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The Big Denim Issue

Dear all,

Welcome to the BIGGEST and THICKEST annual edition of IMAGES Business of Fashion – The Denim Issue, which also happens to be my personal favourite. At the outset, I would like to thank and congratulate all the contributors, participants and the entire BoF team for bringing out this big, fat issue. It was an absolute delight to work with and share the work of all the committed and thoughtful people that have been associated with this month's issue.

Denim is easily one of the most iconic pieces of clothing known to mankind. The blue hued fabric has ruled the world of fashion for more than a century and continues to do so even today. This month's BoF takes a journey down memory lane – it discovers how a utility garment during the Great Gold Rush era evolved into a symbol of youth rebellion.

The fabric has become a spiritual partner of sorts to a large percentage of the population worldwide. In fact, as per Technopak, the denim market in India – which stood at an estimated ₹29,203 crore in 2018 – is expected to grow at a CAGR of 12 percent and reach ₹91,894 by 2028. In the lead research,

Technopak outlines that the Indian Denim market is dominated by the men's segment, accounting ~ 86 percent of the total market size. The research summaries how women have broken the mould in another male bastion – the denim wear market – and that the women denim segment is expected show a higher CAGR of 13 percent than the men's segment, at 12 percent.

This Denim Special showcases various features that trace the growth drivers, consumption behaviour and the prospects of the fabric in the Indian market along with current trends and consumer preferences. The issue also takes a look at the sustainability concerns around denim and how an increasing number of brands are committing themselves to both the people and the planet.

All in all, it was a lot of hard work but believe me, the entire team enjoyed every bit of it because we love jeans. After all, what could be more comfortable than slipping into your pair of comfy, used jeans, molded perfectly to your body shape?

Cheers



Amitabh Taneja

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Despite the number of brands entering the space, the denim market - especially in India - is very oligopolistic in nature, with just a few category leaders enjoying their premium position

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Over the last 150 years, denim's evolution trajectory has been acutely ephemeral, yet what has stood the test of time is its growing popularity and consequently, the burgeoning market share across the globe. IMAGES Business of Fashion takes a look at the changing dynamics as well as the current trends in the men's denim segment in India

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Women's Denim Segment: Market Trends, Growth Drivers & Innovations

Denim is among the fastest growing categories in women's casual apparel segment in India. It is versatile, fashionable and comfortable, with vast choices available in fabrics, finishes, looks, fits, colours and functionality. IMAGES Business of Fashion talks to renowned denim wear brands in the country who share their observations on the women's denim wear market

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HEATWAVE:

PROVIDING HANDMADE, BESPOKE SHOES TO THE MODERN-DAY INDIAN WOMAN



Hitesh Vaswani brought Heatwave to the Indian market after he observed a gap in the fashionable, yet comfortable, footwear category with best-in-class material, functional superiority and technical innovation which would complement the unique lifestyles of women who multi-task...

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Hitesh Vaswani, Managing Director, Saffron Tradex Pvt. Ltd., brought his brand Heatwave to the Indian market when he observed a gap in the fashionable, yet comfortable, footwear category with best-in-class material, functional superiority and technical innovation which would complement the unique lifestyles of women who multi-task. He launched Heatwave in India to fill in this gap and provide women with just what they needed for their feet at affordable price points.

Launched in India in 2018, Singapore-based footwear and accessories brand, Heatwave, has taken the Indian market by storm.

“We believe that a well-designed pair of shoes can empower the busy modern woman in her daily journey of life. Our shoes don’t just look good but feel good too. Surviving the entire day in heels is no longer a painful dream, but a beautiful reality with Heatwave,” says Vaswani.



- > Company: **FOX CLOTHING CO.**
- > Year of Launch: **2007**
- > Headquarter: **AHMEDABAD**

ASTARK

The right amount of style

A sub-brand of Afox, Astark is a daily go-to wear casual attire for men. Launched recently, the brand focuses on bottom wears for men. The team aspires to deliver the right amount of style and comfort in cotton wear.

Core Customers

The brand targets middle class youth between the ages of 20 to 40 years. It aims to make cotton wear accessible to all. The emerging middle class inspires the brand to keep up with the trends and incorporate innovative ideas into designs.

Product Portfolio

Currently, the product portfolio includes lining prints, structure, double cloth, knitting and a variety of different cloth material in cotton. Since, the brand targets the middle class, the price range begins from ₹999 and goes up to ₹1,299.

Latest Collection & Theme

Being launched in the market recently, Astark maintains to keep a significant variety in the manufacturing of its trousers. The brand has tried to keep all its trousers collection distinctively different by introducing and constantly updating fabrics and perfecting designs. It aims to incorporate state-of-art technology in its manufacturing to make sure that the finish result have been fabricated the way it's designers had portrayed it to be.

Most Innovative Products

In order to offer innovative

collections, the brand has attempted different types of patterns in double cloth material. Double stitching offers durability to trousers, which tend to last longer without any wear and tear.

