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# Brands in India 2020

\\annual issue\\



20<sup>TH</sup> ANNUAL IMAGES  
FASHION AWARDS

Dear readers,

Let us all welcome 2020 and hope that it concludes as a defining year in fashion retailing in India. I would like to wish you all a very happy new year and I sincerely hope that this year turns out to be prosperous both for you and your businesses. I would also take this opportunity to express my gratitude to you all for supporting our cause over all these years and sincerely look forward for your continued backing in the future.

December was a very busy month for all of us at IMAGES Business of Fashion, but it gives me immense pleasure to let you all know that, with everyone's support and contribution, the 20<sup>th</sup> Edition of the India Fashion Forum turned out to be one of the biggest in its history. I congratulate all the participants, the winners of IFA and thank all those who have been associated with it and made it possible. For those who missed the event, IMAGES BoF will bring you a detailed report on all the key sessions and deliberations over the next few issues.

Also, per tradition, we are pleased to start the new year with a bigger and better edition

of the annual Brands of India Special Issue of IMAGES BoF. As always, we have concentrated all our efforts in bringing before you some of the biggest stalwarts of the fashion industry in India – both homegrown and from across the world, as well as a few young and rising stars. As a key part of our mission to catalyze the fashion retail business in India, the Brands in India Special issue seeks to aid retailers with a survey that catalogues fashion brands, their collections as well as current status in the markets.

As we elucidate upon the brand identities and consumer cores that satisfy to help Indian fashion retailers build a highly profitable business around them, we sincerely hope that these success stories work towards inspiring the next generation of brands and leaders in the Indian fashion sphere.

Given a chance, I would strongly recommend that you, dear reader, go through the issue with a pen in hand, quickly marking the insights that are of actionable value and ideas that are eminently replicable or inspiring.

Wishing you a very successful year ahead,  
Cheers!!



**Amitabh Taneja**

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*“WE ARE BULLISH ON INDIA FOR THE NEXT 5-10 YEARS,”*

**SAYS PUMA’S ABHISHEK GANGULY**

Charu Lamba



Global sportswear brand PUMA announced the launch of its biggest and entirely redesigned flagship store in India. With a focus on bringing technology, sports and experiential retail under one roof, the company’s first interactive retail store showcases an immersive brand space. With state-of-the-art digitally connected offerings, innovative engagement zones and an in-house customization studio, the flagship store spread over 7,500 square feet, spanning three floors is located on 100 ft. road, Indiranagar.

Abhishek Ganguly, Managing Director, PUMA India said, “We believe that experience is the biggest proposition for offline retail as much as convenience is a key to online. And, that’s precisely the reason for launching a first-of-its-kind PUMA store in India. The futuristic retail environment is focused on creating an immersive experience by engaging the consumer throughout their shopping journey. As a leading sports brand in the country, we are committed to providing the best of digital and personalised shopping experiences across all platforms and investing in this store reinforces just that.”

#### **What’s Unique**

In addition to ranging the largest selection of merchandise available at any PUMA store in the country, it features tried and tested experiential elements from the recently launched PUMA store at Fifth Avenue in New York City. Key highlights include:



# IMAGES FASHION AWARDS

## HONOUR OUTSTANDING FASHION RETAIL BRANDS



The 20th edition of India Fashion Forum culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. In an august gathering of India's most prolific luminaries from the fashion retail fraternity, the ceremony recognised the achievements of virtuous fashion brands and retailers across various unique categories. The 20th edition of the awards was held at Hotel Conrad, Bengaluru on December 18, 2019. The event witnessed top honchos of the fashion industry sharing some notable insights on the current trends through various interactive sessions.



