

IMAGES

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*Brands  
in  
India*  
**2021**

\\annual issue\\

I wish you all a very happy New Year!

2020 has been a very unusual year. Throughout the year, we all had been counting down the days to 2021 - hoping for a new year with new possibilities where the problems of 2020 will just fade away. It's finally here and we can already see signs of recovery. Let's all welcome 2021 with the hope that it turns out to be a defining year in fashion retailing. I also wish that this year turns out to be prosperous for all of you and your businesses.

I would also take this opportunity to express my gratitude to all of you for supporting us and our cause even through the uncertainties that 2020 posed and I hope for your continued backing in the future as well.

Also, per tradition, we are pleased to start the new year with the annual Brands in India Special Issue of IMAGES Business of Fashion. As always, we have concentrated all our efforts in bringing before you some of the biggest stalwarts of the fashion industry in India – both homegrown and from across the world, as well as a few young and rising stars.

As a key part of our mission to catalyze the fashion retail business in India, the Brands

in India Special issue seeks to aid retailers with a survey that catalogues fashion brands, their collections as well as current status in the markets.

Apart from elucidating upon the brand identities and consumer cores that helped these entities build a highly profitable business around them, we have also highlighted how they have been successful in coming up with new ideas and innovations to convert the crisis into an opportunity. We hope that the visions of these retail moguls help in giving new directions to your businesses as well as succeed in inspiring the next generation of brands and leaders in the Indian fashion industry.

We sincerely hope that you like reading the issue and find it useful. 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/>.

Wishing you a very successful year ahead, Cheers!!



**Amitabh Taneja**

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# SHAZE

## LAUNCHES NEW COLLECTION WITH KEEN EYE ON FINESSE & CRAFTSMANSHIP

Each creation is handpicked with a keen eye on subtlety, finesse, craftsmanship and uniqueness to keep up with the demands of Shazé's connoisseur clientele.



Shaze is India's growing premium lifestyle and gifting brand that provides its customer with elite and luxurious experience. Shaze initially started with décor and has now ventured into the jewellery market. With stores pan-India, Shazé boasts a lineup of jewelry, perfumes, scarves, watches, wrist bands, home décor, office decor, silverware, leather ware and religious idols. Although the brand has ventured into different categories and verticals, the blend of design and art remains the same.

The brand has recently launched three new collections. Each creation is handpicked with a keen eye on subtlety, finesse, craftsmanship and uniqueness to keep up with the demands of Shazé's connoisseur clientele.

### The Hosting Collection

The hosting collection was recently launched in collaboration with Simore, a known designer in the UK. Shaze also has a great collection for men's accessories from cufflinks to walk sticks. Each of the designs are quirky yet seamless. Each of its designs is minimalistic yet flamboyant which makes the collection rare.

### The Druzy Collection

The Druzy Collection was launched in December which is inspired by the Druze colour stones which embark glamorous and bright colours such as red, green and blue. The stones are natural and therefore amorphous in shape. The collection enriches the path for the urban high street lifestyle.

### Nick Monroe collection

Another collection launched by Shaze is the Nick Monroe collection which includes various accessories including breware and bakeware which have a

very contemporary design. Each of the designs is created by uplifting the hallmark and bringing refinement to its consumers. The theme of its collection is to bring innovation and design together for a luxurious experience.

With stores pan-India, Shazé boasts a lineup of jewelry, perfumes, scarves, watches, wrist bands, home décor, office decor, silverware, leather ware and religious idols. Assuring something for everyone, the brand revels in providing memorable shopping experiences.

