

IMAGES

# BUSINESS OF FASHION

9

Issue No.

September 2019 | Volume XX // No. 9 // ₹ 100

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IMAGES

9

Issue No.

# BUSINESS OF FASHION

September 2019 | Volume XX // No. 9 // ₹ 100

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*Sports wear*

**SPECIAL ISSUE**





**MOONWALKER**

▷ LIVE TO LEAD ◁



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AWW19

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THE BIGGEST  
RAGE IN  
FASHION





## HOW BRANDS GO BIG WITH #STYLEHASHTAGS

**PRINT | OOH | RADIO  
IN-MALL BRANDING  
ISLAND DISPLAYS**



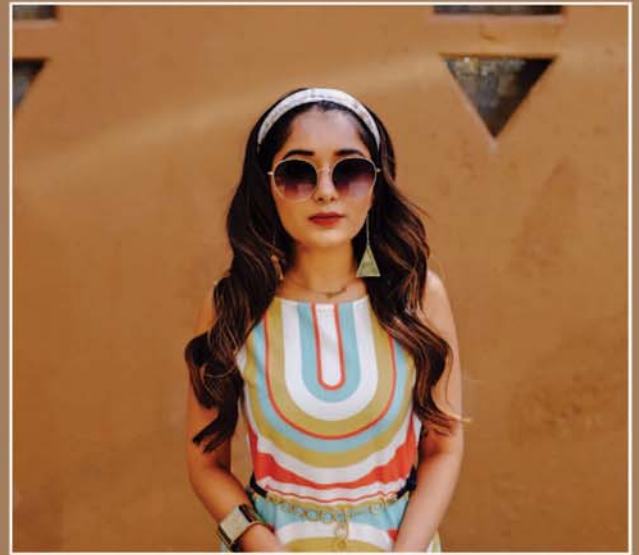
Nexus Malls was set up in India with 'transformation' as a core age. StyleHashtags, was conceived by Nexus Malls to help support their kind initiative for the malls in India.

Stylehashtags collaborated with several bloggers and influencers, drool-worthy styles and perfectly attuned attires across their portfolio. Identifying the needs, fashion was curated for every season, occasions. Campaigns were identified to tap in to the relevant audiences and on denim collections across our malls, while through #SummerVibe to beat the summer heat in our country. To celebrate and aid shopping #StylePhere and we also have #StyleCountdown which ensures the year-end parties. Recently, we also hosted our first ever #WonderK various thematic combinations for kids aged 5 - 15 at Elante Mall, Bhubaneswar.

We have now evolved to become every shoppers personal stylist and yet unique #StyleHashtags campaign.



# CURATING FASHION EXPERIENCES SINCE 2016



## HOW BRANDS GO BIGGER WITH #STYLEHASHTAGS

**INSTAGRAM & FACEBOOK  
GENERATE THE BIG BUZZ**

**INDIA'S BEST FASHION INFLUENCERS COME  
ON BOARD TO PROMOTE EACH STYLE  
HASHTAG THROUGH VIDEOS AND PICS**

**ONLINE LOOKS ARE MATCHED AT STORE  
MANNEQUINS, TO STAY IN TOUCH WITH THE  
ONLINE TRENDS**

**MASTERCLASSES, MEET & GREETs, DIY VIDS  
WITH INFLUENCERS**

**SALES TRACKING VIA  
RETAILER COUPON CODES**

nda for the Indian retail industry.  
retail partners through in a first of its

who took the internet by storm with  
olio of nine malls. After carefully  
on and trend. Fun-filled thematic  
occasions. #MyDenimStory focussed  
oe we came up with a collection to  
ng for the wedding season, we host  
at you have the perfect look for the  
ids theme, which was aimed at the  
Chandigarh and Esplanade One,

nd fashion curator with our thematic,

# OUR BIGGEST HASHTAGS



# HASHTAGS WAVE WITH US

For all communication@nexusmall.com

# INDIA IS GOING GA-GA OVER


## #StyleHashtags







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The opportunity of India as one of the world's most promising fashion & lifestyle markets is a given. India's appetite for fashion – and all lifestyle accoutrements – is rising at the fastest pace in her modern history. The challenge however, lies in converting promise into profitable ventures, especially when the market behaviour itself is in a major churn. How do companies make rapid sense of all the shifts and make agile turns to meet the constantly emerging disruptions in consumption behaviours?

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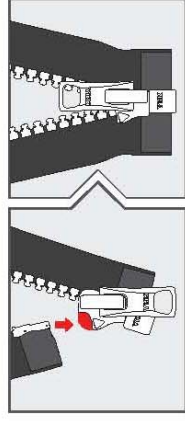
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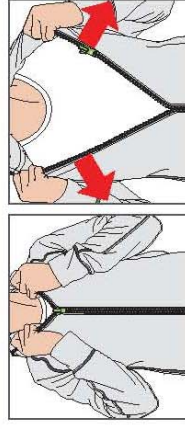
Smart insertion and quick release function in one zipper.

## 1 Smart Insertion



Enlarged bottom part of slider body (highlighted in red) allows quick and easy insertion of the separable pin into the slider.

## 2 Quick Release



The zipper can be opened by simply pulling apart the garment or pulling the zipper chain sideways.\*

\*Pull the zipper apart above the slider.

The zipper cannot be opened by pulling the part below the slider.

### Item Variations

	Closed	Open	Two-way	Chain
5VS	-	○*	Under development	-

\*Left hand insertion type is under development.

### Slider

NAMIR2™ (EB,EW,EX)

\* Asymmetrical plastic slider

### Minimum Lot

None

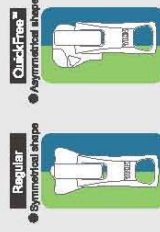
### Color Variation

Color variation is the same as standard VISLON® zippers.

### ⚠ Caution

- There is the possibility that the zipper might open unexpectedly if used on a heavy weight garment.
- Ensure product is completely closed when placing into a washing machine or dryer. A partially closed zipper may become entangled with other items, resulting in damage to the elements, slider or other components.
- Do not add an excessive load. It may cause damage to the cloth and zipper.

This zipper slider is asymmetrical. If a regular zipper is attempted to be opened in the same way, it might damage the zipper.





Dear all,

It wasn't too long ago when fashion and sportswear seemed to be decidedly at odds with one another. I mean, both were at the polar ends of usage and target audience; sportswear was strictly for sports and exercise and fashion was for those who were in pursuit of taste, beauty, and aesthetics. Yet today, sportswear and fashion have so much in common these days.

Sportswear is taking to the street these days and is increasingly becoming a way of life for fashion enthusiasts across the globe, and for just the right reasons. Hustling has become the order of the day today and times as such calls for versatile, multipurpose fashion apparel that can be worn for various occasions.

On the other end, everywhere you look, people are making conscious effort towards leading a healthier life and are hence investing in a range of activewear which is defined as the 'new semi-casual'. Overall, sportswear has changed the way people dress up for the gym, casual, social

occasions, and even for work. Such intense is the popularity of the trend that it's fast fanning out into various sub-segments like athleisure, activewear, gym wear, and much more.

This issue of IMAGES Business of Fashion outlines how the fast blurring line between sports and fashion has spawned a market that harbours opportunity like never before. We bring to you a detailed look at the fact that 'Sports-leisure' is no longer a trend, but a fundamental shift in how the world dresses today.

The issue is replete with details of the fast-emerging categories of Sportswear and Athleisure in India as well as the size of the market, opportunities for retailers, key trends and latest innovations. Apart from this, we bring you market leaders in categories and deep dive into what makes the successful.

We hope you find our sportswear special issue useful and insightful, as always.

Cheers!!



**Amitabh Taneja**

>

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 FASHION BUSINESS

NEW STORES

**Dapper Multi-Designer Menswear Store, Opens Doors in Kolkata**

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**Raisin Contemporary Fashion Label Enters Large Format Stores With Central Across India**

Pg No. 32

**Salt Attire Opens First Offline Experience Store in Gurugram**

Pg No. 33

BRAND WATCH

**ADITYA BIRLA FASHION ACQUIRES 51% STAKE IN FINESSE INTERNATIONAL DESIGN**

*The strategic joint venture of this sort is perhaps the first-of-its-kind where fashion meets business and one that will redefine the Indian fashion landscape*

Pg No. 34

**CUSTOMISED APPAREL BRAND ALMA MATER STORE RAISES US\$ 200,000 FROM WAZIR ADVISORS' HARMINDER SAHNI**

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BRAND WATCH

**BATA INDIA LOOKING AT OPENING 500 FRANCHISE STORES**

Pg No. 37

BRAND WATCH

**MAFATLAL INDUSTRIES LTD LAUNCHES 'MOHINEE' RANGE FOR WOMEN**

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**MAX FASHION LAUNCHES ITS BRAND STORE ON AMAZON**

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**PURPLE STYLE LABS ACQUIRES PERNIA'S POP UP SHOP**

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**XIAOMI VENTURES INTO LIFESTYLE PRODUCTS**

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E-COMMERCE

**CLUB FACTORY AIMS AT 10,000 LOCAL SELLERS ON BOARD THIS YEAR**

Pg No. 44

DESIGN COLLABORATION

**PUMA ANNOUNCES SNEAKER DESIGN COLLABORATION WITH MASABA GUPTA**

*One of the most iconic sneakers from Puma, Cali, has become a must-have in every girl's wardrobe. This sneaker enables you to not just command the streets and the runway, but also showcase your individuality*

Pg No. 45

EVENTS | RETAIL MARKETING

**KOLKATA FASHION EXPO 2019**

*The two-day fashion event was organised by Kashish International and supported by Liva*

Pg No. 46

**B** 47-98  
 FASHION RETAIL



COVER STORY

**FROM THE ARENA TO EVERYDAY WARDROBES: THE RISING POPULARITY OF SPORTSWEAR**

*As the newfound penchant for fitness sweeps the nation, individuals across the country are opting for a single, day-to-night, work-to-play wardrobe. We take a look at the market dynamics and how Indian players are gearing up for the sportswear boom*

Pg No. 48-55

BRAND PROFILES

**PROVIDING 'POSITIVE ENERGY' FOR KIDS**

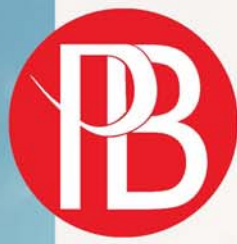
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RETAIL TECHNOLOGY

**DECATHLON INTRODUCES SELF-CHECKOUT TECHNOLOGY IN NEW NOIDA STORE**

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### BRAND WATCH **SEVEN BY M S DHONI CONSOLIDATES ITS PRESENCE AS INDIA'S FIRST HOME-GROWN GLOBAL SPORTSWEAR BRAND**

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### INDUSTRY TALK **DECODING THE ATHLEISURE REVOLUTION IN INDIA**

*Athleisure is not just a trend but has become a way of life and it is here to stay! With the 'Gym Look' becoming the next big thing, we take a look at the dynamics of the industry in India*

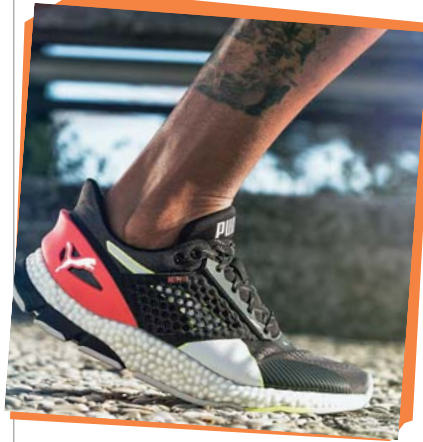
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### PRODUCT INNOVATION **SUPERSOX TAPS FITNESS ENTHUSIASTS WITH PERFORMANCE WEAR SOCKS, SUPERGEAR SOCKS**

*Supergear Socks have been introduced to bridge the gap in the market for performance socks. The target audience is men, women and kids who engage in workout activities and sessions and have specific apparel accessory requirements for enhanced performance*

Pg No. 82-83



### ATHLETIC FOOTWEAR MARKET **INNOVATION, TECHNOLOGY HELP INDIAN SPORTS FOOTWEAR MARKET STEP INTO THE FUTURE**

*Comprising of a few key players, the oligopolistic athletic footwear market is adopting various strategies to keep consumers engaged like establishing an iconic brand presence through the creation large and luxurious retail spaces, which house innovations galore*

Pg No. 84-90

### EMERGING CATEGORY **THE YOGA WEAR INDUSTRY: FASHION RETAIL FOR THE SOUL**

*Yoga apparel manufacturers are constantly evolving to achieve better customer satisfaction using technology and innovation to enhance their products. Their efforts are bearing fruit, something which is indicative in the fact that the global yoga clothing market is expected to reach a market value of US \$47.9 billion by 2025*

Pg No. 92-94

### IFF\_2019 | NIFT FINALE SESSION **FASHION INNOVATIONS ACROSS THE GLOBE**

Pg No. 96-98



## FASHION CREATION

### COLLECTION LAUNCH **BUGATTI UNCOPY: A COLLECTION OF INNOVATIONS & STYLES**

*Alongside leather and suede, the brand is using more experimental materials with innovatively engineered knits that makes the shoes distinctively light, for an active lifestyle*

Pg No. 102-103

### **HIDESIGN'S WILD WEST COLLECTION INSPIRED BY LEGENDS OF FREEDOM, ADVENTURE**

*The collection is inspired by canyons that spread out as far as the eye goes, sand dunes that extend beyond the horizon and cowgirls and cowboys that once owned the Wild West*

Pg No. 104

### PRODUCT EXTENSION **POPXO EXPANDS FASHION LINE, LAUNCHES T-SHIRT COLLECTION**

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### **KILLER JEANS LAUNCHES SPRING SUMMER'20 COLLECTION AT MEGA EVENT**

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### **UNIQLO UNVEILS SPECIAL 'KURTA COLLECTION' FOR INDIA**

Pg No. 110-111

### NEW CAMPAIGN **RALPH LAUREN DEBUTS 'WEAR YOUR STORY' DENIM CAMPAIGN**

*The collection features new washes, treatments along with responsibly sourced cotton in numerous styles*

Pg No. 112-115





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## MULTI-DESIGNER MENSWEAR STORE, OPENS DOORS IN KOLKATA

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Gone are the days when men's wear shopping meant picking basics. Today, the sartorial man looks for much more. Be it newer silhouettes, unconventional colour palette or just building a wholesome wardrobe, the scope to experiment with men's style is endless. Tapping into this growing men's wear market and giving it a fresh spin, is Shilpa Sethi with the launch of her store Dapper, Kolkata's newest multi-designer store exclusively dedicated to men's wear.

The store has curated avant-garde designs and new trends effortlessly.

Designers like Rohit Gandhi+Rahul Khanna, Antar-Agni, Divyam Mehta, Suket Dhir, Arjan Dugal, including Viia, Enbbe and Devanshi Didwania. One can also look out for some great accessories such as brooches, cuff links, buttons, beautiful silk accessories like neck ties, pocket squares and bow ties from Lacquer Embassy, Cosa Nostraa, etc.

"To me, clothing is a form of self-expression. There are hints about who you are in what you wear," says Shilpa. "Fashion is life-enhancing and, like everything that gives pleasure, it is worth doing well. Style is instant

language and Dapper aims to cater to men across age groups and their diverse styles."

The launch witnessed an outstanding show of flair and panache from the likes of Ujjawal Dubey of label, Antar-Agni; Arjan Dugal of label, Arjan Dugal and Suket Dhir of label, Suket Dhir--the forerunners in taking men's fashion to new dimensions of design and creative insight. The acclaimed designers showcased a mix of modern and functional looks on the 3 most stylish models, Neeraj Surana, Nick Rampal and Mohammad Iqbal.





# POP SETS

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# RAISIN

## CONTEMPORARY FASHION LABEL ENTERS LARGE FORMAT STORES WITH CENTRAL ACROSS INDIA

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A contemporary fusion brand, Raisin is set forth to venture into large format stores in association with Central based in 15 cities across India.

The company has signed on Bhumi Pednekar as their brand ambassador. Having set foot into the online portals via Raisin's official e-commerce website, [www.raisinglobal.com](http://www.raisinglobal.com) along with Amazon, Jabong, Myntra and Ajio as their online platforms, this versatile clothing line has presence in cities like Ahmedabad, Mumbai, Delhi, Kolkata, Surat, Lucknow, Chandigarh, Rajkot, Ghaziabad, Meerut, Muzaffarnagar,

Muradabad, Dehradun, Saharanpur, Bareilly, Anand, Nadiad, Gurugram, Jalandhar, Ludhiana and Jammu.

With a perfect blend of Indian culture and modern influences, Raisin's is set to position itself as a brand that provides modern women contemporary fusion wear that is not only exceptionally comfortable, but also stylish.

The clothing line comes in a variety of styles including dresses, kurtas, tunics and will also be launching a new collection on a monthly basis across all Central outlets starting from the first week of August'19.

The brand's perspective of this association is to create brand awareness across all cities and provide the fashion needs of today's women in terms of accessibility and staying updated with the latest trends while still providing extreme comfort.

**Vikash Pachariwal, Co-Founder, Raisin said, "Raisin wants to be a relevant force in the women's retail market with a wide range in their launches giving different personalities and styles an array of choices to express their individual sense of fashion."**

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# SALT ATTIRE

## OPENS FIRST OFFLINE EXPERIENCE STORE IN GURUGRAM

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Online fashion startup for women's workwear, Salt Attire has launched its first offline experience store in Gurugram. Located at Galleria Market in Gurugram, the store will feature premium collections of workwear apparel, jewellery and niche segment of accessories.

Apart from ready to pick garments, Salt Attire offers bespoke clothing, tailored to customer measurements, based on an on-demand manufacturing model at no additional cost. Most of the brands in India offer sizing based on International sizing charts which can several fit issues

for Indian bodies. Salt Attire's tailored fits help customers tailor the items to their body measurements and with this experience store, one can get hands-on help and guidance to attain the perfect fit.

After realising the gap in India, when it comes to high-quality formals, business casuals and workwear for women, and understanding that the demand for such clothing is only going to increase as more women are entering the workforce, Founder, Dipti Tolani, conceptualized a one-stop store for 9AM-9PM clothing needs, where any piece of clothing that you pick, could be worn to both work and after.

The product range has a variety of designs that work-appropriate, multi-functional and non-frivolous in nature. Each product is a meticulously crafted

identity for the consumer. One would notice that each product is named uniquely, which is intentionally done to make every attire be an experience of wearing a different identity.

Speaking of foraying into the offline space, **Dipti Tolani, Founder, Salt Attire** says, "The store has been a need at multiple levels. Firstly, we had a lot of requests to come and visit us in person and inquiries for a store visit. Until now, we had been hosting some of our existing customers in our office itself. Customers now have a lot more freedom to customize as per their preferences in-store; styles, fabric, etc. Also, given our price points, which are relatively in the premium range compared to the other fast fashion e-commerce websites, the offline, in-store experience is a better offering for customers who want to touch-feel the fabric and try on the garments first."

The growth trajectory of the company is not limited to apparel but also involves finely crafted minimalistic jewelry that is suited to the working professional. By next month, the brand will also launch the 'Formal Handbags' category as well.

With the plan of launching multiple offline stores in the major cities by 2020, Salt Attire aims to offer other verticals as well which will capture a larger section of urban consumers.





# ADITYA BIRLA FASHION ACQUIRES 51% STAKE IN FINESSE INTERNATIONAL DESIGN

The strategic joint venture of this sort is perhaps the first-of-its-kind where fashion meets business and one that will redefine the Indian fashion landscape....

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Aditya Birla Fashion & Retail Ltd. (ABFRL) has announced a partnership with India's leading designers Shantanu & Nikhil with the acquisition of 51 percent stake in Finesse International Design, a company primarily engaged in the business of bespoke occasion and ceremonial contemporary apparel for men and women.

