

# IMAGES BUSINESS OF FASHION

8

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EXCLUSIVE  
DIGITAL  
ISSUE

*Loungewear &  
Athleisure*  
HOME OFFICE TRENDS



Dear all,

Although it's been months since businesses have resumed and things are starting to pick up momentum, our industry is still going through a tricky time. But what's surprising is that, even amidst dwindling sales, fashion retailers across the world have registered an uptick in sales of certain categories — comfort wear like leggings, loungewear and athleisure have emerged as best-performing products during the pandemic.

The growing penchant for comfort wear is not a new phenomenon by any means. We are all aware how modern consumers are more concerned with comfort and practicality than style and trends now. According to the findings of the market research company Global Data, the revenue of athleisure worldwide has increased by US\$ 34 billion in only one year, from 2018 to 2019.

But did we ever expect that the pandemic to trigger this trend further?

Ever since lockdowns were imposed around the world, loungewear and athleisure have registered a renewed demand. Loungewear

quickly became the day-to-night go-to getup— and athleisure like yoga pants and sweat shirts became the second skin for those feeling inspired enough to actually workout. Reports document that loungewear witnessed a 433 percent jump in consumer demand as early as April 2020 in the UK alone.

The demand is equally strong in India too. Loungewear veteran Clovia has revealed that sales have witnessed 80% increase in the last two months itself. Similarly, Indian athleisure brands are experiencing growth of upto 50%-75% at the moment.

The September issue of IMAGES Business of Fashion makes a powerful attempt at analysing the trends and consumption behaviour of this emerging trend to aid upcoming as well as existing brands establish a strong brand equity.

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/>.

Cheers !!



**Amitabh Taneja**

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## HUNTSMAN TEXTILE EFFECTS INTRODUCES HIGH IQ® LASTING BLACK ECO PROGRAM

Innovative brand assurance program meets eco-friendly dyeing solution for sustainable black shades that retain their intense color for the lifetime of the garment . .

**IMAGES Fashion Bureau**

**H**untsman Textile Effects has extended its industry-leading HIGH IQ® brand-assurance program with the launch of HIGH IQ® Lasting Black eco. Based on Huntsman's award-winning AVITERA® SE Black reactive dye, the new color-retention program will help mills, brands and retailers meet global demand for eco-friendly black shades that retain their intense color even after repeated washing.

Black shades are an ever-popular choice among designers and consumers, offering visual appeal and timeless style. Leading brands today need to not only deliver intense black shades that won't fade but must also show that they are sustainable and good for the environment.

HIGH IQ® Lasting Black eco is a unique combination of the world's leading color-retention program with Huntsman's revolutionary AVITERA® Black SE reactive dye. AVITERA® Black SE dye promotes economic and environmental sustainability by reducing water and

energy consumption by up to 50%.

Furthermore, the excellent washing-off performance of AVITERA® SE Black dye shortens processing time and increases productivity. Garments produced under the HIGH IQ® Lasting Black eco program are suitable for home laundering using EU and US domestic washing machines and carry a reduced risk of color staining other garments during washing.

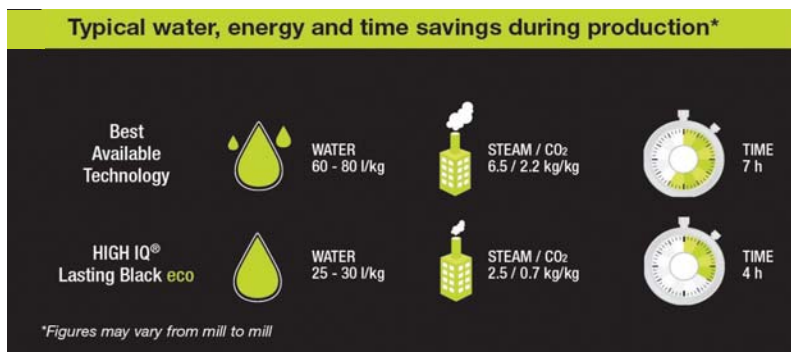
### KEY BENEFITS OF HIGH IQ® LASTING BLACK ECO INCLUDE:

- Reduced environmental footprint, using 50% less water and energy in processing
- Deep black shades retain their intensity throughout the lifetime of the garment
- Longer-lasting performance, wash after wash, so garments look newer for longer
- Allows mills to produce fabrics and garments free\* from p-chloroaniline (PCA)

\*Current detection limit 5 ppm

"With HIGH IQ® Lasting Black eco, Huntsman Textile Effects continues to lead the industry in providing sustainable dyeing solutions for eco-friendly black shades that deliver excellent value through color performance," said Jay Naidu, Vice President Strategic Marketing and Planning, Huntsman Textile Effects.