Primary Markets

Relying primarily on distributors at present, the brand has a strong network in almost every state and the distributors take the responsibility of supplying products to all local shops and markets.

Exploring New Markets

Astark aims to make its products available to all reputed small towns and cities. Keeping middle class consumers in mind, the brand aims to make its products available to smaller retailers in these towns and cities as well, retailers who seek quality and style and then proceed to high-end stores in reputed cities.

Turnover

A startup, the brand has not registered a turnover yet, but is confident it will register a turnover of ₹6-7 crore this financial year. In the next 2-3 years it aims to cross the ₹20 crore mark.

×



ONLY

Defining the rules of fashion



A global women's denim wear brand, Only is sold in more than 4,500 stores worldwide. Turning its success into know-how and in-depth experience, the brand has augmented its retail and wholesale business.

The Only girl always looks amazing in an effortless way. Fashion is her passion – a creative space where she can experiment with different attitudes, feels and looks. She's not defined by a certain style, but by her playful attitude, take on life and fashion and by her love for denim.

Core Customers

The primary target is 'youth' – the fashion focused millennials and Gen Z. They are aware of global fashion and like to experiment with new trends and styles. Denim is a core part of the brand's DNA and resonates with young consumers.

Product Portfolio

Staying true to its mission to denimize the world, Only's collection houses an irresistible range of silhouettes, shades and washes that give denims a whole new meaning. Denims with a hint of embroidery, doodles, patch and badge work are very popular among shoppers as they give a very distinct touch to the overall look. Denims with open and unfinished hems continue to gain popularity. Jackets, shirts, shorts, dungarees, skirts, tees, dresses, etc., are also regular favourites.

Most Innovative Products

Denim trends are reinvented on a regular basis. Culottes, denims with a small waist and wider legs, denim footwear and accessories, leather finish denims are on their way to be the next big thing. Extreme laundry and acid-bleach techniques and enzyme washed denims are extremely popular among shoppers across age groups. Also, high waist and boyfriend jeans

PEPE JEANS

WORKS TOWARDS UNDERSTANDING YOUNG CONSUMERS

Denim has always been at the core of what Pepe Jeans does. The global denim wear brand constantly focuses on reinventing fits and introducing innovations in the category - from introducing a new washing system to reduce energy consumption and waste to venturing into innerwear to foraying into the kids' wear segment...

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There has been a lot of 'big-name' noise in the global kids' denim wear space in recent months with brands like Superdry, Calvin Klein Jeans and G-Star Raw entering the segment, and Jack & Jones and Aeropostale planning to foray into the segment.

So, when in 2016, Pepe Jeans entered the kids' wear segment, it was the most prudent move that the brand took - cashing in on the sunshine market at the most opportune time.

Catering to children from 4 to 12 years of age, as well as teens from 14 to 16 years, Pepe Jeans simply widened its consumer base when they forayed into this segment.

The brand offers a wide array of kids' wear, which include stylish denim





- > Company: **SPARK CREATIONS**
- > Year of Launch: **2015**
- > Headquarter: **INDORE**

BUTTON NOSES

A passion for denim

Button Noses is a venture of Spark Clothing along with its flagship brand Spark Kids. After the success of Spark Kids in gaining customers through remarkable designs, fashion and quality, in every market it has entered, its promoters launched Button Noses in 2015. The brand came-up with an entire line of girls products on popular demand by its customers. It offers a complete range of premium denims with all new washes, fabrics and a whole new version in denim accessories.

Today, Button Noses is a one-stop fashion destination for boys and girls in the age group of 0 to 14 years. With a passion for denims and appreciation for new fashion, the brand aims at bringing international denim trends to the Indian market.

Focus Customers

Button Noses offers an entire line of chic clothing for infants and girls up to the age of 14 years.

Product Portfolio

With a passion for denims and appreciation for new fashion, the brand manufactures an entire range of girls sets, dresses, dungarees for infants and tops, leggings, jeggings, dresses, sets, loungewear for girls aged between 1 to 14 years.

Retail Presence

Button Noses is available through 400 MBOs and 10 large format stores across the country. It is present in Delhi, Mumbai, Chennai, Bengaluru, Hyderabad, Amritsar, Ludhiana, Udaipur, Kanpur, Jaipur, Cochin, Coimbatore and Calicut. Internationally, the brand has presence in the Gulf countries including UAE, Bahrain and Kuwait.





CORNELIANI

LAUNCHES LOUNGEWEAR EDITION FOR MEN

Global menswear brand, Corneliani has launched a new loungewear edition for its discerning male consumers. The collection comprises polo t-shirts in tropical prints, running shoes and bags.

A nineties' feel gets a contemporary makeover in the feather weight garments-dyed jackets embellished with precious colour effects, while the urban-chic bombers are crafted from washed silk.

