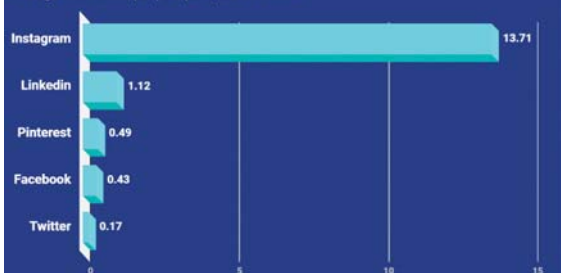
Don't Sell Only on Marketplaces

For every fashion brand that has taken the online route, it is indispensable that they brand for the future, and not depend on online marketplaces. Marketplaces are just one channel and not a complete package, so it is always a wise decision to invest in an own e-commerce portal.

Brands also need to exploit the potential of Social Media and have an aggressive social presence as well as strategy. Pure play online brands can also experiment with pop up shops to evaluate the physical experience that they can offer to consumers.

Fashion & Social Media

Apparel brands engagement on social
Average Interactions per post per 1,000 followers



#3 Don't Limit your Geographic Reach

10 Largest eCommerce markets in 2019



Don't Invest Too Much on Technology

As a brand, the focus should be always on building an experience. "Spending too much time on technology and infrastructure can potentially pull a brand back but investing on brand building, experience, customization, etc., always guarantees to take you two steps further," said Bakshi.

Cloud based SAAS platforms are a good alternative for fashion brands as they promise state-of-the-art technology like API that allows users to connect with products from analytics, payments, data, data security, etc., under one roof.

Don't Limit Your Geographic Reach

A fair section of brands and retailers tend to be hesitant when it comes to selling products cross border as a result of questions pertaining to logistics, customs, etc. "Don't let that stop you, instead, hire people who can help you out. Think of building international experiences by building a local user experience. Your website in Japan should look very different than the one you have in India. Brands need to understand their customers in each of these geographies and then expanding as you improvise on each of your leanings," he added.

Three mistakes to avoid in online fashion



Rapid Fire Tips

Mobile Friendly Website & App: In recent years, m-commerce has emerged as one of the most prominent mediums of retail consumption, especially in India. About 50 percent of the traffic comes from mobile devices now. Naturally, websites are expected to be mobile responsive. Hence, brands and retailers should have a mobile e-commerce app since a website only is not enough today - it is more convenient to surf an online store on the go, not sitting in front of a PC.

Ensure Your Return Policy is a Positive Experience: In the e-commerce world, returns are a gruesome malady – aggressively attacking profit margins, gutting conversion rates, and ultimately threatening the business itself. Yet, a seamless return policy is still the ticket to a great e-shopping experience as it increases the lifetime value of customers.

Offer Virtual Styling Assistants to Loyal Customers: Numerous fashion apps and brands are transforming the way that people shop online by assisting them customers design their wardrobes with expert inputs. Virtual assistants are the new trend in digital shopping and ensures a great shopping experience for customers. To start with, brands and retailers can offer assistance to their most loyal customers in a bid to boost their brand value.

Launch Flash Sales with Exclusivity & Anticipation: Flash sales are more about exclusivity and anticipation than they are about clearing unsold stock. "So keep your flash sales exciting so that people anticipate about your next flash sale," Bakshi concluded.



A young couple is shown in a city setting. The woman, on the left, is wearing a blue denim jacket over a red t-shirt and dark grey jeans. She is smiling and has her arm around the man's shoulder. She is standing on a skateboard. The man, on the right, is wearing a blue denim jacket over a grey hoodie and black pants. He is also smiling and looking at the woman. The background shows a building with large columns and a paved walkway.

LENZING: LOWERING THE ECOLOGICAL STRAIN BY CREATING SUSTAINABLE TEXTILES

The brand - which prides itself on having an 80 year history of innovation - collaborates with its partners to contribute towards improving the ecological performance throughout the entire value chains. It also works towards enhancing the environmental benefit of the end products...

**Gurbir Singh Gulati with inputs from
Rosy N Sharma**

In the evolving scenario where the quest for sustainability is getting bigger day by day and consumers are raising concerns on environmental impacts posed by textile industries, Lenzing has appropriately positioned itself with its innovative range of products. From producing fibers made from wood to becoming a global technology leader, Lenzing's history spans 80 years of innovation.

"Today, sustainability is a movement and not just a trend-able goal," Vernon Yeo, Head Marketing and Branding - Asia, Middle East & Africa told IMAGES Business of Fashion Bureau on the sidelines of the India Fashion Forum 2019, held in Mumbai in March. As per the Austrian fiber firm, globally the industry produces close to 100 million tons of fiber every year. This is not without negative effects on the environment. Fortunately, more and more consumers are aware of this ecological strain and so, the demand for sustainable textile is rising.

With businesses in key markets in Europe, America and AMEA (Asia, Middle East, Africa), Lenzing is known for its robust B2B textile value chain.

It collaborates with its international network of partners to contribute towards improving the ecological performance throughout the entire value chains. It also works towards enhancing the environmental benefit of the end products.

"A lot of companies want to be sustainable today. But if you look at their value chain, many have just one part of them as sustainable while the need is to be sustainable throughout the value chain by the time it reaches the customer," Vernon said.

sCore Ten Strategy

The brand introduced its sCore Ten strategy to understand customers and their substantial need, where the key element is essentially to reach out to customers downstream but not down to the consumer. It forces a conscious effort to reach to its customers through its upstream value chain that familiarises and re-enforces 'down to the customer', to understand that what they are buying when a tag states 'Lenzing fibre', which is a sustainable fibre through a sustainable production process. The spokesperson shared an example of its partner brand Mango which has a Lenzing tag and also educates the customers about the kind of tencel (modal fibre) the garment contains.



"The aim is to further develop the goodwill with the upstream value chain partners. We also want to extend this goodwill downstream to our present retailers"

- Vernon Yeo,
Head Marketing & Branding, Lenzing

"The aim is to further develop the goodwill with the upstream value chain partners. We also want to extend this goodwill downstream to our present retailers," Vernon shared.

Product Innovation

Made from cellulose, LENZING™ fiber is a natural component. The firm uses all the valuable wood components that a renewable and natural raw material has to offer, which implies that at the end of their life cycle, the fibers biodegrade – and nature returns to nature. The LENZING™ standard Lyocell and Modal fibers are used in manufacturing workwear, home segment and in the packaging industry.