The ABFRL acquisition committee of the board of directors approved the acquisition by way of signing the share subscription and purchase agreement.

"Indian consumers are increasingly seeking contemporary India inspired designer wear in their wardrobes which combines the best of modern fashion with Indian traditions," said **Ashish Dikshit, Managing Director, ABFRL.**

"Brand Shantanu & Nikhil is the finest representation of this design philosophy," he said in a statement.

Dikshit said Indian ethnic wear is a large segment in Indian fashion market and the company has identified it as an important growth opportunity

Shantanu Mehra and Nikhil Mehra said the strategic joint venture of this sort is perhaps the first-of-its-kind where fashion meets business and one that will redefine the Indian fashion landscape. "With this unique collaboration, India will now be the new playground for accessible designer wear in its truest form."

ABFRL is a part of US\$ 48.3 billion (about ₹3.35 lakh crore) Aditya Birla Group. With revenue of ₹8,118 crore spanning retail space of 7.5 million square feet, ABFRL has a strong network of 2,714 brand stores across 750 cities in the country.





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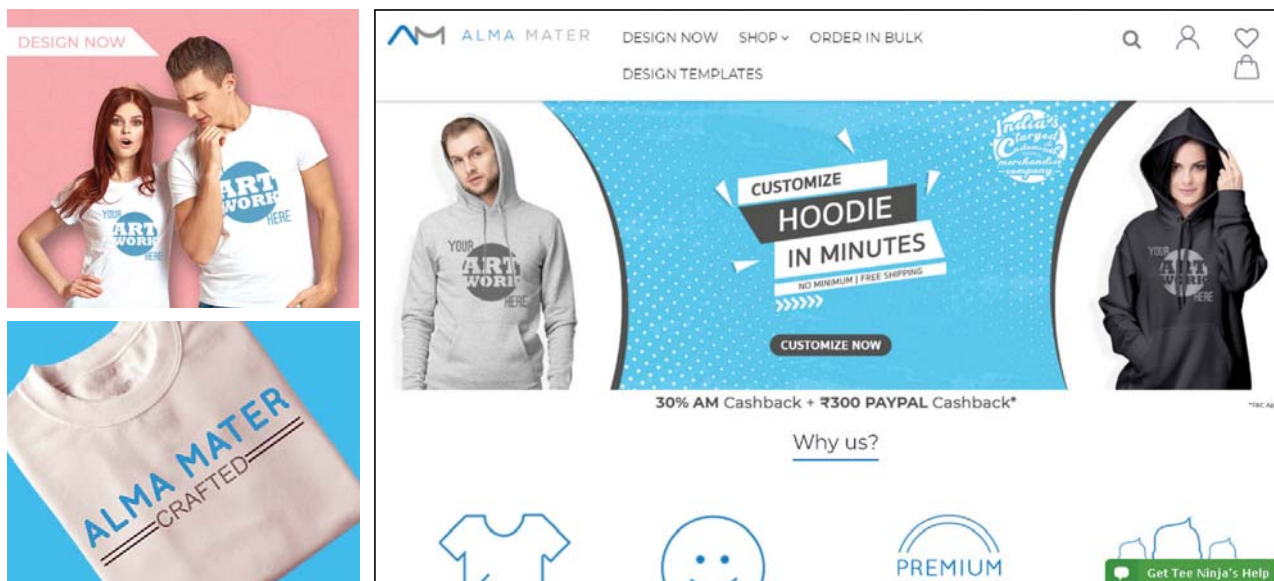


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## CUSTOMISED APPAREL BRAND ALMA MATER STORE RAISES US\$ 200,000 FROM WAZIR ADVISORS' HARMINDER SAHNI

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India's largest customised apparel brand, Alma Mater Store has received commitment for funding of US\$ 200,000 from Harmindar Sahni, Managing Director, Wazir Advisors.

Being the first one to bring the concept of customised apparels, Alma Mater Store is led by Sachin Sahni. The brand pioneers in mass and online customisation in India. It has the goal of turning people's vision and imagination into reality.

India is one of the fastest growing markets for customized merchandise and is growing at the rate of 15 percent annually. It is currently dominated by local unorganized players, but as several people are looking for hassle free solutions, the demand for organized players is on the surge in recent past. The total size of the market

for customized merchandise is 110 million customers, out of which 20 million customers are college students, 40 million customers are corporate employees at mid and senior levels, and the remaining 50 million customers belong to the middle class of the society.

"We are excited about how the customisation market is picking up in India. Customisation is the future of every consumer business and online is the future. Being the pioneer in their field, Alma Mater Store is ready to take up new challenges and we are delighted to be associated with them," said **Harminder Sahni, Founder and MD, Wazir Advisors**.

Harminder Sahni is an active angel investor and has invested in numerous startups including Capillary Technologies, Mcaffeine, Inkfruit, Burger Singh, Nivaata, YFM Uniforms etc.

Commenting on the recent funding, **Sachin Sahni, CEO, Alma Mater Store** said, "With customisation gaining popularity in India, we wish to scale our operations and expand our footprints. Thus, the funds will be utilized in our expansion and investing in new technology. We have a strong loyal customer base and we will continue to focus on building a profitable and sustainable business in the long term."

Alma Mater Store has worked with more than 2,500 schools and colleges in approximately 190 different cities having customised over 1 million tees and hoodies. Recently, the brand did collaboration with 91 Springboard, a few startups and freelancers. Also, the brand has worked for Google, Amazon, Infosys, IIMs, IITs, XLRI and Microsoft.







people to the stores. The challenge is younger people are not coming to Bata in the manner we would have liked.

“Emphasis now on the marketing team is to retain your loyal customers and get new and young customers, we are also concentrating more on women’s shoes,” said the official.

The company invested around ₹100 crore on its stores in the last three years. Bata now has seven entirely women-run stores, and is planning to open one in South Kolkata, which will also be its first such outlet in eastern India.

“In our 500 top stores, 22 per cent of our team members are ladies. This figure is three times what we had three years ago,” said Kataria.

As much as 85 percent of the company’s sales are through its stores, while about five per cent comes from e-commerce. The company now sells over 47 million pairs of footwear in India, with its business now growing at a marginal rate of two-three per cent.

Kataria said 50 percent of the total ₹55,000-₹60,000 crore footwear market in India is unorganised.



# BATA INDIA

## LOOKING AT OPENING 500 FRANCHISE STORES

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Footwear major Bata India is planning to open about 500 franchise stores which would come up in small towns over the next five years, a top company official said.

“We now have 150 franchise stores. We are looking to get about 500 franchise stores. These will be single-store towns. That means we are looking at 500 towns. We have charted out a five year plan for this,” company **CEO, Sandeep Kataria** told media persons after its 86th annual general meeting. The footwear major was also adding around 100 stores every year, while closing 25-30 shops for various reasons like being in wrong locations or economically unviable.

“The net figure is around 70. There is a combination of renovating the shops, sometimes, increasing it, sometimes relocating it,” said company **Chairman, Uday Khanna**.

In 2018-19, Bata India opened 71 new retail stores and 51 franchise ones, besides renovating 47 outlets. It relocated 47 outlets and closed down 28.

The company now has close to 1,500 stores in India, and has over the past three years pumped around ₹260 crore for modernising its manufacturing plants and renovating its retail stores.

“The company’s thrust is to improve the customer experience, get more contemporary, and get more younger





# MAFATLAL INDUSTRIES LTD

## LAUNCHES 'MOHINEE' RANGE FOR WOMEN

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**M**afatlal Industries Ltd., (MIL) has launched 'Mohinee' women's wear fabrics. Mohinee will be focused to complete the wardrobe of a lady with all of her fashion requirements.

**Priyavrata Mafatlal, CEO and ED, MIL** stated that Mafatlal fabrics are extremely popular with well established brands across the globe. So Mafatlal Industries plans to foray into the new but familiar areas in textiles.

**V K Maheshwari, President and Business Head, MIL** stated that existing core competencies of Mafatlal are leveraged to produce world class fabrics in women's wear for B2C business. As per him MIL is already present into women's wear segment through B2B and the same strength is now used in B2C.

Mafatlal is planning to launch a complete array of products comprising of dress and blouse material fabrics under Mohinee. The fabrics will be sold through conventional two tier distribution network across India. There is no OTC fabric brand available at PAN India level for women's wear fabric in taka form. He is seeing ample opportunities in this segment to grow and want to be a most preferred brand in women's wear at mid and premium price points.

Gaurav Gupta, Vice President (Marketing & Sales) of Mafatlal Industries Ltd., Nadiad stated, "We are focusing mainly on the environment friendly and breathability of the fabrics for sheer comfort and drapes. Our product mix is developed in such a way that it will cater requirements of premium and mid segments of the market. We are coming up with the multi fiber concept which will comprise of several new generation fibers like Modal, Viscose, Tencel, Linen, Flax, Bamberg and many more."

Mafatlal's legacy in women's wear is well-known and it is recognized as a remarkable player in providing best quality apparel fabrics since 1905. Mafatlal is carrying a legacy of brand Shalini, which has a prominent brand recall in blouse fabrics.

Mafatlal Industries Ltd. offers the widest range of high-quality fabrics. With the OEKO-TEX Quality Certification, ISO 9001:2015, ISO 14001:2015 certifications, GOTS and OCS Certifications, ensuring Quality is a strength.

Mafatlal has got an integrated mill in Gujarat, which is equipped with the state-of-art technology. Nadiad unit caters to the standards of its international customers such as Marks & Spencers, Next, Jack & Jones, Zara, Talbots, Ann Taylor and many more.



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3<sup>rd</sup> & 4<sup>th</sup> October 2019

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# MAX FASHION LAUNCHES ITS BRAND STORE ON AMAZON

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**M**ax Fashion, India's most loved value fashion brand for men, women and kids, will be available at Amazon Fashion India, starting August 01, 2019.

The Max store on Amazon Fashion will launch with the latest selection of seasonal fashion and trends from their Autumn '19 collection.

Max Fashion has focused foremost on delivering 'fast fashion' at value prices to consumers. It is the only brand that operates on an eight-season calendar, which is almost a quick 45 days per season. The swift stock turnover from the brand ensures that the audiences are delighted with a completely new range, in around just six weeks. The dedicated store front on Amazon Fashion will also reflect the ethos and vibrance that the 'Max' brand will bring forward, beginning with their Autumn '19 collection. The launch of Max Fashion on Amazon Fashion in India comes from the brand's view of improving its consumer reach and

base. Their aim is to ensure that highly stylized fashion at affordable prices is made available across 100 percent pin codes, thereby transforming how India shops for fashion. The store will be launched with full-feature apparel selections for men and women – across tops, t-shirts, dresses, jeans, trousers, jackets, and also kid's apparel.

The dedicated Max Fashion brand store will offer over 5,000 styles making it the largest 'single brand' launch on Amazon Fashion. The launch comes with convenient free-shipping options for all customers. Furthermore, Amazon Prime members will have access to free two-day shipping, and more, across selections from Max Fashion.

**Mayank Shivam, Director – Category Management, Amazon Fashion India** said, "We are thrilled to associate with Max Fashion and launch them on Amazon Fashion. Max Fashion is one of the most loved value fashion brands that offers fashion choices for the entire family. It will now be accessible across 100 percent pin codes in India through Amazon making fashion accessible for everyone. Max Fashion's presence on Amazon reiterates the brand's trust in us to deliver an unparalleled shopping experience across the country."

**Shital Mehta, CEO and Executive Director, Max Fashion India**, said, "Max Fashion is India's most loved fashion brand for millennial and young families – because of its core focus on providing 'fast fashion at amazingly low prices". To pursue our brand vision of democratizing fashion, we always strive to make fashion accessible to maximum customers across India. Amazon, with its unmatched customer experience and reliability, provides us a great opportunity to serve our customers. We are very excited about our partnership with Amazon Fashion, which will help us make fashion more accessible to India."

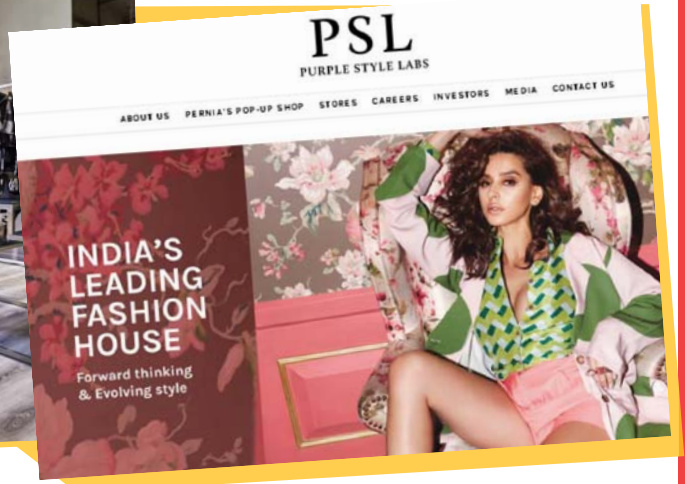
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# PURPLE STYLE LABS ACQUIRES PERNIA'S POP UP SHOP

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**P**urple Style Labs (PSL), a Mumbai headquartered premium fashion platform has acquired Pernia's Pop Up Shop, a leading multi-brand e-commerce website which houses over 500 of India's pre-eminent designer brands. The platform is a market leader in e-commerce for premium Indian designer wear.

Through this acquisition, PSL aims at building a comprehensive Omnichannel fashion platform that is predominantly focused on meeting the fashion needs of Indians in India and across the world.

Over the last one year, PSL has opened and expanded into 9 offline multi-designer stores called 'Pernia's Pop-Up Studio' and 'The Stylist' in Mumbai,

Delhi, Bangalore and Kolkata. As a result, PSL has been able to achieve 5x year-over-year growth, driven equally by like-for-like growth as well as strategic brand acquisitions.

Post the acquisition, Pernia Qureshi has stepped down as the Creative Head of the platform and all of Pernia's Pop-Up related IP and business are to be completely owned and managed by PSL.

In addition, PSL has begun acquiring equity stakes in India's leading fashion brands, driving exclusive product through its Omnichannel platform. It has recently invested in House of Masaba, one of the highest selling brands on its platform.

Purple Style Labs has raised investment over US\$8 million since inception (2015) from the family offices of highly respected industry veterans and investors including Binny Bansal,

Raj Soin, Navroz Udwadia, Rahul Kayan, Jitendra Gupta and Astar Ventures.

PSL plans to open 10 international stores and 20 domestic stores in the next 24 months. The company expects to achieve an annual revenue run-rate of US \$40 million+ across all channels including online, offline and events in the next 24 months.

**Abhishek Agarwal, Founder, Purple Style Labs** added, "The Indian fashion industry is now being recognized globally. When we started PSL in 2015, the vision was to create a platform for Indian fashion, which is currently highly fragmented across designers. We aim to aggregate this fragmented supply, curate assortment which enables discovery of high-quality products, channelise demand creatively and permanently solve the critical pain-points associated with the industry. We are also looking to invest in early-stage Indian designer brands as a part of a long-term strategy to significantly augment supply, distribution, inventory and reach."





# XIAOMI VENTURES INTO LIFESTYLE PRODUCTS

As its brand affinity grows in India, Chinese major Xiaomi transforms into a lifestyle player...

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**X**iaomi, has launched a diverse range of Xiaomi lifestyle products on the Flipkart platform which includes shoes, backpacks and suitcases.

**Mi Men's Sports Shoes 2 are engineered with 5-in-1 uni-moulding technology, that combines five different materials making them shock-absorbent, durable and slip-resistant. A unique combination of performance and style, these shoes are now available on Flipkart Fashion starting at ₹2,999.**

Sporting a sleek and durable design, Mi Luggage is made from Makrolon™, a polycarbonate material that makes Mi Luggage extremely resilient. The wheels have excellent load bearing and noise reduction properties. The suitcase has an ergonomic handle and sports 4 different height adjustments for individual comfort and a TSA-approved combination lock. Available in two sizes, the Mi Luggage 20" is available for ₹2,999 and Mi Luggage 24" is available for ₹4,999 on Flipkart Fashion.

Stylish and versatile, Mi Backpacks are water repellent with ample storage and adjustable shoulder straps allowing consumers to create a style statement. With four different stylish variants, Mi Backpacks are now available on Flipkart Fashion starting from ₹899.





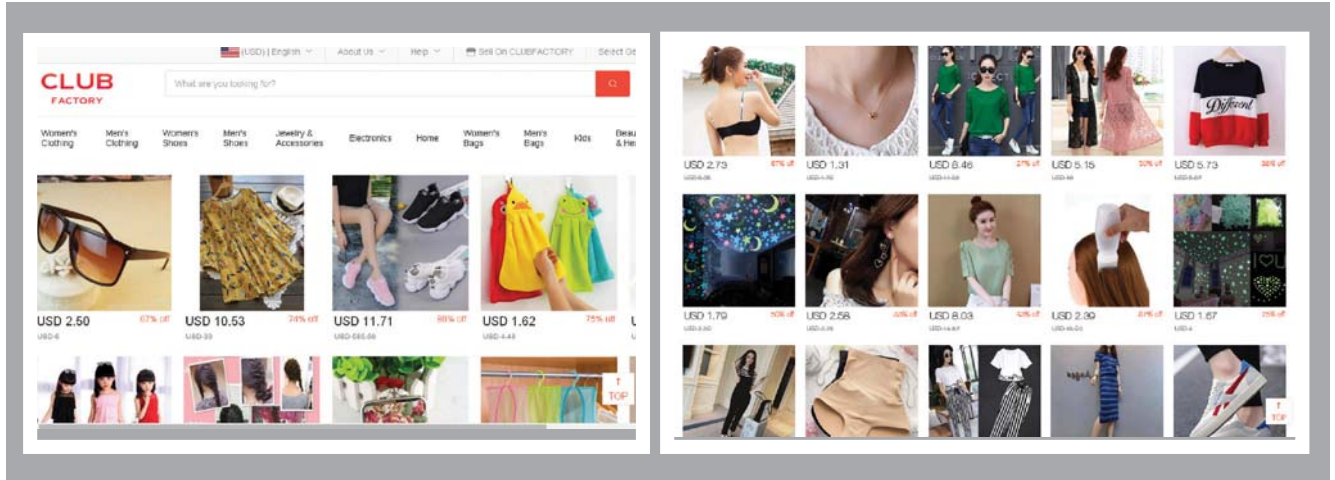


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# CLUB FACTORY

## AIMS AT 10,000 LOCAL SELLERS ON BOARD THIS YEAR

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Leading e-commerce platform, Club Factory has drawn up a new strategy to create its space in the Indian market with plans to get over 10,000 sellers on board this year.

One of the most popular shopping apps both on Google Play and iOS App Store with millions of customers for its selection of modern, trendy and unique products across a wide range of categories, Club Factory is also planning significant investments in warehousing, delivery, technology and marketing to become a leading marketplace for SME sellers in India, a statement said on Monday.

Under its strategy to empower Indian SMEs with an adequate e-commerce infrastructure and to increase its array of sellers, Club Factory will launch a Sellers Recruitment Programme this

month for pan-India sellers of products across the lifestyle, fashion, accessories, gadgets & electronics and home categories.

