

IMAGES

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ENSURING CONSUMER  
EXPERIENCE FROM  
A DISTANCE:

PHYSICALLY  
& DIGITALLY

Dear everyone,

First of all let me wish you all a very happy Diwali! I hope that the upcoming year proves to be progressive and prosperous for your family as well as your business. Let's also hope that this festive season also marks the change that we all have been waiting for for so long.

After a lull of nearly eight months, finally we can afford to heave a sigh of relief as things are slowly begging to get better for all of us in the retail industry. At the same time, I am sure that we all have also witnessed how drastically the traditional format of retail has been overhauled in the last few months.

Although the worst seems to be over, we are still in uncharted territory and businesses will need to be much more careful about how they approach the future. As is apparent, consumer sentiments have changed in massive proportions. Moreover, while we are still struggling to reorganize how we run operations in this age of social distancing, consumers' expectation is snowballing by the day.

The big question now is – how can businesses remain productive, be safe for employees as well as consumers and at the same time devise innovative engagement strategies that find relevance in the new normal?

The answer lies in a new and hybrid retail model that finds relevance in the New Normal - Phygital retail!

In the New Normal, the line between online and offline shopping has completely blurred and businesses are compelled to align their processes around customer convenience. With fewer opportunities to make sales face-to-face, businesses will have to bank on cutting edge technology to provide personal, on-demand and added-value support to customers from afar.

In this issue of IMAGES Business of Fashion, we sketch out how fashion retail businesses can evolve quickly and converge all their channels to bridge the gap between the online and offline worlds so that they can physically ensure consumer engagement from a distance.

With a slew of well researched articles and expert opinions, the issue delves deep into insights that brands and retailers need for adopting a sound Phygital strategy that can preserve the heart and soul of physical retail while adopting the agility and intelligence of the digital world.

I hope you find the issue meaningful and enjoy reading it as much as we enjoyed collating it.

Cheers!!



**Amitabh Taneja**

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# SHOP UNIQLO, NOW FROM HOME!

Uniqlo launched a nationwide 'Shop From Home' service through its special website . . .



UNIQLO, the Japanese global apparel retailer, today announced the official launch of its nationwide 'Shop From Home' service through its special website [online.uniqlo.in](http://online.uniqlo.in). This newly launched strategic initiative was developed in response to customers' desire for LifeWear delivered to their doorstep swiftly in times of cautious mobility and is the first step towards making UNIQLO apparel accessible to customers across India.

"After a large number of requests from across the country about our products, we are happy to announce that now consumers can shop UNIQLO products from the comfort of their homes. With this service we hope to provide more customers with iconic UNIQLO items like HEATTECH and

Fleece jacket along with essential items like AIRism through our website to support their lives in this new normal. We will be delivering to people in more than 17,000 pin codes across the country." says Tohomiko Sei, CEO, UNIQLO India.

The launch of UNIQLO's 'Shop From Home' service has come alongside the one year anniversary of their first store opening in India and the Indian debut of its concept of LifeWear-apparel that comes from the Japanese values of simplicity, high-quality and longevity. Through this transitional service, customers in India will be provided a convenient shopping experience that will enable them to shop online for high-quality and functional apparel. The service will feature strict quality control measures and contactless deliveries to ensure safety.