TENCEL™ is Lenzing's flagship brand for textiles. Offering features such as soft to skin, smooth to touch, luxurious in shine and fluidity, it is used for a variety of highly specialised applications in garment manufacturing. Similarly introduced Tencel Luxe in 2017 for the premium luxury market, the filament product offers fluidity, shine and softness as to silk. The introduction of LENZING™





partnering with innerwear brand like Jockey for close to a decade now. Also Goversons, Prettysecrets, etc., a lot of these brands have a very strong regional presence in Tier II and III cities and are using our products. In these markets volumes will not be high but our product feature like softness comes out really strong here.”

It has been working with brands like AND and Global Desi which are not just using Lenzing products but also talking about the unique process of



ECOVERO™ Viscose fibers mark a new milestone in Lenzing’s sustainability journey. Derived from certified renewable wood sources using an eco-responsible production process, the fibers meet high environmental standards for a sustainable lifestyle and contributing to a cleaner environment.

VEOCEL™ fibers comprises their non-woven segment. These fibers’ top qualities, regarding liquid absorption, make them an ideal ingredient for sanitary and baby care products, facial sheet masks, cosmetic pads, and all other kinds of wet and dry wipes.

The Indian Market

Partnering brands like Zara Uniqlo, H&M, for Lenzing India is a big production center and a consumer market as well.

Lenzing is supplying to all major apparel categories in India including women’s ethnicwear, intimate wear, denimwear and home segment. Arpit Srivastava, Marketing and Branding Manager SA said, “Our biggest consumer market would be the outer wear segment that comprises the formal wear, western wear and women’s wear brands as our products find a larger application. We have also been

these Lenzing fibres to consumers. The brand has been participating in some of India’s most renowned fashion weeks, showcasing its collections through sustainable processing in the entire value chain.

“We are trying to do the best we can to educate consumers into understanding why our product is better. This is because when people get what is special about this product, then they are willing to buy it, and even pay more for it,” Vernon concluded.



“A lot of brands that have a strong regional presence in Tier II and III cities and are using our products. In these markets volumes will not be high but our product feature like softness comes out really strong”

- Arpit Srivastava,
Marketing and Branding Manager SA

INNERWEAR

SPECIAL ISSUE

IMAGES

BUSINESS OF FASHION

In the last few years, innerwear has emerged as one of the fastest growing categories in the Indian fashion industry. A commodity which was earlier depicted as a day-to-day essential has today transformed itself into fashion wear with more emphasis on innovation, styling and comfort.

The May 2019 'Innerwear Special' issue of IMAGES Business of Fashion will study the rapidly growing innerwear market in India and outline the opportunities and challenges being faced by brands, retailers and the segment as a whole. The issue will carry features on new brands, sustainable fabrics, design innovation, stylised finishing, colours in vogue, new products and much more.

HIGHLIGHTS OF THE 'INNERWEAR SPECIAL' ISSUE:

- >> Innerwear market sizing, trends and dynamics
- >> Innerwear retailing excellence
- >> Top innerwear brands
- >> Emerging specialty brands
- >> Online sales of innerwear
- >> Sleepwear, lounge wear and shapewear
- >> Growing popularity of swimwear & beachwear
- >> Emergence of athleisure & yoga wear
- >> Innerwear for kids and teens
- >> Latest innovations in innerwear
- >> Anti-bacterial and organic innerwear

TO PARTICIPATE PLEASE TALK TO OUR BUSINESS DEVELOPMENT ADVISORS:

BUSINESS HEAD: Santosh Menezes, +91 9820371767, santoshmenezes@imagesgroup.in

NORTH: Gauri Srivastava, +91 9873800387, gaurisrivastava@imagesgroup.in

EAST: Pragati Kumar Sinha, +91 9804338455, pragatisinha@imagesgroup.in

WEST: Radhika George, +91 9833446767, radhikageorge@imagesgroup.in

SOUTH: Smriti Bhagat, +91 9686902343, smritibhagat@imagesgroup.in

A NOT TO BE MISSED ADVERTISING OPPORTUNITY



THE WOOLMARK COMPANY'S LATEST INNOVATIONS WITH MERINO WOOL AT INDIA FASHION FORUM 2019

This year, The Woolmark Company demonstrated the versatility of Merino wool through its extensive and novel use opportunities. The first ever wind- and water- resistant Optim™ fibre jacket, seamless wool yoga apparels, Merino wool shoes and Knitwarm®, a first-of-its-kind, patented self-heating textile were on display...

IMAGES Business of Fashion



Showing the ever-increasing possibilities created with Merino Wool, The Woolmark Company presented the latest edition of The Wool Lab Sport and textile innovations whilst providing direct access to the world's most innovative technical performance fabrics and yarns for Spring/Summer 2020 at India Fashion Forum 2019.

Innovations can be introduced into Merino wool fabrics at any stage in the manufacturing process to create versatile, cutting edge and clever alternative to other fibres.

This year, The Woolmark Company demonstrated the versatility of Merino wool through its extensive and novel use opportunities. The first ever wind- and water- resistant Optim™ fibre jacket, seamless wool yoga apparels, Merino wool shoes and Knitwarm®, a first-of-its-kind, patented self-heating textile were on display. The Knitwarm® fabric has the capability to heat up within 30 seconds to offer instant warmth by plugging into a portable power bank.

Each innovation brings to life the natural properties of Merino wool, such as stain resistant, odour resistance, moisture wicking and breathability.

The Woolmark Company is the global authority on wool and the Woolmark logo is one of the world's most



"It is the company's constant endeavour to work on new innovations as we continue to make our mark in the athleisure and sportswear market using Merino wool."

- Dilip Gianchandani,
Country Manager, The Woolmark Company

recognised and respected brands, providing assurance of the highest quality, and representing pioneering excellence and innovation from farm through to finished product. The Woolmark Company is a subsidiary of Australian Wool Innovation, a not-for-profit enterprise that conducts research, development and marketing along the worldwide supply chain for Australian wool on behalf of about 60,000 woolgrowers that help fund the

Dilip Gianchandani, The Woolmark Company's Country Manager - India, said that the innovations presented at the India Fashion Forum 2019 are particularly exciting for the sports and outdoor markets. "It is the company's constant endeavour to work on new

innovations as we continue to make our mark in the athleisure and sportswear market using Merino wool," he states.