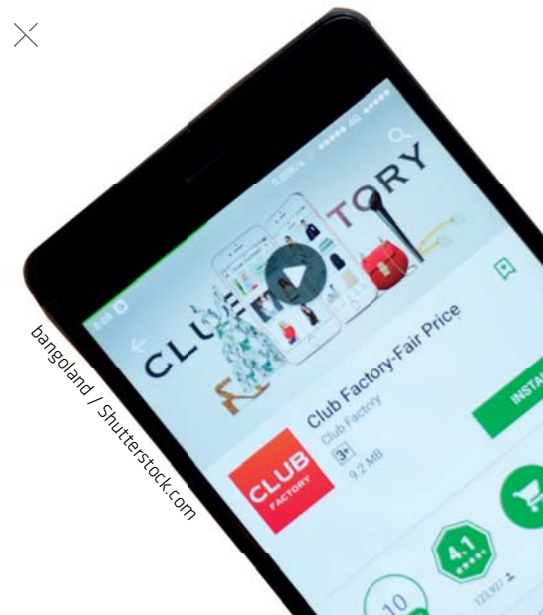
Under the programme, which will be free to open and easy to list, sellers will enjoy marketing fee waiver and zero commission to achieve 20-30 percent cost saving as compared to the other platforms. Club Factory will also organise training and support for them.

According to the e-commerce platform, its sellers in all categories are thriving with some even recording over 10,000 orders in a single day with co-marketing. It aims to get at least 100 sellers to generate over 10,000 orders daily, with its scaled-up infrastructure and platform enabling sellers to sell online on it at a better rate than on their own.

Club Factory also intends to use its proprietary big data and AI technology to manage the supply chain effectively, recommend relevant products to users and compare prices of multiple manufacturers in real-time to present customers with the lowest price for a product.

With three warehouses to enable quick product delivery and partnerships with some local top-tier logistics players for faster delivery in India, Club Factory is also looking at ramping these facets in order to benefit both the sellers and the buyers.

Club Factory also plans to open offices in Bengaluru and Mumbai after its first office in Gurugram to meet the increased user demands and ensuring seamless operation.





# PUMA ANNOUNCES SNEAKER DESIGN COLLABORATION WITH MASABA GUPTA

One of the most iconic sneakers from Puma, Cali, has become a must-have in every girl's wardrobe. This sneaker enables you to not just command the streets and the runway, but also showcase your individuality...

IMAGES Business of Fashion



Sports company Puma has collaborated with leading Indian designer Masaba Gupta to launch a brand-new rendition of the iconic Cali sneaker. With just 50 pairs dropping in India, the limited-edition sneaker pack hand painted by the designer showcases the crossover between art and fashion.

Designed on the premise that 'Cali is not a sneaker, it's a state of mind', Masaba uses the silhouette as a canvas for self-expression. The collaboration brings to life her signature style that introduces two design concepts--anti-anxiety and identify. The result is a collection that is at once gorgeous, untamed and powerful.

Talking about her new sneaker drop she said, "This is my first ever sneaker collaboration, and I am thrilled to have partnered with Puma for this project. They wanted me to be true to my personal style, and together we have created a unique and bold capsule

of sneakers, which I feel every girl is going love. I feel today's generation wants to move and grow at the speed of light without even pausing for a second to take a better look at their mental health. Anxiety almost seems like a curse on this generation and therefore the anti-anxiety shoe just sheds light on this issue. Identity is another issue that needs to be addressed, I believe a lot of our validation comes from various external factors and amidst that the generation has forgotten its true identity. The Identity shoe is a reminder for this generation that the key to finding yourself lies in knowing where we are, what work we do and always remembering the purpose. Anxiety is a trap; it's not a trend to be followed. It's not supposed to be cool. It's meant to be fixed!"

Priced at ₹6,999, PumaXMasaba Cali sneakers will be exclusively available at puma.com and at the store on Linking Road, Mumbai.

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## THE DESIGN CONCEPTS

- **ANTI-ANXIETY:** Strutting at the speed of infinite thoughts per minute, PumaXMasaba turns the street classic Cali into a canvas of myriad everyday thoughts that keep sneaking up. Each detail has been carefully created to strongly embody the theme. The caricature personifies the many thoughts in an anxious mind, the colorful laces reflect the chaos and polka dots are the essence of the House of Masaba.
- **IDENTIFY:** Reflecting upon barriers and boundaries that people set for themselves, the sneaker design encourages millennial generation to break free. A patchwork of various labels put on people, either self-inflicted or society created, the locks on the shoe signify barriers and boundaries while the key represents breaking free. While the slogan 'Decode Yourself' translates to the unwrapping of thoughts, Masaba's iconic chevron print completes the design.



# KOLKATA FASHION EXPO 2019

The two-day fashion event was organised by Kashish International and supported by Liva...

## IMAGES Business of Fashion

Recently, the city of joy witnessed the most magnificent fashion show Kolkata Fashion Expo 2019 at Eco Park. The two-day fashion event was organised by Kashish International and supported by Liva. Eminent fashion labels of the country like WNW, Tatwamm, Zola, Roop Shringar, Palki, Sequence and Pearls, Sakhi and Rajshree Creations' showcased their latest collections and displayed stunning couturiers.

Owing to its majestic celebration of Indian tradition and acknowledgement of the Indian fabric, Kolkata Fashion Expo is one of the most attractive, robust and successful fashion exhibitions in India.

It is East India's largest fashion event which is aimed towards bringing together the brightest and best fashion minds from the country and is one of the biggest B2B fashion exhibitions in the country.

Curated by Kamal Pugalia, Kolkata Fashion Expo's motive is to promote and sustain the most imperative of Indian ethnic cultures. This event has been created to provide an ideal platform where leading manufacturers, wholesalers and buyers will come together under one umbrella to ideate and exchange thoughts on enhancing the fashion culture of India.

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# SPORTS WEAR STUDY







FROM THE ARENA TO  
EVERYDAY WARDROBES:

# THE RISING POPULARITY OF SPORTSWEAR

As the newfound penchant for fitness sweeps the nation, individuals across the country are opting for a single, day-to-night, work-to-play wardrobe. We take a look at the market dynamics and how Indian players are gearing up for the sportswear boom...

Shivam Gautam & Team BoF





**Anupam Sehgal,**

Marketing Head, Cravatex Brands Ltd. (FILA)

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*“With the growing influence from new age media, influencers and celebrities, the sportswear market has really taken off successfully in the Indian subcontinent. India is a young country, and in that sense, new information, new trends are well received and adapted fast”*

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Sports aesthetics have had enormous influence on fashion and styles over the years. From knitted shirts to pleated skirts, the trend is nothing new to the fashion world. But what’s new and surprising is the breakneck speed at which sportswear is inundating global fashion today.

Sports is the new buzzword of the fitness conscious world and sportswear is finding its way into our everyday clothing. Mesh insets are found almost everywhere, pants have gotten wider and looser, jogger pants can be seen sported by everyone from young Millennials to office CEOs... sportswear is just exploding today!

Even the sports world and the fashion industry are closer knit than ever. From Cristiano Ronaldo, David Beckham to our very own Virat Kohli, athletes today are setting fashion trends across the globe. Of late, we have seen many sports icons in both India and abroad turning fashion

brand owners and entrepreneurs – while some of them have launched their own fashion brands or lines in collaboration with established fashion companies, others have made investments in or have set up their own fashion-focused businesses. Then there are celebrities flaunting sportswear as their go-to-choice for everyday wear. Be it Priyanka Chopra and Alia Bhatt’s airport look in black tracksuits or Karan Johar on reality television shows in his oversized sweatshirts and chunky sneakers, celebrities are actively participating in bringing stylish sportswear to mainstream fashion.

#### **The Sportswear Market in India**

According to a research report published by Global Industry Analysts Inc., the global market for Sports and Fitness Clothing is projected to reach US\$231.7 billion by 2024. The research also indicates that technological developments designed to improve comfort and performance has also led to the growth in sales of sports apparel. The report points out that the Asia-Pacific region is expected to be fastest growing region, with a CAGR of 6.9 percent over the forecast period,

with countries like India and Thailand acting as the epicentre of this whole fashion revolution.

Market research has shown that the Indian sportswear market grew 22 percent between 2015 and 2016, outpacing the segment’s global increase of 7 percent. By 2020, it is expected to grow at 12 percent CAGR, all stemming from the increased demand from consumers who want to look better, feel better and above all are super health conscious.

“There was once a time when no-one in India considered sportswear, or fitness, to be an industry that generated demand. But with the growing influence from new age media, influencers and celebrities the sportswear market has really taken off successfully in the Indian subcontinent. India is a young country, and in that sense, new information, new trends are well received and adapted fast,” says Anupam Sehgal, Marketing Head, Cravatex Brands Limited, that holds exclusive licensing rights for Fila in India, Sri Lanka, Nepal, Pakistan and Bangladesh.

While the men’s category continues to grow steadily, it is the women’s sportswear category that has exhibited fantastic growth over the last 2-3





SKECHERS

*The reason why stores are doing well all over the world is because stores tell a story that have human contact which an e-commerce portal cannot do.*

years. The paradigm shift in women's lifestyle is evolving their buying behaviour. Also, the growing demand for athleisure in everyday fashion and for various occasions is driving strong growth. Additionally, there is increasing popularity of sportswear in everyday fashion and for various occasions of use; driving growth strongly. "There is huge upswing in sneaker culture and some of our most popular products are modern renditions of heritage sports products. Another category that's under-penetrated is kids. This is a huge focus area for our brand, and we will continue to build this category going forward," asserts Sanjay Roy, Executive Director Sales and Operations, Puma India.

#### **Growth Drivers**

The growth of the sportswear category in India can be better understood by co-analysing it with the key changes in the general ecosystem of the country. 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. This changing fashion sense coupled with affordable prices has pushed the market for almost all fashion segments in the recent past.

"India, today, is at par with wider global fitness trends. The booming economy and changing lifestyle preferences have compelled Indian consumers to be more health conscious and add new health and wellness routines to their hectic lifestyles. This trend has largely benefited the sportswear industry in India, which now is among the top in demand fashion segments of the country," says Rahul Vira, CEO, Skechers South Asia Pvt. Ltd.

Taking about the size of the Indian market, Roy says, "The current size of the Indian sportswear industry is pegged at around ₹4,000 crore and is experiencing a 10-15 percent YoY growth. Growing interest in fitness and overall orientation around healthy living is fast changing the lifestyle of



people in India. Added to this, Indians are taking to sports both professionally and as recreation more than ever. Digitalisation and evolution of social media continues to propel the adoption of global trends around fitness, innovative designs and latest products, fueling our growth in products for Sports performance.”



**Rahul Vira,**  
CEO, Skechers South Asia Pvt Ltd.

The success of e-commerce has also contributed to this growth as has the digital boom. Retailers have been able to gain potential customers, improve their communications and messaging, track finances, implement research and improve their brand in a cost-effective manner. Digitalisation and e-commerce marketplaces have provided the retail industry with several avenues with an active consumer base that prefers shopping online, allowing them to purchase products whenever they want.

“Digital is one of the key growth drivers for sportswear, reaching more consumers not just in the metros but also from smaller towns where the consumer demand is steadily growing. Our direct to consumer e-commerce business has grown the fastest in 2018. As we sell directly on the online marketplaces, we have been able to enhance our customer experience, and this has also improved our speed to market. We have been pleasantly surprised in India about the demand of our products on the day of their global launch. We have also tripled our sales through [www.puma.com](http://www.puma.com) in this year and we will continue to keep this momentum,” says Roy.

This also has aided brands in offering a uniform experience across all platforms. “Unlike earlier times when

the brand or product experience could be given only in an exclusive outlet, now we have extended the same experience online as well as update our consumers on multiple digital platforms – be it the new technology benefits or the latest collection. The digital media has opened integration among store teams as well as they are continuously connected to give a uniform interaction experience across the country,” asserts Vira.

### **New Brands Emerge**

As a whole, the sportswear market in India has traditionally been dominated by the big international brands, aptly named the ‘Big Four’—Reebok, Adidas, Nike and Puma. Most of these brands entered the country in the 1990s and in the years that followed established their presence through a flood of local franchisees.

But, in the recent past, given the ardent inclination of consumers towards sports and sportswear in general, a slew of brands, both homegrown and foreign, have mushroomed to cater to the rising needs of the consumers.

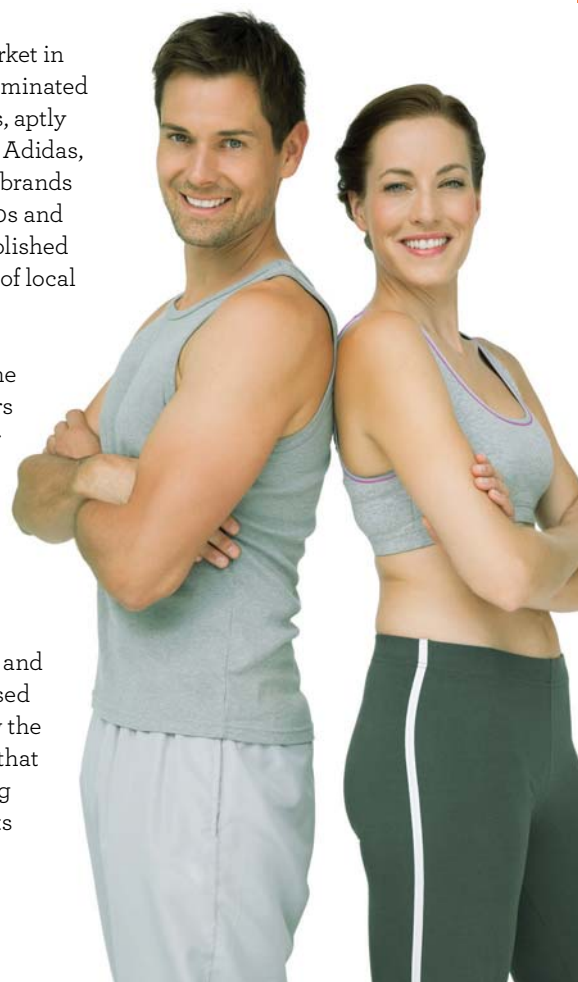
“Addition of new International and domestic brands in the organised retail segment only helps grow the overall market. The challenge that most brands today face is being able to provide quality products

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*“The booming economy and changing lifestyle preferences have compelled Indian consumers to be more health conscious and add new wellness routines to their hectic lifestyles. This trend has largely benefited the sportswear industry in India, which is now among the top in demand fashion segments of the country”*

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***As the demand and the market exploded, a new trend of exclusive sports large format stores by bigger brands has come to the forefront.***

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consistently at competing price points and staying true to their origin. Consumers today are not just buying brands, they are buying the lifestyle aspirations associated with the brand and for me, that is key,” says Sehgal.

While the slew of brands that have emerged in this category in the recent past has definitely intensified the competition in the Indian sportswear scenario, modern customers are well aware of every brand’s stand and decide their association accordingly. “The competition between any brand is as per the acceptance and inclination from customers. The quality of product, technology usage and need-based product availability count now as factors during purchase,” adds Vira.

Also, as the demand and the market exploded, a new trend of exclusive sports large format stores by bigger brands has come to the forefront. These stores have not only helped in increasing the overall market size and

general penetration for sports but also support even the smallest of categories which otherwise have no market in India.

“Stores are no longer just in the business of buying and selling goods but strive to provide a unique experience to the customers. With bigger players in the sportswear industry opening exclusive large format stores, the sportswear retailing market has only improved, especially by plugging in brand activations and more customer-friendly improvements to make shopping for sportswear an experience like no other,” says Sehgal.

“With exclusive large format stores, we open the brand to a larger consumer database, creating visibility for the brand in a defined structure. It helps in gaining loyalty and change perceptions. It gives us the opportunity to launch high-end, exclusive ranges in the stores, increase the product catalogue and change the shopping





**Sanjay Roy,**

Executive Director Sales & Operations, Puma India

*“Digital is one of the key growth drivers for sportswear, reaching more consumers not just in the metros but also in smaller towns where consumer demand is steadily growing. Our direct to consumer e-commerce business has grown the fastest in 2018”*

experience beyond transactions,” Vira further states.

### **Innovation by Brands**

Growing trends and brand awareness have led to increased consciousness and more awareness of global fashion trends, resulting in a much more aware and demanding consumer. Increased options and brand availability have compelled brands to add many innovations to their product portfolio.

Fila’s key focus categories include motorsports, tennis and basketball. The brand’s innovations are focused on specifically designing utility lifestyle-based products. “We have introduced the performance segment (with FPS) this year which is technology based. The segment focuses to ensure comfort, flexibility and lightweight performance in both lifestyle and sports footwear. Our biggest advantage is our connect with the local Indian

market, where we are focused on innovating products that suit the tastes of real consumers and creating beautiful products that service these needs,” says Anupam Sehgal.

Fila has recently launched its mountaineering inspired range Explore for the Adventurist, a collection that comprises of clothing, accessories and footwear.

Puma has always been looking to include an element of fun and easy wear in all its products. Bringing to life the brand’s philosophy of “where the gym meets the runway”, Puma’s collection offers a broad range of colour options to on-trend styles that can easily be worn from work to an evening out with friends. “Puma experiments with different fabrics like waffle, jacquard and Ottoman. Some of our sportstyle products also feature anti-bacteria finish and Puma’s Dry

Cell technology for breathability and moisture management. In addition to this, we are also introducing on trend fabrics and silhouettes with open hems, oversize fits and tapes,” says Roy.

Skechers offers unique product features like Ultra Lightweight, M Strike and Hyper Burst technology which provide unique benefits in fitness use. Given the unique features and the wide range, the brand is addressing a growing need in the market with a unique product. Apart from this, the brand’s range of shoes includes kids, fashion and lifestyle, sports inspired, sandals and slippers, golf training, walking, running and work wear shoes.

As the need for sustainability has become an imperative over the past years in fashion, several sportswear



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*Trendy sportswear is no longer the prerogative of the urban elites today but has also penetrated the semi urban towns and Tier II and III cities of India. The population of these cities today is far more aspirational and demonstrative and showcases a higher propensity to buy 'brands' in the sportswear space.*

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add that sustainability is an expensive proposition and Indian consumers are still reluctant to pay the full price for it," states Roy.

### **Penetration into Smaller Towns & Cities**

Trendy sportswear is no longer the prerogative of the urban elites today but has also penetrated the semi urban towns and Tier II and III cities of India. The population of these cities today is far more aspirational and demonstrative and showcases a higher propensity to buy 'brands' in the sportswear space. Hence, these towns and cities are fast emerging as lucrative retail destinations for brands and retailers alike.

"Between 2015-16, sportswear in metro and Tier II and III cities grew close to 80 percent. The footwear category hit a 100 percent for metro and Tier I cities, with very strong demand from Tier III cities which grew over 110 percent. These numbers and figures only go to show that it is absolutely crucial to expanding into Tier II and III cities, even for a sportswear business," says Sehgal.

brands are increasingly focusing on adhering top greener production techniques.

Puma's sustainability strategy focuses on creating a substantial positive impact. By the end of 2018, about 50 percent of all cotton and 66 percent of all polyester used in Puma apparel came from more sustainable sources like bluesign certified polyester, and cotton from the Better Cotton Initiative, an organisation seeking to improve the environmental, social and economic impact of cotton production. "Now Puma is aiming to increase it to 90 percent by 2020. I would also like to

Rahul Vira also echoes similar thoughts and goes to the extent of calling these destinations the epicentre of retail growth in the near future. "The retail sector is experiencing exponential growth, with development taking place not just in metros and cities but also in Tier II and III and smaller cities and towns. In fact, 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





2p2play / Shutterstock.com

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*Gradually, the market has witnessed a welcoming change with casual wear gaining popularity across all demographics, even regardless of age. This is a clear indication that the sportswear trend has been successful in transcending beyond the millennials and the younger generation to become a timeless trend that is here to stay.*

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over the last few years, penetration into smaller cities as such needs rehashed retail strategies as well as and depth of the understanding of the consumer,” he says.

#### **The Future**

The past few years have seen a drastic change in the fashion industry as style and taste are not restricted to age, but an individual’s personality. Gradually, the market has witnessed a welcoming change with casual wear gaining popularity across all demographics, even regardless of age. This is a clear indication that the sportswear trend has been successful in transcending beyond the millennials and the younger generation to become a timeless trend that is here to stay.

