

**B** 25-46

FASHION BUSINESS



Cover pic courtesy: Zola

KIDS ACCESSORIES

**Skechers India Focuses on Style, Comfort & Value for Money in Kidswear Segment**

Betting big on India with plans to open about 500 stores in the country, Skechers aims to offer continuous innovation in its products. IMAGES Business of Fashion talks to Lakshay Nijhawan, Associate Director - Merchandising, Skechers to understand his opinion on the kids sportswear market in India...

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CHARACTER LICENSING

**Disney: Home to the Most Loved Character & Stories-Based Kidswear**

Disney's timeless stories and charming characters have entertained and engaged kids and families everywhere. The brand offers a wide range of products across categories and across value and premium price points. As consumers become more and more brand conscious, Sanjeet Mehta, Executive Director & Head - Consumer Products, Disney India explains how licensing in India is becoming a booming business...

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SUSTAINABILITY

**ORGANIC KIDSWEAR: NATURALLY REDUCING THE KIDSWEAR MARKET'S CARBON FOOTPRINT**

With increasing health and environmental consciousness amongst educated Indian parents, the demand for organic kidswear is increasing. Parents are seeking apparel made of natural material, which are more gentle on their kids' skins. IMAGES Fashion Bureau talks to kidswear manufacturers who specialise in offering organic clothes to understand the market and how brands are delivering to discerning parents...

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IFF 20TH EDITION: CEO'S CONCLAVE

**How Good A Buy has been Fashion for Indian Consumers This Year**

A CEO's Conclave organised at the 20th Edition of the India Fashion Forum session - held at Hotel Konrad, Bengaluru - focused on the fashion market, consumer behaviour, innovations and ways of doing smart business...

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IFF 20TH EDITION | SCAI CONCLAVE

**SCAI ROUNDTABLE: CONSUMER ENGAGEMENT CORE FOCUS FOR MALL DEVELOPERS, RETAILERS**

Since its inception, SCAI has been encouraging the development and vision of the Shopping Centre Industry in India, by equipping it with the requisite knowledge base and operational skills. The round table session at IFF was the first occasion in 2019 where shopping mall developers and popular retailers came together on the same platform to discuss major concerns regarding customer engagement, revenue, security, parking as well as technological parameters required to run the industry smoothly...

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Kidswear Study

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COVER STORY

**KIDSWEAR RETAIL IN INDIA**

Kids' dressing habits in India have witnessed a paradigm shift. What used to be regular, basic outfits a few years ago have now transformed into full fashion lines, often of premium luxury. IMAGES Business of Fashion takes a look at the market dynamics of one of the fastest growing sectors of fashion retail - kidswear...

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**KIDSWEAR MARKET OVERVIEW RIGHT BUSINESS MODEL BASED ON STRONG SUPPLY CHAIN CAPABILITIES NEEDED TO SUCCEED IN KIDSWEAR**

India is globally one of the youngest nations ~ with approximately 29 percent of the total population in the age group of 0 to 14 years and the kidswear market here is expected to grow at a CAGR of 9 percent from US\$ 11.7 billion in 2019 (20.8 percent of total apparel market) to approximately US\$ 19.1 billion in 2025...

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FASHION RETAIL

**ONLINE RETAIL CONVENIENCE, ACCESSIBILITY & AFFORDABILITY CATALYSING E-COMMERCE FOR KIDSWEAR: ARUN SIRDESHMUKH, BUSINESS HEAD, AMAZON FASHION**

With the emergence of e-commerce, exposure to global fashion trends and rising disposable income of the working class, the kidswear segment has received a boost in India, says Arun Sirdeshmukh, while stressing on the fact that there is a pressing need to build a bridge between both brick-and-mortar and online spaces...