As the sports and outdoor industry continues to grow at a rapid rate, Merino Wool is proving itself well-placed to meet the performance needs of both brands and consumers.

"We are delighted to collaborate with brands and manufacturers to showcase the versatility of this natural fibre. Through India Fashion Forum 2019, we are able to share with the Indian audiences a fresh view on Merino wool and its many possibilities," he added.

×



DESTINATION
FOR ALL THINGS

FOOD



FA

The Lulu group is on a fast expansion with its upcoming malls in Thiruvananthapuram, Lucknow and Bengaluru and in 12 cities. We promise, it'll be amazing to explore the opportunities that we can create together.



FUN SHION.

TO KNOW MORE:

Bengaluru, Abhijith R: 907 257 9077

Thiruvananthapuram, Vinay Kailath: 999 580 7225

Lucknow, Vishal Rana: 731 800 2555

Kochi, Aravind Chandran: 759 381 2192



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IMAGES FASHION AWARDS 2019



The 19th edition of India Fashion Forum celebrated the biggest night of the Indian business of fashion felicitating its outstanding achievements in great style at the Images Fashion Awards (IFA 2019) on March 28, 2019 at Hotel Renaissance, in Powai. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across 23 unique categories.

Raymond was the big winner of the day, calling it a night with 3 awards - IMAGES Most Admired Fashion Retailer of The Year: Marketing & Promotion, IMAGES Most Admired Fashion Design Concept of the Year and IMAGES Excellence Awards for Speciality Menswear Brand for its brand Ethnix By Raymond.

Lifestyle also bagged 2 awards - IMAGES Most Admired Tech Implementation of the Year for In-Store Technology and Omnichannel Tech Implementation. Similarly new enterant, Crea also won 2 awards - IMAGES Most Admired Fashion Innovation of the Year for Varaha and IMAGES Most Admired Fashion Solox Speaker of the Year.

Amidst new recognitions, a lot of brands were successful in retaining their titles such as Vero Moda for IMAGES Most Admired Fashion Brand of the Year in Women's Westernwear; Tommy Hilfiger for IMAGES Most Admired Fashion Brand of the Year for Jeans & Casualwear; W for IMAGES Most Admired Fashion Brand of the Year for Women's Indianwear; Bata for IMAGES Most Admired Fashion Brand of the Year for Footwear; and Max Fashion for IMAGES Most Admired Fashion Retailer of the Year for Large Format National MBO Chain.





Nomination Process and The Jury

IMAGES Fashion Awards 2019 annual awards were adjudged in two categories, Non-Presentation Category and Live Presentation Category. For the Non- presentation categories fashion brands and retailers submitted nominations, which was checked by the IFA audit team for eligibility, completeness and data correctness. IFA team of analysts then made a presentation for the IFA prelim jury – with analysis of performance metrics such as growth in points of sale, retail space growth, retail turnover and qualitative factors such as product and marketing innovation, HR practices, among others. IFA jury panel, which comprised of distinguished personalities in the field of research and consulting with thorough insights in to the business, India's top retailers – gave score based on their assessment of the nominees which ultimately decided the winner in each category.

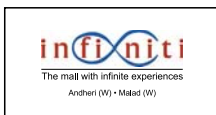
For the Live presentation categories, fashion brands, retailers and tech companies were asked to make live presentations to 'On Ground Jury' comprising retail real estate experts from leading IPCs and retail organisations across formats and verticals. The nominees presented 2-3 minutes AV presentation showing the growth chart, facilities and services provided by them.

IFA Grand Jury panel included Anuj Kejriwal, CEO & MD, ANAROCK Retail Advisors; B S Nagesh, Founder, TRRAIN; Bimal Sharma, Head - Retail, Advisory & Transaction Services, CBRE South Asia; Devangshu Dutta, Chief Executive, Third Eyesight; Harminder Sahni, Founder & MD, Wazir Advisors; Katja Larsen, Head of Sales & Marketing, APAC – Actiforce; Prof. M Annaji Sarma, Chairperson - Dept. of Fashion Management Studies (FMS), NIFT; Prof. (Dr.) Susheel Raturi, FMS, NIFT; Puneet Dudeja, Sales Director, WGSN - South Asia; and Viren Razdan, MD, Brand-nomics.

IFA Tech Awards jury panel included Anil Menon, IT Innovation, Tata Starbucks; Arun Gupta, Managing Partner & Director, Ingenium Advisory; Kiran Komatla, VP - IT, Burger King; Krishna Dhumal, Deputy Director - IT, GJEP; Meheriar Patel, Group CIO, Jeena & Company; and Rajiv Rajda, CIO, All Time Plastics.

IFA SOLOx Jury had B S Nagesh, Founder, TRRAIN as its jury chair, and the jury panel included stalwarts such as Harminder Sahni, Founder & MD, Wazir Advisors; Prof. Raghuram Jayaraman, Head - Industry & Alumni Affairs, NIFT; Vernon Yeo, Head of Marketing & Branding, Lenzing - AMEA; and Viren Razdan, MD, Brand-nomics.

Supported By



Category Wise Breakdown of IMAGES Fashion Awards 2019

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: MEN'S WESTERWEAR: **BLACKBERRYS**



- > 1,150 points-of-sale with Pan India presence.
- > Retail space grew by 22% over previous year
- > Sales turnover grew by 21% over previous year

NOMINEES:

★ Calvin Klein ★ Tommy Hilfiger



Presented by:
Dilip Gianchandani, Country Manager, The Woolmark Company
Received by:
Sandeep Saha, Regional Sales Manager, Blackberrys



Presented By:
B S Nagesh, Founder, TRRAIN
Received by:
Team Vero Moda

IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: WOMEN'S WESTERWEAR: **VERO MODA**

VERO MODA®

- > 378 points-of-sale with Pan India presence
- > Retail space grew by 9% over previous year
- > Sales turnover grew by 14% over previous year

NOMINEES:

★ Cover Story ★ Madame



IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR: JEANS & CASUALWEAR: **TOMMY HILFIGER**

TOMMY HILFIGER

- > 382 points-of-sale with Pan India presence
- > Retail space grew by 8% over previous year
- > Sales turnover grew by 15% over previous year

