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11

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EXCLUSIVE
DIGITAL
ISSUE

RETURN TO
NORMALCY



Dear everyone,

I think it is finally safe to say that fashion retail is gradually returning to normalcy after months of sharp contraction in Q1 FY2020-21. All this while, we all have been pinning our hopes on the festive season. As it turns out, the results so far have been quite encouraging. Leading e-tailers have received an overwhelming response during the annual festive sale days, and traditional traders across the country have witnessed sales figures going up by the week. The wedding season and the upcoming holiday season is expected to further provide a fillip to the fashion retail segment, thereby setting the segment firmly on the path to recovery.

Although demand and sales are picking up, one thing that we can unanimously agree is that we are still amidst cautious times and that business is not as it used to be. Honestly, I think it is very natural. The pandemic has had a far reaching impact on the consumer and business as a whole, and rebounding from the COVID-19 induced depression and re-calibrating operations back into normalcy could prove to be very challenging.

As we walk into 2021, retailers need to draw on sound contingency measures to ensure business continuity. And this exactly what we have highlighted in the December issue of IMAGES Business of Fashion. The edition outlines how brands and retailers can work towards building consumer confidence, re-dress supply chains and distribution processes as well as draw on emerging technologies and clever marketing strategies to fortify their business for the good times to come.

We also showcase a slew of industry veterans who elucidate on how the Indian fashion retail market is expected to pan out beyond the next few months after things stabilize.

I sincerely hope that you find the issue useful and that it promises value for both your businesses. 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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ALIA BHATT LAUNCHES KIDS' LABEL SEASON ONE IS ALMOST SOLD OUT

Ed-a-Mamma was launched to foster a love for nature among children. The company will create world-class products for Indian kids and storytelling is at the heart of this vocal-for-local brand.

Celebrated actor, philanthropist and investor Alia Bhatt launched her own conscious clothing apparel brand for children, Ed-a-Mamma. The self-funded start-up brand, caters to children in the age group of 2-14 years. Ed-a-Mamma is a completely homegrown brand, which resonates with the 'Vocal for Local' ethos.

The maiden run of the brand comes in three collections - Veggie Squad, Friends of the Ocean and Candyland, with apparel for little girls and boys ranging from tops, tees & shirts, skirts, dresses, jumpsuits and bottoms. Each collection features unique, signature prints. The clothes are environment friendly, made from natural fibres with plastic free buttons and trims, echoing Alia's vision of nurturing a love for nature among children. The brand goes one step further and uses the leftover fabric to make hair ties and little potlis. Currently available on firstcry.com, the brand has sold nearly 70% of its first season's collection within six weeks of launch.

Ed-a-Mamma is pegged on storytelling and engaging with children at multiple levels. It seeks to create conversation with its core target audience, inculcate good habits and encourage children to adopt environment first practices, kindness towards animals and make better choices.

Speaking about the brand, Alia Bhatt said, "This is a time of great uncertainty for the whole world. The universe is sending us a message - that if we mess with nature, there is a price we all have to pay. If there is a way when we can coexist with nature, include a way to care for nature in everything we do, it would go a long, long way. I've tried doing this with a universe of products for children. Every detail does its bit for mother nature. Be it non-synthetic garments, buttons that don't use plastic, seed bombs that help you grow a garden. Why children's products? To catch them young and create a love for nature at an early age."





new cotton project

FASHION FOR GOOD HARNESSES COLLABORATION & CUTTING-EDGE TECHNOLOGY TO CREATE CIRCULAR FASHION

Twelve pioneering players in the fashion and textile industries are breaking new ground by demonstrating an entirely circular model for commercial garment production.

The consortium of brands, manufacturers, suppliers and innovators participating in the European Union-funded “New Cotton Project”, will prove that circular, sustainable fashion is not only an ambition, but can be achieved today. The project also aims to act as an inspiration and steppingstone for further, even bigger circular initiatives in the industry going forward.