All products in the HIGH IQ® quality assurance program are bluesign® approved and suitable for STANDARD 100 by OEKO-TEX® certified textile products(1), meeting the requirements of the world's most exacting global brands.





# LEVI'S® AND ROYAL ENFIELD RIDE ALONG FOR A CAPSULE COLLECTION

Two iconic brands Levi's® and Royal Enfield, join hands to bring you a capsule collection that combines style, form, and function!

Levi's® and Royal Enfield both have a rich history and symbolize values of Originality, Independence, Self-expression, and Authenticity. Fans of both brands will love the exclusive collection that includes jeans and jackets made from CORDURA® denim with high abrasion resistance that is built to last.

They are purposefully designed with features like armour slots for shoulder, elbow and knee, a 3D pocket with a hidden zipper, high visibility reflective tape and more. In addition, there is a wide range of graphic t-shirts available in the collection, with designs created by a multidisciplinary artist, Toria Jaymes, who works under the guise of "Stay Outside".

"Our brand promise is to unleash authentic self-expression and this collection truly stands by that sentiment. Our collaboration game has always been strong, and we are excited to launch this one. Levi's® and Royal Enfield have a lot in common in terms of the approach to product and quality. The product aesthetics and the functionalities set this collection apart and I am sure the motorcycling community and even the rider at heart will love this collection. Being a rider myself, this collaboration is personally very special." – Sanjeev Mohanty, MD - South Asia and MENA, Levi Strauss and Co.

Commenting on the collaboration with Levi's®, Puneet Sood, Head - Apparel Business at Royal Enfield said, "We're delighted to be



collaborating with a fellow iconic brand, Levi's®. With a rich legacy and the cultural impact that both the brands have, the collaboration is a perfect fit. Incorporating the strong identities and values of both the brands, Royal Enfield with its understanding of the motorcycling ethos and Levi's® with its expertise in

denim and apparel; this collection is a perfect blend of comfort, style and safety."

The collection will be available for purchase at select Levi's® stores and Levis.in





## CENTRAL & BRAND FACTORY POST STRONG REBOUND IN AUGUST



Future Lifestyle Fashion Limited, that operates the Central, Brand Factory networks and markets some of India's leading fashion brands is gearing up to bring back the business 'back to normal' by the end of the upcoming festive season.

As Unlock#4 gathers pace, sales at leading department store Central and off-price retailer, Brand Factory are growing at a faster pace every month, month-on-month. As on date, Future Lifestyle Fashion Limited has re-opened around 95% of stores, after taking all necessary precautions that protect the health and safety of its employees and customers. The company has re-opened 41 Central stores, 101 Brand Factory stores, 75 aLL stores that cater to plus-size customers and 90 exclusive brand outlets (EBOs) of its own flagship fashion brands like Lee Cooper, Indigo Nation, Scullers, Jealous 21, among others. Almost 1 million customers walked in at Brand

Factory, Central and aLL stores in the month of August, across the country. This helped Central increase its sales in August by more than 33% compared to the previous month of July. Similarly, Brand Factory increased its sales by around 50% in August, compared to the month of July. Plus size fashion retail chain, aLL has more than doubled its sales in August, compared to the previous month. Much of this increase in sales were driven by the company's flagship fashion brands like Lee Cooper, Indigo Nation, Scullers and Jealous 21.

E-commerce also contributed to an increasingly larger share of the company's revenues and has grown by 72% month-on-month, since April 2020. The company's ecommerce portals, AllOnline.

in, BrandFactoryOnline. in and MyCentral.in now provide the entire range of merchandize and brands available, along with a similar availability on Amazon Fashion portal.

In June 2020, the company was able to reach only 12% of the sales it had posted in June 2019. This percentage has steadily increased every month, and crossed 50% in the month of August. The month of October marks the beginning of the festive season across the country and fashion brands are gearing up with fresh fashion collections and merchandize that go with the celebrations. This therefore also marks a critical step towards getting back to the normal.