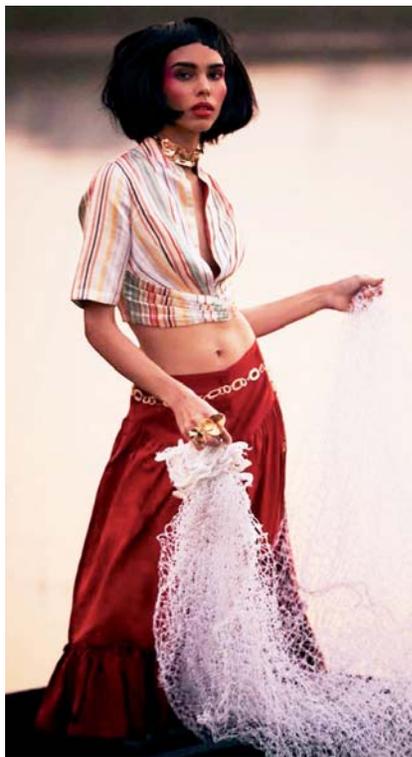
Shaze displays a perfect culture of luxury and sophistication. From premium products to museum-worthy objets, the shazé collection is vast and breathtaking.

**Website link:** <https://www.shaze.in/>



# LÀ FUORI DIGITALLY SHOWCASES STORIES OF SAPA

## ITS NEW VIETNAMESE-INSPIRED COLLECTION



a community committed to enhancing and handcrafting clothing pieces of fine quality and sustainability. Là Fuori was born as the brainchild of two designers - Vidur Adlakha from India and Riccardo Benedini from Italy.

For Là Fuori, the design approach is a cultural encounter. Inspired by every journey, each collection tells of a different story that “bears a woman’s smile” as “an emblem of inspiration” particularly for those who wear that distinct creation. Their new Vietnamese-inspired collection, named “Stories of Sapa” features the combination of crimson hues and botanical florals, in addition to hand-manufactured luxury silks and laced motifs. Picture monotone flounced dresses to edgy pants and tailored hand-woven jackets. Embodying a young and vivacious vibe, the collection is entirely hand-engineered by the tribal artisan women living in the forests of Sapa.

The mission of Là Fuori is to connect with the world in a mutual appreciation of travel and aesthetics. To create a message of wearing responsibly, to enhance the importance of naturally sourced clothing, to support the local artisans in the process of a unique creation. They believe in the beauty of slow living, the importance of fabrics, dyes and elements to make this world a better place. They aspire to be eco friendly and stay connected to nature. They are also a strong brigade of women employees, and are marching steadily towards its endeavour to empower as many underprivileged women and artisans.

Following the successful launch of its latest collection – Stories of Sapa - in the United States of America, sustainable fashion label Là Fuori has brought its Vietnamese-inspired designs to the shores of India via a digital showcase.

Là Fuori – Italian for ‘out there’ - is visualized to create clothing and items that intertwine the connection of the community with the artisan hands who are the creators of wonder. As nomadic explorers of embroideries and fabrics, the focus is on organic and sustainable clothing, aiming to create



# SPORTO

## LAUNCHES NEW SHOPPABLE CHRISTMAS CATALOGUE

Christmas is called the season of giving and at Sporto we love gifting as much as anyone else. That's why at Sporto we have an exciting list of pocket-friendly gifting ideas for you this Christmas. Check out this fantastic collection and make your gifting very, very merry this Christmas.

### Sweatshirts

Sporto's sweatshirts for men are the epitome of class, style and comfort. The various colours from cherry red, blue with prints, the classic black and more give you premium quality of sweatshirt. The fleece terry fabric traps your body heat so that the chilly weather of winter can take a backseat.

### Marvel Full Sleeve T-Shirts

Pick a cool t-shirt for men from Sporto's range of Marvel full sleeve T-shirts with your favourite Marvel character – Iron Man, Wolverine or Captain America. It's the closest you can come to making someone feel like a superhero. Sporto's full sleeve t-shirts are made of a high-quality jersey fabric with premium graphic prints. The slim fit design ensures great looks without compromising on comfort.

### Hoodies

Hoodies are one of the best, laid-back yet stylish, options when it comes to the winters. Sporto houses the best hoodies for men, each one being a head-turner for sure.

Made of fleece terry fabric, Sporto hoodies trap body heat, allowing you to be comfortably snug all day long. The hoodies also come with deep kangaroo pockets, helping you keep your



valuables safe. Be it a morning run or just a casual outing; these hoodies make a great fit for anytime, any day wear.