Also, the sportswear segment in India, like many other fashion segments, is undergoing an astounding change of perception as well as evolution. A noticeable change in the Indian sportswear industry is that it’s becoming increasingly organised; and modern retail is picking pace in small

cities too, much to the delight of brands, suppliers and retailers of sportswear and sports lifestyle products. As sportswear retail grows and penetrates smaller towns, it is imperative to maintain the same standards and quality of retail experience through store environment, store teams and customer service.

India as a market is always ready to absorb, adapt and adopt changes, especially when it comes to trends and lifestyle. The footwear industry, especially the ones catering to fitness and sports, is ever-evolving to keep up with the times, thus bringing about constant change in each segment of shoes. The rising demand for trendy, technologically superior yet comfortable footwear among all age groups is a key factor driving the industry.

We have just launched the “Explore” Collection and the “FPS” Collection recently. Explore is a limited edition collection inspired by the heritage of the brand in the outdoor adventure inspired lifestyle space. The collection is divided further into categories, namely- Canyon, Woods, Mountains and Elements. Our other collection FPS stands for the Fila Performance System—they are technical performance shoes with a fashionable edge. Few styles from the range are equipped with BOA technology, a laceless closure system that adapts to the feet and comfort of an individual.

The country is also seeing a surge in the sneakerhead subculture – people who collect, trade and admire sneakers. Sneakerheads know their subject. They associate sneakers with a piece of history or street wear. The growth in Indian fashion and lifestyle market has given us a major impetus to the footwear industry. From a basic need-based industry, it has become an evolving fashion and style category. As a brand we have started bringing more exclusive and limited edition products which earlier would probably not work in India.



# PROVIDING POSITIVE ENERGY FOR KIDS

**Company:** Virat Enterprise | **Year of Launch:** 2006 | **Headquarter:** Mumbai

**L**aunched in 2006 by Virat Enterprise, Positive Energy is an apparel brand for young boys and girls. Engaged in manufacturing high quality lingerie, daily and sports-wear garments, the company offers products that are high-in-demand amongst a vast clientele due to its fascinating colours and patterns, excellence and affordability.

## Focus Customers

The brand, Positive Energy, is for young boys and girls between the age group 5 to 15 years.

## Product Portfolio

The brand offers capris, shorts, boxer shorts, jogger pants, t-shirts, sando and many more.

## Latest Collection & Theme

The brand has recently introduced a new collection in cycling shorts, legging and tights for daily wear.

## Most Creative Products

T-shirts, cycling shorts and jogger pants are the most creative and in demand products.

## Category Expansion

The brand has plans to launch innerwear, sportswear and daily wear range for men and women. They also plan to introduce night wear for kids.

## Primary Markets

Available in major renowned multi-brand stores, Positive Energy's primary markets are Mumbai and nearby areas including Pune, Ahmedabad, Rajkot, Surat, Vadodara, Indore and Bhopal. It is also available in South India in Bengaluru, Hyderabad and Chennai.

## Exploring New Markets

The brand intends to expand its presence in Delhi, Gurugram, Jodhpur and Guwahati.







MENS / LADIES / JUNIORS

**TOTAL SPORTSWEAR SOLUTIONS**

APPAREL / ACCESSORIES / SWIMWEAR

LIVE  
THE  
SPORT  
SPORT



**BLACK  
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

**TOTAL SPORTSWEAR SOLUTIONS**

APPAREL / ACCESSORIES / SWIMWEAR

**WAKE UP > SMELL COFFEE > RUN**

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**





**LIVE THE SPORT**  
**LIVE THE SPORT**  
**SPORT**



**BLACK**  
**PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

**TOTAL SPORTSWEAR SOLUTIONS**

APPAREL / ACCESSORIES / SWIMWEAR

WHEN NOTHING GOES RIGHT > GO LIFT

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**





LIVE  
THE  
SPORT

LIVE  
THE  
SPORT!



**BLACK  
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

**TOTAL SPORTSWEAR SOLUTIONS**

APPAREL / ACCESSORIES / SWIMWEAR

**GET ACTIVE > STAY FIT > LIVE LIFE**

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**





**LIVE THE SPORT**  
**LIVE THE SPORT**



**BLACK  
PANTHER**

PROACTIVE CLOTHING

MENS / LADIES / JUNIORS

**TOTAL SPORTSWEAR SOLUTIONS**

APPAREL / ACCESSORIES / SWIMWEAR

**SWEAT IS JUST FAT CRYING >**

The game has changed. And the name too. **Athleisure**. Active clothing that goes beyond the track and the gym. Ergo, Black Panther. Fusing the performance demands of athletic clothing with a high style quotient of sporty streetwear. **Go Play.**







# DECATHLON INTRODUCES SELF-CHECKOUT TECHNOLOGY IN NEW NOIDA STORE

Charu Lamba

The world's largest sporting goods retailer, Decathlon – which has found a growing audience in India in recent years – has further expanded its presence in the National Capital Region with its biggest store, spanning across a sprawling 3,000 sq. ft. in Noida.

The fitness trailblazer, which has redefined the way people buy sportswear through its highly involving and experience centred stores, has already been operating around 12 outlets in NCR and 70 outlets across India.

At its newly launched store in Noida, the brand banks upon digital services such as self-checkout counter, scan and pay app for billing to improve the buying experience.

“With Decathlon Scan & Go, customers can simply scan and pay for items using their smartphone, automatically disabling the RFID security tag to leave them free to exit the store without any need to queue or wait at the checkout,” explains Sylvain Deschamps, City Sports Leader, Decathlon Noida. Eliminating the need for queuing has been one of the key competitive





## INDIA ENTRY

The French sportswear brand, Decathlon opened its first Store in Bengaluru in India in 2009. A store dedicated entirely to sports with one primary objective which is to “Make Sports Accessible to the many”. Its journey continues even today with 70 outlets across India and is still expanding to increase the accessibility of fitness and sport to create a fitness revolution in India.

advantages driving the success of online retail over the last decade.

### Retail-cum-Experience Centre

With its new retail cum experience centre, Decathlon aims to boost the buying experience, through its dedicated activity and community zones for fitness and sports enthusiasts.

“The reason why people have loved the Decathlon experience is the high level of engagement and the involvement

we provide to consumers before they actually buy our products. We have dedicated activity zones that engage the community around the stores to participate in daily games and fitness routines such as playing basketball, badminton, etc. It has been seen that offering such community zones helps people become more active and fitness conscious,” says Deschamps.

The store has dedicated sections for women, men, children and teenagers. Its dedicated space for fitness aficionados adds another dimension to this outlet, while the community space provides customers an opportunity to practice their favourite fitness activities - be it augmented reality golf, simulator zone or skating rink. It is nothing less than a sportsman’s paradise offering 50 sports and more than 5,000 sports products under one roof.

### Store Design

In an era where the retailers are testing the powers of e-commerce, Decathlon still places its faith in brick-and-mortar stores. Explaining the reason for opening huge stores, Deschamps says, “We want our consumers to test the products before buying them. The real-time experience redefines the need of the product for specific purposes.”

In the new store, product is the king. Each and every element at the store - design, lighting, floors - highlight the visibility of the products.



## WHAT IS NEW?

- **Digital Screens:** The digital screens highlight the sporty story of the employees of Decathlon. The brand hires only sportsperson as its employees.
- **Augmented Reality Golf:** The brand has brought the fun of playing golf inside its store by introducing augmented reality golf. It gives the same pleasure of playing golf as in the golf course.
- **Activity Areas:** The store has dedicated areas for various sports activities like Basketball, Cricket and even an elevated bridge to check the grip of trekking shoes.
- **Community Area:** The consumers can get engaged in various discussions related to sports along with participating in activities like Zumba, Hula Hoop, Football Freestyle and Rep wars to name a few.
- **Product Story:** Highlights the technicality of the products, its usage and durability along with the price.





# SEVEN BY MS DHONI CONSOLIDATES ITS PRESENCE AS INDIA'S FIRST HOME-GROWN GLOBAL SPORTSWEAR BRAND

## IMAGES Business of Fashion

Having aggressively expanded its presence to developed sporting nations beyond India, leading active sportswear and lifestyle brand under the banner of Rhiti Group, Seven by MS Dhoni has consolidated its presence as India's first home-grown global sportswear brand.

In line with the worldwide increasing market demand for active lifestyle wear, Seven by MS Dhoni is currently registered in 45 countries with a presence across 309 multi-store outlets Pan India and globally in USA, Canada, South Africa, UK, and neighboring countries of the subcontinent.

The brand is also available across major online platforms like Flipkart, Amazon, Tata Cliq, Jabong and Myntra along with its own website www.7.life. It is also the official apparel partner

for Chennai Super Kings, American Cricket Academy and Club (ACAC) and The Wanderers Club, South Africa. Indian cricketing legend and only cricketer in the world to win all ICC trophies MS Dhoni is the global brand ambassador of Seven.

With a focus on democratising sports and reiterating commitment towards providing products that stand for high quality standards, style, design, comfort and affordability, Seven offers a wide product portfolio of footwear, apparel and accessories for both men and women across fitness categories such as running, training and lifestyle sports using the latest sportswear manufacturing technologies.

According to **Lokesh Mishra, COO, Rhiti Group**, "We are extremely excited at having emerged as one of India's

first International sportswear and lifestyle brand within three years of our inception. Our overseas expansion is proof of the immense market demand for our products globally. Seven is all about 'Change' and our range of sports apparel, footwear, accessories and products reflect our philosophy of being accessible to everyone, especially the youth, imbibing the true spirit of sportsmanship for a healthy lifestyle. This is something that our global brand ambassador MS Dhoni also believes in."

In the near future, the brand is eyeing further global expansion coupled with investments in research and development of its product portfolio to deliver the best to customers.





# SKECHERS —CALI.—





A woman with long brown hair, wearing a white and pink athletic crop top and grey leggings, is performing a backbend on a sandy beach. She is lying on her back with her knees bent and feet flat on the sand, arching her back so her head is near her knees. Her arms are extended upwards, and her eyes are closed. The background shows a sandy beach and dense green foliage.

# DECODING THE ATHLEISURE REVOLUTION IN INDIA

Athleisure is not just a trend but has become the way of life and it is here to stay! With the 'Gym Look' becoming the next big thing, we take a look at the dynamics of the industry in India...

Shivam Gautam with inputs from Gurbir Singh Gulati





SATVA

**A**thleisure is not just a fashion essential anymore – it is a medium for expression and an insignia of the young and the young at heart. Even in India, the demand for casual wear is rapidly escalating as the modern Indian customers do not wish to compromise on comfort and functionality. With the rapid rise of globalisation over the past decades and the advent of digital media, the spread of fashion across global cultures have picked up tremendous pace. The world has become a global village and consumers are constantly following international trends even in a country like India that, traditionally, seldom kept pace with global trends.

“It has been noticed that there has been a significant rise in the demand of athleisure in India recently. The lines between traditional sportswear and fashion apparel are increasingly blurring. Industry estimates show that Athleisure is growing faster than the rest of the apparel categories. It is expected to witness significant growth owing to several reasons. The industry has witnessed rapid growth due to the rise in income levels and the entry of foreign players in India after liberalization as well,” avers Harkirat Singh, Managing Director, Woodland.

### Growth Drivers

Like with most fashion categories with roots in Western fashion, the growth of the Athleisure category in India can be better understood by co-analysing it with the key changes in the general ecosystem of the country. 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. This changing fashion sense coupled with affordable prices has pushed the market for active fashion in India.

A key factor that has led to the increase in demand of Athleisure can be attributed to the growing health consciousness among Indians. Activities like aerobics, swimming, running, yoga, various dance have now become a part of the average Indian’s life. There is a rise in health and wellness expenditure among Indian consumers which has contributed to the segment’s growth and athleisure fits the bill since it is a combination of trendy sportswear and relaxed apparel.

“This market is fueled by the growing westernization of India as well as growing inclination towards a healthier lifestyle. Everyone wants to look good while exercising and the Athleisure category was born keeping this need in mind. Acceptance of this category is still low, especially for women, while competition is fierce from existing sportswear, apparel and



C9 AIRWEAR



**Sunishka Goenka,**  
Founder, Myriad Activewear

***“Online retailer portals are collaborating with brands to have greater visibility and brand diversity across channels of distribution. E-commerce players who have made active wear as a separate category are seeing between 20 percent and 70 percent growth in this segment with online sales”***

retail companies in India,” says Pranal Modani, Director, C9 Airwear.

One of the chief drivers that has especially been instrumental in propelling this trend in India is the mere fact that athleisure gives you clothing that’s comfortable, relaxed yet stylish. Just think of it, especially in a hot and humid country like India what could be more important than comfort?

“Dressing for comfort has led to the evolution of the concept of athleisure – a trendy extension of sportswear with a hint of function, comfort as well as style – all incorporated in one. Going by the present scenario, athleisure is the fastest growing segment across the fashion space, the segment is witnessing a growth rate of 20 to 25 percent annually. We will definitely see a bull run in the sportswear and

activewear segment too as non-sport brands will also want to start targeting to this niche and creating opportunity for expansion,” reveals Sunishka Goenka, Founder, Myriad Activewear.

“Comfort is the key. Customers these days look out for sustainable products rather than specific one-dimensional products. Gone are the days where formal, casual and sportswear used to fall under different segments. Nowadays, one product is thought to be perfect or adaptable under all situations. The current consumption of athleisure is an epitome of how people look or want their clothing to be,” adds Modani, echoing Goenka’s sentiments.

All in all, the Athleisure category fits wells with a major consumer demographic of India – the Millennial consumer who is always looking for an option that fills the gap between sportswear and trendy clothes, helping them switch effortlessly between work and workout.





**Rina Nathani,**  
Global Retail Head, Satva

***“Consumption levels in India are growing at a fast pace of over 20 percent every year. Athleisure and non-performance sportswear segments as two circles that intersect with each other. While there is overlap, there is still enough opportunity for both markets to grow independently”***

### **The Athleisure Market – Global VS Indian**

According to CNBC, the global athleisure market is poised to become US \$350 billion by 2020. This is a movement largely driven by the United States. Currently, athleisure is used by 28 percent of the population. The American athleisure market is expected to double and set to reach US \$83 billion by 2020.

While North America is the largest athleisure industry in the globe presently followed by Europe, which is expected to exhibit rapid growth, the focal point of this growth has been traced to the countries in Asia Pacific region like India, China and Thailand.

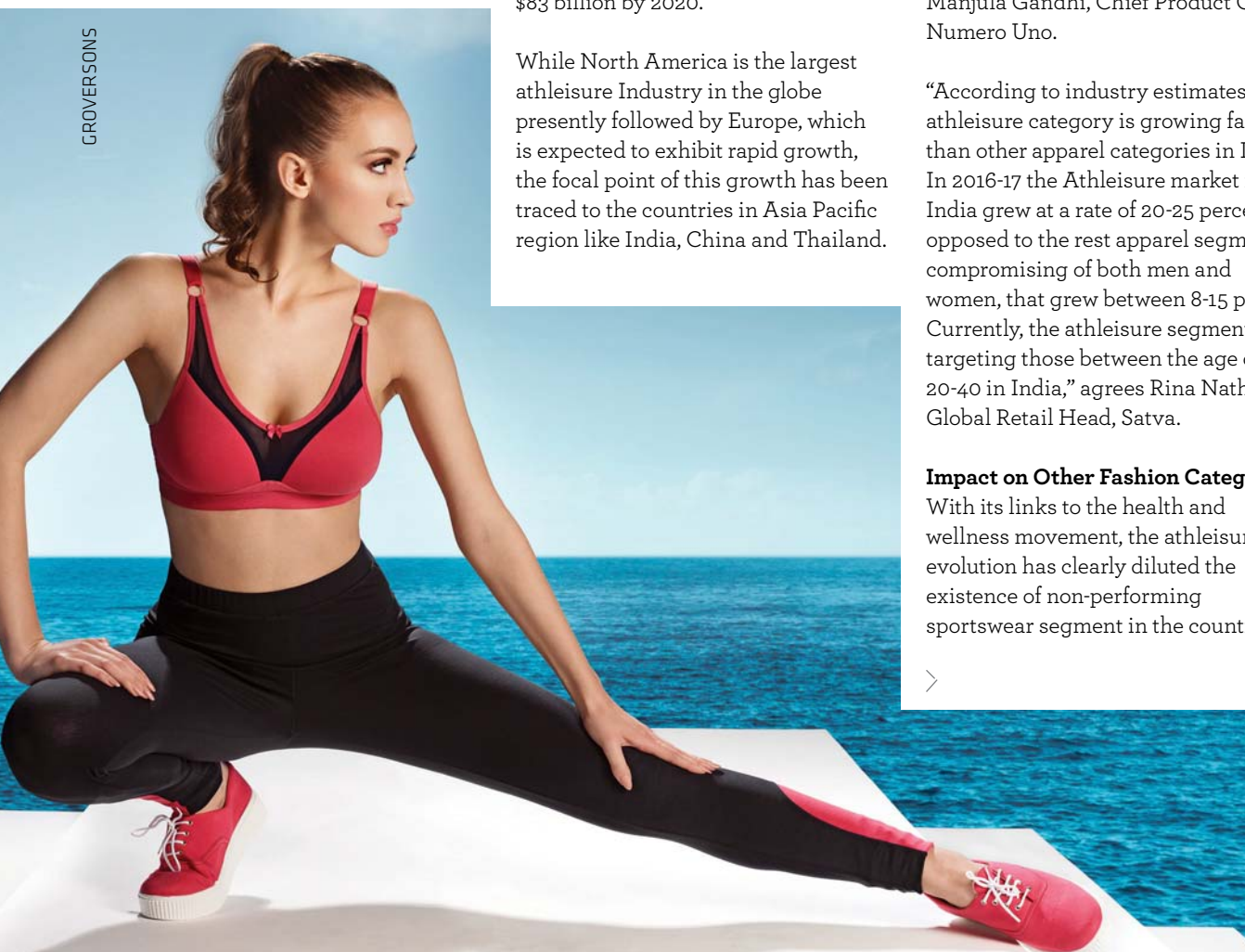
Deloitte India partner Rajat Wahi says India’s athleisure market is growing at 18-20 percent currently and is expected to touch 54,000 crore, or roughly \$8 billion, by 2020. As per an Allied Market Research report, India is expected to rise at a CAGR of 13.9 percent in the global activewear market. Industry estimates athleisure as a category that’s growing faster than the rest of the apparel categories.

“Overall athleisure category is growing at a rate of 20 percent to 25 percent annually with menswear growing at a rate of 8 percent to 10 percent, and the women’s and children’s segment growing at 11 percent to 15 percent. Being a millennial-driven trend, athleisure is growing at a phenomenal rate not only in urban cities but also in the Tier II and III regions. This trend will continue to rise as the next big thing in apparel, due to increasing health and fitness awareness,” states Manjula Gandhi, Chief Product Officer, Numero Uno.

“According to industry estimates, the athleisure category is growing faster than other apparel categories in India. In 2016-17 the Athleisure market in India grew at a rate of 20-25 percent, as opposed to the rest apparel segment, comprising of both men and women, that grew between 8-15 percent. Currently, the athleisure segment is targeting those between the age of 20-40 in India,” agrees Rina Nathani, Global Retail Head, Satva.

### **Impact on Other Fashion Categories**

With its links to the health and wellness movement, the athleisure evolution has clearly diluted the existence of non-performing sportswear segment in the country.