THE FUTURE OF  
FASHION  
RETAIL

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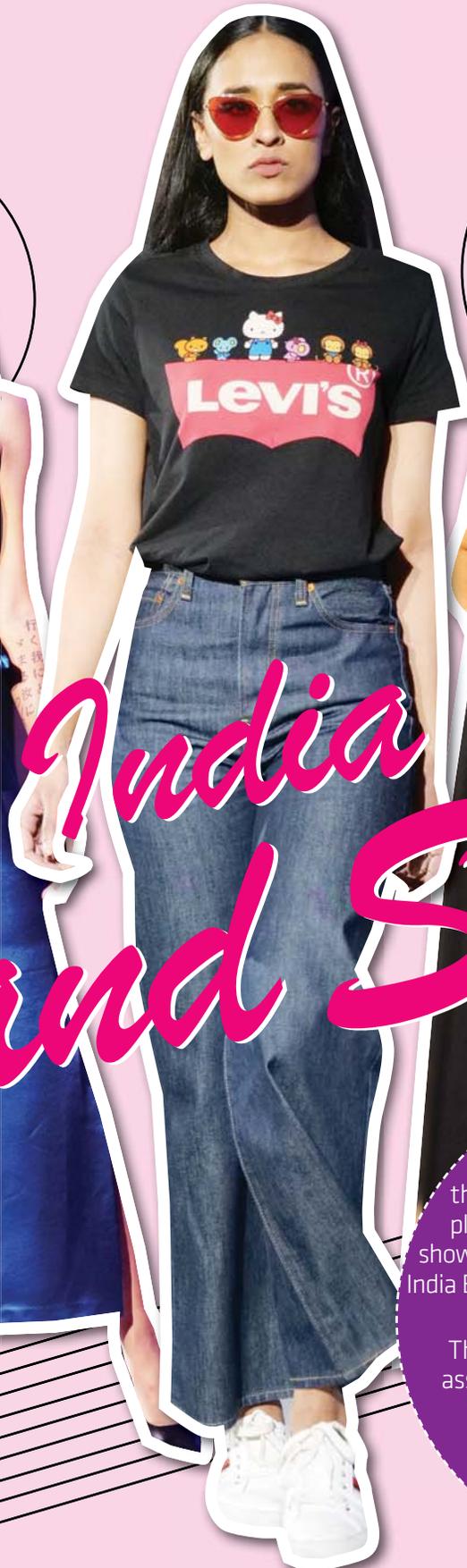
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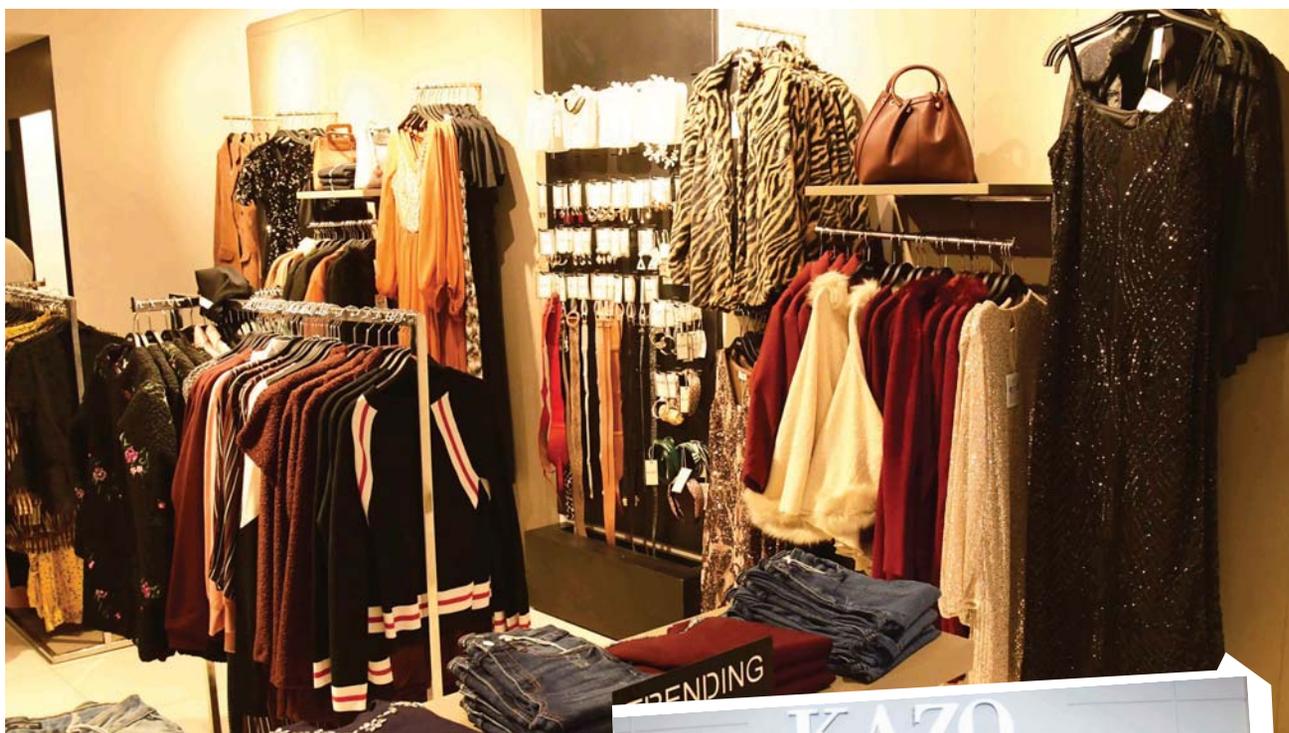