### Track Pants

Sporto's track pants for men made of a superior quality jersey knitted cotton fabric for durability and designed to look super stylish as well. Sporto tracks come with deep zipper pockets and are available in different fits – regular and slim, in a multitude of colour options.

### Jackets

When it comes to layering up in the winters, there's nothing classier than a jacket. Sporto's jackets- the hoodie jacket, the biker jacket and bomber jacket come in a variety of colours, so there's something for every personality and dressing style. Made of a super comfy and warm fleece terry fabric, this jackets are a perfect gifting option for everyone.





# easybuy

## CONTINUES AGGRESSIVE EXPANSION SPREE

### SET TO REACH 100<sup>TH</sup> STORE MILESTONE SOON



**E**asybuy, the value fashion arm of Landmark Group, has shown no signs of slowing down. With a mission to make aspirations affordable for the entire family, the fastest growing value fashion retailer is poised to cross the milestone of 100 stores very soon this year.

*In an exclusive interview, Anand Aiyer, Senior VP and Business Head, Easybuy, sheds light on how the brand succeeded in steering brand loyalty even during tough times.*

#### **Easybuy is about to reach 100 stores very soon. What is powering such robust growth?**

Easybuy was made in India and made for India with a sole aim to make fashion aspirations affordable for Neo-India, which aspires for trendy fashion, but at reasonable prices. To achieve this proposition, the whole fabric-to-fashion MSME based eco-system was crafted with quality standards at par with Landmark Group ethos.

With this exceptional proposition in place and our aim of opening stores in every district-headquarters of the country, we had to innovate on opening stores as fast as possible and in as many locations as possible. That's how, our uniquely differentiated franchisee model was developed where we truly partner with our franchisees leveraging our expertise and their local understanding. We support our franchise partners across all aspects of the business, from catchment study, layout, store fit-outs,



# THOUGHTFULLY FASHIONABLE

As the notion of fashion continues to evolve rapidly, we take a look at how LIVA's promise to comfort sustainability and wearer confidence makes it the ideal future of fashion.



Featuring Adline Castelino,  
LIVA Miss Diva Universe 2020.



Featuring Aavriti Choudhary, LIVA Miss Diva Supranational 2020.

**F**ashion has traditionally been only about looking good. It was always about creating an impression with little regard for comfort. However, in recent times, the notion has changed dramatically.

Especially in the last few months, popularized by the work-from-home-culture, comfort has become an essential part of fashion now. The pandemic has also forced fashion to a more sustainable future and accelerated the pace of conscious consumerism. In fact, sustainability is going to be non-negotiable in the fashion industry. In the years to come, winners will be judged on how well they have incorporated sustainability into real business practices.

LIVA promises an early movers advantage to brands and fashion businesses with its range of nature based fabrics that are naturally smooth and breathable. Along with being extremely sustainable, LIVA's fabrics offer a flattering drape, making it an ideal choice for comfortable, fashionable yet plush garments that goes a long way in boosting the wearers confidence and attitude.

## **What Makes Garment Made With LIVA Fabrics So Comfortable?**

LIVA fabrics are enriched with nature based fibres from Birla Cellulose. These fibres are ethically derived from natural and renewable resources and that's what makes them extremely comfortable.

# DEAL JEANS

Brand Name: **DEAL JEANS** | Company Name: **DEAL GLOBAL FASHIONS PVT. LTD.** | Launch Year: **2000** |

Website: **WWW.DEALJEANS.COM** | Total no of EBOs: **19** | Total no of MBOs: **900** | Total no of Shop-in-Shops: **102** | LFS/MBO/

Departmental Store Partners: **CENTRAL & GLOBUS** | E-commerce Presence: **MYNTRA, AJIO, NYKAA** | Indian Cities Present: **400** | New

Territory/Region Added: **LICHTENBURG & BOTSWANA ( SOUTH AFRICA ), KATHMANDU (NEPAL)**



**D**eal Jeans is a women's fast fashion, western wear brand that believes in bringing fresh fashion from every fashion-forward corner of the world to trend seekers out here. The brand's journey began with its designer denims that created ripples 21 years back. Today, Deal Jeans offers about 40 exclusive product categories in around 3,000 artistic styles crafted every year.

