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Casual Wear

SPECIAL ISSUE

Dear all,

If you take a look around, chances are that 8 out of 9 people around you are dressed in casual clothes – denims, t-shirts, polos, tops, etc. Casual is the new uniform of the modern age and we see people wearing them everywhere – the grocery store, the movies, the mall, to school, out to lunch with friends, to dinner dates, the office... everywhere

Today, almost everyone, from New Delhi to London and anywhere in between, are more concerned with comfort and practicality than style and trends and that's the sole reason why casual wear has taken the globe by storm. It's so convenient after all and gives you the freedom you have always craved – freedom to choose how we present ourselves to the world; freedom to diminish the lines between men and women, old and young, rich and poor.

In India as all over the world, the casual wear market has exploded in the last few years. Changing lifestyles, higher disposable incomes, home grown brands bringing contemporary international fashion to Indian stores and well known international brands

setting up business in India, etc. – a profusion of factors have culminated to give impetus to the changing fashion sensibilities of the Indian populace. Also, a surprising fact that confounded me is the fact that when it comes to casual wear India is at par with global trends.

Also, the term casual wear has evolved into a broad term that covers a gamut of products – ranging from office and workplace casuals on one end of the spectrum to beachwear on the other. However, the boundaries between the different kinds of casual wear are fast blurring and the typical Indian consumer now prefers to use casual wear interchangeably in different occasions.

Overall, this edition indeed makes a powerful attempt at analysing the trends and consumption behaviour of the Indian casual wear market to aid upcoming as well as existing brands establish a strong brand equity. I hope you all find the issue as informative and as enjoyable as we enjoyed putting it together!



Amitabh Taneja

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Casual Wear Market In India

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CASUAL WEAR STUDY

COVER STORY

An Exploratory Study of the Indian Casual Wear Market

With mounting western influence, the entry of global brands and a penchant for comfort, casualisation has gained unprecedented momentum in Indian fashion. IMAGES Business of Fashion takes a look at the market nuances

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MARKET DYNAMICS

Casualwear Market In India & Its Future Dynamics

Ryan Fernandes, Head of Marketing & E-Commerce, Pantaloon's shares insights on the Indian fashion retail market saying its worth is ₹3,61,160 crore (US\$ 54 billion) and will grow at a promising CAGR of 8.1 percent for the next 10 years to reach ₹7,88,532 crore (US\$ 118 billion) by 2028

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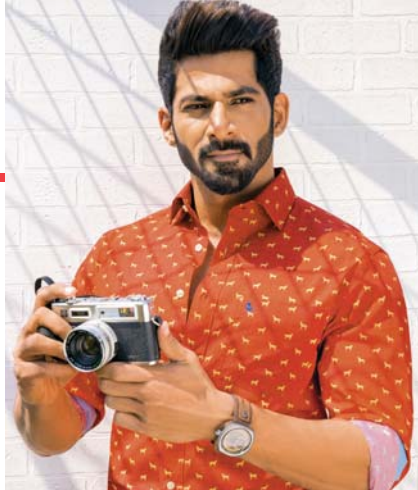


RESEARCH

The Swing Towards Casual Wear

A research report from Wazir Advisors shares how casual and unstructured clothing has become a global phenomenon. Old rules of dressing up are being re-written and consumer segments are driven by casualisation, inclusivity and an active lifestyle

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SPOTLIGHT

Innovation & Sustainability Rule the Indian Casual Shirts Category

Casual dressing in workplaces is boosting the consumption of casual shirts among men. A lot of brands are exploiting this emerging market opportunity with innovative product ranges and novel, eco-friendly fabric blends

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TRENDSPOTTING

T-shirts: Bringing in Casual Style & Comfort to the Traditional Indian Shirts Market

T-shirts are emerging as a huge category in the casual wear segment in India. The global t-shirt industry has evolved, driving fashion trends in the form of plain t-shirts, personalised t-shirts, graphic t-shirts, vintage t-shirt designs, etc. While the Indian market is yet to reach this level, brands and retailers are working hard to evolve to the next stage the category

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GROWTH CATEGORY

Men's Bottom Wear Market Coming Out on Top

The trouser category has had its fair share of increased patronage in India and the credit for this goes to category expansion which includes khakis and chinos that can be worn both casually and formally. IMAGES Business of Fashion takes a quick look at the market trends and demand for trousers in India

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CATEGORY LEADERS

Women Entrepreneurs in Casual Wear & Lingerie Retail

IMAGES Business of Fashion brings you women category leaders in the casual wear and lingerie retail segments in India who are making a difference and are crucial in building successful businesses