Demonstrating Circularity In Textiles

Over a three-year period, textile waste will be collected, sorted and



regenerated into Finnish biotechnology group Infinited Fiber Company’s unique, cellulose-based textile fibres. The fibres will be used to create different types of fabrics for clothing that will be designed, manufactured and sold by global brand adidas and companies in the H&M Group. At the end-of-use, apparel take-back programmes will collect the clothing

to determine the next phase in their lifecycle. Clothing that can no longer be worn will be returned for regeneration into new fibres, further contributing to a circular economy in which textiles never go to waste, but are reused, recycled or regenerated into new garments instead.

The EU has identified the high potential for circularity within the textile industry, while simultaneously highlighting the urgent need for the development of technologies to produce and design sustainable and circular bio-based materials. Making sustainable products commonplace, reducing waste and leading global efforts on circularity are outlined in the European Commission’s EU Circular Economy Action Plan as necessary for Europe’s efforts to drive sustainable growth. The EU-funded New Cotton

LOUIS VUITTON UNVEILS LVxNBA

COLLECTION WITH A VIRTUAL SELLING EXPERIENCE

Louis Vuitton unveils LVxNBA, the House's first menswear capsule collection with the National Basketball Association (NBA) with creations by Virgil Abloh, Men's Artistic Director of Louis Vuitton. As part of the House's ongoing relationship with the NBA, Louis Vuitton has partnered with Madison Square Garden (MSG) to present a virtual selling experience filmed inside of the iconic arena. Developed exclusively for online access, the LVxNBA digital debut at MSG is open to the public via a link on the Louis Vuitton homepage, lvnba.louisvuitton.com

The Madison Square Garden Virtual Selling Experience

Louis Vuitton and MSG created the unique combination of sport, style and technology by utilizing drone footage of the actual clothing, shoes and accessories on display inside the historic arena. To mark the occasion, MSG appears as never before: Louis Vuitton's emblem holds center court and glows in a luminous spectrum alongside the NBA's famous silhouette logo. Guests discover the collection inside this sensational environment by navigating around the capsule presentation using their computers or personal devices.

The LVxNBA Capsule Collection

The collection adapts the Men's Artistic Director's codes with the iconography of the basketball universe and honors the values of relatability and inclusion, key to his vision at Louis Vuitton. Three definitive expressions of style for every NBA player are represented: travel, game arrivals, and press conferences.



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Travel is embodied in looks such as a grey cashmere tracksuit adorned with graphics informed by the lines of a basketball. Game arrivals manifest in a variety of pieces including a blue hooded leather jacket and a Keepall featuring a netted side detail evoking a basketball hoop, while press conference looks are articulated in suits and a dress shirt. In addition to the netted Keepall, a Christopher backpack and Nil messenger are likewise interpreted through the NBA lens. Shoes meld the insignia of Louis Vuitton and the NBA in classic loafers, chunky-soled leather derbies, slip-ons, and in lace-up leather boots; each recognizable by the new LVxNBA emblem embossed on the foot-bed. Continuing the conversation between sports and craftsmanship, fashion jewelry pieces employ the NBA logos as distinctive pendants.

Louis Vuitton has also unveiled the LVxNBA Trunk, an impressive double-door wardrobe trunk for precious attire, accessories and footwear.



FIGHT OFF CHILLS IN STYLE WITH **TURMS'** WINTER COLLECTION

Turms presents the Winter'20 collection with Warm-in Technology, crafted with the finest fabric, using nano-technology to make the most comfortable, stylish and smart clothing.

Winter is coming. Fortunately now, with the right clothes, you can extend your outdoor time through the winter without adding multiple layers or dropping thousands on high-tech cold-weather gear when you choose intelligent apparel from Turms.

Turms presents the Winter'20 collection with Warm-in Technology, crafted with the finest fabric, using nano-technology to make the most comfortable, stylish and smart clothing. Just precisely what to you need to end this year, an intelligent apparel wear that makes your life easy.