# India Brand Show

Scouting for new collections and fresh fashion themes for their stores and digital platforms, fashion forward brands showcased their latest collections at the India Brand Show on the 20<sup>th</sup> India Fashion Forum in Bengaluru.

The brands displayed their creative assemblage with an attempt to add value to their fashion offerings for shoppers.

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# KAZO

## LAUNCHES NEW STORE AT SHIPRA MALL INDIRAPURAM



**K**azo, a premium high street western wear brand specialising in clothing, bags, accessories, and fragrance with 160 doors across India, has recently added to their chain of stores with the launch of a new store at Shipra Mall in Indirapuram, Uttar Pradesh.

The store carries the chic and stylish theme of the brand forward. It has been designed to ensure customers have a high-end boutique experience including a well-trained staff, clean environment and especially spacious trial rooms for a hassle-free shopping experience. The brand celebrates the needs of today's women, their choice of style, colour and look. It believes that

every customer has the right to sparkle and shine as they strut anywhere in the city, looking gorgeous and perfect as they are.

Deepak Aggarwal, Managing Director, Kazo explains the concept behind the brand and its core values saying, "Fashion changes, evolves and suits the weather, occasion, and profession at times, but the style is personal, and our aim is to ensure that our consumers are stylish and on-point. We ensure we have the fashion quotient sorted and up to date always. We are very happy that now we have one more store for our consumers, and like I always say is just the beginning and there are many more to come in possibly every corner of the world."

The Kazo clothing line up caters to top wear, bottom wear, dresses, outerwear, jumpsuits, festive editions, holiday collection, neon collection, clothing with bling; each category is split into two distinct categories of party wear or formal wear ensembles.

Founded in 2007, Kazo is an established brand, changing the way Indians dress in western wear, trendsetters, and a one-stop fashion guide. The brand constantly pushes the envelope to bring the best and latest fashion from around the globe and is designed for the modern Indian woman who is confident, glamorous and sensual with a sophisticated lifestyle.



# LITTLE STREET FOUNDER **PRAVEEN GUPTA'S** JOURNEY FROM MARKETING TO ENTREPRENEURSHIP



With an intense passion to explore new avenues and learn additional businesses, Praveen Gupta, Director, Little Street Creation, started his journey as a sales representative. His hard work and determination helped him acquire vital business nuances, which in turn helped him successfully establish his own kids' apparel brand...

IMAGES Fashion Bureau



Little Street is an emerging kidswear brand that specialises in t-shirts for kids between the ages of 2 to 14. The brainchild of Praveen Gupta, its founder, the brand was launched in 2017. Gupta had over two-decades of experience in the distribution business when he started Little Street. He started his career with Jockey in 1998, as their area sales manager and looked after the entire Uttar Pradesh markets for the innerwear brand. Later he joined knitwear brand Neva and handled their North India business. Understanding the nuances of the business, he took over as consultant and became the distributor of Neva besides handling other leading innerwear and lingerie brands such as Lovable, Enamor, Amanté, etc., to name a few.