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The latest collection is aesthetically inspired for customers on the go lifestyle, the collection provide foam insoles that are super soft, incredibly lightweight and extraordinarily resilient

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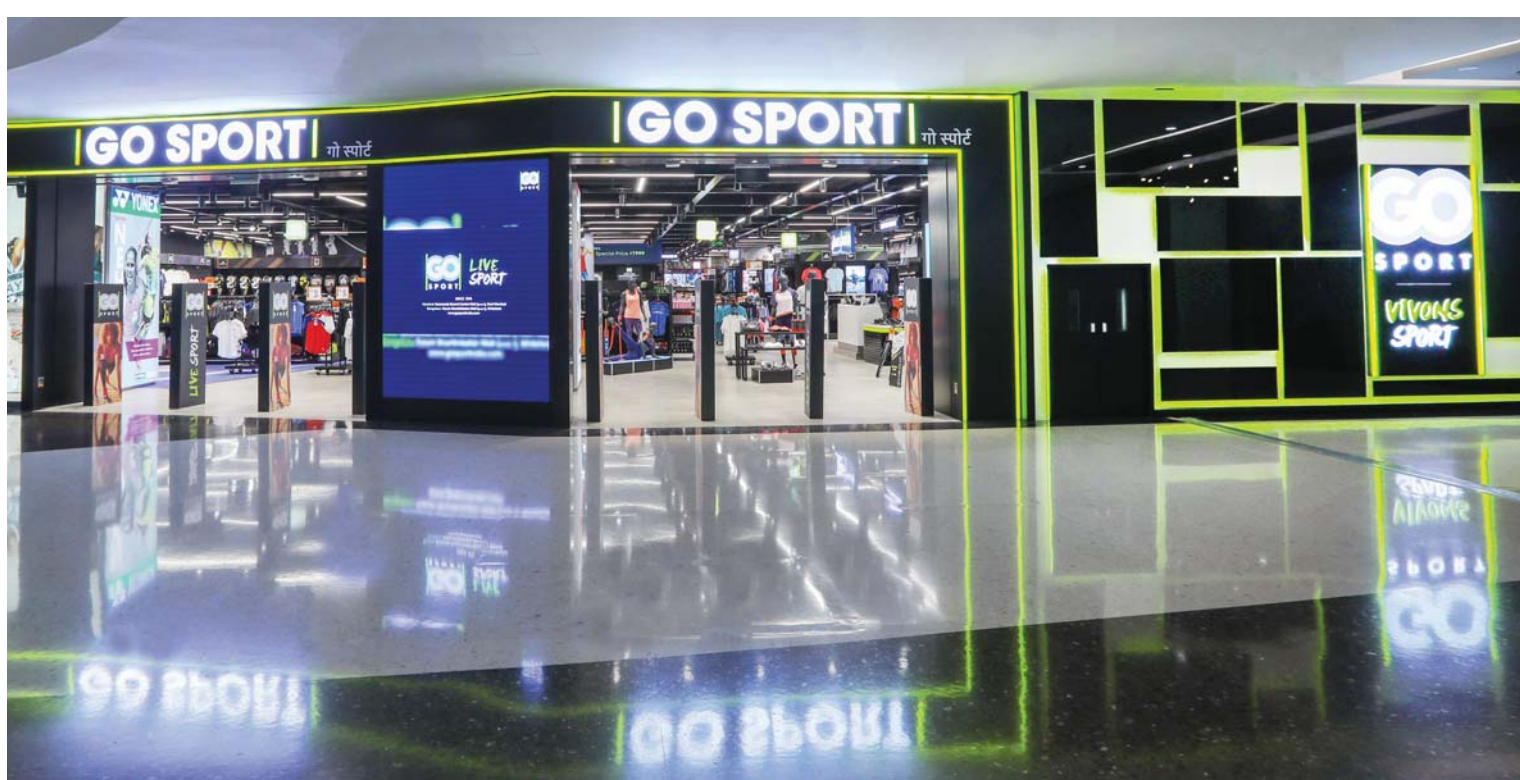
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Prominent brands at LuLu Fashion Week 2019 showcased the latest trends in western wear, casual wear, ethnic wear and active wear along with new and trendy bags and luggage

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TABLEZ LAUNCHES GO SPORT, INDIA'S FIRST SPORTS SUPERSTORE

GO Sport will be a specialist curator, working closely with sportspersons, experts and brands to create and showcase products that specifically enable enthusiasts to up their game and push their limits, whether they happen to be a beginner or a pro...

