

IMAGES BUSINESS OF FASHION

7

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EXCLUSIVE
DIGITAL
ISSUE

Online
Shopping



Phone



Message



Internet



Chat

Handling the E-Commerce Surge

Dear all,

Over the past few months we have witnessed how the COVID-19 pandemic has escalated online shopping usage throughout the world. With brick-and-mortar retailers forced to shutter stores, a distinct opportunity was born for e-commerce businesses to take over.

Even in India, it has led to a rise in the number of first-time e-commerce users, who had been so far uncomfortable with shopping online. Even now, when stores have re-opened, online retailers and e-commerce platforms continue to experience drastic growth as consumers try to avoid shopping malls with increasing anxiety over the virus.

Today, a strong online presence has evolved to become the prime necessity for all players of the retail ecosystem. In the initial days of the lockdown, we have seen how an increasing no of brands, which were not following an Omnichannel route earlier were making a beeline for establishing their online platforms. Even the most prosperous of brick-and-mortar stores have been forced to experiment with digital channels in wake of the crisis.

In this issue, we have highlighted the change in dynamics in this sector as heralded by the coronavirus pandemic. The issue will look at the challenges faced by brands compelled to shift to this direct-to-consumer (D2C) channel as well as the opportunities that the segment has to offer to brands, retailers and all stakeholders of the value chain.

We also have a slew of fashion leaders who expatiate on the innovations and strategies they have utilized for their respective brands, so that we can adopt them in our own capacities to help stabilize our businesses now and fortify it for the future.

Over all, this issue will help fashion players across India in ramping up their digital game with newer innovations and strategies to get closer to the consumer.

For FAQs pertaining to shift in market dynamics, consumer sentiments and on all things related to fashion retail, do log on to our website, <https://www.indiaretailing.com/>.



Amitabh Taneja

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METRO SHOES

LAUNCHES THE SANITEASY COLLECTION

In current times staying germ free is of utmost importance, whether it is our hands, masks or even footwear. Metro Shoes, the home-grown Indian brand known for fashionable footwear and accessories, introduced its new Saniteasy footwear collection which is easy to sanitize and high on the fashion quotient. The range offers a collection of chic and colorful flipflops, sandals, ballerinas, pumps and sneakers.

Here are a few picks from the range that will help you keep it stylish for the next few months:

Metro Yellow Casual Flip-Flop

Most of us would like to opt for a pair that is lightweight yet stylish and there is nothing better than a colourful pair of flip-flops. Choose from a vibrant range of colours to keep away from the pandemic blues.



Metro Pink Casual Sandals

This strappy beauty from Metro is your pick. Pair it up with just about any outfit and get going! Easy to wash and easy to dry, this one is a must have.



Metro Navy Casual Ballerinas

This season's ballerinas need to be a little more practical, comfortable, and breathable. What better than this stylish navy ballerinas that are low on maintenance and high on style.



ADIDAS AND MCDONALD'S LAUNCH THE 'SAUCE PACK' COLLECTION IN INDIA

These special collaboration sneakers from adidas and McDonald's dial-up the urban-pop culture sentiment with the 'Sauce Pack' collection, set to become the modern and unexpected interpretation in the sneaker landscape...

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With a modern and unexpected interpretation that stays true to each brand's heritage, adidas and McDonald's have added some exciting flavour to the basketball game by introducing the 'Sauce Pack' collection in India. The collection features Harden Vol. 4, Dame 6 and TMAC 1.

It is every player's goal to develop their own game and have their own sauce on the court. International iconic basketball players such as James Harden, Damian Lillard and Tracy McGrady add their own

flavour to the game and have redefined how the game can be played for the next generation.

These special collaboration sneakers from adidas and McDonald's dial-up the urban-pop culture sentiment with the 'Sauce Pack' collection, set to become the modern and unexpected interpretation in the sneaker landscape.