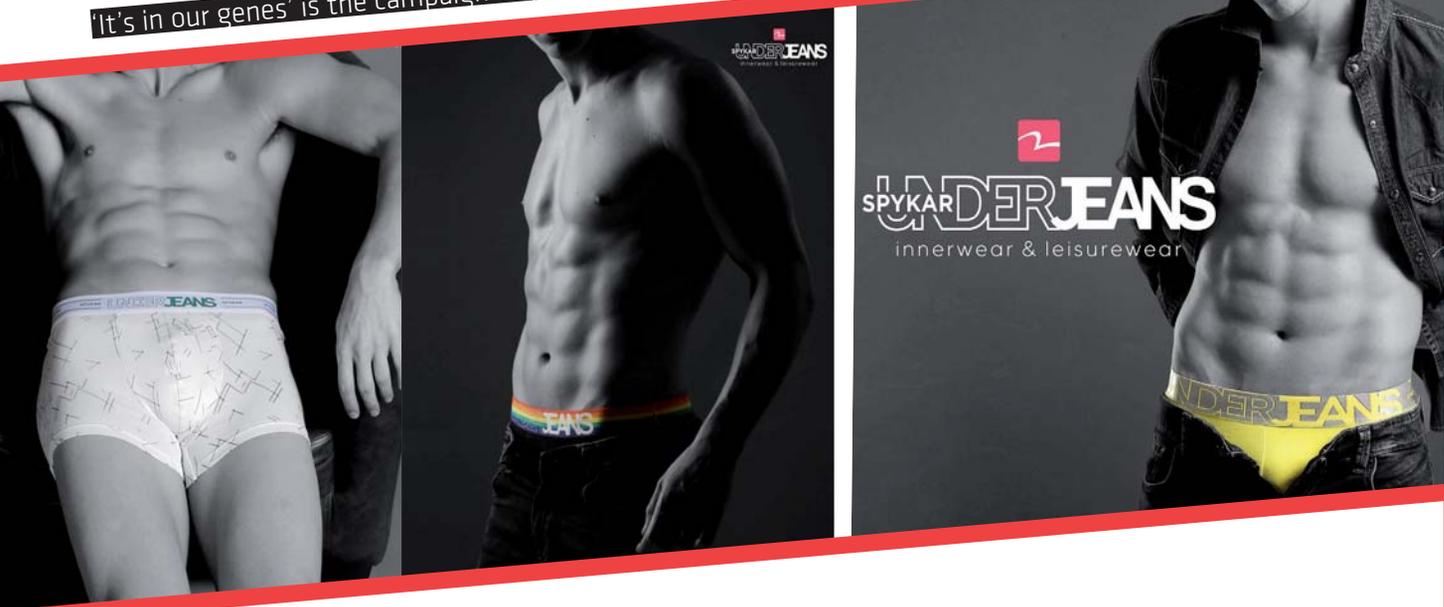
Customers will be offered a full line up of over 20,000 items, including iconic products as Ultra Light Down jackets, EZY Jeans, HEATTECH, AIRism masks, Fleece jackets and UT. While the company is actively engaged in building a robust e-commerce solution, given the current challenging situation, this interim solution is to provide customers a way to easily access and experience the brand.

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# UNDERJEANS LAUNCHED BY SPYKAR SET TO ENERGISE MEN'S UNDERWEAR CATEGORY

'It's in our genes' is the campaign tag line for the product line that is focused on jeans addicts . . .



As the economy and the world is adapting to the new normal, Spykar is introducing a revolution in the men's underwear category with their latest launch - Underjeans - innerwear with the soul of jeans.

Over the last three decades, Spykar created a whole new paradigm in fashioning denims and virtually created a new category by being consistent at bringing out new trends, every single year. With Underjeans, Spykar has endeavoured to recreate the same phenomena for the most neglected, unspoken and the most taken-for-granted garment in a man's wardrobe - the underwear.

Speaking on how this innovative product line was conceptualized, Sanjay Vakharia, CEO of Spykar

Lifestyles said, "Every man loves his jeans because it represents the personality of the wearer. However, consumers are not given a chance to pair it with a like-minded, super-personal innerwear. Underjeans has been created for the lover and patron of not just Spykar, but any brand of jeans, because every jeans enthusiast deserves Underjeans."

The brand has been created as a response to a felicitous question, "Where can a fashion conscious jeans addict find his own reflection of style, fit and comfort for his second skin?" The range has been specially designed using an exclusive technique of 4 ways Lycra mesh, and combined with extra fine fabric for better breathability. The brand will introduce briefs, boxers, vests and tracks.

Underjeans has been launched on social media as a new entity and exclusively on Amazon and will be launched on Myntra and Flipkart soon.

"Content consumption on virtual mediums has seen a spike in the current scenario. Keeping this thought in mind, our campaign is currently focused on creating buzz and awareness on social media. We are concentrating our energies on e-commerce as well as outdoor advertising," said Saisangeeta Israni, GM - Marketing, Spykar Lifestyles.

The marketing campaign is aimed to showcase the comfort and style element of the product through a mix of traditional and non-traditional mediums like outdoor hoardings and social media activities.