### Core Product Offerings

Deal Jeans' product portfolio consists of 40 sub-categories from designer denims to culottes in bottom wear and chic tops to dresses in top wear.

### Target Consumers

The brand caters to fashion seeking women with a lot of style, attitude and flair. The brand's target audience

consists of women between 18 - 35 years and girls between 4 - 16 years.

### Brand USP

Deal is positioned to bridge the gap between casual and designer denims. Offering exceptional quality, fits and fabric in competitive price is the brands main USP.

### Latest Collection

Deal Jeans' last launch, its AW'20 collection, is a blend of fresh pastel hues and trendy patterns crafted in leather jackets to cardigans in top wear, studded denims to comfy culottes in bottom wear and striking dresses in party wear. All styles are inspired by ongoing international trends. Deal Jeans' has planned plentiful styles for its upcoming SS'21 collection.

### Influence of COVID-19

The pandemic has prompted the brand to focus on expanding its e-commerce reach.

Over the last few months, the brand has successfully extended its reach with array of latest trends in all categories.

### Commitment to Sustainability

Deal Jeans has taken the initiative to provide basic necessities of clothing and education to girls from Bhachau, Gujarat. It also provides funding to the deprived educational institutions poverty-stricken children in the area.

### Retail Presence & Future Plans

Deal Jeans enjoys a strong presence pan India through LFS and MBOs. Expansion through EBOs in various cities is in pipeline this year along with special focus on Tier -II and -III cities. Deal jeans is also expanding its presence overseas and planning to add more categories in its product portfolio.



# DUKE

Brand Name: **DUKE** | Company Name: **DUKE FASHIONS (INDIA) LIMITED** | Launch Year: **1966** |

Brand Website: **WWW.DUKEINDIA.COM** | E-commerce Presence: **MYNTRA SNAPDEAL, FLIPKART, AMAZON, TATA CLIQ, AJIO AND PAYTM** | Retail Presence: **PAN-INDIA** | Export Markets: **SRILANKA & UAE**

**D**uke is an undisputed leader in the Indian fashion industry and offers full range of clothing for men, women and kids. Launched in 1966 Komal Kumar Jain, it is one of the oldest players of the industry and has today become a household name for consistently delivering on its promise of high quality at affordable prices. Duke embraces a vertically integrated manufacturing infrastructure, with knitting, dyeing, processing, finishing, mercerizing, compacting, embroidery and printing under one roof.

Over the years, Duke has won numerous awards including, the President's Award, three national awards and has been crowned as an Indian Power Brand in USA. The brand has been bestowed with these awards for its commitment to innovation, product quality, and inspirational leadership that has shaped and continue to shape India's hosiery industry.

## Core Product Offerings

Duke offers complete ranges for men, women and kids.

## Target Consumers

With a strong focus on fashion and style, Duke caters to the young & cosmopolitan Indian, offering them the season's latest trends and catering to their ever-changing fashion needs. Each and every piece has the special 'sparkle of quality' on which its creators insisted. The brand's target audience is the modern youth who is looking for trendy and stylish range that is sync with international designs, fashions and quality.



## Brand USP

Understanding customers unlike any other brand and providing international designs at reasonable prices.

## Latest Collection

Duke has unveiled its Spring Summer 2021 collection inspired by international fashion culture but the collection is purely made in India with the vision of AatmaNirbhar Bharat. The collection utilizes cotton linen, pique, single jersey slub as well as un-died, natural and textured materials to offer t-shirts, shirts, denims, trousers, tops, jeggings, activewear, sportswear, accessories and footwear.

Duke's extremely elegant Spring Summer 2021 collection is all about clean lines, bold colors, cropped cuts,

strong volumes and vibrant nuances and promises to bring alive the individual style statements of all young fashionistas.

The brand has also updated its exclusive Militaire Collection'21 for men with a wide selection of t-shirts, polos, shorts, lowers, bermudas and accessories.

