

IMAGES

# BUSINESS OF FASHION

12

Issue No.

December 2019 | Volume XX // No. 12 // ₹ 100

[www.imagesfashion.com](http://www.imagesfashion.com)

*Winter wear*

**SPECIAL ISSUE**

Dear all,

Welcome to the most fashionable season of the year - winter, a time for colour coordination, balancing volumes and layers, and smart use of textures. There was a time when winter wear in India was all about functional warm apparel, but things have changed significantly over the last few years. Today, fashion and winter wear walk side-by-side and Indians are at par with their global peers when it comes to making a fashion statement during this season.

Overall, the winter wear market has evolved immensely, and is growing at an exponential rate as a result of the shift in lifestyle and preferences of our people. Even in the hinterlands of the Tier II, III and smaller towns and cities, the category is witnessing tremendous demand with a marked inclination towards brands. As per India's premier management consulting firm, pegged at US\$ 2.7 billion in 2018 the winter wear market in India now contributes 5 percent to the total Indian apparel market. Moreover, the segment is now enjoying a healthy CAGR of 4 percent and is expected to become a US\$ 3.95 billion

market by 2028. Looking at these figures, it's safe to say that winter wear is undeniably one of the most lucrative emerging segments in the Indian fashion retail market presently, promising immense opportunities for brands and retailers alike.

The December edition of IMAGES Business of Fashion has been able to collate an absorbing account of the current dynamics of the Indian winter wear market. Right from the market size and demand of the various sub-categories, key growth drivers, emerging products and categories to shifting consumer preferences and current innovations, the issue packs an insightful narrative for both established brands and emerging brands trying to make a mark in this segment.

I hope you like reading this issue as much as we enjoyed writing it.

We look forward to seeing you all at our flagship event - India Fashion Forum, the 20th edition, to be held at Hotel Conrad, Bengaluru on December 17-18.

Cheers



**Amitabh Taneja**

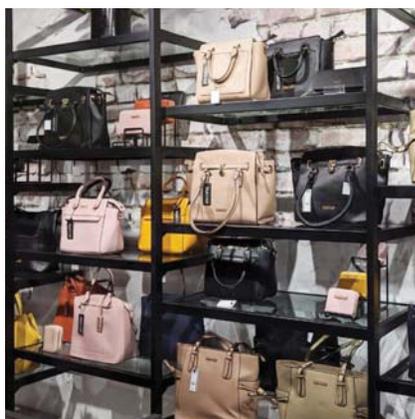
>

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Samrat Offset (P) Ltd. B-88, Okhla Industrial Area, Phase-II, New Delhi-110020 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.



# KENNETH COLE OPENS FIRST FLAGSHIP STORE IN INDIA AT INFINITI MALL

IMAGES Fashion Bureau

Global fashion brand, Kenneth Cole has opened its first flagship store in India at Infiniti Mall, Malad, Mumbai through Brandzstorm India.

Spread over 1,200 sq.ft., the new store promises a graceful dose of retail therapy with a seamless assortment of lifestyle products, interactive decor, minimalistic design and vibrant interiors. The store sells men's and women's apparel, footwear, handbags, accessories, perfumes, laptop bags, and luggage. The products are priced from ₹3,000 - ₹20,000.

Announcing the launch, **Ujval Saraf, Managing Director, Brandzstorm India Marketing Pvt. Ltd.**, said, "We are excited to launch the first flagship Kenneth Cole store in India

at the upscale neighborhood in Malad Mumbai. For over three decades Kenneth Cole brand has defined the standard of global fashion with its distinctive New York style and classic designs. We are pleased to bring the brand to the Indian customer and believe there will be a high degree of acceptance from our esteemed patrons in Mumbai. The new store will provide irresistible shopping experience giving customers access to a wide choice of Kenneth Cole New York products under one roof."

Brandzstorm India has also embarked on a retail expansion plan to open 10 flagship Kenneth Cole stores nationally within the next 3 years. The brand will concentrate on major metros and Tier I cities during the initial phase of growth. Brandzstorm India Marketing will market Kenneth Cole through flagship stores, multi-brand boutiques, shop-in-shops, major department stores, and e-commerce portals.

In 2018, the Kenneth Cole brand signed a ten-year licensing agreement with Brandzstorm India. Pursuant to the license terms Brandzstorm India will design, manufacture, distribute and retail Kenneth Cole products in India and other select countries across the SAARC region such as Bangladesh, Nepal and Sri Lanka.