“While in the distribution business, I had developed a sturdy relationship with retailers and other

distributors in North India but over a course of time this area was getting monotonous and tedious,” explains Gupta. “Subsequently, I realised that I should start something of my own, and with a passion to explore a new enterprise I launched Little Street in 2017.”

Gupta started the kidswear brand with just 6 sewing machines and 3 distributors, and limited understanding of the apparel production processes. Today, the brand produces around 6 lakh pieces annually. It has a manufacturing unit in Ludhiana (Punjab) with around 100 machines and employs about 200 people working in various shifts.

“Currently, the brand has 47 distributor networks and is present in markets almost pan-India. We also aim to touch a ₹11 crore turnover this year,” he says.

# LENZING DEBUTS VEOCEL™ IN INDIA

Lenzing, being a pioneer in innovation has helped in fulfilling consumer needs through incorporating VEOCEL™ fiber in a diverse range of products. VEOCEL™ fibers are certified clean and safe, biodegradable, from a botanic origin, and manufactured in an environmentally responsible production process.

IMAGES Fashion Bureau

After successfully establishing sustainable fibre brands such as TENCEL™ and ECOVERO™, Lenzing now brings to India its beauty and body care fiber brand VEOCEL™. Derived from renewable raw material wood, VEOCEL™ provides natural care every day, and is committed to driving industry standards around sustainability and natural comfort in the non-woven sector.

VEOCEL™ fibers are certified clean and safe, biodegradable, from a botanic origin, and manufactured in an environmentally responsible production process. With changing consumer habits, more and more non-woven producers are shifting their product pipelines towards natural and eco-friendly materials to enhance product appeal and open more business

opportunities. Lenzing, being a pioneer in innovation, has helped in fulfilling these needs through incorporating VEOCEL™ fiber in a diverse range of products.

Blending VEOCEL™ branded fibers with other fibers adds a greater degree of smoothness and absorbency to non-woven products and will significantly improve the liquid absorbency in products like wet wipes, offering a more convenient way to clean surfaces. VEOCEL™ brand offers a broad range of applications that cater to daily use, including beauty, baby care, body &

intimate care and surface cleaning. Consumer applications such as face sheet masks, facial cleansing wipes, deodorant wipes, baby wipes, hand sanitizing wipes, intimate wipes, diapers, sanitary napkins, disinfectant wipes, etc., made using VEOCEL™ branded fibers have distinctive features such as strength, absorbency, liquid management, biodegradability while giving additional features like comfort, cloth-like feel, and smoothness, making it a viable eco-friendly option to choose from.

Worldwide efforts advancing towards eco-friendly plastic alternatives have



# » AEROMEN / AEDON «

» Company: **MK Enterprises / MM & CO.** » Launch Year: **MK- 2013 / MM- 2012** » Total MBOs: **2,000**

» Indian States Present In: **Maharashtra, Gujarat, Punjab & Rajasthan**

**A**eromen is a trusted brand that offers an urbane collection of semi-casual shirts for men within an affordable range of ₹899 to ₹1,399. Brand Aedon includes a debonair collection of partywear and designer shirts in linen and flex cotton, available within ₹900 to ₹1,700. The brand focuses especially on linen for their winter collection that also features mix-n-match designs and superior handwork.

Over the years, Aeromen and Aedon have become synonymous with products that are personifications of intricate designs, research and experiment. The brands are also known for fits that enable consumers to create their own unique style statements.

### Core Product Offering

While Aeromen offers semi-casual shirts for men, Aedon includes a debonair collection of partywear and designer shirts in linen and flex cotton.

Apart from this, the company also offers shirts in a variety of fabrics like filafil, classic oxford, satin, dobby, etc. Crafted using the finest of fabrics, both the brands offer an array of classic designs with international styling and quality.

### Target Consumers

Aeromen targets men within the age bracket of 18 to 40 years, while Aedon targets men between the ages of 25 to 60. Typically, the brand appeals to fashion seekers with an inclination for style, attitude and flair.