NOMINEES:

★ Calvin Klein ★ Lee Cooper ★ Only ★ Parx ★ Spykar



Presented by:
B S Nagesh, Founder, TRRAIN
Received by:
Team Tommy Hilfiger



**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
WOMEN'S INDIANWEAR: W**



- > 2,553 points-of-sale with Pan India presence
- > Sales turnover grew by 14% over previous year

NOMINEES:

- ★ Neeru's ★ Shree - The Indian Avatar



Presented by:
Goutam Karmakar, President - Leasing (Commercial, Retail, Residential), M3M India

Received by:
Jayesh Savla, Sales Manager; **Vaidehi Gajiwala**, Asst. Manager; **Kankaiya Metugari**, Sr. Manager; and **Madhu Kannan**, AGM Operations, W



Presented By:
Navin Pandey, Senior Vice President, KW Group
Received By:
Vishal Baria, AGM - Retail Operations, Manyavar

**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
MEN'S INDIANWEAR: MANYAVAR**



- > 431 points-of-sale with Pan India presence
- > Retail space grew by 16% over previous year
- > Sales turnover grew by 22% over previous year

NOMINEES:

- ★ Ethnix by Raymond ★ The Arvind Store



**IMAGES MOST ADMIRER FASHION BRAND OF THE YEAR:
INNERWEAR: VAN HEUSEN INNERWEAR**



- > Over 6,800 points-of-sale with Pan India presence
- > Retail space grew by more than 300% over previous year
- > Sales turnover grew by more than 150% over previous year

NOMINEES:

- ★ Calvin Klein Lingerie
- ★ Calvin Klein Mens Innerwear ★ Clovia



Presented by:
Sabhari Shankar, CEO, Wondersoft

Received by:
Praveen Kumar, ASM, Aditya Birla Fashion & Retail Limited





**IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR:
FOOTWEAR: BATA**

Bata ▶

- ▶ 4,900 points-of-sale with Pan India presence
- ▶ Retail space grew by 7% over previous year
- ▶ Sales turnover grew by 14% over previous year

NOMINEES:

★ Charles and Keith ★ Metro ★ Puma



Presented by:
Prof. Raghuram Jayaram, Head - Industry & Alumni Affairs, NIFT
Received by:
Ankit R Gulechha, Brand Manager, Kushal's Fashion Jewellery

**IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR:
LARGE FORMAT NATIONAL MBO CHAIN: MAX FASHION**

max ▶
LOOK GOOD. FEEL GOOD.

- ▶ Currently have 260 stores across 90 cities
- ▶ Retail space grew by 24% over previous year
- ▶ Sales turnover grew by 21% over previous year

NOMINEES:

★ Central ★ Lifestyle



Presented by:
Sabhari Shankar, CEO, Wondersoft

Received by:
Mohan Vijay, West India - Real Estate & BD; **Ankit Vij**, North India - Real Estate & BD; and **Ankur Kohli**, Head - Real Estate & Business Development (South Asia), Bata

**IMAGES MOST ADMIRED FASHION BRAND OF THE YEAR:
FASHION & LIFESTYLE ACCESSORIES:
KUSHAL'S FASHION JEWELLERY**

Kushal's
fashion jewellery

- ▶ Currently have 27 stores
- ▶ Retail space grew by 51% over previous year
- ▶ Sales turnover grew by 35% over previous year

NOMINEES:

★ Ayesha ★ Daniel Wellington ★ Shingora



Presented By:
Dr. Sushil Raturi, Professor, NIFT Mumbai

Received By:
Shital Mehta, CEO & Executive Director; **Sandeep Narain**, SVP - Retail Operations & VM; and **Sumit Ghildiyal**, VP - Business Development, Max Fashion

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: LARGE FORMAT REGIONAL MBO CHAIN 1-INDIA FAMILY MART & STYLE BAAZAR

Presented By: Prof. Raghuram Jayaram, Head - Industry & Alumni Affairs, NIFT



- > Currently have 80 stores located in Uttar Pradesh, Bihar & Uttarakhand
- > Retail space grew by more than 100% over previous year
- > Sales turnover grew by 81% over previous year

- > Currently have 63 stores located in East India
- > Retail space grew by more than 100% over previous year
- > Sales turnover grew by over 10% over previous year



Received By:
J P Shukla, CEO, 1-India Family Mart



Received By:
Shreyans Surana, Director; Rohit Kedia, Director; Rajendra Surana, Director; Rajendra Gupta, Director; Bhagwan Prasad, Director; Pradeep Agarwal, Avishek Prasad, Business Head - General Merchandise; and Ranjika Gupta, Business Head, Style Bazaar

NOMINEES: * Citykart * Neeru's

IMAGES MOST ADMIRED FASHION RETAILER OF THE YEAR: MARKETING & PROMOTION:

Presented by: Shereef K K, Deputy Mall Manager; and Vinay Kailaht, Asst. Manager - Leasing, Lulu Mall Thiruvananthapuram



Awardee: **RAYMOND #WINNINGINMANYINDIA**
Received by:
Vibha Shetty, Assistant Manager - Category Marketing (Textile); Mohit Dhanjal, Director - Retail; Preeti Chopra, Head Business Development; and Vikas Bissa, Head Marketing - Retail, Raymond



Runner Up: **PUMA one8 launch**
Received by: Debosmita Majumder, Head Marketing, Puma India

NOMINEES: * Blackberrys * Central * Daniel Wellington * Max Fashion * Raymond Fine Fabrics * Spykar * United Colors of Benetton * W



Presented by:
Ajay Chugh, Vice President - Leasing, Home & Soul
Received on behalf of V-Mart

**IMAGES MOST ADMIRABLE AFFORDABLE FASHION
RETAILER OF THE YEAR: V-MART**



- > Currently have 200 stores located in across India
- > Retail space grew by 19% over previous year
- > Sales turnover grew 18% over previous year

NOMINEES:

- ★ Citykart ★ Easybuy ★ KLM Fashion Mall
- ★ V- Bazaar

**IMAGES MOST ADMIRABLE BRAND LAUNCH OF THE YEAR:
ANCESTRY**



Retold the Indian craft stories with a distinctly contemporary product and retail experience, this 10 month and 5 stores young emerging brand has already found favour with more than a million audience, numerous celebrities, influencers, media and its clientele. Ancestry has succeeded in crafting a niche for itself, in a highly competitive market, organically and profitably, in a short span of time.