Brandzstorm India is also a leading licensee and partner for premium fashion brands in India including Giordano, Swiss Eagle, Pierre Cardin, Steve Madden, Superdry, Cross, Nautica, Kenneth Cole, Lamborghini, Fjord, Nuband, Elle and Furla. Currently, the company operates and markets in segments of watches, apparel, bags, fashion accessories travel gear and eyewear





# EARTHWEAR:

## THE ART OF BEING EARTHY & CLASSIC

---

Earthwear is a unique brand that brings together natural, handcrafted and cost effective, yet aesthetic wearables under one roof for the modern Indian women. IMAGES Business of Fashion talks to Vineeta Ganeriwala Gupta, Director - Design & Marketing, Earthwear and shares her plans to go pan-India. The brand is also launching its e-commerce website to expand its reach...

IMAGES Fashion Bureau

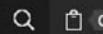
---

**K**olkata-based women's ethnic wear brand, Earthwear was conceptualised in 2011 as a women's wear brand with a focus on the revival of Indian crafts and skills. Earthwear was launched by Manav Gupta and Vineeta Ganeriwala Gupta. The brand was given shape and form by its founders with an attempt to reflect the touch of the human hand and the sensibility of rural artisans producing unique, handcrafted products having a rustic look.

Describing the brand's target audience, **Vineeta Ganeriwala Gupta, Director - Design & Marketing, Earthwear** explained, "The brand caters to the modern day Indian woman who has a penchant for tradition. She is rooted and has

# MAZEIX

SHOP COLLECTION TOPS SPORTS BRAS BOTTOMS OUTERWEAR  
ACCESSORIES DESIGNERS



## MAZEIX

#AllYouNeed  
**This Fall**

Fall/Winter Collection out now.



## AUSTRALIA'S 'P.E NATION'

## ENTER INDIA THROUGH MAZEIX

The athleisure wear segment that combines athletic-inspired comfort with daily fashion needs has taken the world by storm in recent years. With changing professional environments and dominance of the relaxed millennial generation, Athleisure is set to emerge as a major fashion segment in the coming years...

IMAGES Fashion Bureau

Australian sportswear label P.E Nation, which made its debut in India through Mazeix, is all set to revolutionise the athleisure market in India with its trendy-yet-comfortable collection that comprises spray jackets, cirque funnel jacket and deuce track pants among others. The label offers strong colours and shapes but most of all the designs are especially curated for the power puff women.

Founded by female designers Pip Edwards and Claire Tregoning in

March 2016, P.E Nation has 100 stockists around the world and ships to more than 80 countries, with a social following of more than 60,000. Its outfits can be worn on or off duty as the brand considers every stage of an active woman's life and how each piece can add or enhance it. The designs are very street-inspired and cool.

For the first time, the brand will be available on Indian e-commerce startup Mazeix, which has already created a splash in the world of

# INDIA'S WINTER WEAR MARKET: FASHION RETAIL'S HOTTEST SECTOR

The winter wear market in India is evolving rapidly owing to climate change and evolving consumer preferences. IMAGES Business of Fashion deep dives into the current dynamics of the sector while also unearthing the latest offerings from market leaders...

Shivam Gautam



Winter wear in India has come a long way from its humble roots as a functional category. As financial stability and purchasing power of the modern consumer base started to pick up momentum in the last few years, an inevitable shift from need-based to aspiration-based clothing manifested, unveiling the true potential of the Indian winter wear industry to the fashion retail fraternity.

“The Indian winter wear industry is at the start of a strong and focused revolution in style. Winter wear, once commonly marketed for the winter season as practical clothing, today combines style with functionality. In line with the changing habits and tastes of modern consumers, India’s winter wear market has seen the emergence of a wide range of fabrics, patterns and models,” states Harkirat Singh, Managing Director, Aero Club (Woodland).

# NEVA DELIVERS SMART, INNOVATIVE THERMAL WEAR



**Niti Jain,**  
Director, Neva Garments Limited

The thermal wear market has evolved over the years with brands offering new variants to India's comfort-hungry consumers. Today, market holds significant potential for growth with manufacturers focusing on design specifications such as heat retention, feel and style and offering varied choices to the consumers. IMAGES Fashion Bureau talks to Director, Neva Garments Limited, Niti Jain, to understand the emerging Indian thermal wear market...

## IMAGES Fashion Bureau

Established in 1999, Neva is a leading knitwear manufacturer, which specialises in innerwear, thermal wear, active wear, sportswear and winterwear for men, women and kids. Today, Neva has gained the position of indisputable market leader through its innovative and quality products.

Starting from Ludhiana, Neva came in the market with the aspiration of providing unique and international quality clothing lifestyle to every Indian. The brand has a wide distribution network in India and across the Indian sub-continent and more than 300 channel partners who have associated to help them gain a retail base of over 7,000 point-of-sale. Understanding the changes, the market is undergoing and in anticipation of future selling trends, Neva had strategically decided to foray into large format stores and multi-brand outlets. Additionally, Neva has more than 80 exclusive brand stores and over 50 shop-in-shops located in major cities. They are planning to take the number to 300 (combined) in next two years.