# » DEAL JEANS «

**D**eal Jeans is a fast fashion women's western wear brand that believes in bringing fresh fashion from every fashion-forward corner of the world to trend seekers out here. The brand's journey began with its designer denims that created ripples 19 years back. Today, Deal Jeans offers 37 exclusive product categories in around 3,000 artistic styles crafted every year.

## Core Product Offering

Deal Jeans' product portfolio consists of 37 categories from designer denims to culottes in bottom wear and chic tops to dresses in top wear.

## Target Consumers

The brand caters to women between the age bracket of 18 - 35 years and girls between the age group of 4 - 16 years.

- > Company: **DEAL GLOBAL FASHION PVT LTD**
- > Launch Year: **2000**
- > Website: **WWW.DEALJEANS.COM**
- > Total no of EBOs: **19**
- > Total no of MBOs: **900**
- > Total no of Shop-in-Shops: **102**
- > Total space covered: **6,557 SQ. FT (EBO), 9,190 SQ. FT. (SIS)**
- > LFS/ MBOs/ Departmental Stores Present in: **SHOPPERS STOP, CENTRAL, GLOBUS, YOUGAL SONS, SUVIDHA, SHREE SHIVAM**
- > E-Commerce Portals Present on: **AMAZON, MYNTRA, AJIO, FLIPKART**
- > Number of Indian cities Present in: **400**
- > New Territories/ Regions Added: **LICHTENBURG & BOTSWANA (SOUTH AFRICA)**

## Latest Collection

The brand's recently launched AW'19 collection is a blend of fresh pastel hues and trendy patterns crafted in leather jackets to cardigans in top wear, studded denims to comfy culottes in bottom wear and striking dresses in party wear. This season, Deal Jeans' collection is about leather and denim jackets, rips and washes embellished in studs and pearls.

## CSR & Green Initiatives

Deal Jeans has taken the initiative to provide basic necessities of clothing and education to girls from Bhachau, Gujarat. It also provides funding to deprived educational institutions and poverty-stricken children in the area.

## Expansion Plans

Deal Jeans is expanding its presence overseas, while at the same time also penetrating Tier II and III cities in India. The brand also has plans of exploring newer categories in its product portfolio.

## Towns or Cities Targeted

While Deal Jeans already has presence pan India through LFSs and MBOs, expansion through EBOs in various cities is in pipeline this year.

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IMAGE COURTESY

# BIBA

## LAUNCHES NEW RANGE IN TRENDY DESIGNS & VIBRANT COLOURS

Accentuated with exclusive hand embroideries and unwavering attention to detail, the collection is a fine blend of rich opulent pure fabrics such as silks, banarasi brocades, jacquards and plush everyday wear fabrics like pure cottons, crepes, rayons, chanderi's, pure silks and woollens...

IMAGES Fashion Bureau



**R**enowned apparel brand BIBA's latest collection brings a colossal assortment of elegant choices ranging from 3-piece suit sets to anarkalis, straight kurtas, draped pants, tunics, fusion dresses, and much more. A fusion of simplicity and grace of ethnic wear with the boldness and experimental shapes of western wear, the collection holds an outstanding enchantment. Accentuated with exclusive hand embroideries and unwavering attention to detail, the collection is a fine blend of rich

opulent pure fabrics such as silks, banarasi brocades, jacquards and plush everyday wear fabrics like pure cottons, crepes, rayons, chanderi's, pure silks and woollens.

A few trendy and handpicked styles from BIBA's latest collection:

### **Slay in Sparklers**

Delicate in texture, vibrant and shimmery in presence, the foil print collection oozes in style. The all over elegant gold printed kurtas can be

paired up with paneled skirts, palazzos or pants to complete that look. The dupatta also has traditional motifs on the hem, making it a perfect set. Team it up with gorgeous golden jhumkis to complete your look.

### **Modest Hue**

Be festive ready by adding this gorgeous kurta to your wardrobe. It features contrast floral detailing all over. The kurta has slight shine in itself. Pair it up with matching pants or leggings. It's a perfect piece for Lohri



INDIAN RAYON



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.*



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