

IMAGES

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# BUSINESS OF FASHION

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*Sports wear*

**SPECIAL ISSUE**

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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*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*

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**KOLKATA FASHION EXPO 2019**

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## FASHION RETAIL



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**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*

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*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*

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### 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*

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### 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*

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*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*

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

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# 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.





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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**F**ootwear 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



# 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



# 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,





# 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...

IMAGES Business of Fashion

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.

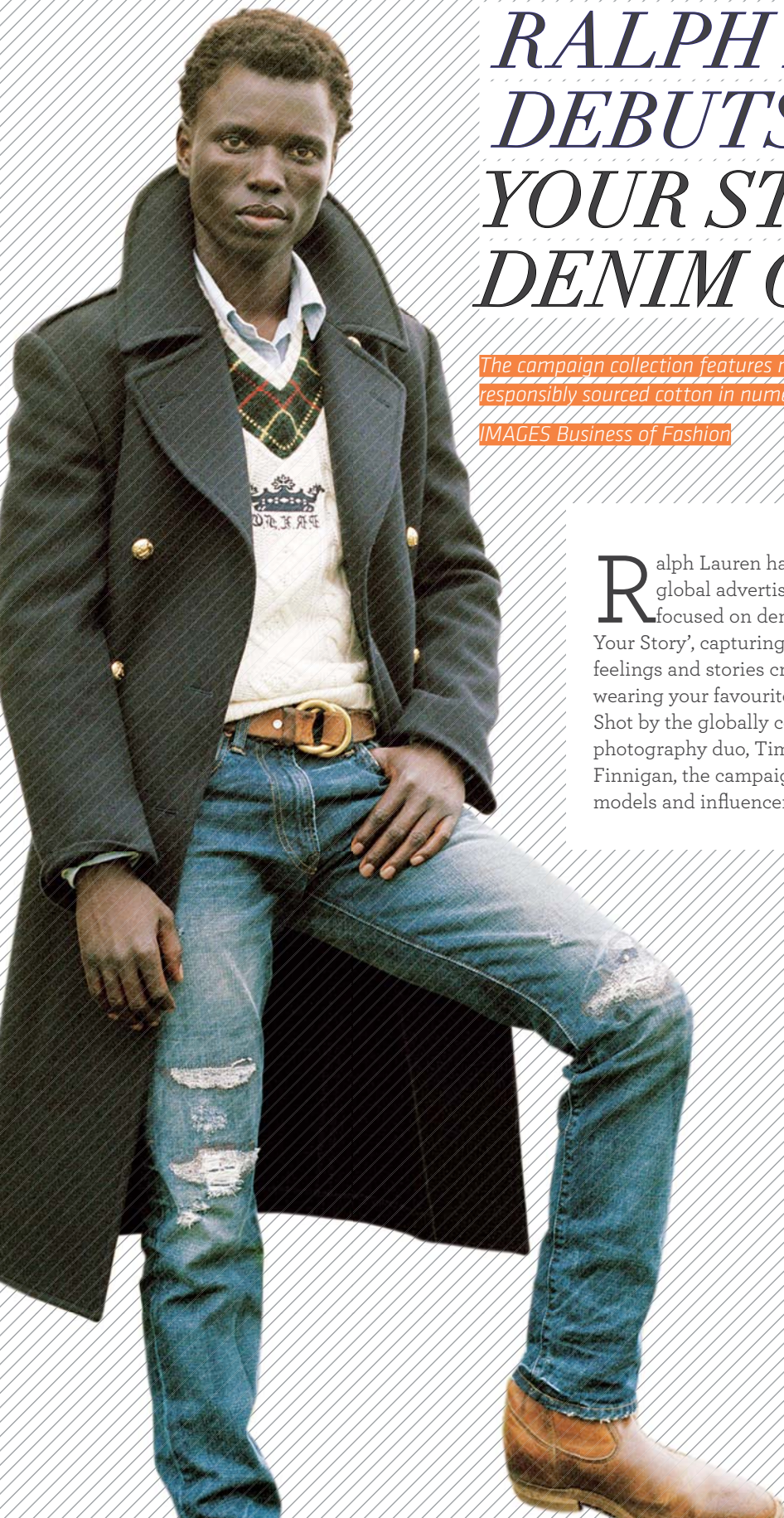
Alongside leather and suede, the brand is using more experimental materials with innovatively engineered knits that makes the shoes distinctively light, for an active lifestyle.

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.





# *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



FEATURING

*Aadhi Pinisetty*



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