## Retail Expansion Plans

Duke is targeting rural markets and unexplored rural areas because of the huge market potential of these places. Having already covered entire towns and cities, the brand is now looking for extension in covered cities and export markets.





# FASHION RETAILERS USE ANTI-VIRAL TECHNOLOGY FOR FABRIC TO PREVENT COVID

Only a handful of retailers in India have been bold enough to adopt this dynamic solution to provide an enriching shopping experience to their consumers. IMAGES Business of Fashion brings you a list of retailers and the innovations they have introduced...

## IMAGES Fashion Bureau

Innovation – both interactive and engaging – has changed the dynamics of retail. In times that are tough, in order to reshape the concept of traditional retail, product innovations are gaining attention, aiding experiential retail and consumer engagement. These innovations usually fall somewhere in between the real world and the virtual world.

### ***One such revolution is the advent of Smart Apparel.***

However, only a handful of retailers in India have been bold enough to adopt this dynamic solution to provide an enriching shopping experience to their consumers. Here is the list of retailers and the innovations they have introduced:

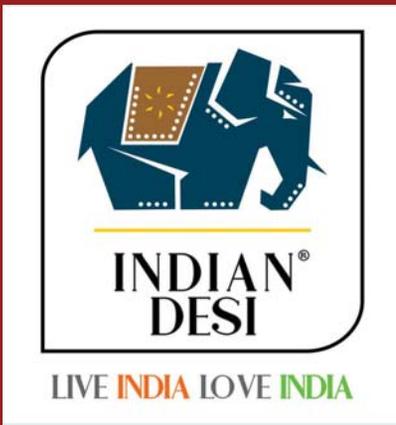
### **TURMS**

Turms intelligent wear is not a small step, but a giant leap for apparel as it fuses fashion and fabric nano technology to make life easy and comfortable with smart clothing. Every piece of apparel from Turms is infused with nano technology that gives the clothing a host of great functional benefits that includes anti-viral, anti-stain, anti-odour, super-stretch as well as cooling and wicking, all without compromising on comfort or the style quotient.

The range includes t-shirts – Henley shirts, crewnecks and polos made with the world's finest cotton, Supima – formal-wear such as poplin shirts, linen shirts as also semi-formal and casual

wear, bottom-wear such as jeans, chinos, joggers and shorts, athleisure wear, winter-wear and more – all of which are crafted from the finest fabric, feature the latest trends as well as timeless classics and created using nano-technology to make the most stylish smart wearables around.

These cutting-edge fabric technologies are the result of the R&D efforts and the outcome of the continuous innovation. Turms is known for in its quest to make its intelligent apparel better. Driving this is the mission of providing real-world solutions that suit the consumer's lifestyle and solve their problems, and make life more comfortable and convenient with stylish, smarter clothing.



# FOUNDER'S NOTE

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"In art, man reveals himself, not his objects."~ Rabindranath Tagore

This is the true reason why Indian craftsmanship influences all plethoras of art, across the globe. Through every piece of work, we reveal our culture, deep seeded with traditions, logic, information, and most of all, its enthusiasm towards art. Every farthest stretch of the Indian landscape has a pandora's box of artistic galore, inspired from the regional history, adapted with time and being passed on through generations. Our reverence of this bountiful heritage resulted in the conception of Indian Desi.

An attempt to identify and bring to light the noted works of art, which tend to otherwise get lost in times of commercial authority, YSF Global fully recognises and commemorates Indian designs. Not only through our designs, but our brand ethos which has a singular goal of rising Indian commerce. This helps us employ labours, tailors, weavers, art & craftsmen from all over the country, encouraging regional styles and techniques which advocate support for Indian brands. This range of Indian mens and womenswear not only represent various Indian culture styles, but encourage the use of locally inspired, locally sourced and locally manufactured.

Having said this, we are also happy to collaborate with other Indian retailers, co-op collectives in order to build up our community commerce. We look forward to bringing something new on the table each time, launching with menswear and expanding thereon. We hope to leave a loved piece of India in every region, heart and house.

