

IMAGES

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Innerwear Special

Dear all,

Remember the harrowing experience of innerwear shopping in India till just a few years ago? Especially for women folk. For them, it shopping for intimate apparel was an absolutely fleet-footed affair – they either hustled through the few insipid options laid out or had to be content with whatever the salesperson compelled them to buy. Choices were a distant second in a scenario when even getting the size right whilst evading ubiquitous stares was beyond the bounds of possibility.

But, fortunately, times are changing and how! All that remains of these past shopping experiences are anachronistic anecdotes. Time it did take but innerwear, finally, is out of the closet and is taking giant strides to becoming an exclusive fashion category in India.

The evolution is apparent in both the market and the consumer. While the consumer righteously considers innerwear as a fashion statement today, the market too has emancipated itself from its unorganised retail hegemony. The innerwear industry is now

amongst the most lucrative segments in apparel fashion for brands, retailers and investors alike. The market today is pegged at ₹32,000 crore, growing at a CAGR of 11 percent and accounts for ~9 percent of the total domestic fashion retail market.

The rapid transformation of the category has led it to branch out into several sub-categories, with each of them setting standards on their own now. Also, a slew of international, young and dynamic national brands have impinged on the arena, ushering in a phenomenal trend that has compelled the entire industry to spruce up offerings both in terms of products as well as experiences.

This had led to an increased popularity and demand of innerwear as a whole and has result is an increase in the importance of the category amongst retailers of all sizes and kinds.

Like always, this innerwear special issue features indepth insights into the market, trends, innovations and technologies that this segment has spawned in the recent years. As always we hope you find the issue informed and beneficial.

Happy Reading



Amitabh Taneja

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Size-inclusive lingerie brand from US, Parfait, launched in India

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COVER STORY LAUNCHES SECOND STORE IN BENGALURU

The launch will mark Cover Story's second store in Bengaluru and its 28th exclusive store in India. The store is spread across a 919 sq.ft. area, at a prominent location in the mall amidst the most fashionable brands around...

IMAGES Business of Fashion

Cover Story, a fast fashion brand for women by Future Style Lab will be launching its new store at Phoenix Market City, Whitefield Road, Bengaluru. The mall is every fashionista's ultimate shopping destination and a perfect location for Cover Story with its state-of-the-art retail havens, entertainment zone, F&B options and signature hospitality services.

The launch will mark Cover Story's second store in Bengaluru and its 28th exclusive store in India. The store is spread across 919 sq.ft. area, at a prominent location in the mall amidst the most fashionable brands around. The new store will stock the latest SS19 collection including Rivera, Escape, Urban Dreams, Enchanted, Miami Nights and Greater Plains.

Rivera comprises apparel inspired by the nautical trends with traditional prints and stripes in bold and graphic form. The flowy crepes, cotton, and shiffli make them perfect for spring. Escape takes a feminine approach towards workwear and features heavily accessorized oversized pockets, contrast stitching, and natural trims. This collection embraces colours like rust and khaki with boiler suit, shirt dresses and more. Urban Dreams showcase minimal workwear in sheer fabrics and pastel tones.

The Enchanted collection takes a pretty feminine turn, with dresses perfect for the summers. Lace/lace trims and embroidered mesh moves on into vintage prints in pretty colours like lemon, mint, and blush. Miami Nights introduces 80's party trend with shimmer and sequins. Slinky draped

shapes with shoulder and neck focus, sexy body con silhouettes give a fresh change with highlighted prints in jewel and neon tones on silver and black background. Greater Plains recreates a pretty prairie look from the plains of western America with soft checks, gingham and meadow florals in linen, cotton and shiffli.

At present Cover Story has 27 exclusive outlets across Delhi NCR, Mumbai, Surat, Kolkata, Coimbatore, Kochi, Chennai, Indore and Vadodara. Overall, Cover Story is present across more than 80 doors at Central, Kapsons, Iconic and Sohum. Additionally, the brand has its own online store www.coverstory.co.in along with a strong presence in leading marketplaces including, Myntra, Jabong, Amazon and Koovs.





INTELLIGENCE & INSIGHTS FROM RETAILERS EXPANDING TO TIER II & III CITIES

WHILE AN INCREASING NUMBER OF BOTH DOMESTIC AND INTERNATIONAL RETAILERS HAVE BEEN VIGOROUSLY EXPANDING INTO INDIA'S VAST HINTERLAND OVER THE LAST FEW YEARS, PENETRATION INTO SMALLER CITIES AS SUCH NEEDS REHASHED RETAIL STRATEGIES AS WELL AS AN IN-DEPTH UNDERSTANDING OF THE CONSUMER...

BY SHIVAM GAUTOM

The retail sector is experiencing exponential growth, with development taking place not just in major cities and metros, but also in Tier II and III and smaller cities and towns. With rising incomes, lifestyle changes and increased digital connectivity, these smaller towns are often touted to be the future epicenter of retail growth in India.

While an increasing number of both domestic and international retailers have been vigorously expanding into India's vast hinterland over the last few years, penetration into smaller cities as such needs rehashed retail strategies as well as an in-depth understanding of the consumer.