Presented by:
Prof. Annaji Sarma, Chairman - FMS, NIFT
Received by:
Ritesh Mankoji, Team Member, Future Style Lab

**IMAGES MOST ADMIRABLE STORE LAUNCH OF THE YEAR:
PARK AVENUE, CONNAUGHT PLACE, NEW DELHI**



Created an effective 360 degree lifestyle experience store for the young(er) shoppers, it reflected the brand's youthful imagery and efficient tech-enable convenience that offered function and innovation. The result was-

- > 300+ traffic/MIV of over 50L
- > 14% lower capex as compared to retail standard
- > +20% higher PSFPD and ease of browsing with clear indication of categories



Presented By:
Prof. Annaji Sarma, Chairman - FMS, NIFT
Received By:
Sharad Walia, Brand Director, Park Avenue; and **Sanjeev Rao**,
Director - Sales & Business Development, Raymond

NOMINEES: ★ Bath and Body Works ★ Central ★ Metro Central Kolkata ★ Daniel Wellington ★ Horniman Circle Fort Mumbai ★ Max Fashion ★ Neeru's ★ Banjara Hills, Hyderabad



IMAGES MOST ADMIRED FASHION DESIGN CONCEPT OF THE YEAR:

Presented by: **Abhijith R**, Leasing Head, Lulu Mall Bengaluru & **Vishal Rana**, Leasing, Lulu Mall Lucknow



Awardee: **ETHNIX BY RAYMOND**
Received by: **Team Ethnix By Raymond**

Runner Up: **ANCESTRY**
Received by: **Ritesh Mankoji**, Team Member, Future Style Lab

NOMINEES: ★ Daniel Wellington ★ Lifestyle - SS18 ★ Cosmetics window display ★ Lifestyle - AW18
★ Handbags window display ★ Madame ★ Neeru's ★ W



IMAGES MOST ADMIRED FASHION INNOVATION OF THE YEAR:

Presented By: **Surendra Nayak**, Head - Sales & Marketing, Logic ERP; and **Nakul Tandon**, Regional Head - Sales & Marketing, Logic ERP



Awardee: **VARAHA**
Received By:
Praveen Premkumar, Director, Crea India

Runner Up: **EASYBUY**
Received by:
Rajesh Sethuraman, Head - Marketing, Easybuy



Presented By:
Surabhi Khosla, Managing Editor, Images Business of Fashion;
Santosh Menezes, COO - Fashion; and **Suvir Jaggi**, Vice President,
 IMAGES Group

Received By:
Team Ethnix By Raymond

***IMAGES EXCELLENCE AWARDS FOR SPECIALITY MENSWEAR
 BRAND: ETHNIX BY RAYMOND**

ethnix
 by **RAYMOND**

- > Sustaining artisan communities with sustainable orders from large business houses/corporates
- > Hand spinners of rural communities of women who spin on Kisan Charkha to make hand woven yarn for weavers to weave this yarn into fabric and women embroiderers who embellish the fabric to handcraft an exclusive piece of Kurta /Sherwani/Shirt/Khes
- > Core product development philosophy is where is it visible that 'ethnix by raymond' as brand is moving towards sustainability which not only is highly appreciated by industry experts but also our own customers
- > Present in 350+ stores across channels in India

***IMAGES EXCELLENCE AWARDS FOR SPORTS
 LIFESTYLE: PUMA**

**DO
 YOU**


- > 3,500 points-of-sale with Pan India presence
- > Retail space grew by 25% over previous year
- > Sales turnover grew by 12% over previous year



Presented by:
Surabhi Khosla, Managing Editor, Images Business of Fashion; **Santosh Menezes**, COO - Fashion; and **Suvir Jaggi**, Vice President, IMAGES Group
 Received by:
Debomita Mazumder, Head Marketing, Puma India & Team

***IMAGES EXCELLENCE AWARDS FOR JEWELLERY RETAIL:
 TANISHQ**

TANISHQ

- > 276 points-of-sale with Pan India presence
- > Retail space grew by 11% over previous year
- > Sales turnover grew by 21% over previous year



Presented by:
Surabhi Khosla, Managing Editor, Images Business of Fashion;
Santosh Menezes, COO - Fashion; and **Suvir Jaggi**, Vice President,
 IMAGES Group
 Received by:
Madhusudhan, Exe. Customer Experience; **Udhaya Kumar**, Manager
 Customer Experience; and **Saisree**, Exe. Customer Experience,
 Tanishq

***NOMINEES:** *aLL *Bazaar Kolkata *Corporate Style - By Raymond *Home Centre *KLM Fashion Mall *Mustong *Shaze





IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: IN-STORE TECHNOLOGY:

Presented by: **Arun Gupta**, Managing Partner & Director, Ingenium Advisory; and **Meheriar Patel**, Group CIO, Jeena & Company



Awardee: **LIFESTYLE**
Received by:
Alisagar Panjwani, DGM IT, Lifestyle



Runner Up: **OMUNI**
Received by:
Gerard Khan, Partnerships, Arvind Internet



Received By:
Chandra Shekhar, Vice President - CRM & Solutions, Mobiquest

IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: LOYALTY PROGRAMME: MOBIQUEST



m'loyal™ by Mobiquest is a comprehensive SaaS based loyalty marketing business platform that integrates with business POS and other social, web and mobile channels to capture customers, cluster them based on purchase, frequency, product category usage and drive analytics based campaigns that result in much higher ROI on the marketing expense of the brand.

IMAGES MOST ADMIRERD TECH IMPLEMENTATION OF THE YEAR: OMNICHANNEL TECH IMPLEMENTATION: LIFESTYLE



Through omnichannel tech implementation at stores, Lifestyle is ensuring a seamless and frictionless shopping experience with features like Click & Collect, Return to Store, Omni Call Centre & Helpdesk and HC Furniture for single inventory and omni delivery management.



Received by:
Alisagar Panjwani, DGM IT, Lifestyle

NOMINEES: * CIPHERCODE * DELOPT * PAL DEPARTMENTAL STORE



Presented By:
Ajay Chugh, Vice President - Leasing, Home & Soul
Received By:
Arvind Saraff, Founder, Wishbook

IMAGES MOST ADMIRED FASHION STARTUP OF THE YEAR:
WISHBOOK



Wishbook is India's first mobile B2B market network for apparel & fashion, where manufacturer can upload their catalogs and retailers can transact purchase from them.