The highlight of the Turms Winter '20 collection is the unique Warm-in Technology. A special nano-tech soft coating that offers better insulation prevents body heat from going outside and keeps wearers warm and comfortable without the need for multiple layers or extra weight. Warm-in Tech finally makes it possible for people to choose comfortable clothes that are also lightweight and easy to wear.

The new Turms collection focuses on effortless style and contemporary designs coupled with cutting-edge fabric technology to deliver breathable, anti-odor, anti-viral and anti-stain winter wear. The oh-so cozy soft fabric comes in the hues of blue, olive and black that perfectly set the tone for the onset of winter.

The Turms Winter'20 Collection includes jackets, sweatshirts, track



pants and joggers that set it apart. All these new introductions are a part of the winter collection along with a huge range of other Turms intelligent apparel such as t-shirts, formal wear, casual wear, athleisure and lots more.

Speaking on the inspiration behind the collection, Co-founder and CEO of Turms, Rameswar Misra says, "Winter warm-in is being created keeping in mind to ease out from the heavy clothing as it uses the soltech technology which increases the inner temperature by 4C even with light clothing therefore, consumer doesn't have to wear heavy jackets or multiple layers to protect themselves in winters". The collection is available at www.turmswear.com



THE LACE-UP SAGA BY VON WELLX GERMANY:

AN IDEAL COLLECTION FOR WINTERS

Von Wellx Germany – the first ever healthy footwear brand in India has unveiled its collection called The Lace-up Saga- featuring an array of new designs and patterns.



For most of us the best of months is 'Winters'. Of course, who wouldn't love that sweat-free atmosphere which is high on fashion game. Keeping up with the season's demand, Von Wellx Germany – the first ever healthy footwear brand in India has unveiled its collection called The Lace-up Saga- featuring an array of new designs and patterns.

The assortment showcases an amalgamation of a wide range of High-Rollers to Chunky Soles having Aztec stripes, engraved patterns and perforations that brings the right jazz

to the footwear. The collection is a perfect way to create a stylish and tactile look. The USP of the footwear is that it is composed of breathable leather and prevents any fungus growth.

The footwear at Von Wellx Germany are made of 5 bed zone reflex technology, that provides following health benefits and well-being to its patrons:

- Soft massage to the feet all day
- Relieves heel, knee and back pain
- Increases the blood circulation and balances the metabolism.

Ashish Jain, CEO and Director, Von Wellx Germany says, "We wanted to offer healthy footwear factors to all categories offered by us and thus

decided to come up with our lace-up collection. Since the youth today is super active and is spinning through different phases throughout the day, they often complain of foot pain. With this collection we aim at providing ease combined with maximum health benefits to them"

Available in hues of blacks, blues, oranges and brown, The Lace-up Saga is a must have in every man footwear collection. Available at www.vonwellx.com and other online platforms, the shoes are priced at ₹4,999 while the boots are priced at ₹5,999.





INDIA'S FIRST EXCLUSIVE BUGATTI STORE

New Delhi at Select Citywalk, Saket

Bugatti, one of the Europe's leading shoe brands, has launched its first exclusive store in India. Featuring the latest styles from the streets of Europe, the store offers Indian fashion enthusiasts trendsetting global designs, brought to life with time-honoured craftsmanship.

The bugatti store has collections for both men and women, with shoes being introduced in India at the same time as in Europe. bugatti's visionary design and excellent fit are found in a wide selection of derbies, platform sandals, heavy-duty sneakers, casual slip-ons, thong sandals, statement sling backs, block-heeled mules, and even athleisure shoes.

NUMERO UNO

LAUNCHES 'HYPER JOGG DENIM 2.0' HEALTH, COMFORT & STYLE IN ONE

Designed specifically for the new normal, this denim-vention includes a unique combination of fabric imparting a denim look yet is light, soft and comfortable as joggers.