GROVERSONS



**Manjula Gandhi,**  
Chief Product Officer, Numero Uno

***“Growth of athleisure as a lifestyle will only fuel the industry further. Due to its growing popularity especially with the younger customers it is giving huge competition to the casualwear and denim categories as the usual go-to basics”***



**Harkirat Singh,**  
Managing Director, Woodland.

***“Industry estimates show that athleisure is growing faster than the rest of the apparel categories. The industry has witnessed rapid growth due to the rise in income levels and the entry of foreign players in India after liberalisation as well”***

Consumers nowadays prefer to walk the street combination of fashion and healthy lifestyle. Functional and sleek minimalist designs which can be worn anytime and anywhere went viral and have finally reached premium and luxury brands. It is the new favourite of the new-age consumers, especially the Millennials.

“The consumption levels with athleisure is increasing by storm. One of the main points, athleisure as a segment has changed and is impacting the adverse consumption levels of that of non-performance sportswear segments in the country is the comfort and perfect fit which have an impact on psychologically seeming to be fit and maintaining physical activity. With the rise of upmarket gym chains, which have cult following despite expensive memberships, the need for athleisure wear has been further fuelled. Non-sports use has also turbocharged the market as the consumer might just want to look good while not having any intention of breaking into sweat,” says Goenka.

“Consumption levels in India are growing at a fast pace of over 20 percent every year. Think of the athleisure wear and non-performance sportswear segments as two circles that intersect with each other. While there is overlap, there is still enough opportunity for both markets to grow independently,” says Nathani.



## **POPULAR ATHLEISURE PRODUCT CATEGORIES**

Leggings | Joggers | Tights | Hoodies | Sports bra | Wide leg pants Gym | Transformable causal track pants with utility pockets | Layering tanks | Oversized tees with cut outs and fabric inserts | Running shorts | Moisture absorbing socks | Athletic jackets

The growing popularity of this trend has compelled an increasing number of sports majors to add athleisure wear lines to cash in on this booming trend. “It will be a bigger challenge for the companies to remain relevant with





**Pranal Modani,**  
Director, C9 Airwear

***Everyone wants to look good while exercising and the athleisure category was born keeping this need in mind. Acceptance of this category is still low, especially for women, while competition is fierce from existing sportswear, apparel and retail companies in India"***

more and more brands entering this space. However, growth of athleisure as a lifestyle will only fuel the industry further. Due to its growing popularity, especially with the younger customers it is giving huge competition to the casualwear and denim categories as the usual go-to basics," asserts Gandhi.

#### **Advent of International Brands**

The gargantuan opportunities in the Indian fashion industry has attracted a long list of international bigwigs of late, all who have rushed in for their share of the market. Armed with better facilities and a strong supply chain, these brands can afford to bring latest trends very quickly to the market and offer stiff competition to domestic and home grown brands.

"International sportswear brands like adidas, Nike, and Puma, etc. have an established distribution network India before the athleisure fad took off and they are surely better positioned to capitalize on the same. Their brand image helps as well. Having said

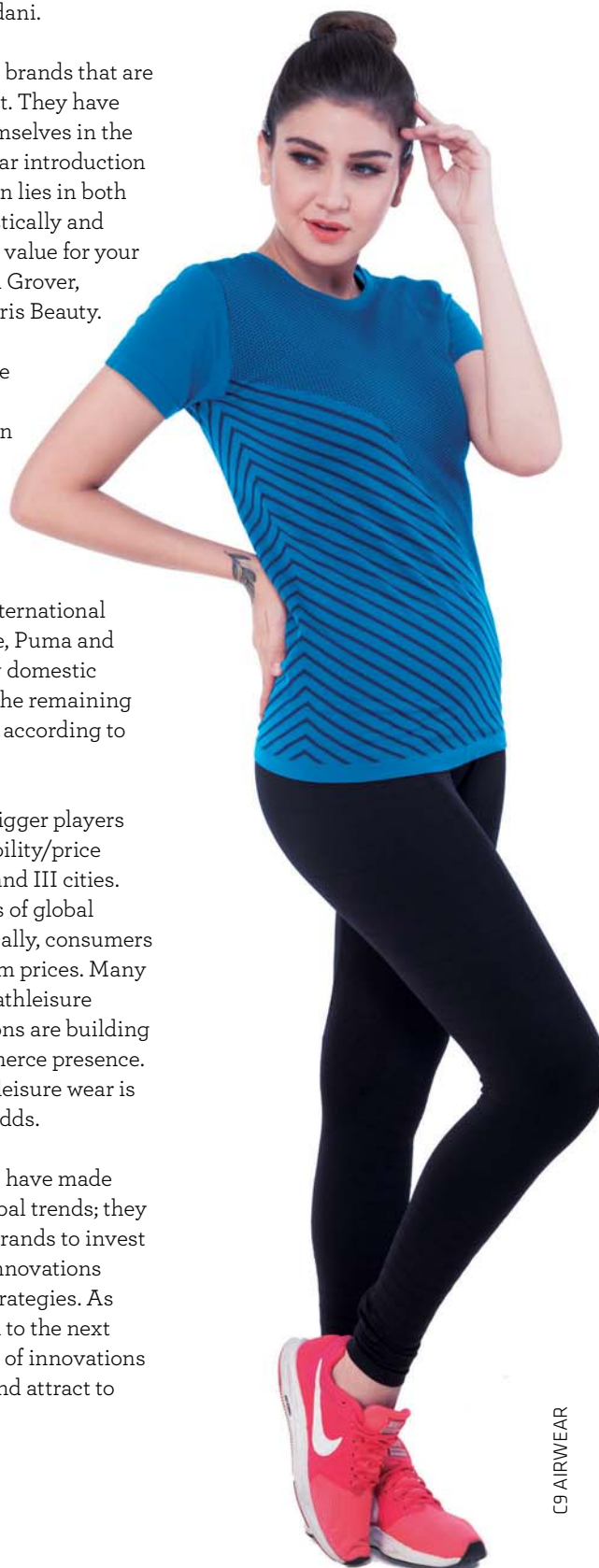
that Indian brands such as HRX and Zivame, with the help of e-commerce sector and VC funding are surely making inroads into the mind of Indian customers," asserts Modani.

"There are international brands that are playing the same market. They have already established themselves in the initial stage of sportswear introduction in India. The competition lies in both the ends fighting domestically and internationally to create value for your brand," states Siddharth Grover, Director, Groversons Paris Beauty.

International Brands like H&M, Superdry, adidas, Asics etc., find the Indian market lucrative and are performing well in the Indian market. Currently 80 percent of the Indian market is dominated by the big international players like adidas, Nike, Puma and Reebok, while emerging domestic players are battling for the remaining 20 percent of this share, according to Nathani.

"They are battling the bigger players on the ground's affordability/price and presence in Tier II and III cities. Although most products of global brands are produced locally, consumers still have to pay premium prices. Many domestic brands in the athleisure segment, for these reasons are building their online and e-commerce presence. About 30 percent of athleisure wear is sold online today," she adds.

While the global brands have made consumers aware of global trends; they also compelled Indian brands to invest in product and design innovations but also re-align their strategies. As the game gets propelled to the next level, the result is a slew of innovations aimed at standing out and attract to consumers.



C9 AIRWEAR





At Groversons Paris Beauty, the team strives to come up with the latest in breathable fabrics, seamless cuts, smooth straps and availability in all sizes, including plus size. C9 Airwear manufactures seamless clothing which provides functional benefits like, quick-wicking, 4-way stretch, no chaffing, and quick-drying; that too at an affordable price.

Myriad Activewear, meanwhile, aims to be identified by precision, design and the quality of craftsmanship as the core. The brand certifies uncompromisable quality with a huge assortment of fabrics, leading to

mixes of unique textures that enhance training and feel.

The N1 Active collection by Numero Uno is designed using fabrics that are comfortable and have stretch for flexible movement. Lightweight, breathable, cottons with tech finishes, it features shape retention properties.

Satva is the only brand which offers 100 percent organic cotton athleisure wear. All products are free from chemicals including bleaches, toxic waxes, sulfur and heavy metals commonly used in the production of clothing.

Van Heusen's core athleisure collection is a fine balance between Lounge and athleisure, where the key focus is on superior comfort. The brand is among the first movers to introduce

## CELEBRITIES ARE OBSESSED WITH ATHLEISURE

Celebrities has always been synonymous with exotic red carpet looks. But it is a thing of the past now, as more and more superstars are seen in Athleisure; either heading to or on the way out from a sweating session. From the Kardashians to our very own Bollywood stars like Deepika Padukone, Kareena Kapoor Khan and Alia Bhatt, everyone is ditching their penchant for the tinsel to flaunt this new low-key street style workout look. And they are rocking it everywhere with equal panache—gym, airport, salon.

There also is a new breed of celebrity entrepreneurs who have taken the game further from mere flaunting to endorsing and some even launching their own activewear lines; slick and fashionable clothes that can go from the gym to office and even the bar after work.

"In the list of home-grown celebs, Hrithik Roshan was among the first Bollywood actors to tap into the opportunity. He started the lifestyle brand HRX in 2012. HRX makes a range of athleisure wear, shoes, eyewear, and accessories for men and women," says **Sunishka Goenka, Founder, Myriad Activewear.**

The never-ending stream of workout videos of celebrities such as Kareena Kapoor Khan and Malaika Arora with their super-toned bodies has only increased the demand for athleisure clothing from black track pants and neon shirts to simple tees.

Also, the rise of social media platforms has only added to the popularity of these brands. The growth of fashion e-commerce has also helped, with platforms themselves tying up with celebrities to create private labels such as Myntra, Flipkart, Amazon and Jabong. For instance, Shahid Kapoor launched his Athleisure brand Skult in association with Aditya Birla Group's digital arm abof.com. India is known for its craze for cricket and Bollywood. Stars have a huge following and can potentially bring a unparalleled attention to brands.

Clearly, that's a big pull factor for the glamour-struck consumers. "It makes economic sense for celebrities to start clothing companies as it enables them to diversify their income and brings more return if the brand is successful as compared to taking only an endorsement fee. Hence, celebrity ownership helps a brand in getting rapid growth while cutting the clutter and promotes customer acquisition due to associative marketing," expresses **Pranal Modani, Director, C9 Airwear.**





**Siddharth Grover,**  
Director, Groversons Paris Beauty

***“International brands have already established themselves in the initial stage of sportswear introduction in India. The competition lies in both the ends fighting domestically and internationally to create value for your brand”***

the movement of consumers from unbranded to branded segment,” states Woodland’s Singh.

The population of these cities today is far more aspirational and demonstrative and showcases a higher propensity to buy ‘brands’ in the casual wear space. “The smaller towns and cities are becoming increasingly imp to the growth of any brand/ category owing to rise in their per capita income, increase in fashion awareness of consumers in these areas due to easy internet access and social media connectivity and switch from unbranded to branded products,” says Gandhi.

#### **Online Sales**

The success of e-commerce has also contributed to the growth of athleisure in India. Retailers have been able to gain potential customers, improve their communications and messaging, track finances, implement research and improve their brand in a cost-effective manner. Digitalisation and e-commerce marketplaces have provided the retail industry with several avenues with an active consumer base that prefers shopping online, allowing them to purchase products whenever they want.

“The fashion retail sector has emerged in the past few years due to the stronghold of digitalization in the country. It is because the digital era has changed the social trends which resultant a direct effect on the changing consumer behaviours. Brands are also reaching out to consumers where they spend most of their time – online. It has been noticed that online sales of athleisure sector have increased in high single digits and will keep defying the gravity rule in near future,” says Singh.

Online sales are appreciating at a great speed throughout the country with alternative options of payments and



performance attributes like swift dry and stain repellent feature in India.

Woodland maintains a solid commitment to innovation, sustainable business practices in line with its tradition of promoting outdoor and adventure sports worldwide. The brands innovations include heat lock apparels made in lightweight fabric with micro fibre to regulate the body temperature but retaining body heat and aqua sorb apparels which block rain and snow and allow vapors to dry the heat. It also has range of pure green apparels which are made out of recycled plastic turned in to fibre to manufacture garments and tech enabled shoes that are embedded with battery powered temperature control system. With their anti-microbial property, the shoes absorb sweat to keep your feet dry.

#### **Penetration into Smaller Cities**

Demand of trendy Athleisure is no longer limited to the urban masses today; it enjoys heightened popularity in semi urban towns and Tier II and III cities of India as well. “Digitisation and the penetration of Internet access have played an important role in raising awareness about the latest fashion trends in Tier II and III cities. Higher disposable income has fueled the value of fashion to look good amongst the consumers of small cities. The rise in per capita income of the middle class in these cities has resulted in



SATVA



**Shankar C,**  
GM Design, Van Heusen

*“While the category is evolving fast, it is also getting updates with new technology like laser bonding, innovative magnetic fasteners and a very interesting blend of technical textiles, which not all manufacturers are geared upto”*

easier movement of creating inventory. “Online retailer portals are collaborating with brands to have greater visibility and brand diversity across channels of distribution. E-commerce players who have made active wear as a separate category are seeing between 20 percent and 70 percent growth in this segment with online sales. But websites such as Amazon India are yet to set up a dedicated athleisure store,” says Goenka.

#### **Towards a Sustainable Path**

As the stunning environmental impact of fast fashion becomes clear, the number of brands the number of brands introducing ‘conscious’ collections and production techniques have soared massively. Infact, greener production of fashion is an expected standard with brands and consumers; with the latter demanding more transparency and honesty and not as a mere selling gimmick.

“Woodland, a brand is known for its eco-friendly initiatives further strengthens its association with the environment by launching a new range of biodegradable footwear. This launch is in association with the company’s CSR initiative ‘Proplanet’, a wing dedicated to making our mother Earth a better place to live in. The new range is one of the most exciting environmental innovations to be witnessed by the footwear industry,” reveals Singh.

Número Uno too is doing its bit by continuously taking conscious steps to reduce environmental impact through investment in technology and product innovation. By introducing eco-friendly laundry processes the brand has reduced water consumption and use of harmful chemicals leading to zero affluent discharge and worker welfare. Waterless denims and recycled fabric denims form an important part of the Número Uno’s denim collection today and contribute to a better environment.

Myriad Activewear embeds ethical ethos from the beginning itself. The brand works with fabric manufacturers who abide by CSR regulations and supply only but the best and sustainable dyeing techniques and eco-friendly yarns. The brand also maintains discipline in its production units (recycling, reusing waste fabrics with minimal wastage) and is able to capitalise on the customers’ educational initiatives of ‘informed choice’ of fair- trade and ethical means.

C9 Airwear is investing heavily in system and machinery to help it produces less waste. “Our plants are fitted with solar panels that provide the necessary power. We are also planning to use recycled fabric in our future collections. Apart from this, we conduct a lot of afforestation drives through



*Athleisure is a segment that enjoys special demand among the youth. Keeping this in mind, this segment harbours immense opportunities for brands and retailers alike especially in a young country like India with a median age of 27 years. Moreover, growing on the back of increasing fitness and health awareness, experts peg athleisure wear as the next big thing in apparel.*

our CSR programs. In a global supply chain comprising multiple vendors in different counties with different regulations, developing a sustainable brand requires considerable resources and efforts," says Modani.

But various brands have also admitted of facing innumerable challenges in their quest towards sustainability. "Prevailing challenges include higher costs and competing with the bigger players in the market. Communicating the benefits of sustainable fashion is not an easy task. It's important for sustainable brands to make their products affordable, while leveraging the long-term benefits of consuming these products. Another challenge for athleisure would be penetrating Tier II and III cities," says Nathani.

### **Challenges Faced by the Industry Faces**

While the athleisure trend is exploding a slew of challenges still mars Indian brands and manufacturers. The biggest growth barrier currently is the lack of high-quality manufacturing facilities. "More than 90 percent of the synthetic fabric used by players in India are imported from China, Hong Kong and Korea. As a solution local manufactures must focus on developing the required resources/raw materials locally and invest in organic alternatives like cotton. This will help India grow their

athleisure segment in the long run," says Nathani.

"While the category is evolving fast, it is also getting updates with no new technology like laser bonding, innovative magnetic fasteners and a very interesting blend of technical textiles, which not all manufacturers are geared upto. Hence, one has to look at modern plants who are upgrading their technologies," adds Shankar C, GM Design, Van Heusen.

The challenges arise especially with the emerging local brands who are creatively paving their path through design and production to innovate new products in order to differentiate themselves from the big players. Therefore, to surpass that obstacle, product innovation and story-telling become a key essential to build a brand that defines uniqueness and convinces their audience.

### **The Road Ahead**

Athleisure is a segment that enjoys special demand among the youth. Keeping this in mind, this segment harbours immense opportunities for brands and retailers alike especially in a young country like India with a median age of 27 years.

Moreover, growing on the back of increasing fitness and health awareness, experts peg athleisure wear as the next big thing in apparel. When it comes to growth, athleisure is on a much higher side; people are wearing athleisure even to workplaces today.

"Mixing active wear with ready to wear is the new norm and it's not going away soon. We feel athleisure is here to stay as consumers are used to versatility and flexibility it offers. And not only for women wear but also opportunities lie in the men's athleisure wear and kid's athleisure wear segments," concludes Nathani.



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# SUPERSOX TAPS FITNESS ENTHUSIASTS WITH PERFORMANCE WEAR SOCKS, SUPERGEAR SOCKS



**Harsh Saraf,**  
Business Head, Supersox

Supergear Socks have been introduced to bridge the gap in the market for performance socks. The target audience is men, women and kids who engage in workout activities and sessions and have specific apparel accessory requirements for enhanced performance...

IMAGES Business of Fashion

Launched in 2012 with a vision to offer the widest range of the best quality socks to Indian consumers of all ages, Supersox is known for introducing socks of superb quality, with a vibrant personality and in international styles to Indian consumers. The brand offers the widest range of products for any sock brand in the world, with over 8,000 SKUs catering to men, women, kids and infant for all occasions and uses. In the short period that it has been in existence, the brand has strengthened its presence in the general trade channels and today, boasts of more than 300 distributors and 12,500 active MBOs. It is also present on all major e-commerce sites including Amazon, Myntra, Flipkart and Jabong, etc. Supersox delivers to more than 30,000 pincodes across the country.

In an exclusive chat with IMAGES Business of Fashion, Harsh Saraf, Business Head, Supersox talks about how the brand is targeting men, women and kids who engage in workout sessions and have specific requirements for enhanced performance...

Excerpts from the interview...

**Tell us about your special performance socks, Supergear Socks?**

While sports shoes and apparel have always received much attention to enhance performance, when it comes to socks, not much thought is given. Most people pull up an old pair between a high-priced shoe and their feet. The 'modest' sock can prove to be a game changer for sports and workout enthusiasts. Feet are an important aspect of any sports activity. While finding the right footwear for the activity or training is of course important, it is equally important to understand that socks can make or break the quality of the feat. In the end, it is all about how the wearer 'feels', and how much wear and tear the feet can take while performing the activity. Supergear Socks is our offering to bridge this wide gap in the market for performance socks.

**What are the innovations introduced in this range?**

Supergear Ultra Performance socks is available for six main activities, viz,







cricket, cycling, football. Marathon, workout and yoga. Each product has been customised with its own USP and technology, keeping the requirements of the activity in mind. The entire range has been manufactured with specially reinforced super soft yarn for a better feel. The anti-bacterial and lemon fresh technology is intended to keep the socks stink free even with multiple wearing between washes. The specially designed net provides ventilation for moisture-wicking, makes them breathable, keeping moistness away from the skin. The compression fit makes Supergear socks an ideal choice for football, cricket or marathon. The most ideal feature is the padded heel and reinforced toe that lends the socks an anti-blister feature. The pyramid texture on the ankle keeps the feet from abrasions. The special dot texture at the sole of yoga socks provide anti-slip and acupressure features for better performance. The cycling socks have a fully padded support sole for uniform strength distribution.