- > Offers a 360 degree platform with marketplace & SaaS to manage channel sales & credit
- > 1,000+ active sellers covering top brands in Surat and Ahmedabad
- > Offer more than 40,000 new styles in the catalog
- > Repeat buyers pan India with an annual GMV Rs. 7 crore

NOMINEES:

- ★ Fabulyst ★ Fashionnex ★ Ruosh ★ Rust Orange ★ Truffle Collection



IMAGES MOST ADMIRED FASHION SOLOX SPEAKER OF THE YEAR:

Presented by: **Vernon Yeo**, Marketing Head, Lenzing



Awardee: **DEBOSMITA MAJUMDER, HEAD MARKETING, PUMA INDIA**

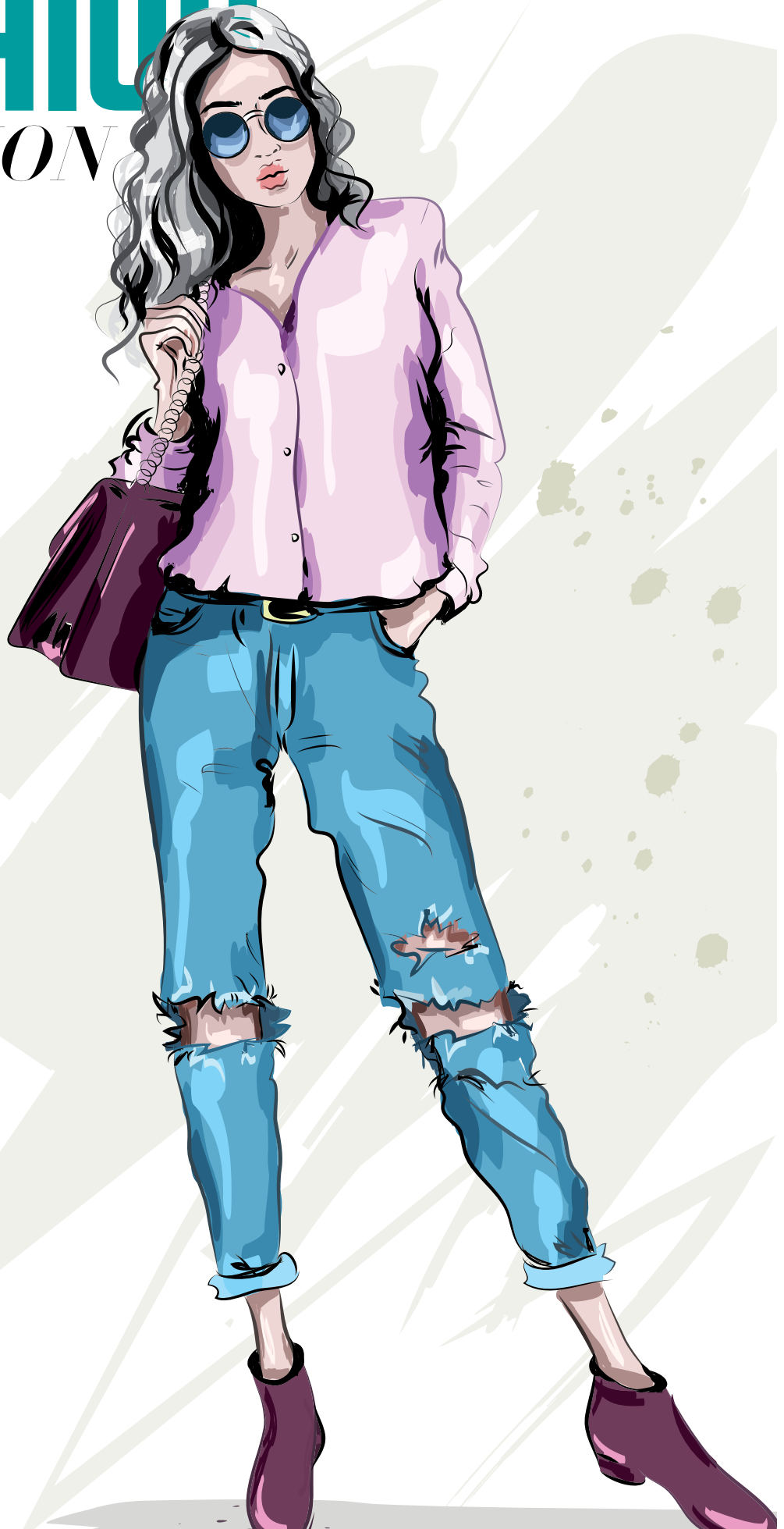


1st Runner Up:
PRAVEEN PREMKUMAR, DIRECTOR, CREA INDIA



2nd Runner Up:
VINEESH CHADHA, CO-FOUNDER, TURMS

FASHION CREATION





aLL LAUNCHES SUMMER COLLECTION LIVE ON SOCIAL MEDIA

For the first time ever instead of a gadget, India witnessed the unboxing of aLL's summer collection 'live' on its Facebook and Instagram handles...

Being fashion savvy is to be able to access fashion at your own comfort zone that too 'live' while on the go. Experimenting with fashion, aLL - the plus size store announced the launch of the 2019 summer collection in a very cool manner. For the first time ever instead of a gadget, India witnessed the unboxing of aLL's summer collection 'live' on its Facebook and Instagram handles.

The 'live' unboxing event showcased some of the most stylish collection designed for a breezy summer for aLL consumers. The collection showcased a wide range of clothing in bright pastel shades, subtle prints and in multiple styles for both men and women. Be it a brunch outing with friends, a date with the person you love, a family function or your daily office routine, the new collection offers the best for all fashion needs.

Talking about the launch on social media **Hetal Kotak**, CEO, aLL said, "As consumers we always look forward to being delighted by the brands we like. Keeping this thought in mind at aLL we try and find new ways of interacting with our consumers. Through the LIVE unboxing session we unveiled our new designs at the convenience of our customers. The new collection is chic and designed to taste all preferences and curvy body types."