The collection's fresh and relaxed feel is exalted by the colour palette inspired by natural elements, in particular flora and fruits motifs. It includes powdery

tones of indigo, periwinkle blue, hydrangea, orchid and apricot, matched with neutral hues of gray, oil green and tobacco.

The Collection

The polos are a complete reflector of luxury loungewear for men sewn according to the meticulous experience of Made in Italy knitwear. An elegant garment in all circumstances, imagined for a modern wardrobe where the boundaries between casual and formal fade away. Fabricated in the highest quality light cotton, it goes through innovative fiber processing procedures that give it high freshness and anti-crease properties. The

bombers and summer jackets are designed to be worn at any time of the day for impeccable everyday elegance. A game of contrasts between smooth surfaces and the suede effect, designed for a wardrobe with a modern attitude that rests on the best sartorial tradition.

Corneliani combines two worlds, apparently different, in the range of sneakers coalescing the nature of sportswear innovation and Made in Italy craftsmanship. These shoes are crafted in noble leathers and highly performing technical materials, with an extremely light sole ensuring comfort and cushioning on any type of ground.



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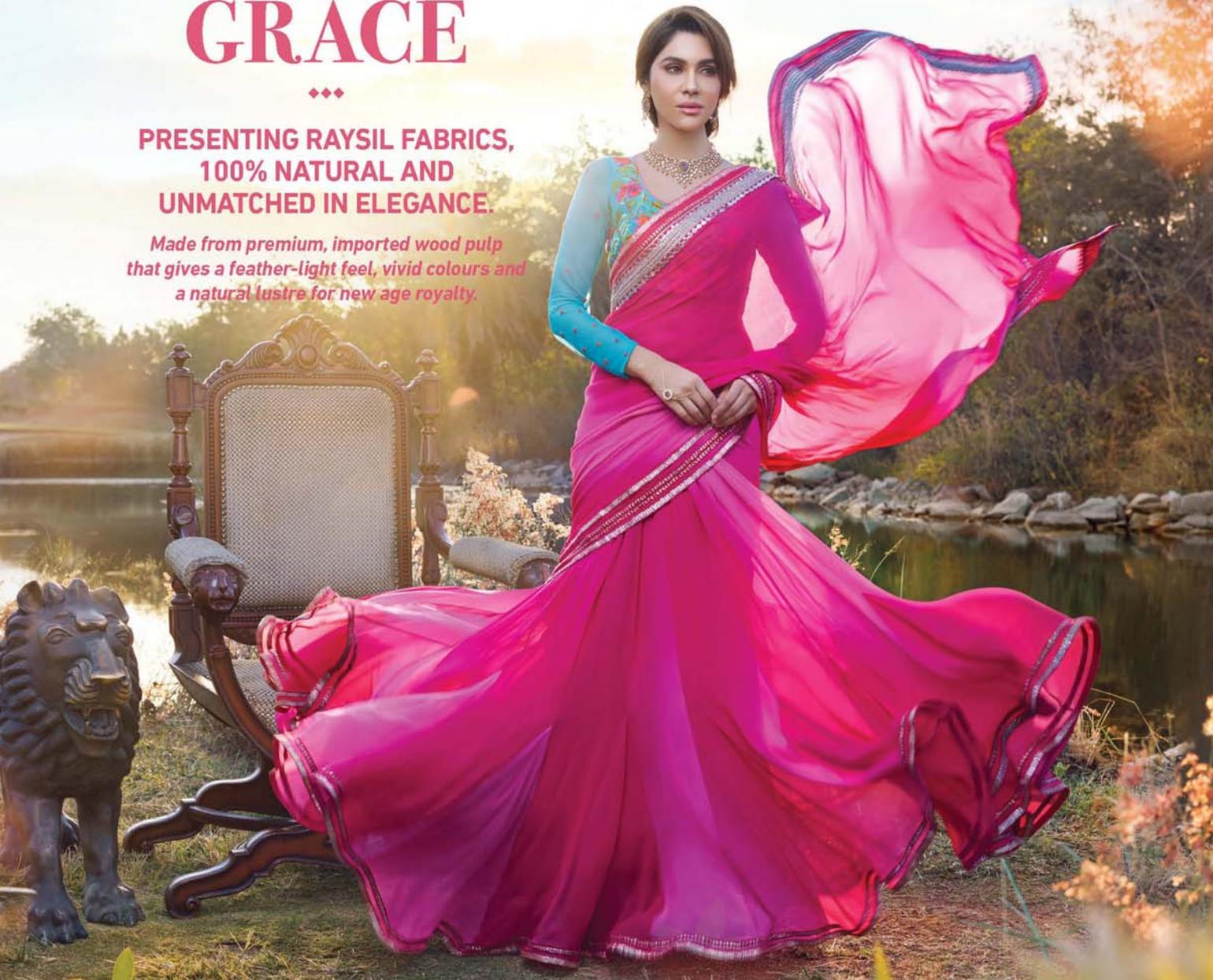
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