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***“Finding the right footwear for the activity or training is of course important, it is equally important to understand that socks can make or break the quality of the feat. In the end, it is all about how the wearer ‘feels’, and how much wear and tear the feet can take while performing the activity”***

– Harsh Saraf, Business Head, Supersox

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**Who are the target customers of this range?**

Supergear socks are targeted at men, women and kids who engage in sports activities or workout/yoga sessions and have specific requirements for enhanced performance. Since people are by and large more fitness conscious today, we expect the brand to be a part of a person’s daily wardrobe. The age group targeted is 18 to 40 years.

**Tell us about your other latest collections?**

Supersox has an interesting array of socks for the season like the Marvel Avengers Socks, Spider-Man Socks, US Collection, Frill Baby Socks, Classy Missy Collection, Denim Collection, Metal Collection, Season Collection and Many More. We strive to provide our consumers a fresh range every season and there is something new for every age group.

**How is licensing helping a product like socks?**

Children get attached to various characters, making licensing a viable option for socks business. Licensing entrusts a brand with an added degree of credibility. Our other brand, Supersox, has acquired the license from Walt Disney Company including Pixar, Marvel Lucasfilms to manufacture and promote socks with their entire range of characters. These include Star Wars, Avengers, Spiderman, Frozen, Toy Story, Incredibles, The Lion King, Cars, Planes and Winnie the Pooh.

**Have you partnered with any sports celebrities to market Supergear Socks or undertaken any sports license to promote the product?**

Celebrity endorsements and influencer marketing is the rage in today’s digital media explosion. There is no doubt that it inspires consumer confidence in a brand, and we are definitely considering the option in the near future.





**INNOVATION, TECHNOLOGY HELP  
INDIAN SPORTS FOOTWEAR MARKET**

# STEP INTO THE FUTURE

Comprising a few key players, the oligopolistic athletic footwear market is adopting various strategies to keep consumers engaged like establishing an iconic brand presence through the creation large & luxurious retail spaces, which house innovations galore...

Rosy Sharma with inputs from  
Gurbir Singh Gulati



The world around us is rapidly evolving. Millennials are leading busy lives, with different priorities and expectations than previous generations. One priority in their life is fitness. The pursuit of wellness has become a daily activity for them. This transformed lifestyle has been complemented with access to gyms and neighbourhood parks, further pushing an increased number of people to take up activities like running and cross fit.

Aside from this, the presence of influencers—including celebrities, sportspersons and fashion bloggers—has furthered the fitness movement. This has led to the evolution of the fashion sector in India and the world, with the apparel retail segment leaning towards athleisure and comfort clothing. Accessories too are transforming to better serve the needs of exercise-conscious consumers, especially the footwear industry.

“Driven by the country’s growing wealth, changing lifestyles and rising urbanisation, an increasing number of Indian consumers are becoming more health conscious and are adding new health and wellness routines to their hectic lifestyles as a result. This growing awareness of being fit, healthy and the need to exercise has been instrumental in pushing the

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*The presence of influencers—including celebrities, sportspersons and fashion bloggers—has furthered the fitness movement and led to the apparel retail segment leaning towards athleisure and comfort clothing.*

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boundaries of athletic sportswear in recent past,” says Rahul Vira, CEO, Skechers South Asia.

According to Sanjay Roy, Executive Director - Sales & Operations, Puma India, as India’s demography is getting younger there is a growing interest in fitness and overall orientation around healthy living. **“Apart from this, women consumers too are evolving, participating in various fitness activities like Calisthenics, Pilates, Zumba, etc., leading to evolution of the fashion retail industry including footwear.”**

“Be it men’s category or women’s, footwear has now become a necessary style statement for everyone,” states Lokesh Mishra, Chief Operating Officer, Seven by MS Dhoni.

As per Vira, athletic footwear is one segment which has benefitted the most from the growing health consciousness of consumers. “One cannot take part in athletic activities without proper footwear and this has pulled up the revenue of athletic footwear companies greatly,” he explains.

Skecher’s has already tagged India as one of its fastest growing international markets. The brand has been witnessing strong growth since its launch in the country—a double-digit year-on-year growth—and is now



looking to further expand its base in the Indian market. Its retail network in India currently includes 247 stores and the brand plans to open a further 80 to 100 locations in the country this year, 20 of which will be company-owned and -operated.

### Market Size

“India as a market is always ready to absorb, adapt and adopt changes, especially when it comes to trends and lifestyle. The footwear industry, especially retailers catering to fitness and sports, is ever-evolving. The rising demand for trendy, technologically superior yet comfortable footwear among all age groups is a key factor driving the industry,” states Anupam Sehgal, Marketing Head, Cravatex Brands.

According to a report, the global sports footwear market size will grow by US \$12.76 billion during 2018-2022. As per Mishra, the Indian footwear industry is approximately worth ₹30,000 to ₹40,000 crore and he foresees a 100 percent growth over the next 5 years. “After China, India is the second



**Anupam Sehgal,**  
Marketing Head, Cravatex Brands Ltd. (Fila)

***“India as a market is always ready to absorb, adapt and adopt changes, especially when it comes to trends and lifestyle. The footwear industry, especially retailers catering to fitness and sports, is ever-evolving. The rising demand for trendy, technologically superior yet comfortable footwear among all age groups is a key factor driving the industry”***

largest global producer of footwear, consisting of 9 percent of the annual global production of 22 billion,” he says.

“The growth in Indian fashion and lifestyle market has given us a major impetus to the footwear industry. From a basic need-based industry, it has become an evolving fashion and style category. As a brand we have started bringing more exclusive and limited edition products which earlier would probably not work in India. Democratically speaking, we target all fitness enthusiasts, but it is usually the motivated youth who are our biggest growth promoters. We expect stronger pick up from the Tier II and III cities as people have more expendable income and are more aware of their options in these areas,” says Sehgal.

also becoming progressive and willing to accept sportswear as part of their daily life.”

The market share of Puma is approximately 30 percent. Of this, 75 percent is men’s footwear and 25 percent is women’s. The brand expects the market to continue to grow between 10 to 15 percent year-on-year.

### **Product & Innovation**

Athletic footwear refers to those shoes that are designed for sports and other outdoor activities. The market offers a variety of footwear with options in colour, design and price to cater to the needs and purchasing abilities of individual customers.

As per Roy, as the athleisure trend continues to grow, the demand for comfortable yet ‘good looking’ footwear is only increasing. “As a result, we’re always looking to include an element of fun and easy wear in all our products, bringing to life our philosophy of ‘where the gym meets the runway’.

Puma’s collection offers a broad range of colour options to on-trend styles that can easily be worn everywhere – from work to an evening out with friends. On the performance side, the brand has introduced new-age sneakers with latest technology like Hybrid and Weave XT that offer added flexibility and faster movement,” he states.

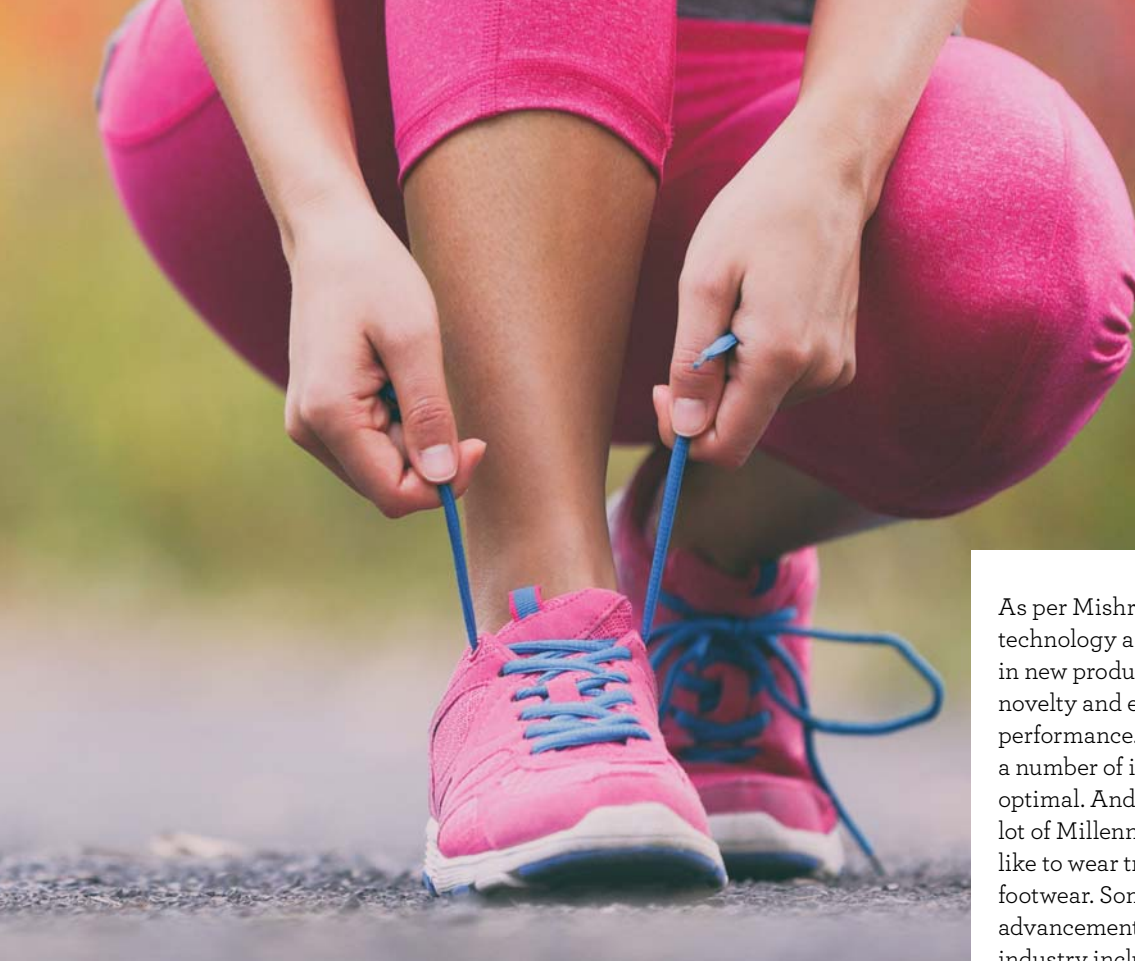
Roy further adds to this saying, “Tier II, III and even IV are now starting to become very crucial markets as Tier I is becoming saturated. Consumers in these markets are getting more health conscious and women consumers in these markets are



SEVEN BY M S DHONI

On the emerging sneaker culture, he says, “There is growing demand for sneakers whether it’s for training or casual wear. In India, we have had huge success in the sneaker market. Increasing popularity of sportswear in everyday fashion and for various occasions of use is driving our growth strongly. There is huge upswing in sneaker culture and some of our





As per Mishra, footwear and technology are interlinked to bring in new products that move beyond novelty and enhance the user's performance. "Sports shoes have seen a number of innovations to make them optimal. And this is mainly because a lot of Millennials and Generation Xers like to wear trendy as well as functional footwear. Some latest technology advancements in the sports footwear industry include smart footwear, augmented and virtual reality imbued shoes and shoe-knitting technology," he says.

most popular products like Thunder, RS-O and RS-X have been extremely successful despite their high price points in a value-conscious market like India."

"A decade ago, the consumer was looking for a comfortable pair of shoes. Today, consumers are looking for fashion, lifestyle and a comfortable shoe. Sneakers have become a style statement more than a necessity," he adds.

**"The country is seeing a surge in the sneakerhead subculture – people who collect, trade and admire sneakers. Sneakerheads know their subject. They associate sneakers with a piece of history or street wear,"** states Sehgal.

Aside from this, the technology of the sportswear brands has improved by leaps and bounds after brands really began to compete with each other to have the best footwear with the most appealing designs.

"Our product, the GOrun 7 is the newest edition in the GOrun family which is built with the 'Hyper Burst Cushioning' foam – this new Hyper Burst technology process creates foam with a unique cellular structure that is more durable and buoyant than the stuff found in many running shoes, making it one of the lightest and most resilient Skechers Performance shoes and is completely different than any foam Skechers Performance has ever created," shares Vira.

"While sports footwear is largely an unorganised sector, our rich history of innovation and design know-how has helped us build credibility and authenticity as a brand in India. Puma offers the right products for consumers who want to train hard or just look good on the street. Unlike apparel, footwear is a technical product and more so sports footwear. Credibility, innovation and technical performance




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*Technology used by sportswear brands has improved by leaps and bounds after brands began to compete with each other to have the best footwear with the most appealing designs. Today, footwear and technology are interlinked to bring in new products that move beyond novelty and enhance the user's performance.*

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is of paramount importance to the consumer. So, while other non-footwear players may enter the market and take some space in the casual footwear segment, it does not impact sportswear brands like us," says Roy.

Whether its reintroducing iconic sneakers like the Puma Suede – which has a rich sporting heritage and is now a popular street style – to the association with Virat Kohli's athleisure brand one8 co-created by Puma and which clocked ₹100 crore in the first year of launch, Puma will continue to focus and invest in differentiating products that sets the brand apart from the industry.

Meanwhile, Skechers has been ramping up its presence by constantly expanding its portfolio. The shoe portfolio ranges from kids, fashion and lifestyle, sports inspired, sandals and slippers, Golf, training, walking, running and work wear shoes.

Fila has just launched the 'Explore' and 'FPS' collections recently. Explore is a limited edition collection inspired by the heritage of the brand in the outdoor adventure inspired lifestyle space. It is divided further into categories, namely Canyon, Woods, Mountains and Elements. Meanwhile, FPS stands for the Fila Performance System – technical performance shoes with a fashionable edge. Some styles from the range are equipped with the BOA technology, a laceless closure system that adapts to the feet and comfort of an individual.

Then there is Seven, which caters to all of the consumer's sporting



## PUMA CLASSICS IN GREAT DEMAND

- With the growing popularity of 'sneaker culture', Puma is seeing huge demand for athletic footwear. For the brand it is important to stay on track with the ongoing trend. For instance, the current craze in the sneaker space is streetwear and chunky silhouettes.
- Puma's rich heritage as well as the brand's innovation around designs always keeps the retro space interesting for them. Based on the demand for such designs, the brand has brought back some of its most iconic products in running, training, soccer and basketball.
- Also, re-inventions have led to some of these successful sports performance products from the past to become a part of the most popular streetwear launches in the last few seasons.
- For instance, when Puma CELL technology first arrived in 1998, it was revolutionary. Celebrating 20 years of the OG sneaker, CELL was pulled straight from the archive in a new context that highlighted its chunky glory and throwback good looks for a new era of streetstyle. Leading the pack with two pinnacle models from the 90's, CELL Endura and CELL Venom were reintroduced in 2018 as street-ready silhouettes.





**Lokesh Mishra,**  
Chief Operating Officer, Seven by M S Dhoni

*“Sports shoes have seen a number of innovations in the recent years to make them optimal. And this is mainly because a lot of Millennials and Generation Xers like to wear trendy as well as functional footwear. Some latest technology advancements in the sports footwear industry include smart footwear, augmented and virtual reality imbued shoes and shoe-knitting technology”*

requirements including shoes for various sports and for gym training. The brand’s latest collection consists of Seven Insanity, Unicorn, Prive, Cliff, Signac and Cricket Spike shoes. All of Seven’s product categories incorporate the industry’s latest technologies infused with style and comfort.

**Target Audience**

According to Mishra, previously, people used to own a single pair of shoes because they preferred wearing the same pair to office, to parties and to the gym etc., but today they need different kinds of shoes for different occasions. For instance, a fitness enthusiast would need running shoes for jogging or exercising, formal shoes for office, trendy and stylish shoes for parties and casual shoes for a casual outing. Secondly, with trends changing very fast, brands are offering varied collections for varied seasons. So, when people visit shopping centers,

they see a wide variety of footwear from different brands and that induces them to buy more. Furthermore, promotional offers, discounts, etc. also contribute in making their shopping easy and increases the competition on the other hand. “We see this as a positive because it pushes us to be on our toes regularly and we are sure that our products will still receive traction because of the quality we provide at very competitive prices,” he says.

He further says, “Millennials are keen on hitting the gym, sports and fitness and since they are aware of various shoe categories, we need to cater to them accurately. We also help build this awareness by leaning on advertisements as well as on the prowess of bloggers who send information out to the public. We believe that building visibility and reaching out to the consumer is very important and we do that by holding previews of our collections by inviting lifestyle and sports bloggers to visit our warehouses and experience firsthand the products we create. Such interactions then reach the consumer through the reviews that the bloggers put up and help in building a brand connect.”

Earlier consumers were brand loyal but with the rise of aggressive competition and information they have a wide array of choices. Indian consumers have started looking at sportswear in a more research driven manner.

“There are various touchpoints for bring out a brand’s communication to position a particular product as per its



SEVEN BY M S DHONI





**Sanjay Roy,**  
Executive Director - Sales & Operations, Puma India

*“As the athleisure trend continues to grow, the demand for comfortable yet ‘good looking’ footwear is only increasing. As a result, we’re always looking to include an element of fun and easy wear in all our products. Bringing to life our philosophy of ‘where the gym meets the runway’, our collections offer a broad range of colour options and on-trend styles that can easily be worn from work to an evening out with friends”*



**Rahul Vira,**  
CEO, Skechers South Asia Pvt Ltd.

*“This growing awareness of being fit, healthy and the need to exercise has been instrumental in pushing the boundaries of athletic sportswear in recent past. This has led to a massive increase in action in the segment, cultivated stiff competition and has compelled brands to continually adopt new strategies, shell out new products and collections, etc., to retain their market position”*

segment. Right from the store window display, in-store communication to digital assets and on-ground activation, the communication is customised as per the customer’s need and understanding of a specific product,” states Vira.

### The Road Ahead

“The future of the Indian athletic footwear market is very bright. The Indian footwear industry is gearing up and we have strong resources available in the form of materials and skilled labour and this will only grow going ahead. Also, the increasing significance of footwear is leading to technological advancements in the segment and pushing growth prospects of the industry, especially in Tier II and III cities as people are becoming more brand centric and are also open to giving an edge to the more economic brands as well as home-grown brands,” says Mishra.

## E-COMMERCE BOOSTS INDIAN FOOTWEAR MARKET

Athletic footwear is facing a rise in demand owing to its diverse use in different occasions. The different types of consumers demanding athletic footwear are people who have a regular fitness routine, people for whom athleisure is a lifestyle, conscious customers and gym goers. E-commerce – a medium used exhaustively in the developed countries and emerging in the developing countries – has made it all the more convenient for customers to buy sports shoes. Online distribution strategies have led to a rise in demand of sports footwear in India.

“Online retail has greatly accelerated the sale of footwear in India. In fact, the mobile e-commerce sector has grown by 300 percent over the last few years with a revenue of US \$700 billion and it is expected to make up 17.5 percent of global retail sales and sales are predicted to hit US \$4,878 billion in the next few years,” says **Lokesh Mishra, Chief Operating Officer, Seven By MS Dhoni.**

“Our e-commerce business is growing steadily, and footwear is one of the key categories. In fact, some of our products like the recently launched Puma X Masaba CALI sneakers were sold out on Puma.com in just three days since launch,” says **Sanjay Roy, Executive Director - Sales & Operations, Puma India.**

“The e-commerce market is very gigantic and is still expanding at a tremendous rate. The technology associated with e-commerce is taking a forward leap and evolving at a faster pace. We are present across major online portals in India. Not being aggressive on the same has been a business strategy for us, since they follow discounting model. We have recently launched our website for India www.skechers.in which will have almost all products available through-out retail channels of Skechers. Over the last few years we have invested in creating online platforms and today, e-commerce contributes 5 percent of our sales,” says **Rahul Vira, CEO, Skechers South Asia.**

**“The Indian consumption of athletic footwear is relatively very small compared to other developed countries. With disposable income growing, population getting younger, demography moving towards urbanisation and fitness, we expect the market to have an exponential growth in the next couple of years and catch up to the consumption levels in the West,”** adds Roy.