Launched in 2005 to solely cater to the plus sized audience in India, aLL houses everything from western to ethnic wear and accessories with 68 standalone stores and shop-in-shops at Central located across 33 cities across India.



UNITED COLORS OF BENETTON LAUNCHES ITS FOREMOST ART COLLECTIBLE LINE

The event marked the first ever Instagram LIVE auction. Rhea Kapoor along with popular fashion influencers came forth to support the initiative by taking the auction LIVE and securing the first 1,965 likes on one of the coveted polo shirts to win the collectible...

IMAGES Business of Fashion



Benetton India has done what no other brand in the country hitherto has - unveiled an exclusive collectible line in collaboration with established artists of the country on Instagram! The brand has titled the collectible line #UnitedbyArt.

The collection was revealed at an Instagram live auction with actress Rhea Kapoor and popular fashion influencers including Pallavi Ruhail, Bahaar Dhawan Rohatgi, Rasna Bhasin and Sherry Shroff coming forth to support the technological initiative.

Echoing the brand's long standing dedication to art, **Sundeep Chugh**, Managing Director & CEO, Benetton India said, "Benetton is a brand built on innovation. We have always kept creativity and social relevance central to our culture and we have consistently strived to do business in a way our associates, partners and customers are proud of. Art is very close to our cultural fabric and this special collectible line is our commitment to empower the artists and bring them to the forefront. We are proud to see the paintings coming alive with the first collectible line, every artwork has a creative story to tell keeping the core of Benetton in mind."

Since 1965, Benetton has strived to promote identity through equality, diversity and optimism. And art has a somewhat deep and complex relationship with identity. The brand's latest project reinforces the theme of 'Social Integration', something which has long been dear to the Benetton brand, imbuing it with new meaning.

"Indian consumers are keen to own the best of fashion trends today, especially since their fashion sense is rapidly evolving, all thanks to a digital wave which is increasing awareness. To address their growing needs, we introduced this Collectible line on Instagram," Chugh stated.

Benetton, which is planning to launch its Omnichannel strategy by the end of 2019, has around 400 exclusive stores in India and 5,000 stores globally.

"We are looking forward to opening 50 stores this year and over the next three years, we will open nearly 150 new doors. As a brand we have been growing at high double digit CAGR for the last 8 years and our objective is to maintain this statistic," Chugh concluded.





DUKE LAUNCHES MODISH FLIP FLOP & SANDAL COLLECTION '19

The collection offers a trendy casual look, high wearing comfort and classic soles. The shoes provide a fashion-forward look with built-in ease of movement...

IMAGES Business of Fashion

Inspired by the defining trends of international fashion, Duke has launched its premium and stylish flip flop and sandal collection '19. The range guarantees a vogue and elegant style with latest designs that would be fun, trendy, colourful and extremely comfortable.

Made from premium PU, EVA and rubber, the flip flops and sandals offer trendy casual look, high wearing comfort and classic sole.

Kuntal Raj Jain, Director, Duke said on the occasion of the launch: "Consumers can choose from a wide selection of sole and strap colours, embossed straps, sand imprinted soles and most importantly different print processes which fit in with latest design trends. This comfortable flip flop and sandal collection serves the best of purposes, since our target audience is today's youth who want a trendy and stylish range which is 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."

Duke has an unbeatable marketing network comprising of more than 4,000 multi brand outlets and more than 360 exclusive stores across major cities in India. The products are also exclusively placed at big chain stores as well as online shopping portals.



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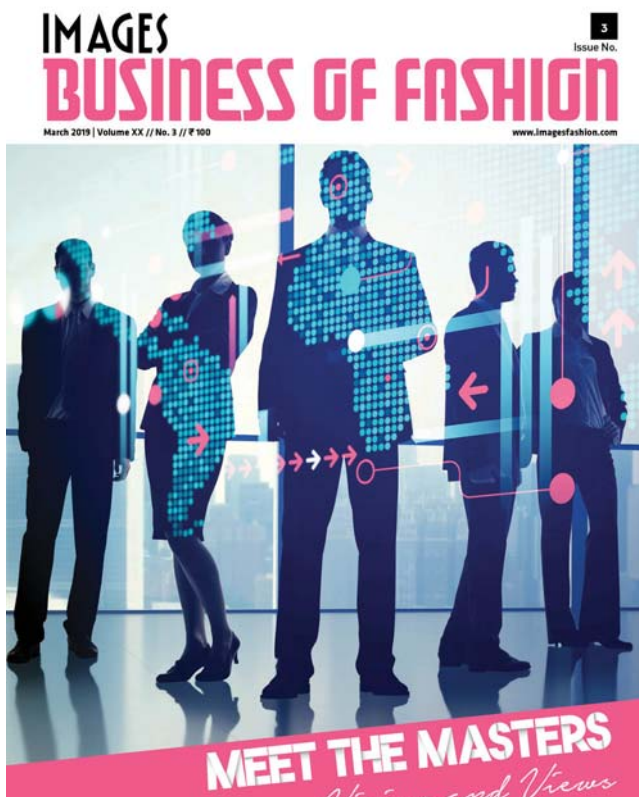
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MAY 2019 INNERWEAR SPECIAL ISSUE: The May 2019 'Innerwear Special' issue of IMAGES Business of Fashion will study the rapidly growing innerwear market in India and outline the opportunities and challenges being faced by brands, retailers and the segment as a whole. The issue will carry features on new brands, sustainable fabrics, design innovation, stylised finishing, colours in vogue, new products and much more.

- > Market size, trends and dynamics
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- > Online sales
- > Sleepwear, lounge wear, shapewear, swimwear & beachwear
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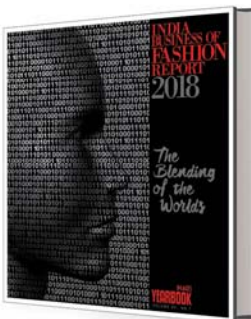
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TRENDSETTING NEW BUGATTI 'UNCOPY' COLLECTION COMES TO AN INDIAN SUMMER

The theme highlights the idea of trending styles and innovations introduced by Bugatti, many of which have become markers of the segment...

IMAGES Business of Fashion

All about a great European tradition of craftsmanship, excellent workmanship and trendsetting style, Bugatti is exclusively designed and crafted by AstorMueller, which has been defining the European footwear market and creating immensely successful collections for the fashion-aware.

