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FORMAL WEAR

SPECIAL ISSUE

Dear all,

In all these years, consumer preferences have exhibited massive evolution in the fashion segment in India. We all from the fashion industry are aware how the Indian consumer is now embracing the idea of fashion as a means of self-expression, and not merely as a functional purchase. The new generation is now at greater liberty from the traditionalist's sartorial template. Overall, the entire definition of fashion has changed. Yet, there is one category that has endured the test of time and is still one of the most popular apparel categories around the globe - Formal Wear.

The formal wear market has witnessed a remarkable change from its functional roots in the years gone by. The Indian youth today exhibits a pronounced inclination for trendy, modish and comfortable formal wear that aligns with the latest trends. His rising expectation has compelled brands and retailers to come up with various innovations to be able to raise the bar.

In this issue of BoF, we look at the ever-expanding market of formal wear in India, the innovations that have come up to keep abreast of changing times and preferences and the latest trends in the Indian market today. Apart from elaborately discussing the dynamics of some of the most popular product categories in this segment, the edition also talks about the challenges formal wear faces in India.

A feature on the growing trend of Made-to-Measure services in formal wear stands as a testimonial to the progressive Indian consumer, who had, till the 80s, hesitated to accept readymade garments.

As a whole, this edition makes a powerful attempt at analysing prevailing trends and the consumption behaviour of the Indian formal wear market to aid upcoming as well as existing brands establish a strong brand equity in today's volatile times.

Cheers!!



Amitabh Taneja

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ABFRL Collaborates with CAIF as Part of Sustainability Strategy

In 2013, ABFRL began its sustainability journey titled 'ReEarth', a unique sustainability program, which addresses the most significant economic, environmental and social impact that humanity faces and the progress ABFRL has made so far in its sustainability journey

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CATEGORY WATCH

Men's Suits Segments Witnesses Sharp Growth Curve

All it takes is just one look at today's urbane and dapper men to realise that formal suits are his best personal style. Lately, a profusion of socio-economic factors has culminated in the proliferation of this savvy consumer base which exhibits a conscious inclination towards unique styles. A look at market growth drivers

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PROFILE

Shree: The Indian Avatar

The brand is targeted at fashion-conscious women who straddle both work and home with panache, confidence and grace

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The online story in India hasn't left any category untouched, then be it apparel or education. However, one category which has a lot of catching up to do online is formal wear. Here is a look at the e-retail dynamics of the segment

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For people who don't want to purchase an expensive dress for a one-time event, fashion rental is the way to go. In India, renting has emerged on to the fashion retail scene but is yet to gain a strong foothold. A look at this emerging trend

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CATEGORY WATCH

Brands Keep Formal Ethnic Wear Relevant in India

People have adopted western wear by default- either because of its easy availability or owing to the aspiration value it holds for most in non-western countries. In times like these, it is interesting to know where Indian wear stands and what the action plan is in place by brands in this category to keep Indian wear relevant

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A CUT ABOVE THE REST: LIVA LEADS WITH INNOVATION, SUSTAINABILITY

Despite the growth in the world of fashion retail, the industry, unfortunately, is still marked by its unsustainability. While many retailers are trying to go eco-friendly, there is one brand which is working towards putting the environment first – Liva...

Gurbir Singh Gulati

The modern clothing industry is a marvel. Walk into any fashion store and you can have your pick of thousands of different items in a huge variety of styles. Despite the growth in the world of fashion retail, the industry, unfortunately, is still marked by its unsustainability. While many retailers are trying to go eco-friendly, there is one brand which is working towards putting the environment first – Liva.

With its strong product innovation and processes, Liva – a man-made fabric from natural fibres, produced from wood pulp, a natural renewable resource – has proved that it is sustainable like no other fabric. The high-quality fabric is made using natural cellulosic fibres – tree pulp, specifically grown for this purpose. The brand also believes in planting more new trees than those which are cut to make this fibre, giving the earth a much-needed green cover, saving approximately 7X more land in comparison to cotton, and 4X more water than used for making regular fibre.