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### BRAND PROFILE

**APPLEEYE** // Pg No. 62

**DEAL JEANS** // Pg No. 63

**TANGO** // Pg No. 64

**TANTRA** // Pg No. 65

**ZOLA GIRL** // Pg No. 66

### MARKET TRENDS

#### **KIDSWEAR TRENDS: ALL THAT YOU NEED TO STOCK IN 2020**

*If you are looking for a way to amp your new kids wear collection, we have got you covered. Read on to know what the industry stalwarts have to predict for the upcoming season...*

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#### **KIDSWEAR TRENDS STARTING FASHION EDUCATION, PRETTY YOUNG**

*As if to prove style run in the genes, a lot of celebrity kids are head-turning trendsetters even while they are in diapers. Whether it is blue-blooded Taimur Ali Khan Pataudi or the scion of Bollywood's Badshah, AbRam Khan - the fashionable toddlers and youngsters make paparazzi go into a tizzy to get that prized picture...*

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### SUCCESS STORY

#### **QUALITY, PRICE, RANGE & SERVICE HAVE HELPED COTTON CASUALS GROUP OF COMPANIES STAND THE TEST OF TIME**

*Pradeep Arora, Director, Cotton Casuals Group of Companies talks about the journey of his kidswear brands and retail in a freewheeling chat with IMAGES Business of Fashion. He shares insights on the kidswear market, how it has grown over the years and the only challenge is to maintain this...*

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### RETAIL FOCUS

#### **YKK: PRODUCING & MARKETING QUALITY FASTENING PRODUCTS FOR OVER 75 YEARS**

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### E-COMMERCE

#### **INDIAN ONLINE KIDSWEAR MARKET COMES OUT OF INFANCY STAGE, REGISTERS GROWTH**

*Shopping for kids' clothes can be a daunting task, especially so when each parent today consciously wants their little ones to be a reflection of themselves. The idea basically revolves around dressing up little adults. The growing demand for kidswear has led to retailers trying to make sure their products are available in every corner of the country and this is where online retailing comes in - to help strengthen their retail reach in regions where companies don't have physical presence in the form of retail outlets and stores...*

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### RETAIL NETWORK

#### **KIDZANIA KIDS LAUNCHES 5 MULTI BRAND STORES IN ODISHA**

*After the foray of Kidzania Kids - a marketing agency which helps bridge the gap between kidswear manufacturers and distributors - into Odisha, Rajeev Harmilapi plans to launch F3, a premium kidswear MBO...*

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### SUCCESS STORY

#### **DHANANJAI LIFESTYLE: SHAPING KIDSWEAR MARKET IN EAST INDIA**

*Dhananjai Lifestyle offers an array of products through its numerous brands. It has a wide range of children's apparel and caters to customers from all ticket sizes - ranging from budget consumers to those who purchase high end products. The company provides great quality at affordable prices to its customers...*

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## FASHION CREATION

### COLLECTION LAUNCH

#### **MOCHI'S VALENTINE'S**

#### **COLLECTION COMPLIMENTS**

#### **V-DAY LOOKS**

*This special edition features fun and classy styles of block heels, boots, wedges, loafers and stilettos for woman and chic options of loafers and moccasin all in reds...*

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#### **DONEAR'S SPECIAL WEDDING FABRIC RANGE WHERE STYLE MEETS SOPHISTICATION**

*In keeping with latest fashion fads, leading fabric brand Donear presented its wedding fabric range this season which offers a plethora of colours, catering to the wedding wardrobe...*

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### EVENT

#### **"INVESTMENT IN LARGE SCALE FACILITIES, NEW TECHNOLOGIES AND MANUFACTURING EXCELLENCE IS THE WAY FORWARD FOR INDIAN TEXTILE INDUSTRY"**

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### COLLECTION LAUNCH

#### **TITAN, IN ASSOCIATION WITH KVIC, LAUNCHES 'KHADI COLLECTION'**

*The collection allows flexibility to the wearer who can get 7 different looks from a distinct suit combination - be it for a business meeting, evening soiree or even to walk down the aisle...*

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