### Excerpts from the interview...

**Tell us about the thermal wear market in India. How has the business of thermal wear changed over the years?**

The thermal wear market has vast potential. Primarily a product for the winter belts, thermal wears protect from chilly winters and help to keep the warmth of our body intact. Having said that even in the South where winters are light thermals are consumed there too. The sales are increasing every year.

Earlier people used to wear the 'mota wala' thermal wear, the perception was the thicker the thermal the better. But with time, this has changed completely. Understanding the demand, we also introduced smart and slim thermal wear by the name, SoFit.

**What are the major growth drivers that have fostered the thermal wear category?**

Now a days everyone wants to be smart and look smart through their dressing, this is for both men and women. So,



NOVIO

# KNITWEAR INDUSTRY HEADING FOR GREATER DEVELOPMENT

**Kolkata-based manufacturer, Varun More on East India's knitwear industry and how it has been developing and progressing in terms of product innovation and technological advancements...**

**IMAGES Fashion Bureau**

**R**enowned Kolkata-based manufacturer, Varun More is a known name in the knitwear industry. He runs two notable brands, Appleeeye and Novio. Appleeeye is a kidswear brand which was launched in 2010, while Novio is a women's leggings brand launched in 2016 under the guidance of his father, Alok More.

Catering to customers pan-India, Appleeeye is the preferred choice for

parents and kids, who look for latest fashion without compromising on comfort. The brand manufactures core knitwear garments as well as fashion garments for infants including newborns up to two-and-half years. The brand opened its first exclusive brand store in 2014 and went overseas for the first time in 2011.

From inception, Novio was received well in the market due to the quality



## TT TO OPEN 200 TT BAZAAR, SHIFT FOCUS TO HIFLYERS

According to Sanjay K Jain, Managing Director, TT Limited, East India is the hub of knitwear manufacturers. Jain talks to IMAGES Business of Fashion on the factors that make the region lucrative, while sharing his company's future expansion plans. IMAGES Fashion Bureau

Established in 1964, TT Limited is a renowned knitwear brand that specialises in innerwear garments. Primarily catering to middle class consumers, the company provides a wide assortment of stylish garments offering incredible value based on its innate understanding of customer needs. Over the years it has built the foundations of an enduring business which are brand equity, strong product propositions and competitive pricing.

The company sells garments under three flagship brands - TT, HiFlyers and Fundooz. TT is an innerwear brand that includes an exhaustive range of products for men, women and kids. HiFlyers offers a range of casual wear, active wear, leisure wear and yoga

# UNIQLO

## LAUNCHES NEW LIMITED EDITION COLLECTION WITH MARIMEKKO

The 2019 Fall-Winter collection includes a new debut - clothing items for girls and babies...

IMAGES Fashion Bureau



Japanese global apparel retailer, Uniqlo has launched its second limited edition collection with the Finnish design house Marimekko. The first collection designed jointly by the two companies was a sensation when introduced in spring last year. The 2019 Fall-Winter collection celebrates Finnish winter traditions and augments women's offerings for the first time with items for girls and babies.

"We are very excited to introduce our second limited edition collection designed in collaboration with Marimekko, following the success of our 2018 Spring-Summer collection," said **Yuki Katsuta, Head - Research & Development, Uniqlo**. "I am also pleased to see Marimekko prints and colours on such Uniqlo LifeWear as cashmere, ultra-light down and Heattech for the very first time. What a beautiful way to stay warm in the coming winter months while celebrating a touch of Finnish tradition."

# De Moza



Yoga Leggings | Active Wear | Joggers | Tops

Bangalore | Chennai | Hyderabad | Mumbai | Pune | Trivandrum

[www.demozastores.com](http://www.demozastores.com)

Sales@demozastores.com | PH: +91 8880288188

**lifestyle**  
YOUR STYLE. YOUR STORE.

SHOPPERS STOP

**C**  
CENTRAL

**Reliance**  
RETAIL  
PROJECT EVE

**BH**  
BIRLA HERITAGE

**ethnicity**

**PHOENIX**  
MULTIPLY

**GARUDA**

**POTHYS**  
Aalayam of Silks



RNI NO: DELENG / 2000 / 02804



100% NATURAL  
ORIGIN

CRAFTED FOR  
  
**HER  
GRACE**

◆◆◆  
**PRESENTING RAYSIL  
100% NATURAL AND  
UNMATCHED IN ELEGANCE.**

*Made from premium, imported wood pulp  
that gives a feather-light feel, vivid colours and  
a natural lustre for new age royalty.*



VISCOSE FILAMENT YARNS FROM INDIAN RAYON

Contact:  
Mumbai: 022-66917930/31  
Surat: 0261-4003361/62/66  
Delhi: 011-41306630/31

[raysil@adityabirla.com](mailto:raysil@adityabirla.com)  
[www.adityabirla.com](http://www.adityabirla.com)