A part of the Aditya Birla Group, Liva is delivered through an accredited value chain. Unlike other fabrics which are boxy or synthetic, Liva is a soft, fluid fabric which falls and drapes well.

In an exclusive chat with IMAGES Business of Fashion, **Manohar Samuel, Senior President Marketing, Birla Cellulose**, talks about Liva's latest innovations, its new category movements and future plans.

P N RAO

STRENGTHS SOUTHERN FOOTPRINT WITH FIRST HYDERABAD STORE



L to R - Ketan Pische, Partner, P N RAO, Chandramohan Pische, Partner, P N RAO, actor Allu Sirish, Naveen Pische, Partner, P N RAO

P N Rao has been redefining men's fashion and bespoke clothing since 1923 and has pioneered many firsts in the suits category that have gone on to become statement pieces for years to come...

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The store is a one-stop solution for all suiting needs including ceremonial wear, wedding wear, smart casuals, business wear, Indo-western, etc. It houses an exhaustive collection of accessories to complete the ensemble, fabrics from all over the world to cater to a wider set of audience, impeccable in-house tailoring to give one an unmatched finish and style thus creating an identity that will be admired by one and all.

"We are a brand that has stood the test of time. We will soon be entering our centenary year and it gives us great pleasure to launch our first store here in Hyderabad. We will cater to the fashion-conscious people of the city, who look for products that reflect their lifestyle and enable them to make their own style statement," said **Ketan Pische, Partner at P N Rao.**

P N Rao has been redefining men's fashion and bespoke clothing since 1923 and has pioneered many firsts in the suits category that have gone on to become statement pieces for years to come. The brand is working tirelessly to disrupt and ante up the fashion game in today's competitive men's fashion market.



Legendary suit maker from Bangalore, P N Rao, known for fulfilling sartorial needs of the dapper Indian gentleman for over 90 years, launched its first store in Hyderabad in June 2019. The launch not only strengthened their footprint in South India, it also escalated the iconic retailer's store count to a total of 8 stores, completely operated and managed by the brand itself.

Located in the posh locale of Banjara Hills, the store is spread across 4,000 sq.ft. The state-of-the-art store is an extension of brand's ethos, 'Create You Own Legacy' - a legacy the brand has created and nurtured through the years, which reflects in their incredible line-up of cloths and accessories that has been part of many successful journeys.



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THE STATE OF THE FORMAL WEAR RETAIL SEGMENT IN INDIA

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During the 1960s and 1970s, at the same time as Western fashion was absorbing elements of Indian dress, Indian fashion also began to actively absorb Western dressing sensibilities, which at that time was dominated by formal wear like shirts and trousers.

Following the economic liberalisation of 1991, as the market opened up and more employment opportunities cropped up, the demand for formal wear started to gain momentum rapidly. Especially in the urban clusters, formal wear became a staple and was uniformly sported by people of all social levels. Increasing fashion awareness of Indian consumer, growing disposable income, product innovation and promotion by brands and retailers, etc., are growth drivers for the segment.

The Indian formal wear market can be categorised into men's formal wear and women's formal wear. Women's formal wear consists of shirts, blouses, trousers, skirts, formal jackets, etc. Whereas, shirts, trousers and suits/coats/safaris together comprise the men's formal wear market.

Increasing penetration of international players in the market has played a vital role in converting consumers from preferring tailor-made apparel to ready-to-wear by providing them a plethora of options in terms of fits, designs, colours and patterns.

The revenue share in the formal wear category in India has traditionally been dominated by the men's segment. But, in recent years, with the ratio of working-class women rapidly increasing, the demand for women's formal wear is escalating at a rapid pace.

Overall, the formal wear category in India has witnessed a remarkable change in the last few years from limited options to a wide range of different cuts, colours and designs. In the following pages, we bring to you a detailed view of the formal wear category in India including, market dynamics of the most popular product segments, consumption behaviour as well as the latest trends.