Gurbir Singh Gulati

Tablez, a leading organised retail group in the Middle East, launched the first outlet of GO Sport – a global sporting retailer – in India at Seawoods Grand Central Mall, Navi Mumbai. The store hosts a multitude of sports brands under one roof making it the first multi-brand, multi-sport and multi-specialty sports destination for all sports enthusiasts in the country.

The brand has positioned GO Sport as the place for all sports enthusiasts, and those who are keen on trying out new sports – they could be beginners, intermediate sports buffs and even experienced sportspersons. The brand is all set to inspire people to play sports and discover the pleasures and benefits of physical fitness.

GO Sport believes in the philosophy of going beyond personal boundaries and will be positioned as 'The Sports Superstore' in India. The concept, in India, brings together the world's biggest and most specialist sport and fitness brands under one roof, with 70+ brands and labels. GO Sport will be a specialist curator, working closely with sportspersons, experts and brands to create and showcase products that specifically enable enthusiasts to up their game and push their limits, whether they happen to be a beginner or a pro.

In an exclusive chat with IMAGES Business of Fashion, Adeeb Ahamed, Managing Director, Tablez, LuLu Financial Group & Twenty Fourteen Holdings, shares details about the entry of GO Sport in India and the future plans of the brand.



KEY MARKET: INDIAN BRANDS WANT SUPIMA COTTON TO CRAFT PREMIUM PRODUCTS

Premier brands across fashion, accessories and home markets across the globe look to create value and a point of difference for consumers with an emphasis on premium fabrics and Supima's premium qualities play a vital role in forwarding this effort...

Gurbir Singh Gulati

Clothes are your second skin, your first layer of contact with the physical world, and as such consumers need to be careful of the fabric they buy when they go shopping. However, when confronted with those rows and endless aisles of clothes, how do you know what's best for you? Simple – simply opt for Supima cotton. It's light and comfortable, yet strong and durable.

This American-grown, extra-long staple cotton is the epitome of luxury, quality and craftsmanship. Premier brands across fashion, accessories and home markets across the globe look to create value and a point of difference for consumers with an emphasis on premium fabrics and Supima's premium qualities play a vital role in forwarding this effort.

The USP of Supima

Suffice to say that when you shop, all cottons are not of the same grade – something that is obvious to the simple touch at times. This is where consumers need to make a choice and buy clothes made of Supima cotton.

Supima and regular cotton are two different and distinct species of cotton. The most common type of cotton grown around the world typically has a fiber length of only about 1 inch, whereas Supima cotton's fiber averages 1.5 inches. While shorter fibres produce yarns that are rougher and subject to pilling on the surface of the product, longer fibres contribute to the strength and softness of apparel and home products, ensuring that they are more comfortable, retain colour longer and resist pilling over time.



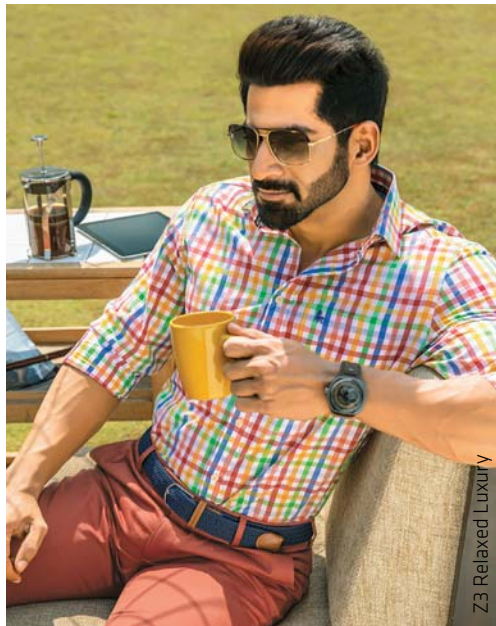
CASUALWEAR MARKET IN INDIA & ITS FUTURE DYNAMICS

Technopak research states that the Indian fashion retail market is worth ₹3,61,160 crore (US\$ 54 billion) and will grow at a promising CAGR of 8.1 percent for the next 10 years to reach ₹7,88,532 crore (US\$ 118 billion) by 2028...

**Ryan Fernandes: Head of Marketing & E-Commerce,
Pantaloon**

The casual wear market in India has been growing steadily over the last decade. It has kept the Indian consumer satisfied and engaged with constant re-invention from existing brands and launch of several new local and international brands. Casual wear offerings include an assortment across categories and verticals in fashion. Even the staples of casual wear are available in countless variations.