Indian Desi - inspired by culture!

## Yogesh Shetty

FOUNDER, YSF GLOBAL



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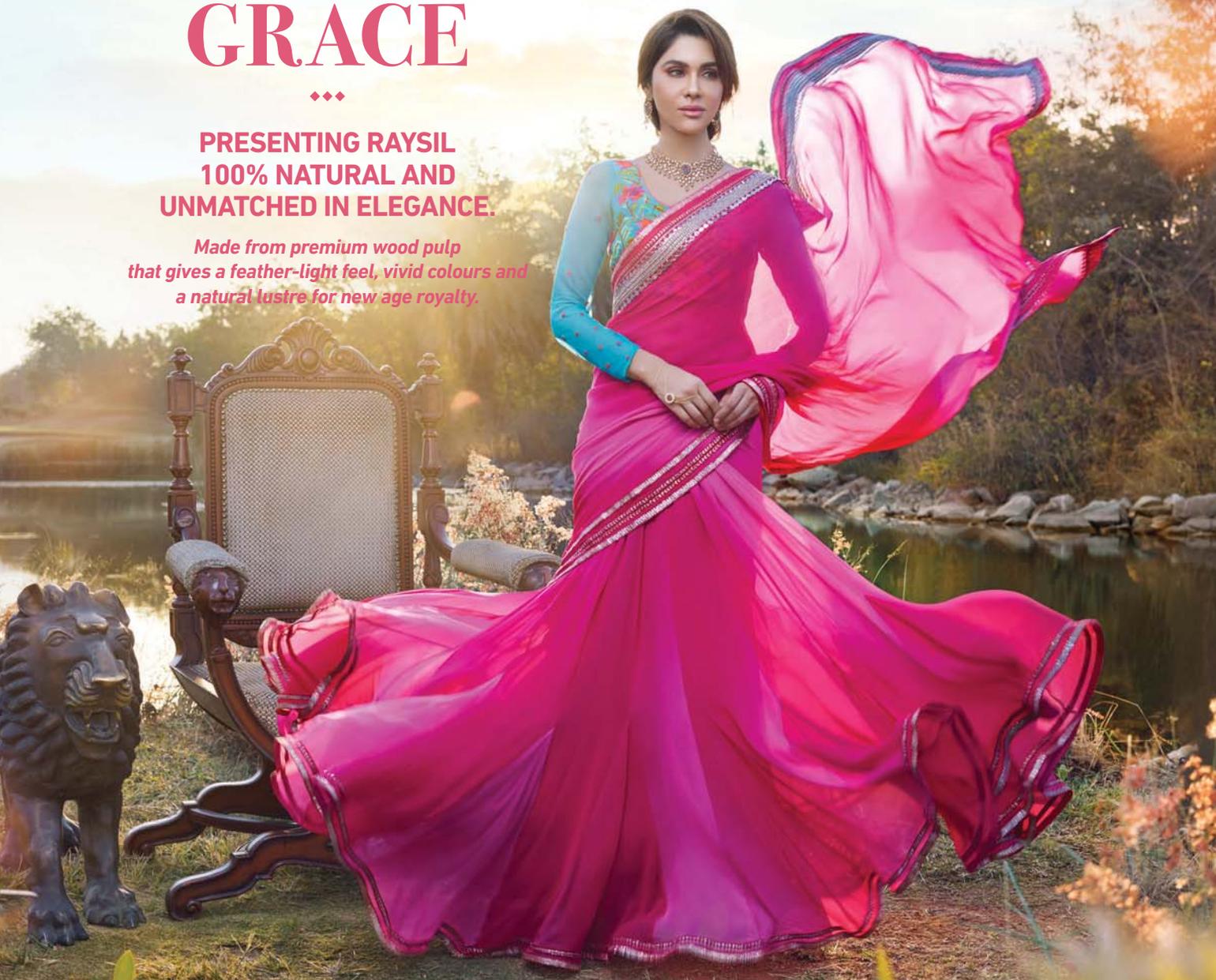
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