

# IMAGES

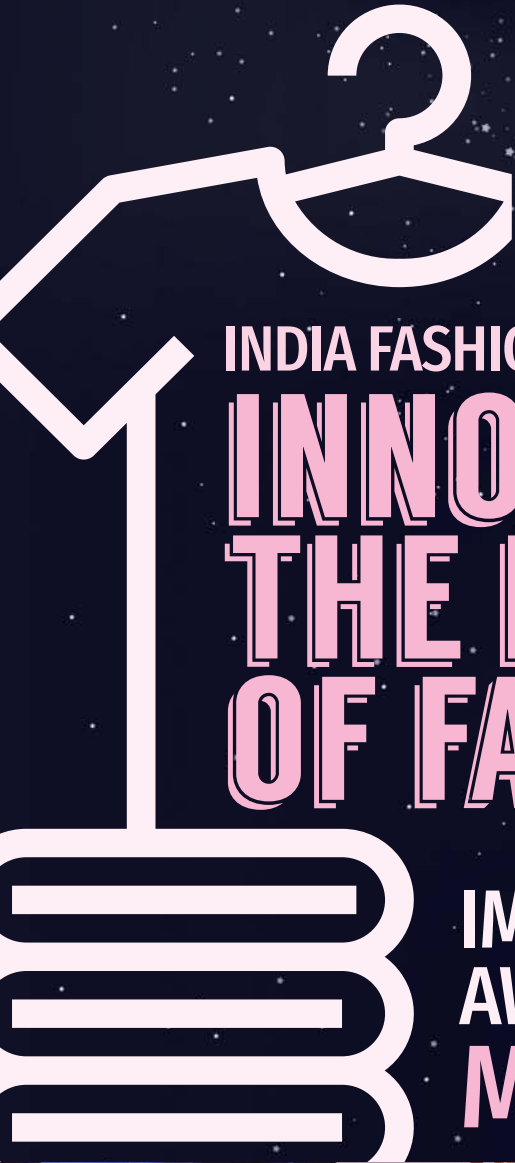
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Issue No.

# BUSINESS OF FASHION

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

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INDIA FASHION FORUM 2019

# INNOVATE THE FUTURE OF FASHION

## IMAGES FASHION AWARDS 2019 MEET THE STARS



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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*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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*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*  
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## 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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### 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*

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#### 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

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#### 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*

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#### 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*

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#### 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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### 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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# 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

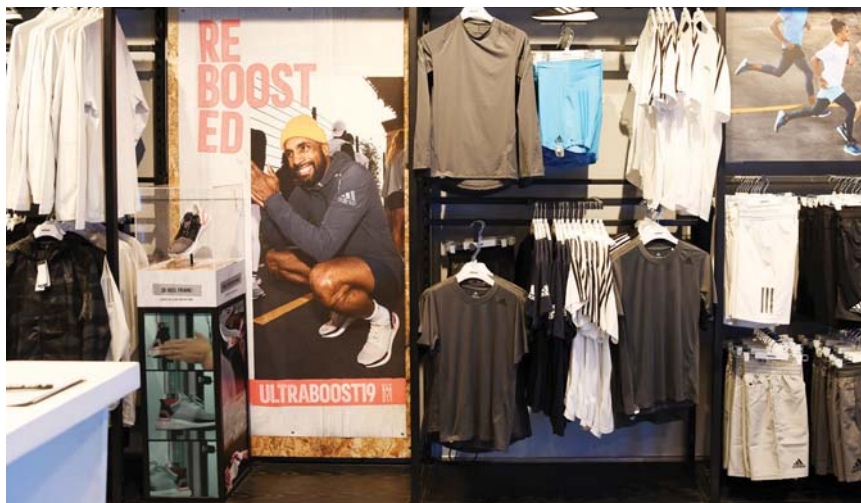
DTC Director, Global Sales Retail, adidas India were present to mark the opening of the store.

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

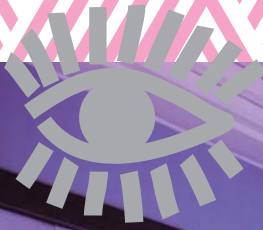
According to Stephen Leahy's new book, it takes 2,000 gallons (7,600 litres) of water to make your favourite pair of jeans. Did you know that 'throwaway garments' contribute more to climate change than air and sea travel? Now clothing retailers are bracing for a backlash. However, thanks to consciousness 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.



# 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 27<sup>th</sup> and 28<sup>th</sup> 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 –



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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.







## 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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