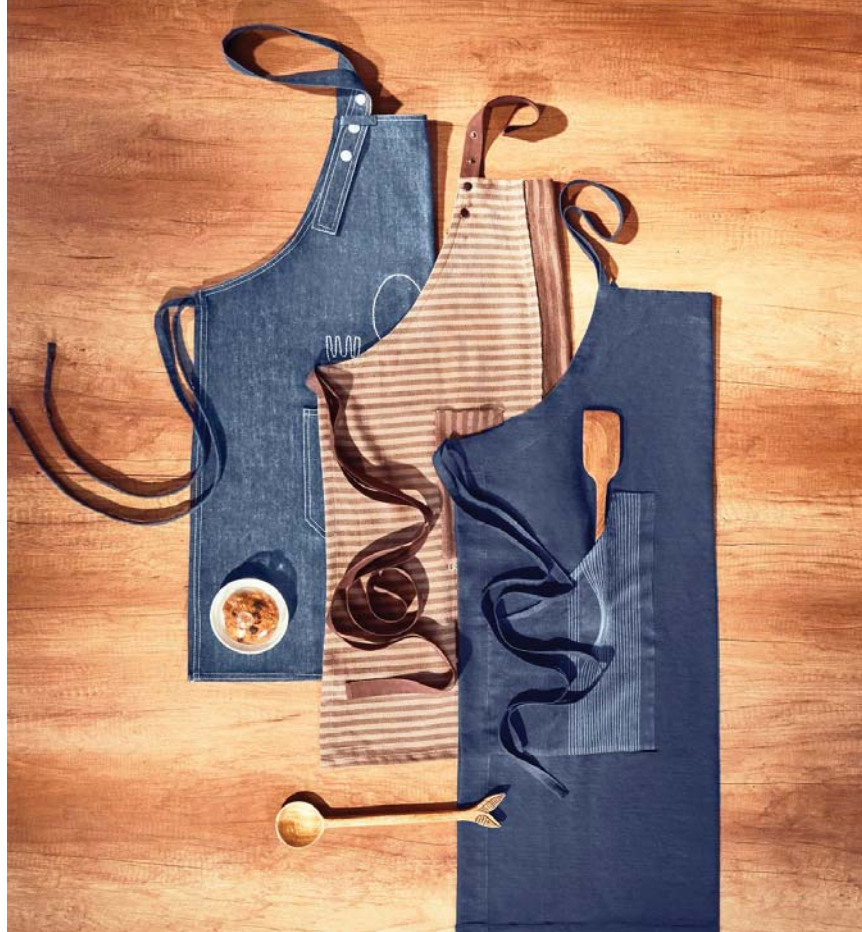
HARDEN VOL. 4: A go-to item on McDonald's menu is the sauce. Each flavour features various ingredients on the lid and with our footwear, it's no different. A purple and orange colourway that pulls inspiration from the garlic chilli sauce packaging features the ingredients: a step back, deep 3 ball, crazy handles and the beard.

DAME 6: This sweet 'n sour edition of the Dame 6 highlights the duality of Damian Lillard's game. Blending his on and off-court personalities, the Dame 6 is designed to resemble the classic dipping sauce packaging and features a green upper with orange accents. Key ingredients include: the clutch gene, wrist-tap, layup package and deep 3 ball.

TMAC 1: Featuring a metallic gold upper and red details with the golden arches displayed on the outsole, the TMAC 1 pays tribute to the iconic Big Mac sauce. Ingredients include the fade away jumper, deep 3 ball and post-game.

The new range of Sauce Pack - Dame 6, Harden Vol. 4, & TMAC 1 will be available at the adidas online store www.shop.adidas.co.in and selected retail stores at a price of ₹10,999, ₹12,999 and ₹13,999 respectively.





APRON PROJECT 2020: INDILUXE ON TATACLIQLUXURY.COM LAUNCHES GOURMET CATEGORY

In keeping with its ethos of curating Indian brands rooted in tradition, IndiLuxe has launched 50+ artisanal food brands that sell farm-fresh produce grown via soilless farming techniques...

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IndiLuxe on Tata CLiQ Luxury, purveyor of premium and luxury Indian labels across Fashion, Home and Beauty, announced the launch of its gourmet food category with an exciting collaboration with 10 of India's most celebrated designers.

In keeping with its ethos of curating Indian brands rooted in tradition, IndiLuxe has launched 50+ artisanal food brands that sell farm-fresh produce grown via soilless farming techniques, freshly-ground gluten-free flours, handcrafted bean-to-bar chocolates, ancient grain cereals as well as artisanal cheeses, teas and Indian estate coffees to name a few. This category launch comes at a time when India, in lockdown, is discovering its inner chef.

This much-celebrated relationship with food on Instagram has also found expression in the unique 'The Apron Project 2020'. Here, IndiLuxe has worked with 10 curated/handpicked designers who are among the most celebrated and innovative names in contemporary Indian fashion and design - Anavila, AntarAgni, Doodlage, Jodi Life, Ka-sha, Khanijo, Nappa Dori, Padmaja, Payal Singhal and Urvashi Kaur. Each designer was invited to create a limited-edition apron that reflects the designer's unique sensibilities in terms of aesthetics, craft and materials used.

Speaking on this occasion, Rina Shah, Business Head, IndiLuxe, said, "There is a powerful synergy between both, the art of designing and cooking. What is unique about this project is



the fact that each of these designs is a true embodiment of the designer's aesthetic sense. We are excited to have collaborated with these exceptional designers who have created pieces of art. With the launch of the Apron Project, I look forward to our valued, discerning customers embracing and encouraging their inner chef, and cherishing our aprons."