At the second inaugural panel of India Fashion Forum 2019, a session was held with retailers who have ventured into and tasted success in Tier II and III cities. The panel, which was moderated by **Debashish Mukherjee**, Partner & Head, Consumer & Retail Industries, India, A.T. Kearney, shared its valuable insights on translating the fashion business into these new retail destinations. It consisted of:

> BODYCARE <

Brand: Bodycare | **Company:** Bodycare Creations Ltd. | **Year of Launch:** 2008 | **Headquarter:** Noida (Uttar Pradesh)

Launched in 1992 by Pawan Hosiery, Bodycare is a prominent name in the innerwear industry in India and overseas. The brand Bodycare came into existence in 2008. Since then it has gained more stability in the market. The brand specialises in stylish and intimate innerwear and provides a complete lingerie solution by offering bras, panties, camisoles, bikinis, bridal wear lingerie and more. It also provides utility products like tummy control panties, feeding bras, maternity panties and Teflon coating sanitary panties.



Core Customers

The brand's focus customers have always been the middle and upper-middle income group. Its entire product line is based on the preferences and aspirations of this segment.

Product Portfolio

Bodycare Creations has been a part of the women's innerwear market for a long time. It also has men's innerwear, BodyX. Among its portfolio are athleisure range under 'Bodyactive' for men and women.

Most Innovative Product

Bodycare Creations has launched many

firsts in the innerwear segment. It was the first brand to introduce stain free panty (Teflon finish), Lycra stretch panties and procián printed panties in the country.

Category Expansion

The brand has been adding products to the existing product categories while creating new ones based on current trends and preference of its existing customers.

Primary Markets

Bodycare Creations' primary markets comprises Tier II and III customers who follow fashion of the metro cities. It has plans to increasing its visibility in North East India, which looks very promising.

Exploring New Markets

The brand is keen to expand its dealer network in North East India and is exploring options in the rest of the markets as well.

Progress Through Online

Retail

Online retail has shown promising growth for Bodycare Creations with the brand having grown 400 percent in its online sales in comparison to the last financial year.

Turnover & Projection

The brand's total turnover has crossed ₹500 crore in the last financial year. It is targeting 15 to 20 percent increase in the turnover in the next 2 to 3 years. It is growing at 13 to 15 percent annually, it aims to increase to 20 percent YoY.





THE CHANGING DYNAMICS OF THE MEN'S INNERWEAR MARKET IN INDIA

In a 2016 survey of 300 Indian men, 75 percent said their innerwear purchases were need based and not on what was trendy in the market. Why is this so? Underwear, to the common man, is not a top priority garment. The awareness regarding the product, usage, care and lifecycle is almost non-existent...

**Brijesh Devareddy,
Co-Founder, Buttalks**

This is what the typical innerwear buying behavior of the average Indian male is like – men will spend time to pick out a shirt or a trouser at a retail outlet. On the way to the billing counter, they will encounter the strategically placed underwear section. Here they will head straight for their usual brand, the one they have always been using, the same style. They would go on to pick up ‘a few’ underwear since they don’t really know how many they will need. He doesn’t even see what the other brands in the neighboring racks have to offer. It is an almost blind purchase. Also, most Indian men tend to purchase innerwear before travelling, as they realise they might not have access to laundry and would need fresh underwear to last the duration of the trip.

In a 2016 survey of 300 Indian men, 75 percent said their innerwear purchases were need based and not on what was trendy in the market. Why is this so? Underwear, to the common man, is not a top priority garment. The awareness regarding the product, usage, care and lifecycle is almost non-existent.

A woman with long, wavy brown hair is sitting on a light-colored, tufted sofa. She is wearing a vibrant red, long-sleeved nightgown with lace trim around the neckline and a matching red robe. She is looking towards the camera with a slight smile. The background is a bright, minimalist room with light-colored walls and a wooden floor.

INNOVATION & PORTFOLIO EXTENSION TO BOOST SLEEPWEAR DEMAND

According to a report by a leading global technology research and advisory company, the global sleepwear and loungewear market is all set to grow at a CAGR of nearly 9 percent during the forecast period 2019-2023. IMAGES Business of Fashion talks to renowned brands in the market to understand what is driving the market and the future prospects...

Rosy N Sharma



"FLEXIWEAR" SAYS SPORTO IN NEW CAMPAIGN

Sporto, an athleisure brand from J G Hosiery, has launched a new TV campaign titled "Flexiwear". Through a series of three films, the brand celebrates everyday sporty moments while at work or at home that demand high flexibility and agility from the wearer. Sporto's products can be used in any situation whether at home, at office or during workout. Fashion plus comfort is important and the ease and acceptance to wear the product at anytime is what the brand's new campaign speaks about.

The first film opens with a red heel flying towards the camera. That the heel is being thrown at the protagonist for sexting his girlfriend's best friend, who avoids it in a Matrix-style

backward bend. The second film shows him flying towards his office biometric machine in order to sign in on time and the third one follows his impeccable way of saving his boss' phone.

Elaborating on the campaign, **Navinn Seksaria, Joint Managing Director, J G Hosiery** said, "Sporto is a versatile range meant for both active as well as leisure wear i.e., Ath-Leisure wear, which has been an upcoming global trend amongst the contemporary youth. Our products come with stretch as well as comfort, hence it is flexible in its usage for all situations in life, whether casual sports or unwind or workplace. Hence, with this campaign we are positioning it as flexiwear, an ideal partner for life's everyday sports. The films speak to today's youth with a fresh, disruptive treatment and very

relatable situations." Conceptualised by Famous Innovations its **Founder and CCO, Raj Kamble**, commented, "With today's youth trying to max out both socially and professionally, their lives are no less than a sport. There is a sport hidden in many of their normal, daily activities. And Sporto Flexiwear with its athleisure offering was perfectly poised to tap into the same. We have attempted films that are relatable, yet entertaining and we hope they will help the brand stand out on television."

The campaign went on air since a few weeks, with high frequency spots during the IPL. It will be supported by digital, outdoor and print.



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