# ATHLEISURE

## SALES SOAR AS WORKWEAR BECOMES MORE COMFORT ORIENTED

The COVID-19 pandemic has propelled the demand of athleisure throughout the globe. We take a look at the dynamics and the opportunities that the segment holds in the Indian market.

Shivam Gautam

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Just like loungewear, another fashion category that has registered huge demand in the wake of the pandemic-infused lockdown is athleisure. Being stuck at home for weeks on end, consumers are responding by stocking up on yoga pants, joggers, hoodies and sneakers.

“It is one the very few categories in apparel that is fast selling even in the pandemic. With consumers not stepping out for formal gatherings and being confined to their homes, the demand for comfortable yet stylish apparel that can be worn in the comfort of our homes has increased rapidly, leading to athleisure gaining its ground post the lockdown,” states a spokesperson from Jack & Jones.



# UPCOMING E-COMMERCE TRENDS IN THE POST-COVID ERA AS BRANDS CONTINUE TO SEE A SURGE IN PRODUCT DEMAND

Surbhi Bhatia, Founder, The Mom's Store

The Covid-19 pandemic blindsided the whole world and upended the conventional ways of doing things. Undoubtedly, it has been a defining event of the year and will have implications that will well continue into the decade.

One of the ways that people have coped with this period of isolation and uncertainty has been by altering their shopping behavior. From bulk-buying to online shopping, people are changing what they're buying, how and when. It can be safely said that the coronavirus pandemic has completely

transformed the e-commerce landscape and has massively accelerated its growth.

What people are buying is changing too. It is, perhaps, returning more to the relatively normal consumption patterns. Electronics and apparel purchases saw a surge of 11% and 12% respectively. People are working from home, yet they shopped for clothes with the rationale being that it's been a while since they bought new clothes. Prices are also witnessing a change. Grocery prices have gone up by 4% since May as compared to 2019.

## Major Trends Expected to Emerge

Over the next period, e-commerce businesses will need to be much more careful about how they approach the future.

- First and foremost, they will have to adopt risk-mitigating strategies that allow them to continue reaching their customers. These will include diversifying supply chains, more reliance on automation, implementing DTC models and reinventing the entire business process. They will also need to pay more attention to meeting customers' demands.

A woman with dark hair in a high ponytail is captured mid-jump against a light grey background. She is wearing a grey sports bra and teal leggings with a black geometric pattern. Her arms are extended outwards and upwards, and her legs are bent at the knees. She is smiling and looking towards the camera.

# **LINGERIE BRANDS BRANCH OUT INTO *LOUNGEWEAR* & *ACTIVEWEAR* CATEGORIES**

Two basic factors that a customer looks for when buying a high-quality lingerie product is that it should be comfortable and should fit like a second skin. Activewear and loungewear are two categories that require the same level of comfort and quality. Keeping these similarities in mind, many an intimate wear brand is branching out into the activewear and loungewear categories...

Charu Lamba

During the pandemic, when people have been faced with extraordinary circumstances and are working from home, a lot of customers have felt the need for good quality loungewear sets. Keeping healthy and exercising at home also requires a functional wardrobe.

Two basic factors that a customer looks for when buying a high-quality lingerie product is that it should be comfortable and should fit like a second skin. Activewear and loungewear are two categories that require the same level

of comfort and quality. Keeping these similarities in mind, many an intimate wear brand is branching out into the activewear and loungewear categories.

“We understand the kind of comfort that women are always looking for since we are in the business of lingerie which is like a second skin, and hence we understand the category and the need well. Catering loungewear to our audience is therefore not very challenging because it complements intimate wear. Since ‘stay at home’ is the new ‘going out’, loungewear is





## LEVERAGING THE POWER OF DATA IN E-COMMERCE

Technology was already an indispensable part of retail and has become even more important in COVID times. Retailers are now compelled to not only have a sound digital presence but also to be digitally native in both their operational as well as consumer engagement models.



**-Praveen Srikhande,**  
Chief Digital & Information Officer,  
Aditya Birla Fashion and Retail

The India Fashion Forum's webinar, 'Leveraging the Power of Data in E-Commerce' explored ways of efficiently turning insights and trends in the current environment to rethink business models and make agile decisions based on advanced analytics.