The world was hit hard by the pandemic & is now recovering from its aftermath. As this new era taught a lot to the world, it has given birth to new technologies and advancements in every industry.

Numero Uno, India's only indigenous manufactured denim label after the successful launch of Hyper Jog denim launches 'Hyper Jog Denims 2.0' designed specifically for the new normal.

With relaxed work culture and promoting stay at home campaign, the new Hyper Jog Denims 2.0 comes with mechanics that eliminates the fine line between casual, formal and loungewear. This denim-vention includes a unique combination of fabric imparting a denim look yet is light, soft and comfortable as joggers. Whether its office, or work from home, or attending a small get-together- this amalgam of denim and joggers will provide a comfort like home all day long. The new features include- ultra light, super flexibility, urban utility & contemporary design.

One of the most sought-after collection, these Hyper Jog Denims by Numero Uno are specially designed and curated after taking the active lifestyle of the young millennial into careful consideration; Cruising through different phases of work, travel, play,

fitness and fun in this innovative fusion product between light weight compact Jog denim with strong athleisure elements.

This time, the collection is more playful, stylish and lend an extra comfort to the wearer.

Designer Samresh Das, Numero Uno says "We have been continuously researching and studying customer behaviour through all seasons which has pushed us to think out of the box and thus extending the JOGG Jeans line towards athleisure. People are more conscious about their health and fitness which is reflecting in their personality as well as the way they dress. Here, at Numero Uno we have tried to fuse the jog line with athleisure look, which has resulted in a light weight, comfortable and stylish product called HYPER JOGG."

Price at ₹2,899 onwards, the collection is available stores in Delhi/NCR, U.P, J & K, Punjab, etc., as well as www.numerojogjeanswear.com.





RESTRUCTURING OPERATIONS AS **FASHION RETAIL REVIVES**

As the fashion retail industry witnesses a revival in demand, businesses would have to restructure their operating module to ensure that they stay relevant.

Nishant Poddar, Chief Marketing Officer & Head Retail Experience, Universal Sportsbiz (Wrogn, Imara, Mstaken & Single)

Hope is like a miracle that gives you a new tomorrow. Hope, to wake up each day, a little further from the standstill, to crawl, walk or tread in search of a better future is what the new normal has been for all. Back in March 2020 it looked like a distant dream to have a vaccine in next 12 - 18 months & today it is a reality, which is aiding life to Return to Normalcy.

The festive period ensured that the country at large saw a surge in the economic activity and things are looking like it is getting back on track. The traction in a few industries have already gone past the Pre-Covid numbers. The optimism is backed by liquidity in the market and a resumption in the consumption level.

As the saying goes, you learn with time - Year 2020 has certainly ensured that a lot many lessons are learnt. Businesses



THE STATE OF FASHION 2021

GLOBAL FASHION INDUSTRY SUFFERS A 90% ECONOMIC PROFIT DECLINE IN 2020

Key insights from The State of Fashion 2021 report by The Business of Fashion and McKinsey & Company.

The Business of Fashion (BoF) and McKinsey & Company released a new report, 'The State of Fashion 2021'. Now in its fifth year, the report covers the future of the \$2.5 trillion global fashion industry, based on exclusive interviews with top industry executives and a survey of more than 320 fashion professionals, providing a view on what lies ahead for the industry in 2021.

Amid a humanitarian crisis affecting the lives and livelihoods of billions of people, Covid-19 has also been the catalyst for a global economic downturn, with the fashion industry suffering its worst year on record. Against a backdrop of declining sales, rapid shifting consumer behaviour and disrupted supply chains fashion companies will suffer a staggering 90% decline in economic profit, following a 4% rise in 2019, according to McKinsey Global Fashion Index. [Economic profit is defined as a measure of value where capital costs are deducted from net profit earned].

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

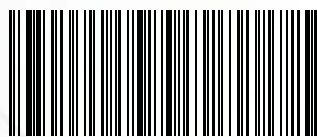
STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

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