FORMAL SHIRTS MARKET ANALYSIS:

CURRENT TRENDS & FUTURE MAPPING

Factors such as the e-commerce boom, population growth, increase in disposable income of middle-class consumers and surge in fashion consciousness among end users is generating a positive impact on the growth of the formal shirts segment in India...

Gurbir Singh Gulati

Despite the fact that the segment has seen a setback with the advent of the casual wear industry, lately formal wear is back in fashion with brands having modernized their offerings that include new colours, fits and innovative fabrics. The Made-to-Measure segment too has led to the growth of formal shirts. Branded formal wear shirts segments have expanded beyond metropolitan cities with rapid globalisation, increased brand awareness, and larger consumer groups. Social media trends are also new drivers for the growth of formal shirts, communicating a positive impact to young, fashion-conscious individuals.

Let's Look at the Score Chart

Formal shirts are gaining traction among consumers, presenting major opportunities for market expansion. Online platforms are being preferred to purchase formal shirts, as they cover maximum market geographies with its vast availability of options.

But on the contrary, there is a strong debate on the long-term relevance of formal shirts since the casual trend has heavily taxed the formal wear segment. The debate now is whether formal shirts will lose their existence, or will they maintain an immortal form which cannot be replaced with the new



DYNAMICS OF THE TROUSERS SEGMENT IN INDIA

THE OLD SCHOOL, CUSTOM-STITCHED FOR FIT AND PRICE MENTALITY PERTAINING TO TROUSERS IS FINALLY WITNESSING A REVOLUTION IN INDIA AS YOUNGER CONSUMERS EXHIBIT AN INCREASING INCLINATION TOWARDS TRENDY READY TO WEAR BOTTOM WEAR...

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Since the advent of western wear in India, trousers have been an important wardrobe investment especially for men in India. While fit, cuts and fabric may have witnessed staggering evolution over the time, what has remained constant all these years is the popularity of this apparel segment.

Today, trousers have come a long way from its just functional roots to become a style defining piece of apparel. Especially in India, the traditional mentality pertaining to trousers is finally witnessing a revolution parallel to the modern corporate young men's penchant for trendy ready-to-wear, bottomwear. On the other hand, the women's segment too has picked up

momentum in the recent years as the number of working women increase by the day. Overall, the trousers market, especially the formal trousers category, has witnessed a remarkable change in the last few years from limited options to a wide range of different colours and designs.

Market Size

According to India's leading management consulting firm, Technopak, the bottom wear market in India, excluding denims, was estimated to be worth ₹41,988 crore in 2017 for men, women and kids. It is estimated that this market segment will grow at a CAGR of 6.5 percent



CLOVIA LAUNCHES QUIRKY POWERPUFF GIRLS COLLECTION

Sophisticated, sharp and suave, contrasted with flirty, fun and bold prints, and in keeping with international designs and styles, Clovia wants to redefine the Indian lingerie market...

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India's fastest growing lingerie brand, Clovia aims to take young girls on a nostalgia trip with its latest Powerpuff Girls collection. The 'oh-so-cute' designs feature the three super girls - Buttercup, Blossoms and Bubbles - on nightwear and briefs.

Like every new collection by Clovia, all the pieces are designed to make one feel relaxed and happy after a long tiring day. The collection ranges from bright printed hipsters with a double layered gusset for hygiene to soft and breathable night suits with cute Powerpuff Girls imprints. It is crafted with stretchable cotton spandex fabric for utmost comfort. At Clovia, highly skilled designers, fashion experts create exquisite, playful and designer innerwear ranging from bras, briefs, shapewear to nightwear.

Sophisticated, sharp and suave, contrasted with flirty, fun and bold prints, and in keeping with international designs and styles, Clovia wants to redefine the Indian lingerie market and help customers choose beyond standard cuts, shapes, and sizes. The company's mantra is - lingerie is a critical part of your wardrobe and it doesn't need to be drab and boring. The company has been growing at an impressive 100 percent every quarter and is currently shipping over 550,000 units monthly.



FEATURING

Aadhi Pinisetty



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