"The product is designed with the same young and restless spirit for the youth of the country" added Israni.



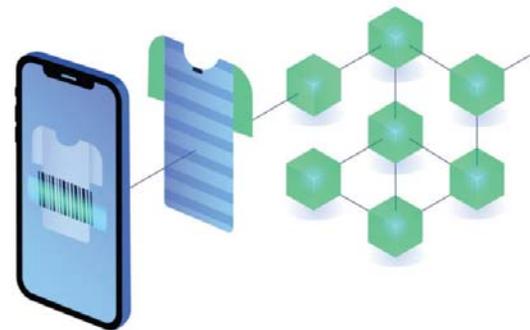


## LENZING CREATES UNPRECEDENTED SUPPLY CHAIN TRACEABILITY – BY BANKING ON BLOCKCHAIN-ENABLED TRACEABILITY PLATFORM POWERED BY TEXTILEGENESIS™

To address both consumer demand and compliance risks increasingly faced by brand partners, Lenzing is introducing a brand-new blockchain-enabled supply chain traceability platform powered by TextileGenesis™ . . .

With the COVID-19 pandemic, more changes have been brought to the already transforming fashion and textile industries. To date, supply chain traceability has become a top priority for apparel and home brands [Textile Genesis analyses of top 100 apparel brands]. To address both consumer demand and compliance risks increasingly faced by brand partners, Lenzing is introducing a brand-new blockchain-enabled supply chain traceability platform powered by TextileGenesis™. The platform was made live on 5 November 2020 onwards, accessible by all brands using TENCEL™ and LENZING™ ECOVERO™ branded fibers, and supply chain partners globally across Asia, Europe and the Americas.

TextileGenesis™ is a pioneering supply chain traceability platform for the fashion and textile industry, enabled by blockchain technology. The company's award-winning Fibercoin™ traceability technology creates real-time digital accounting of sustainable fibers across the entire supply chain from fiber-to-retail creating an entirely new level of traceability for brands and retailers. The platform is custom-built for all sustainable fibers such as man-made cellulosic fibers, wool, recycled polyester and organic cotton. The technology is highly scalable with first of its kind fiber-to-retail traceability data protocol (based on GS1 standard) to drive seamless exchange of data across the textile value chain. The modular design ensures easy integration with various forensic (physical) verification methods used in the fashion industry.



### Phased onboarding and new digital certificates to ensure traceability and sustainability

A follow-up of a 12-month pilot program and field trials with four leading sustainable brands (H&M, ArmedAngels, Mara Hoffman and Chicks) and supply chain players from 10 countries in three regions, the global roll-out of Lenzing's blockchain-enabled supply chain traceability platform will be conducted in phases. During the first phase, Lenzing's

# REEBOK AND CARDI B DROP FIRST-EVER FOOTWEAR COLLECTION

The multi-platform global superstar debuts all-new campaign, celebrating self-expression and undeniable creativity...



Reebok is proud to announce its first-ever footwear collection with the ever-iconic Cardi B. The collection, officially dropping on November 13, amplifies a collective mission to inspire women through self-expression and remaining unapologetically true to oneself.

To celebrate the next chapter of her partnership with Reebok, Cardi B has redesigned the iconic Club C silhouette to headline her first-ever footwear collection. Coming to life in the form of an all new Club C Cardi and Cardi Coated Club C Double, the reimagined styles embody the game-changing attitude of Reebok and Cardi - where big talk meets real possibility - truly flipping the game when it comes to sneaker design.

Having played a large role in the design and curation process, Cardi was inspired by a dystopian world, taking cues from her most recent iconic fashion moments. Using the simplicity of the infamous Club C silhouette as a jumping off point, Cardi took things to the next level with bold, transparent designs.

To support the launch of her new collaboration with Reebok, Cardi B will be headlining an all-new campaign with Reebok titled "B Unexplainable," celebrating her personal growth, passion for design, and equality. Through "B Unexplainable," Reebok and Cardi B aim to explore society's expectations of women: how they are told to be perfect but humble, strong but caring; and when we have the nerve to get the balance wrong, we're labeled as "too much," "too extra," "too dramatic," or "too vain." Instead of trying to do what we're expected to do, let's do what we're entitled to do: move through the world without explanation. Just like Cardi.