The basics now include style details like cold shoulder tops, fit and flare dresses, acid washed jeans, slim fit shirts, cropped trousers and much more. Customers are further spoilt for choice with more segmentation into different looks. Outdoor casuals, Sports casuals, Smart casuals, Indo-western etc. are some of the looks which allow the consumers to not just buy a product but embrace a new identity.



INNOVATION & SUSTAINABILITY RULE **THE INDIAN CASUAL SHIRTS CATEGORY**

Casual dressing in workplaces is boosting the consumption of casual shirts among men. A lot of brands are exploiting this emerging market opportunity with innovative product ranges and novel, eco-friendly fabric blends...

Rosy Sharma with inputs from Gurbir Singh Gulati

The casual shirts segment is the fastest growing segment in Indian apparel market, owing to the changed consumer preferences. According to Frost & Sullivan, the men's shirts market in India is valued at ₹371 billion, and it is the largest category among men's apparel accounting for about 28 percent of the total men's wear market. Around 40 percent of the men's shirt market currently is constituted by formal and semi-formal shirts. In comparison, women's shirt category in India gets a much smaller share of the pie (~2 percent) in the overall women's apparel category, which is still dominated by ethnic wear. It is still a relatively new segment at nascent stage of penetration and expansion in the country, albeit estimated to be growing at a fast rate of about 14 percent CAGR, owing to increasing women's participation in the country's workforce, and growing interest for western wear among women in India, especially in metro and mini-metro cities.

Indian men are increasingly embracing the concept of 'fashion' seriously as a means of true reflection of their persona, and not just a high-end purchase. The per capita expenditure on apparel stood at ₹3,100 in 2015 and is expected to reach ₹8,000 by 2025. The total Indian apparel consumption expenditure is expected to grow to ₹11.7 lakh crore (US\$ 180 Billion) by 2025.



Success



MEN'S BOTTOM WEAR MARKET COMING OUT ON TOP

The trouser category has had its fair share of increased patronage in India and the credit for this goes to category expansion which includes khakis and chinos that can be worn both casually and formally.

Does it then look like trousers will convince men to retire their jeans for good? Here's a quick look at the market trends and demand for trousers in India...

Zainab S Kazi

When it comes to bottom wear for men, it's usually a tug of war between trousers and the good ol' pair of jeans. Where jeans as a category has always been witnessing a substantial growth owing to the 'casual' tag attached to it, the trouser category too has had its fair share of increased patronage. Credit for this goes to the category expansion which includes khakis and chinos that can be worn both casually and formally. Does it then look like trousers will convince men to retire their jeans for good? Here's a quick look at the market trends and demand for trousers in India.

Citing the emergence of ready to wear trousers and its growing acceptance, **Sangeet Kishore, Brand Head – Blackberrys Casuale** says, "A few years ago, the trouser market was dominated by local tailors; given the diversity in height and girth, Indian men opted for custom-stitched trousers primarily for their fit and, needless to say, their price and wearability. But today, however, there has been a marked shift in trends as



CROCS

LAUNCHES LATEST LITERIDE COLLECTION

The latest collection is aesthetically inspired for customers on the go lifestyle, the collection provide foam insoles that are super soft, incredibly lightweight and extraordinarily resilient...

IMAGES Business of Fashion

Global footwear brand, Crocs has launched a new range of Crocs LiteRide collection. The latest collection is aesthetically inspired for customers on the go lifestyle. There foam insoles are super soft, incredibly lightweight and extraordinarily resilient. Croslite foam outsoles provide durable, all day support and comfort. This innovative comfort is perfect for warm-ups, cool-downs and more.

Created from equal parts science and magic, LiteRide™ footbeds are softer, lighter and more resilient than any product in crocs' history. LiteRide™ foam, the key ingredient in a collection of the same name, comes to life by merging sporty, on-trend styles and silhouettes with the legendary Crocs comfort that consumers expect. In fact, LiteRide™ foam is 40 percent softer and 25 percent lighter than Classic Croslite™ foam, the original Crocs comfort material.

With its unique brand awareness and break-through product innovations, Crocs is progressing towards becoming India's top non-athletic casual footwear brand. Other than its EBOs, Crocs asserts its strong presence in MBO channels through which its overall offline reach extends to more than 150 cities via 1,500+ points-of-sale. Additionally, it caters to 20,000+ pin codes translating to 400 cities via its e-commerce presence.



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