Moderated by **Praveen Srikhande**, Chief Digital & Information Officer, Aditya Birla Fashion and Retail, the panel comprised of the following luminaries from the Fashion Retail Industry:

- **Abdullah Abo Mihim**, MA - Fashion Business, Istituto Marangoni, London
- **Pankaj Singh**, Director - National Chain Stores & E-Commerce, Levi Strauss & Co.
- **Piyush Chowhan**, Group CIO, Lulu Group International, UAE

- **Abhishek Sudhakar**, Senior Director - Men's Apparel Sports & Footwear, Myntra

Over the world, the share of e-commerce in the retail pie has been growing by the day. While in the Western world approximately 23-25 percent of fashion retail now happens through e-commerce, China is leading the race with an estimated ~40 percent share. And the trends in this industry are rapidly changing.

### Changing E-Commerce Trends

"In India till last year, the figure was around 8-10 percent of the total fashion retail business. The e-commerce business for fashion here is dominated by marketplaces, although brands have now – especially after the pandemic



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Presents

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## N9 WORLD TECHNOLOGIES & CONSOLIDATED PATHWAYS INTRODUCE VIROBAN – SWISS ANTIVIRAL AND ANTIMICROBIAL TECHNOLOGY

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**N**<sup>9</sup> World Technologies Pvt Ltd, India has signed an agreement with Consolidated Pathways Inc, USA to incorporate unique Swiss antiviral and antimicrobial technologies into sustainable and cost-effective custom blends for the textile finishing industry. Consolidated Pathways, a brand and technical representative for Sanitised products, supports the advancement of the trusted Sanitised Quality Seal and related branding concepts to the global textile industry.

With this partnership, N9 is utilising USEPA and EU BPR registered Antimicrobials in its antibacterial and antiviral custom blends. Now N9's special offering, VIROBAN will provide antiviral performance bringing proven hygiene function and much needed material protection to the textile industry.

Focusing on this momentous importance of the partnership, the discussion offered a preview of the new textile finishing products N9 will be launching, with special emphasis

on their differential sustainability and performance, and also on how these products will add tremendous value to the global textile industry. The discussion was moderated by **Surabhi Khosla**, Managing Editor, IMAGES Group.

### The panelists include:-

- **Vikram D Rao**, MD, N9 World Technologies
- **Ganesh Srinivasan**, CEO, Resil Chemicals
- **James W. (Jim) Krueger**, CEO, Consolidated Pathways
- **Dr Robert A. (Bob) Monticello**, President, Consolidated Pathways
- **Manish Khambe**, Head of Business Development, N9 World Technologies
- **Prem Sadhwani**, Business Development Director, Consolidated Pathways

### Excerpts from the discussion:-

**Tell us about N9 World Technologies Pvt Ltd. What is the core business of your company?**

**Ganesh Srinivasan:** N9WTPL is an innovative specialty materials company



**-Surabhi Khosla,**  
Managing Editor, IMAGES Group.



## IMAGES BUSINESS OF FASHION

# Festive *Special Issue*

As autumn colours fall, India wakes up to the festive season; a season that witnesses the entire country celebrating in its brightest and most jubilant avatar. The festive season, traditionally, has also been the time when Indians shop with unsurpassed fervour. But will business be usual this year?

In fact, fashion retailers across the country are hopeful of a demand rebound this festive season. After months of COVID-19 induced slump, the festive season from Dussehra to Diwali is expected to see a resumption in sales closer to the pre-COVID levels.

### WHAT TO EXPECT FROM THIS ISSUE?

- >> Expected Consumer Behavior & Consumption Trends
- >> Latest Product Trends
- >> Marketing Strategies of Retail Majors
- >> Strategizing Festive Offers & Deals

*Festive Special, the October issue of IMAGES Business of Fashion, will help brands and retailers to prep themselves up for the upcoming festive season. From outlining consumption trends, highlighting hot-sellers to underlining safety precautions needed to bolster consumer confidence and attract footfalls, this issue will help fashion players make the most of the consumption boom expected this festive season.*



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ANALYSIS

BIG DATA

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SUPPLY CHAIN &amp; LOGISTICS

RETAIL FORMATS

MARKETING &amp; BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

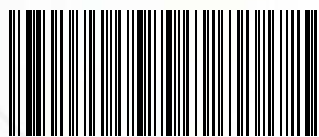
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