Creating Innovations

AstorMueller's design team comprises leading shoe designers from Italy, Spain, Germany and Switzerland. The result of the design journey is a perfect symbiosis between traditional craftsmanship, creativity and the latest technological know-how. The team diligently walks the streets of the global urban village through the year, spotting novel trends, and interpreting social changes and weather patterns. They work hand-in-hand with renowned German and Italian shoe designers to figure out the key to the perfect fitting shoe.



The brand is positioned for those who wish to be effortlessly stylish. High quality materials, innovative practices, unique embellishments and design elements, and the emblazoning of the Bugatti name and icon on the shoe are the hallmarks of the brand.

The Bugatti Collection

The new collection, Uncopy 2019, is meant for both men and women and draws from global shoe trends. Some styles have been exclusively developed for India. The range spans almost all types of shoes – from sneakers and pumps for women, to derbies and casual shoes for men.

Bugatti Man City: Unordinary Is Fashionable: The new Bugatti city collection is characterised by the central themes of colours and lightness. Cognac with curry, light grey and beige – the three-colour city shoe is one of the highlights in the business segment for the coming season. Playing with special materials is the focus of the



sports sneaker has now been taken over by the street sneaker. Moccasins, too, are completely on trend, light and comfortable. They can be combined with great versatility and go with sporty outfits just as well as with casual fashion.

Bugatti Woman: Unsame Is Effortless And Beautiful: Sneakers continue to be the theme of the season. Pumps are also experiencing a sharp comeback. Slides and mules have gone mainstream, and sandals prove to be real eye-catchers with richly embellished vamps. The Bugatti Woman collection comes stepping lightly and richly embellished with rhinestones, rivets, eyelets or beads, are guaranteed to be real eye-catchers. Alongside neutral tones, white is the most important colour in the collection. The power colours of pink, red, yellow, green, orange and royal blue are real stand-outs. In solid colour or a colour blocking look, they make strong statements.

Bugatti Man collection. Stonewashed materials create wholly new accents. Various cut-outs and perforations – self-coloured, highlighted and combined – always present a completely new look. While, comfort and lightness remain typical components of the city collection, the change from sneaker to city shoe and back is very easy.

Bugatti Denim: To Be Unexplored Is To Be Vibrant: The denim collection is colourful, loud, light and barefoot. 3D embossing, perforations, prints, wording, zips and buckles complete the look. The

Retail Presence

Bugatti shoes is present in 35 countries and the Indian customer gets access to the new collections at the same time as Europe.

In 2018, AstorMueller Group appointed Iconic Fashion as the exclusive distributor for Bugatti shoes in India. Currently, the brand is available at selected Iconic stores and on online platforms like Myntra and Jabong.





FABLESTREET LAUNCHES ELEGANT 'SOMBRE GREENS' COLLECTION

The highlight of this collection is its versatility and the understated shades of green that add the necessary amount of colour to wardrobe, while keeping it office friendly...

Women's formal wear brand, FableStreet has launched its collection, the Sombre Greens. Inspired by the soothing, earthy hues, the collection offers playful tints and tones of green fabricated into elegant workwear showcasing modern silhouettes. The collection is a classic rendition with a feminine colour palette and functional details imbedded into the garments.

This modern and functional collection of feminine chic pieces includes a range of garments in matte hues that add delicate yet naturally effortless charm to regular workwear choices. Intricate details like belts, ties, drop shoulder and raised collars have been elegantly crafted in the designs to redefine comfort, style and sophistication when it comes to workwear.

The collection encompasses outfits in plethora of green tints like camouflage green, olive, seaweed green, bottle green, mint green, sea green, to name a few.

Breathable fabrics like poly moss, cotton and polyesters blended with lycra feel soft on the skin and effortlessly drape around the body. The highlight of this collection is its versatility and the understated shades of green that add the necessary amount of colour to wardrobe, while keeping it office friendly.





ACCESSORIES BRAND HORRA LAUNCHES PEARL DIAL BEAUTY WATCHES

Showcasing timeless elegance and regal sophistication, the Ruby series Pearl White Dial analogue watches are wrist-sized pieces of perfection...

Accessories brand Horra has launched a range of watches people just want to feast with their eyes on. Showcasing timeless elegance and regal sophistication, the Ruby series Pearl White Dial analogue watches are wrist-sized pieces of perfection. The watches has diamonds at each 'quarter', while the case too is encircled with glittering diamonds for that red carpet glamour.

With features like water-resistant, the Ruby series with a stylish leather strap lets you mark time beautifully. This sweet blend of fashion and fine technology, is affordable luxury with a young accent.

Horra watches spell panache, perfection and novelty. The most significant element of vogue, with fresh concepts, classy embellishments, deep textures and vibrant colours, its designs are fabricated to express the verve of fashion. There is a colour for every mood and a style for every occasion.

Horra redefines the idea of a luxurious experience that is fresh and vibrant yet affordable. Handcrafted with precision, offering the latest trends and vogueish style in each of its products and fabricating fashion that is the perfect combination of style, quality and craftsmanship, Horra brings to you perfection in every piece, ensuring that every accessory is curated to offer you a lavishly designed experience, styled to suit every mood.

×





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TRUE BLUE TIE-UP, FABRIC MONDE, LAUNCHES 'HANDCRAFTED' SHIRTS

This range is an honest attempt to revive the dying spirit of authentic Indian textile by the brand...

IMAGES Business of Fashion

Bengaluru-based startup, Fabric Monde, in association with True Blue, promoted by cricket legend Sachin Tendulkar and Arvind Ltd., has launched 'handcrafted' range of shirts.

The shirts would be available in the 50 plus stores of True Blue present across the country, a company statement said.

True Blue has been working on newer wardrobe solutions for the modern Indian male customers and identified Fabric Monde as their sourcing partner for the handcrafted range.

On the tie-up (with True Blue), **Jyothirmayi D**, CEO, Fabric Monde said, "Collaborating with True Blue and winning their trust on quality has been a huge milestone for us in terms of learning. Many more celebrities are joining hands with us to expand our retail presence from 50 plus stores to 500 point of sale over the next two years."

Gaurav Raheja, Creative Director, True Blue said in a statement, "This range is our honest attempt to revive the dying spirit of authentic Indian textile and the most exciting part is that these shirts have some or the other hand done element involved in them."



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