The two silhouettes, the Club C Cardi and the Cardi Coated Club C Double, will feature women's and children's footwear sizing options (juniors and infant), with the children's shoes being direct takedowns of the adult styles at attainable price points. Both styles will be available beginning November 14th at Reebok stores and online at [shop4reebok.com](http://shop4reebok.com), Veg Nonveg and Superkicks India starting ₹6,599.





## MYNTRA OFFERS SUSTAINABLE RANGE IN PARTNERSHIP WITH **LENZING™ ECOVERO™** THIS FESTIVE SEASON

Roadster, Dressberry, Mast & Harbour, and House of Pataudi (HOP) have created sustainable lines made with LENZING™ ECOVERO™ branded fibers . . .

**M**yntra and LENZING™ ECOVERO™ fiber brand have joined hands this festive season, to provide apparels made of the environmentally responsible viscose fibre. Derived from certified renewable wood sources using an eco-responsible production process by meeting high environmental standards, LENZING™ ECOVERO™ fibers tailor to a sustainable lifestyle, contributing to a cleaner environment.

As a part of this collaboration, Myntra's in-house fashion brands have created a range of eco-friendly outfits for women's and men's wear.

The drive to go-green is accelerating lately, and Indian fashion brands strive to stay two steps ahead. The partnership between Myntra and LENZING™ ECOVERO™ brand brings high on fashion products to the online market. A legion of innovative minds has worked on this collection to offer a wide range of innovative designs across brands. Outfits made of LENZING™ ECOVERO™ fibers will be offered by top brands like Roadster, Dressberry, Mast & Harbour, and House of Pataudi (HOP). The reasonably-priced apparels offer a wide range of choices for buyers with various tastes in fashion.

Tailored to a sustainable lifestyle, LENZING™ ECOVERO™ fibers are derived from certified renewable wood sources using an eco-responsible production process meeting high environmental standards. LENZING™

ECOVERO™ branded specialty viscose fiber has been certified with the EU Ecolabel which is awarded to products and services meeting stringent sustainability requirements throughout their life cycle.

Speaking on the partnership Amar Nagaram, CEO, Myntra said "As one of the leading fashion retailers in the country, we are curiously conscious and committed to working towards serving the evolving fashion preferences of our customers with holistic offerings. This collaboration will further enhance Myntra's commitment towards the ecosystem."



# POWER BRAND GRADO, UNVEILS

## ITS MOST-AWAITED FESTIVE AND WINTER COLLECTION 2020



**N**ew-age Power brand GRADO, unveils its most-awaited Festive and Winter collection 2020. A coming together of synergies from legacy brands GBTL (formerly Grasim Bhiwani Textiles Limited) and OCM, GRADO offers festive and winter essentials that are the perfect package of style and comfort.

From the plethora of fabrics in the menswear segment presented by the brand, each fabric features a sophisticated design and a fantastic colour palette to choose from. Due to the sheer variety in the range, there is something for all age groups, across various price points.

A lot of research was put in to develop this Festive and Winter Collection – analysing international and local trends and tuning in to the region-specific colours across the country. This time around, GRADO's fabrics will be available in pop colours of orange/yellow/purple whilst also keeping further nuances and tones for the staple shades like blue/brown/black/navy/grey. Given the variety of design and palette the collection entails, these fabrics are perfect to be tailored into the Indian ensembles such as bandhgala, bundi, nehru jacket, sherwani, kurta-pajama and Western wear too, such as, suits - 3 piece and 2 piece, tuxedos, waistcoats, trousers, shirts, overcoats etc.

GRADO's Festive and Winter Collection will be available under several ranges for

classic and contemporary styles. Some of the best-selling ranges include:

**Neo Tech Antiviral fabrics:** Pioneering in launching innovative fabrics which effectively kill 99.997% of the coronavirus within seconds to minutes. GRADO was the first brand to launch this product as early as April this year and it has instantly won over people's hearts and is having an overwhelming response from brands and consumers alike.

### GRADO by GBTL's STREEZA

**Collection:** A range with 4-way stretch comfort and that enables freedom of movement. Especially for the upcoming season Woolwin Streeza is launched which enables the same kind of effortless comfort in wool blends.