Priced at ₹5,000 each and being a limited edition, only 10 pieces of each apron design will be available for purchase on www.luxury.tatacliq.com/indiluxe.



E-COMMERCE SURGE





E-COMMERCE

CONTINUES TO SURGE AS
THE PANDEMIC PUSHES ON

German statistics portal Statista has revealed that retail platforms across the world have undergone a 6 percent global traffic increase between January and March 2020. A look at the how fashion brands and retailers are capitalizing on this opportunity . . .

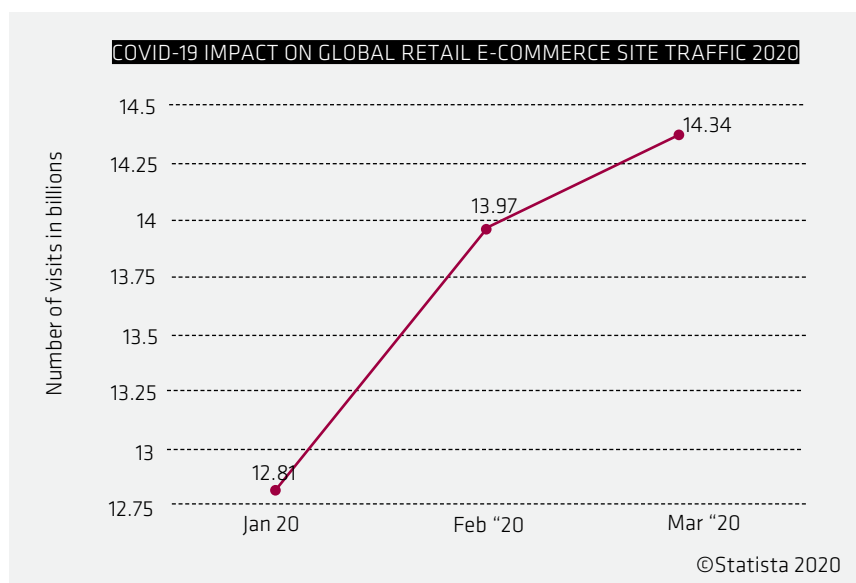
Shivam Gautam

As the COVID-19 pandemic made its way around the world, keeping shoppers at home and away from physical stores, web sales have seen a significant spike over the last few months. From a consumer perspective, the shift was obvious – from the initial days of lockdown to now, when stores re-opened, the fear of contagion remained constant and e-commerce quickly became a saving grace for shoppers desperate for products without the stress of stepping out of their homes.

“Given the pandemic, consumers are less confident with shopping offline and are opting for e-commerce sites to shop for fashion and daily necessities. E-commerce has definitely emerged as the strongest retail channel today and has seen a great uplift in the intent of people wanting to buy online,” says Umashan Naidoo, Head of Customer, Westside.

American multinational investment management firm Goldman Sachs has, in its report ‘Global Internet: E-commerce’s Steepening Curve’, noted that the COVID-19 pandemic has driven a doubling of penetration of e-commerce globally. “The pandemic has driven an acceleration in the adoption of countless technologies and consumer behaviours, chief among them being e-commerce. What started at first with panic buying, hoarding and nest feathering out of necessity has turned into an array of adaptations that have driven e-commerce penetration from 16 percent of retail spending in the US in 1Q19 to over 40 percent in May driven by year-over-year growth of nearly 70 percent,” the report documents.

German statistics portal Statista has revealed in July 2020 that retail



platforms across the world have undergone a six percent global traffic increase between January and March 2020.

Even after the lockdown was eased, e-commerce has witnessed faster recovery compared to brick and mortar stores. According to a report released on July 2020 by credit card bill payment platform CRED, e-commerce spends have surpassed pre-COVID-19 levels after the lockdown across Delhi, Mumbai, and Bengaluru as more individuals opted to shop online for their discretionary and non-discretionary spends.


Evolving E-Commerce Strategies

Just like the shifts in societal and economic order, the COVID-19 pandemic has brought about significant changes in consumers' behavior toward online channels; and the shifts are likely to stick post-pandemic. Hence, brands and retailers are now compelled to invest courageously and timely in pivoting their e-businesses toward the behavioral changes in a bid to capture market share and stay relevant post-pandemic.



“Companies are experimenting with AR, smart mirrors and several other methods to deliver personalized fashion. We are also trying to help solve this problem using the various data points that we are able to utilize and arrive at a best-fit size for Indian consumers”

– Nikhil Hegde,
Co-Founder and CEO, 6Degree.