“Overall, the industry is poised to grow, and India will be a key market as the awareness for sports and fitness is on the rise and people are keen to follow a healthy lifestyle,” Mishra concludes.







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# THE YOGA WEAR INDUSTRY: FASHION RETAIL FOR THE SOUL

Yoga apparel manufacturers are constantly evolving to achieve better customer satisfaction using technology and innovation to enhance their products. Their efforts are bearing fruit, something which is indicative in the fact that the global yoga clothing market is expected to reach a market value of US \$47.9 billion by 2025...

Rosy Ngaihte Sharma

Over the past decade, yoga—an irrefutable process of total wellbeing—has gained noteworthy popularity globally. Yoga classes are filled to the gills with Millennials who're opting for this form of fitness over hitting the gym for multiple reasons including lowered stress levels, while becoming body strong through stretching and relaxation. At the beginning of 2019, global sportswear major Nike launched its new yoga collection. The

collection featured both menswear and womenswear and included a mix of workout pants, tops underwear and sweatshirts. To coincide with this new development, Nike rolled out a new app, 'Enhance Your Training with Yoga', for its users which provided a selection of workouts to meet their yoga goals. Major Yoga wear players in the market include Lululemon Athletica, Under Armor, Manduka, Amer Sports, ASICS America Corporation, Columbia Sportswear, Hanesbrands,





*“Yoga wear is actually about going back to basics and tradition rather than innovations. It must be natural and breathable. The styling has to be comfortable and stretchable to enable flexibility to perform various yoga asanas. In fact, we have seen the best products tend to be pure organic cotton apparel!”*

Darshan M, Co-Founder, Deivee

rising health and fitness awareness, an increase in the number of yoga trainers and yoga training institutes, increased disposable income and a rise in the number of yoga clothing manufacturers.

### Products Offered

Based on products, the global yoga clothing market is bifurcated into yoga shorts, yoga pants, yoga unitards, yoga tops and yoga capris. In 2017, yoga pants largely dominated the segment with a share of nearly 36.1 percent. These are available in various styles, including traditional boot-cuts and smoothed yoga pants aside from regular comfort wear. The key element of all yoga pants is high elasticity and flexibility. Their comfort level has made them popular as a mainstream clothing item aside.

Retailers are now working towards producing innovative, performance-based yoga clothing through advanced technology in manufacturing in a bid to differentiate themselves from competition and enhance user satisfaction.



HuggerMugger, La Vie Boheme Yoga and YogaDirect among others.

According to a report by Technavio Research, in the past decade, yoga has gained significant popularity globally, especially in North America, as a form of fitness activity. The popularity of yoga is continuously increasing, especially in the US and Canada. People are opting for yoga and meditation due to multiple reasons, including stress relief, increased flexibility, general fitness, and overall health development. This increasing awareness has influenced the sales of yoga apparel, yoga equipment, and accessories worldwide.

### Market Size

Yoga apparel manufacturers are constantly evolving to achieve better

customer satisfaction using technology and innovation to enhance their products. In fact, in the last decade and a half there have been several significant changes in the yoga clothing industry as regards the types of yoga clothing produced. Their efforts are bearing fruit, something which is indicative in the fact that the global yoga clothing market is expected to reach a market value of US \$47.9 billion by 2025.

The global yoga clothing market is fragmented into men, women and kids, with the women's segment accounting for the largest share in the global market owing to a rising number of women turning to yoga as a regular fitness option. Aside from this, yoga outfits are penetrating mainstream and athleisure clothing, further augmenting the segment's overall growth.

Other factors which have led to the rise of the global Yoga wear market are

## In conversation with Darshan M, Co-Founder, Deivee



**According to you, what is the growth of yoga wear category in the apparel segment in the past few years? What are the key differentiators with other sportswear apparel?**

Yoga as an activity has seen tremendous growth in the last five years and consumers are now investing in yoga mats and specialised yoga apparel. The main difference between yoga wear and other sportswear is the material and fit. Yoga wear needs natural breathable fibres like cotton and the fit has to be comfortable and not tight. On the other hand, the regular sportswear market is flooded with tight fitting synthetic polyester clothes.

**What are the key elements of yoga wear?**

Yoga wear must be natural and breathable. The styling has to be comfortable and stretchable to enable flexibility to perform various yoga asanas.

**What are the latest innovations in manufacturing yoga wear?**

Yoga wear is actually about going back to basics and tradition rather than innovations. In fact, we have seen the best products tend to be pure organic cotton apparel.

Deivee is one of the very few sustainable brands in the space. We believe in fairtrade and we sell only organic cotton for our yoga range. Even in the accessories space, we offer hand-woven mats made of natural material which are really appreciated by serious yoga followers. I think sustainability and yoga go hand-in-hand and unsustainably



produced yoga wear is a disservice to yoga itself.

**What is the average size of the yoga wear market and how is it growing?**

In my estimate the yoga wear market will be around ₹300 crore today and is growing at 30 percent year-on-year. Going by the current consumer behaviour, yoga wear essentially is a Tier I market commodity and we see maximum contribution from these cities. However, we see growth potential in Tier II and III cities in the near future.

Having said this, online is the driver medium for this category as the space is niche and is primarily driven through social media channels. For us, over 70 percent of our revenue comes from online sales. We currently retail in over 15 countries, and our organic fairtrade products are more accepted and loved globally than locally. This has all happened organically and not through a lot of effort from our end.

**Why is the category dominated only by a few innovative brands and startups?**

**Why are no corporate players focusing on this segment?**

Large corporate players are not focussing on this space because of two reasons – firstly, the market is not that big yet and is still growing, slowly but gradually.



Secondly, the current yoga wear segment is a quality focussed market whereas most of the big players are in generic space offering mass quality with focus on quantity and distribution rather than niche fibres, organic and fairtrade produce.

**What are the future prospects of yoga wear market?**

I see this category becoming mainstream as more and more people take up yoga, sustainable living and start focusing on comfort rather than style.







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# FASHION INNOVATIONS ACROSS THE GLOBE

IN A SPECIAL SESSION, NIFT FACULTY AND STUDENTS – UNDER EXPERT GUIDANCE OF SENIOR NIFT ALUMNI – ENGAGED IN LEADING FASHION HOUSES ACROSS THE GLOBE, PRESENTED SOME OF THE MOST HAPPENING INNOVATIONS AND REVEALED HOW INDIAN FASHION CREATORS ARE REACTING TO SUCH DEVELOPMENTS...

## IMAGES BUSINESS OF FASHION



Innovations across the globe are transforming not only lives and lifestyles of consumers but also the approach of creators towards the entire process of designing, developing and presenting fashion to the consumers. In a special session, NIFT faculty and students—under expert guidance of senior NIFT Alumni—engaged in leading fashion houses across the globe present in this session some of the most happening innovations and how Indian fashion creators are reacting to such developments.

Kicking off the session, Prof (Dr.) GHS Prasad, Professor and Joint Director, NIFT, Hyderabad delved on the myriad innovations happening in the fashion retail industry around the world. “There is an evident shift in the industry; people who visit brick-and-mortar locations are looking for an experience, not just a place where they can buy stuff. The brick-and-mortar retail sphere is now being revolutionised with the adoption of technology, resulting in bolstered customer experience management. Across the

world, physical stores account for about 90 cents of every dollar spent in retail. At the same time, it is also to be noted that 71 percent of shoppers today read reviews and compare prices on their mobile phones and about 53 percent of purchases are digitally influenced,” he said.

“This is the age of hybrid models. Brick-and-mortar is on the verge of merging with mobile and the Internet to ensure an unmatched experience to the customer. This is the future



of fashion retail for sure. Brands continue to look for ways to stand out in a more connected, on demand and personalised world. Also, technology is going to play a major role in providing experience in brick-and-mortar, aided by mobile phones and apps,” he further explained.

### Store, Brand & Product Innovations

Brands like Massimo Dutti, Nike and Zara have already initiated self-checkout stores to great response worldwide. According to Prasad, about 95 percent of shoppers prefer to be left along while shopping and hence, self-checkout counters are slated to be the next big trend in retail.

With a name like ‘House of Innovation 000’ Nike NYC is a call to an origin, a center point for what a flagship store can be for its city. Six stories (including a below-street-level floor) cover more than 68,000 square feet on the corner of Fifth Avenue and 52nd Street. Inside, the promise of living retail comes to life. On each floor, ground breaking features offer spaces and experiences that are both personal and responsive. Throughout, consumers can enjoy services that are deeply customisable and effortlessly smart and seamless. Further, the fully loaded Nike App promises consumers even more experiential choices through their smart devices.

Zara’s Augmented Reality stores allow it to show models wearing the latest fashions to customers when they put their mobile devices near a sensor within its brick-and-mortar stores or near certain shop windows. If customers like the clothing on display, they can purchase the looks through their mobile devices. The retailer will bring the technology to 120 of its locations around the world. Also,

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***Fashion should align with the challenges that the world is facing now – challenges like resource crunch, climate change, vulnerable economic conditions and even changing consumer behaviour.***

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the Zara AR app allows customers to point their phones at everything from a mannequin to an empty Zara store window to the screen on their e-commerce purchase and the clothing will come to life on a model for several seconds. From there, customers can click to shop the look and related items.

“We all are looking forward for these trends to diffuse in India very soon,” said Dr. GHS Prasad.

Prof (Dr.) Srinivasa Rao, Associate Professor, NIFT, Hyderabad expounded on how fashion should align with the challenges that the world is facing now—challenges like a resource crunch, climate change, vulnerable economic conditions and even changing consumer behaviour. The fashion industry has to move on a more ethical and responsible way of sourcing and manufacturing that ensures safeguarding not only the planet and forwarding social causes but also protecting all vendors and stakeholders of the industry.

Dr. Rao delineated the example of designer Ryan Yasin’s Petit Pli, a new line of origami-inspired children’s garments that grow with the wearer. A Petit Pli garment can fit a child from about three months to three years thanks to 3D stretchable pleats. It also seems like a viable option that can help cut down on waste and pollution, a notorious effect of the textile industry, as well as save parents’ money.

Next, he cited the example of bio-tech-textile developed by Algalife—innovative natural and

healthy pigments and fibers, from the microorganisms the algae. Conventional fabric production causes many environmental concerns. Growing natural fibers, such as cotton, requires large amounts of water. Textile dyeing is another huge problem, both in terms of water use and pollution. Algae Apparel has solved both these issues in a brilliant way, by looking under the sea to find an untapped resource in algae. Algae is a renewable and degradable aquatic organism, that can be turned into bio-fiber and environmentally friendly dye. A bonus effect of wearing clothes made from algae apparel is that the fabric releases anti-oxidants, vitamins and other nutrients to the skin.

Prof (Dr.) Ruchika Dawar, Asst. Professor & CC-FMS & CIC, NIFT Jodhpur, expounded on tangible approach to functional garments, citing the example of the new functional corset by Dene Adams. “Earlier the corset was considered as an elegant and desirable object in women’s wardrobe and much attention was given to its design and execution. But soon, as its negative impact was observed in the form of health problems and deformed body shapes, it went out of fashion. But now it has been redesigned into a functional corset by Dene Adams,” she said.

When it comes to concealment, accessibility and comfort for extended wear, the Dene Adams’ line of

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*The Smith model lets brands and retailers offer five types of experiences – experience through senses, experience through emotions, creative cognitive experiences, social identity experiences and physical act experiences.*

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essentials holsters is unlike anything else available. The brand’s concealed carry corsets allow the wearer to holster weapons in a sub-layer of the compression pulling their gun to their bodies. The fabric is softer which allows for more stretch providing you the ability to carry a larger gun. A great shapewear garment, Dene Adams’ line of corset holsters is great for all seasons and features trigger protection as well as fast and smooth draw time guarantee.

**Experiential Marketing**

Prof (Dr.) Sushil Raturi, Professor, FMS, NIFT Mumbai, addressed the audience in detail on experiential marketing. **“Today, life has moved on faster than the 7P concept that was wildly followed earlier. Customers today want experiences, and these experiences have to be emotional, and succeeds in igniting, and exciting the customer. There are a variety of models to ensure customer experiences; today, let me talk about one of them - the Smith model,”** he said.

The Smith model lets brands and retailers offer five types of experiences—experience through senses, experience through emotions, creative cognitive experiences, social

identity experiences and physical act experiences.

“Brands and retailers can cash in on the 5 senses to ensure a superior experience for the customer. Emotional appeal also goes a long way, that’s why we so much loyalty for brands that contribute towards social causes. Creative cognitive experiences refer to experiences that result from the consumer being a part of the development process of a product – in this scenario, the customer becomes a co-creator. Social identity experiences are more tailored for the young generation, let’s say you buy something, like it and recommend it and based on it your friend buys it. Physical act experiences refer to products that alleviate the customers lifestyle and ends up being a necessity there after,” he said.

According to Dr. Raturi, of all these experiences, the most potent are creative cognitive experiences, and physical act experiences and they influence purchases the most. “These two can potentially convert a customer into a brand advocate,” he said, concluding the session.







## IMAGES

## BUSINESS OF FASHION

## Western Wear/Fast Fashion

Growing fashion consciousness among Indian consumers has

turned the Western Wear segment into a lucrative and highly evolving market. Earlier, Western Wear was restricted to metropolitan regions only; however, owing to rapid globalisation, increased brand awareness, and a larger consumer group, the demand is increasing across the length and breadth of the country.



## HIGHLIGHTS OF THE ISSUE

## &gt;&gt; KEY SEGMENTS

- **By Type:** Formal/ Casual/Bespoke
- **By Distribution Channel:** Online/ Speciality Stores/Speciality Stores/Supermarkets & Hypermarkets/EBOS
- **By End User:** Men/Women/Kids
- **By Region:** East/West/North/South

## &gt;&gt; EMERGING TRENDS

## &gt;&gt; IMPACT OF SOCIAL MEDIA

## &gt;&gt; LATEST INNOVATIONS

## &gt;&gt; WESTERN WEAR V/S FAST FASHION

## &gt;&gt; FAST FASHION: MARKET DYNAMICS/TRENDS/LATEST DEVELOPMENTS

### The October issue of IMAGES Business of Fashion

promises to take you on an odyssey of exploration, of the opportunities brimming in the biggest segment in the Indian Fashion Industry – **Western Wear**. Along with it, the issue will also delve into the red-hot trend of **Fast Fashion**, which has revolutionised the garment industry in the recent years.



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# FASHION

*CREATION*



# BUGATTI UNCOPY :

## ***A Collection of Innovations & Styles***

Alongside leather and suede, the brand is using more experimental materials with innovatively engineered knits that make the shoes distinctively light, for an active lifestyle...

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Bringing the latest from the streets of Europe, bugatti's 'Uncopy' collection for 2019 highlights the idea of trending styles and innovations introduced by the brand, many of which have become markers of the segment.

In the women's section, the collection offers a range of sandals in playful colours and elegant styles to lust after. Neutrals like white, beige, rose, grey, and black reign, while metallic tones like silver make a glamorous styling partner. The power colours of red, yellow, and blue add fun and character, and complement any and every mood. In solid colour or a colour blocking look, they make strong statements. Crystals, metal studs, flower embroideries, and dual tones add a refreshing spunk.

Alongside leather and suede, the brand is using more experimental materials with innovatively engineered knits that makes the shoes distinctively light, for an active lifestyle.

While the collection for women draws from global shoe trends, some styles have been specifically developed for India.

In the men's section, 'Uncopy' loafers feature an uncommon symphony of styles in trendsetting designs and perfect fit. While bugatti's innovatively engineered knit makes the shoes distinctively light, it's the genial shock-absorbing insole that gives a natural flexibility to the slightest tread. The many shades of exuberance come alive in the range of new colour combinations.

Yellow, green, and red tones bring out the pep, while cognac, black, grey, blue, and white exude a more sophisticated élan. Effortlessly blending casual nonchalance with an elegant flair, these loafers can be combined as much with business suits as with chinos, jeans, or casual trousers. The defining keywords remain effortless versatility, with absolute comfort and easy flexibility. The 'Uncopy' collection is now available at selected Iconic stores and on online platforms like Myntra and Tata CLiQ.





## Black Platform Sandals



Crafted in synthetic nappa leather with flower-embroidered textile, the design is embellished with crystals and a generous dual-tone genial black and white sole with a genial light outsole that makes the shoe feather light. Price: ₹4,999

## Red Sandals



Complete with a matching elastic strap with studs, a zipper on the back, a stylish heel and a leather insole, this ankle-strap sandal in fine red suede leather provides the best walking comfort and a higher absorption of pressure on the foot. Price: ₹6,499

## Cognac/ Dark Blue Slip-Ons

Crafted with hand-finished nappa leather, this cognac bugatti slip-on comes with a stylish docksider lace element and a deep-punched upper. A soft-fit, hi-tech insole provides adaptive comfort to the foot while the soft-flex feature gives added flexibility in the pad area. Also available in off-white color. Price: ₹5,999



## Yellow Mules

Crafted in fine suede leather, the adaptive insole and the high quality TPR outsole never fail to offer outstanding walking comfort in any and every occasion. Price: ₹5,499



## Yellow & Green Slip-Ons

Crafted in suede leather with deep punches on the upper and stonewashed finish in yellow and green, these loafers promise trendsetting style for the urban mover who has little time to think about what to put on. The Price: ₹5,999



# HIDESIGN'S WILD WEST COLLECTION INSPIRED BY LEGENDS OF FREEDOM, ADVENTURE

The collection is inspired by canyons that spread out as far as the eye goes, sand dunes that extend beyond the horizon and cowgirls and cowboys that once owned the Wild West...

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**I**conic leather brand, Hidesign launches 'The Wild West' collection inspired by the legends of freedom and adventure. The unforgiving, lawless life of the cowboys in the Wild West of the America became a sub-culture that grew on to become one of history's most revisited stories.

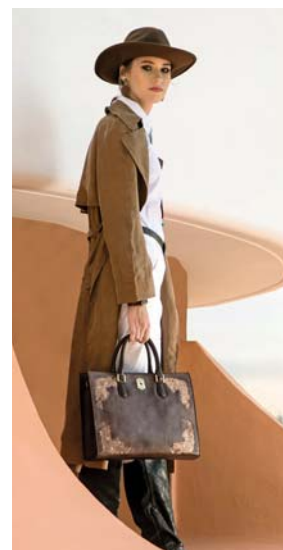
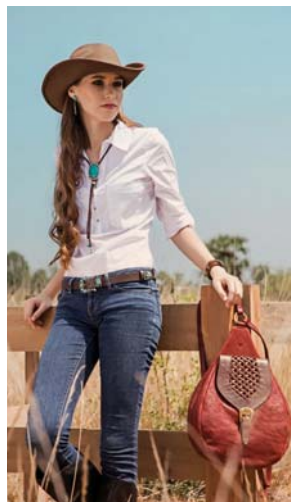
The Wild West Collection showcases a distinctive range of bags which stand out for their weather-beaten, rugged glamour. The entire range highlights exceptional craftsmanship through details such as gold rivets, unique brass buckles designed especially for this collection, weaving, patch work, quilted textures inspired from the boots and jackets of cowboys, guitar straps used as shoulder straps for bags, exciting pullers, sheriff badges used as hangers, hand padding and embossing, and distressed and aged leathers. The collection has been designed by Dilip Kapur, Founder and President Hidesign. He says, "Hidesign has long collaborated with Scully, an American company that has a heritage of more than 100 years of cowboy fashion. It's been a dream to work with Bob Swink and Robert Scully to create a western collection that would work for not only India but also for United States and the heart of 'cowboy' region of western and southern United States. It's exciting to relive our childhood stories and successfully recreate the vibrant Wild West culture in our bags, belts and even jewellery."

The collection offers a range of shoulder bags, cross body bags, sling bags, backpacks, wallets, briefcases, belts and for the first time ever - handcrafted leather jewelry such as bolo ties, earrings, bracelets and belts with jeweled buckles.