**GRADO by OCM:** Pure wool tweeds & flannels which are made with extra care

and available in various plains, checks and tartans.

The fabrics have been well received by the market and with an established, strong distribution chain, GRADO fabrics are available at major retailers across the country. A fine addition, just in time for the festive season, are a range of premium combo boxes of shirt and trousering material and/or jacketing material for high quality gifts.





# VIRTUAL RETAILING:

## USING TECHNOLOGY TO TAKE STORES TO THE CONSUMERS

The COVID-19 pandemic has caused a fundamental shift in the way customers shop. They are still wary of stepping out and shopping and so, retailers are investing heavily in technology to take the stores to the consumers. In such a situation, technology has proven to be a boon for retailers...

Charu Lamba

While financial challenges following the lockdown orders have forced many small and medium-sized-businesses to shut shop, there are others who are reinventing the traditional ways of retailing to attract consumers.

The COVID-19 pandemic has caused a fundamental shift in the way customers shop. They are still wary of stepping out and shopping and so, retailers are investing heavily in technology to take the stores to the consumers. In such a situation, technology has proven to be a boon for retailers. We bring you case studies of fashion retailers and brands who have blended technology seamlessly into their existing systems to come up with a safe and innovative formula to increase footfalls and sales.





# POST-PANDEMIC RETAIL

In the New Normal, innovations, inventions and contactless experiences are set to rule the retail space . . .

By Akash Ashesh, General Manager, VM-Head, Van Heusen

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**I**t is rightly said that some of the biggest changes need some situations like COVID-19 to bring about important transformation. The crisis has increased digital adoption significantly with companies and even customers going digital for getting their jobs done. The times have changed and there is no denying that this pandemic is going to change how we do many things, forever.

#### **Sustainability And Responsible Fashion**

The future of fashion will be around natural, durable, and bio-degradable, basis different studies and figures. The customer has had time to reflect during the lockdown and is now more inclined towards sustainability and eco-friendly fashion.

# FROST & SULLIVAN PRESENTS THE FOUR P<sub>s</sub> DISRUPTING THE FUTURE OF RETAIL

Retailers will increasingly invest in digital technologies, including digital assistants, ambient commerce, artificial intelligence, automation, and advanced analytics. . .

Rapid technology advancements and rising customer expectations have transformed the global retail industry in the past decade. However, the COVID-19 pandemic has been a key disruptor. Frost & Sullivan's recent analysis, *The Four Ps of the Future of Retail*, highlights the four aspects of retail—future retail place, future points of commerce, future people, and future processes—in the post-COVID era. In this constant state of flux, retailers should understand the industry's current trajectory and prepare strategies to gain an edge over competitors while maintaining financial solvency. These four Ps will help retailers develop their roadmap.

“Going forward, physical stores will have to reinvent themselves; they will evolve from small boxes to novel boxes, and the emphasis will be on technology adoption, customer engagement, and social experience,” said Murali Krishnan, Visionary Innovation Group Senior Industry Analyst at Frost & Sullivan.

He further adds, “New points of commerce such as home ambient commerce and in-vehicle commerce will emerge, and Gen Alpha—babies born from 2010 to 2025—will join Gen Z in becoming a dominant digital-native population influencing retail



strategies. Further, digital assistants, assisted commerce, AI-driven decision-making, and automated processes, among other technologies, will revolutionize all aspects of retail, leading to a personalized, fulfilling customer experience.”

To tap into the growth prospects, vendors need to focus on the following:

- **Future retail place:** Online retailers will aggressively partner with or acquire companies with a strong physical footprint to provide an effective online-to-offline experience.
- **Future points of commerce:** The rise of the Internet of Things and the growing trend of sensorization will mandate that retailers and brands develop new strategies to compete and lead in these new points of commerce, such

as smart home commerce, in-vehicle commerce, and anywhere commerce.

- **Future people:** Vendors need to understand the purchasing habits of Gen Alpha. This group comprises the latest power brokers in the family and will also become a dominant population cohort by 2025.
- **Future process:** Contactless shopping will gain prominence in the post-COVID world. Retailers will increasingly invest in digital technologies, including augmented reality, ambient commerce, artificial intelligence, automation, and data analytics to gain a competitive advantage.



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