COVID-19: HOW E-TAILERS ARE ADAPTING TO CHANGING CONSUMER BEHAVIOR

With most consumers switching to working from home, there has been a shift in consumer focus from fast fashion and occasion wear to comfortable, easy and value-for-money clothing that let them relax while WFH...

Charu Lamba

The pandemic has changed the way consumers used to consume fashion. With most consumers switching to working from home, there has been a shift in consumer focus from fast fashion and occasion wear to comfortable, easy and value-for-money clothing that let them relax while WFH. Consumers are preferring antimicrobial garments, upcycled fabrics, breathable cottons and linens and easy knitwear.

Apart from this, consumers have also gone conscious of their purchase. As they spend more time at home, in-front of the screens, it has impacted their purchase patterns. They are now looking out for brands that give them both their style and functionality.

“Keeping this in mind, we launched ‘Work From Home Edit’. This collection combines comfort with necessity. With masks becoming



presents

DIGITAL CUSTOMER EXPERIENCE FOR FUTURE-FIT FASHION RETAIL

PERSONALISATION STRATEGIES IN THE NEW NORMAL

IFF virtual roundtable
powered by

istitutomarangoni
enhancing talent since 1935



Jacqueline Mundkur

Senior CX Thought Leader and Practitioner

The India Fashion Forum's virtual round table, 'Digital Customer Experience For Future-Fit Fashion Retail' powered by Istituto Marangoni highlighted the role of technology in transforming consumer experience and reshaping value-premium fashion retail for the new normal.

Topics of discussion ranged from:

1. Touch-less retail
2. The imperative of hyper-personalization
3. Voice based shopping experiences, sensor data, facial recognition
4. Next generation digital innovations based on AR, VR, AI, IoT, Data Analytics
5. Channel optimization, supply chain and social media marketing

Moderated by **Jacqueline P. Mundkur**, Senior CX Thought Leader and Practitioner, the panel consisted of the following luminaries from the fashion retail industry:

- **Amit Chaudhary**, Co-Founder, Lenskart
- **Barbara Nigro**, Creative Brand Consultant, Mentor, Tutor - Istituto Marangoni London
- **Debosmita Majumder**, Associate Director and Head of Marketing, Puma Group
- **Krishnan Venkateswaran**, Chief Digital & Information Officer, Titan Company
- **Ranjan Sharma**, CIO, Head of SCM, Captive eCommerce Business and QA, Bestseller

Even though the lockdown has been relaxed the scare of the contagion is still prevalent, which in turn is effecting footfalls. Moreover, a tendency of cutting down expenses to the bare basics has been apparent in fashion consumers. With the festival season in India approaching, brands and retailers across the fashion retail segment are now compelled to come up with extremely creative and appealing initiatives to lure consumers.



THE FUTURE OF FASHION

intertek
MAISON

INTERTEK MAISON'S THE FUTURE OF FASHION - POST PANDEMIC FASHION TRENDS

Leading figures from the world of fashion have predicted that brands emerging from the Covid-19 situation will find inspiring new ways to approach seasonal collections, with more focus on capsule collections and in-season retail, as well as ever-greater collaboration and alliances amongst brands...

IMAGES Fashion Bureau

The COVID-19 pandemic has changed the world we live in and has accelerated a shift in attitudes, with consumers paying more attention than ever to the safety, quality and sustainability of materials used in fashion and accessories, and the risks associated with local and global supply chains.

New styles and trends have emerged from lockdown as supply chains are upended, and the relentless acceleration towards digital collections and purchasing habits has entered

a new phase, providing those in the industry with an opportunity to re-think the future of fashion.

Intertek Group plc ("Intertek"), a Total Quality Assurance provider to industries worldwide, has hosted a "Future of Fashion" event, bringing together the fashion trade industry's most influential commentators for the very first time to discuss the major trends that are set to re-shape the fashion sector in a post-COVID-19 world, as part of a unique virtual collaboration.

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

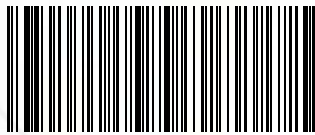
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North India

Partha Ganguly | parthaganguly@imagesgroup.in, +91 9873859916

West India

Santosh Menezes | santoshmenezes@imagesgroup.in, +91 9820371767

South India

Suvir Jaggi | suvirjaggi@imagesgroup.in, +91 9611127470

East India

Piyali Oberoi | piyalioberoi@imagesgroup.in, +91 9331171388

Editorial Contacts

Surabhi Khosla

surabhikhosla@imagesgroup.in

Charu Lamba

charulamba@imagesgroup.in