Starting from ₹1,595 this collection offers 16 women's bags, 11 wallets and 4 men's bags, passport holders, belts and accessories. It will be available on [www.hidesign.com](http://www.hidesign.com) as well as all Hidesign stores.



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## RETAIL PRESENCE

- With its global footprint in 25 countries, Hidesign products are available at several international outlets. It has become one of the first Indian brands to be retailed at premium outlets like House of Fraser (UK), Myers and David Jones (Australia), Stuttafords (South Africa), Sogo, Galleries Lafayette, Plaza Indonesia (Indonesia) and Two Rivers (Kenya).
- Hidesign runs 94 exclusive stores and a distribution network in 24 countries such as United States, United Kingdom, Australia, India, South Africa, Russia, UAE, Portugal and Kenya.
- In India, the collection is available at all exclusive Hidesign outlets across 21 cities and leading retail stores like Shoppers Stop, Lifestyle and Centrals, and e-commerce portals like Amazon, Flipkart, Myntra, Jabong and Snapdeal.



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# POPXO

## EXPANDS FASHION LINE, LAUNCHES T-SHIRT COLLECTION

India's largest community for women, POPxo has decoded millennial fashion by unveiling a new collection of cool t-shirts. The designs are inspired by content that goes viral on POPxo channels and offers thirty-four designs in high quality fabric and flattering fits.

Comprising three collections, the Millennial Collection is perfect for women who seek versatility in their everyday fashion choices and are keen to give voice to their thoughts with on-point slogans. The Bollywood-inspired edit boasts of pyaar, dosti and magic in the form of trendy tees with popular Bollywood dialogues doing the talking for you and the uber cute PowerPuff Girls collection with the tiny superheroes offer a splash of nostalgia and a dash of superpower. Operating on a 'fast-fashion' model with frequent drops and successful sell-throughs,

the new launch further evidences the fact that the content-commerce model is working very well for the company. Priyanka Gill, Founder and CEO, Luxeva Ltd., says, "We are excited to launch our collection of t-shirts. They are perfect for the cool millennial woman who owns her goals--at POPxo we help her achieve them. Our mission is to create and sell content led products that our audience wants and loves--we are already getting a fantastic feedback on the designs."

Starting at ₹649, all the designs are available at POPxo stores in sizes S to XL in four fits such as the oh-so-breezy boxy fit, the season fave cropped style, the like-a-hug boyfriend fit and the fail-safe regular fit. The variety of fits has been designed keeping in mind that no two sizes or body types are the same.



### DIRECT ENGAGEMENT

- POPxo has over 42 million monthly active users. It created digital content about all things women care about. It has four content verticals—Lifestyle, Fashion, Beauty and Wedding.
- Every month POPxo engages over 2.5 billion monthly engagements across platforms such as desktop, mobile web, via Android + iOS apps and engaged presence across all major social media platforms.
- It has partnered with over 250 brands to create branded content.



# KILLER JEANS

## *LAUNCHES SPRING SUMMER'20 COLLECTION AT MEGA EVENT*

The company showcased its latest range available under all five brands in a 30,000 sq. ft. area for distributors and a wide network of multi-brands and large format stores...

**IMAGES Business of Fashion**

**K**ewal Kiran Clothing hosted a mega event at Leonia Holistic Destination, Hyderabad (Telangana) on August 17 to 23, 2019. The city of Nizams witnessed the unveiling of their exclusive Spring Summer'20 collection from Killer Jeans, Integriti, LawmanPg3 and Easies and the recently acquired women's wear brand, Desi Belle.

The week-long mega event was attended by more than 2,000 distributors, retailers and dealers of exclusive brand stores, multi-brands and leading large format stores such as Future Retail, Lifestyle and Shoppers Stop.

The Spring Summer '20 collection of Desi Belle is themed around fusion wear for the contemporary women. The collection is all





about finding balance between style and functionality through smart casuals, elegant festive wear and a range of contemporary Indo-western designs.

While the men's wear range - Killer Jeans, LawmanPg3, Integriti and Easies - unveiled unique designs by Italian and Turkish designers like denim, jeans, trousers, t-shirts, etc., under casual wear and shirts, stretchable office wear including denim and jeans under formal wear.

Talking about the event, Kewalchand P Jain, Chairman and Managing Director, Kewal Kiran Clothing Ltd.,

said, **"This is one of the largest events hosted by any branded apparel player. We have been continuing our tradition of showcasing our leading brands at one place. We did similar event for Autumn Winter '2019 collection in Goa in April 2019 for distributors, dealers of large format stores, MBOs, EBOs, etc. They get a firsthand experience of the latest collection and also book from the venue online by scanning the barcodes of the product and the order can be placed on real time."**

Incorporated in 1992, Kewal Kiran Clothing is a leading branded apparel conglomerate offering brands like Killer

Jeans, Integriti, LawmanPg3, Easies and Desi Belle. The company has presence in 25 states and 209 cities in India. Today, it has 336 retail stores spread across the country. It's brands are also retailed through leading modern retail stores like Shoppers Stop, Lifestyle, etc., and also has good online presence through e-commerce platforms.

The company offers denims, shirts, trousers, t-shirts, shorts, chinos, jackets and accessories. It recently expanded its accessories range and introduced shoes, eyewear, watches, wallets, belts, deodorants and a host of other products for men.



# UNIQLO

## UNVEILS SPECIAL 'KURTA COLLECTION' FOR INDIA

This collection has been created together with Indian designer Rina Singh as part of the Uniqlo 2019 Fall-Winter Life Wear offering...

IMAGES Business of Fashion

As Uniqlo prepares to open its first stores in India next month, the brand has created its first collection with renowned Delhi-based designer, Rina Singh. The Japanese global apparel retailer has announced a special collection for India, the 'Kurta Collection'. The Kurta Collection is inspired by the everyday wear of women from all over India and is a new realisation of Uniqlo's LifeWear concept of simple and high-quality clothing that is imbued with the sense of daily life.

This special collection will be available in India, Japan, Singapore, Malaysia, Thailand, Indonesia and the Philippines, as part of Uniqlo's 2019 Fall-Winter offering.

Speaking on the special collection, **Tomohiko Sei, CEO, Uniqlo India** said, "We are excited to be launching the Kurta Collection along with the opening of the first Uniqlo store in India. The special collection is the result of our dedication to create high-quality daily wear that will meet the daily needs of our customers in India and other markets. LifeWear is the philosophy of what we do. And Uniqlo is committed to create perfect clothing that makes everyday life more comfortable, convenient, and with a practical sense of beauty."

"Kurta is one such silhouette which is much adorned and worn daily by women in India. We wanted to use our technology and innovation in fabrics with Rina's design sensibilities to create a high-quality and functional version of 'the Kurta,'" he added.







pants and stoles. Inspired by the Indian spice route, the colour palette is an earthy combination of charcoal, indigo, mustard and red. Keeping the LifeWear concept as the base, the collection replaced customary details like the side slit for pockets and employed larger yokes without button necklines, to give the wearer added comfort and ease in movement. The newly engineered silhouettes are finished with contrast binding, running stitches along the seams as well as tucks and imaginative hem finishes.

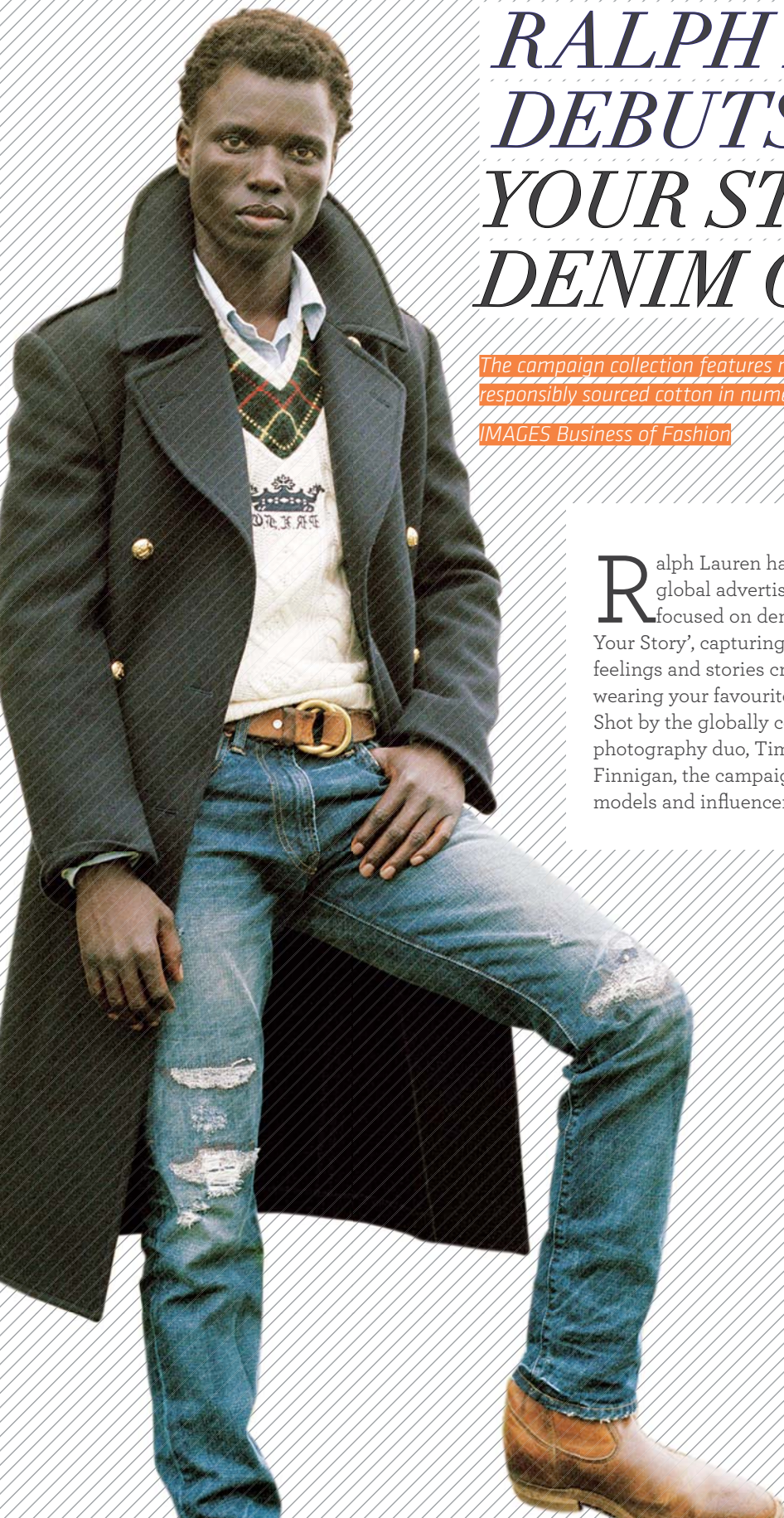
The collection also features a distinctive print story of polkas juxtaposed with twill checks, developed indigenously by Rina through hand woven yarn dye and block printing. The designs use premium linen, 100 percent cotton and a specially-created rayon fabric jointly developed by Uniqlo and Toray Industries to make daily care even easier. These fabrics create highly functional clothing across the entire lineup in the Kurta collection, ideally suited to the climatic conditions and the evolving lifestyles in India. These tunics and tops can be easily layered-worn over trousers or with jackets and can also be worn individually as dresses.

Commenting on the collection announcement, Rina Singh said, “The kurta has been India’s daily dress for years now. It is timeless, democratic and functional - aligning it perfectly with the Uniqlo LifeWear philosophy. Through this partnership we have pursued a contemporary version of the kurta as an elegant essential for women of all backgrounds, regardless of age, culture or belief.”

The Uniqlo Kurta Collection consists of four categories—tunics, dresses,

Uniqlo is launching in India this fall. Given the size and fast growth of the market, this strategic rollout will for the first time involve three separate stores in the Delhi area. The first of these will be in October at Ambience Mall, Vasant Kunj, one of the most popular shopping districts of the Delhi metropolitan area. The second and third stores will be located at DLF Place Saket, a newly renovated shopping destination set to reopen in the fall, and DLF CyberHub, the heart of the millennial city of Gurugram.





# *RALPH LAUREN DEBUTS 'WEAR YOUR STORY' DENIM CAMPAIGN*

*The campaign collection features new washes, treatments along with responsibly sourced cotton in numerous styles*

*IMAGES Business of Fashion*

Ralph Lauren has debuted a new global advertising campaign focused on denim, titled 'Wear Your Story', capturing the nostalgic feelings and stories created when wearing your favourite denim pieces. Shot by the globally celebrated photography duo, Tim Hill and James Finnigan, the campaign features six models and influencers - including a

■  
student, father, mother and yogi - all united by their unique stories of how their favourite pair of jeans became unforgettable.

The 'Wear Your Story' campaign is an extension of the brand's family campaign that launched in April, which





**CAMPAIGN**

highlighted a broad spectrum of families including multi-generational, same-sex couples and chosen families featured in the Spring 2019 Polo collection. The new campaign continues to build on the nostalgic element, while exemplifying the brand's clear values with an eclectic cast of models and friends of the house.

Denim is a critical category to the Ralph Lauren brand, and 'Wear Your Story' is a

part of the company's continued efforts to amplify this category through focused product, merchandising and marketing. The collection featured in this campaign includes new washes, treatments and details across several silhouettes in men's and women's polo, along with responsibly sourced and produced cotton in numerous styles.







Ralph Lauren is committed to creating sustainable denim. As part of Design the Change, the company's renewed strategy on citizenship and sustainability, the company supports responsible cotton production through the Better Cotton Initiative. The brand is partnering with suppliers who collect and recycle old denim, as well

### **SUSTAINABLE**

as working to reduce the use of stones and the amount of water required during the production process. This effort to produce environmentally conscious denim is an essential step in the brand's journey to sustainably source 100 percent of its cotton and reduce water use by 20 percent across all operations and value chain by 2025.

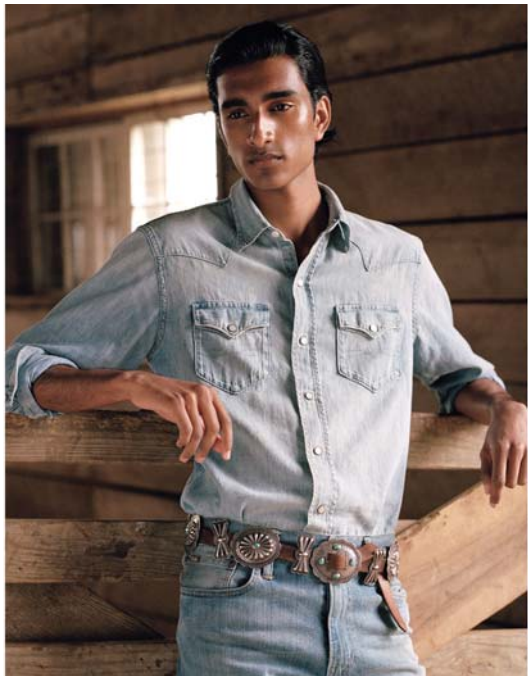






**VISIBILITY**

The 'Wear Your Story' denim campaign will run from August through September in global markets and will be inclusive of outdoor, print, digital, and social media placements as well as on [RalphLauren.com](http://RalphLauren.com).





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## HIGHLIGHTS OF THE NEXT MEGA ISSUE

**OCTOBER 2019: WESTERN WEAR/FAST FASHION:** The October issue of IMAGES Business of Fashion promises to take you on an odyssey of exploration, of the opportunities brimming in the biggest segment in the Indian Fashion Industry – **Western Wear**. Along with it, the issue will also delve into the red-hot trend of **Fast Fashion**, which has revolutionised the garment industry in the recent years.

### KEY HIGHLIGHTS OF THE ISSUE

- >> Key Segments by Type, Distribution Channel, End User, Region
- >> Emerging Trends
- >> Latest Innovations
- >> Impact of Social Media
- >> Fast Fashion - Market Dynamics/Trends/Latest Developments
- >> Western Wear v/s Fast Fashion

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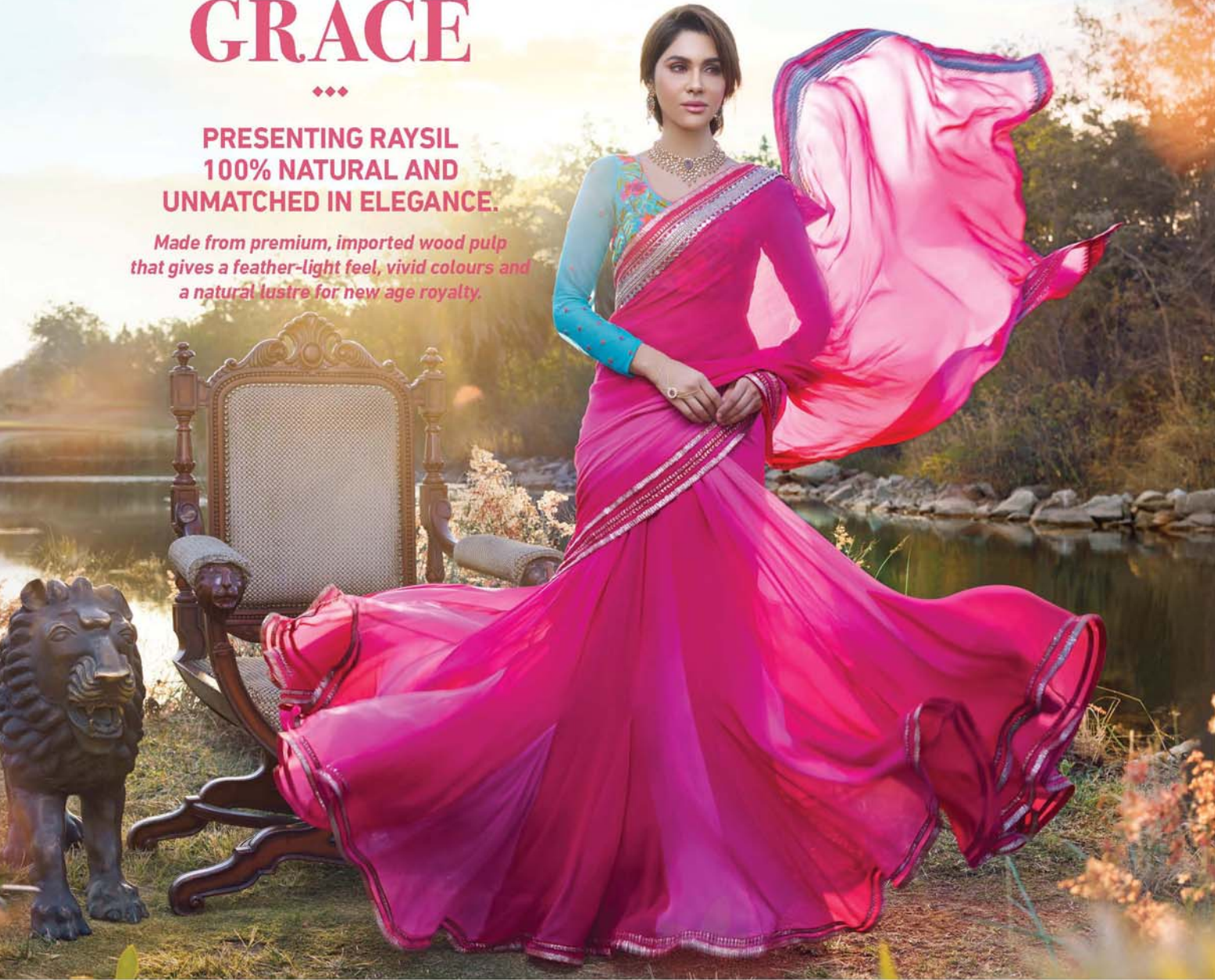


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