

IMAGES BUSINESS OF FASHION

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Casual Wear
SPECIAL ISSUE

Dear All,

As work and home spaces overlap, comfort and versatility have taken precedence for all, leading to new the invention of new offerings from brands and retailers – apparel that can easily transition from work from home to grocery-runs and social-media appearances. With a major part of the world still restricted to their homes, fashion senses have started gravitating towards comfortable yet presentable clothes. Due to this, the demand for casual wear has skyrocketed globally post the lockdown.

The work from home model has impacted workwear wardrobe choices greatly. With most corporate offices relaxing the formal wear rule, comfortable power dressing is key in the new normal. Office goers working from the confines of their home have gravitated to smart casuals. The shift has been instinctive and the casualwear category, which is fulfilling the requirements of the trend, is in great demand. It has captured the market in a way it never has before. The fashion industry has taken note of this new cultural shift and brands are aggressively marketing their casualwear category.

The March 2021 issue of IMAGES Business of Fashion highlights the change in dynamics of this category as heralded by the Coronavirus pandemic. The issue takes a look at how brands are shifting stance to face the burgeoning demand for casualwear, the challenges and the opportunities offered.

The issue also brings for the opinion of a slew of fashion leaders who expound 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.

For FAQs pertaining to shift in the 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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VALUE FASHION RETAIL MAJOR V-BAZAAR FORAYS INTO GROCERY SEGMENT

Leading value retail chain V-Bazaar has announced its foray into the grocery business as a part of its retail expansion plans.

The 72-store strong retail major has its operations spread across Bihar, Jharkhand, Madhya Pradesh, Orissa, Uttar Pradesh, and West Bengal. The post-pandemic scenario has enticed the company to sell grocery at some of its stores.

“By adding grocery to our current retail fare, we expect an increase in footfalls at our stores,” says Hemant Agarwal,

Managing Director, V-Bazaar. “We are trying to be a one-stop solution for the family where they can shop for garments and also buy grocery from our stores,” he adds.

V-Bazaar plans to add grocery in some of all its upcoming stores depending upon their location and size. Currently, their average size of stores is 6,000-8,000 sq ft. The new stores with grocery will have 9,000-10,000 sq ft.

The retail major expects grocery to add a 10-15 percent increase in its total sales revenue. Currently regarded as one of the largest family owned store chains

in North India, V-Bazaar was started by Hemant Agarwal. Agarwal joined the family retail venture in New Delhi and later entered into the business of manufacturing of garments.

About a year ago, when he became the biggest supplier of garments to other retail groups, he decided to try his luck in the retail business and that's how V-Bazaar came into being.

The retail format offers more than 60,000 products to choose from across Men's, Women's and Kids' apparel.



HOUSE OF BADNORE

LAUNCHES SUAVE POCKET SQUARES FOR MEN

House of Badnore, the premium brand with a vast collection of accessories, jewels, home decor and clothing presents its lush offering of suave pocket squares for men with a fine taste in style. The very touch of imperial in its style is acing the men's fashion circuit effortlessly embracing the urbane charm. Ranging from vibrant hues to neutral washed-out textures & abstract prints to minimal patterns, these pocket squares make an outstanding individualistic style statement. Plush fabrics displaying exquisite art perfectly crafted on the canvas of royal silk and wool to accentuate the debonair touch.



CHEVRON POCKET SQUARE:

₹ 1350

Perfect hint of Luxe and quirk that flawlessly compliments a gentlemen's style and wits. A boldly styled chevron motif, that traces its lineage to Greece, adds a touch of flamboyance!

TOPKAPI POCKET SQUARE:

₹ 1300

Detailed and replicated from the grand ceiling ornamentation of the Topkapi Palace in Istanbul, these silk pocket squares are a tribute to the Ottoman Empire renowned for its grandeur. For the gentlemen who take pride in traditions, here's a slice of history in the accessory!



BADNORE EAGLE POCKET SQUARE (GREEN):

₹ 1300

Eagle prints crafted on luxurious silk is a perfect statement of style. This eagle print and design is symbolic of magnificence and the virtue to lead and look ahead.

CANDYLAND POCKET SQUARE:

₹ 1400

Make your attire more vibrant with this quirky soft woolen pocket square.



CHECKERED POCKET SQUARE:

₹ 1300

Add statement to your attire with this subdued checkered wool pocket square in a textured weave. This piece goes well with every look without being loud.

About the House of Badnore

House of Badnore as a brand embodies the ethos of subtle elegance that resonates with an old-world charm of style and finesse. It is a trademark of unmatched design solutions for personal styling, accessories, jewellery, home, interiors, trousseau, gifting and cuisine for momentous occasions to create classic grace with unparalleled panache and recreate nostalgia with vintage stylishness. House of Badnore attempts to redefine luxury with 'maximalism' to bring back the understated flamboyance of yesteryears, with a sophistication that serenades the senses.

The collection is available online in www.houseofbadnore.com.



introduce first Couture bridal collection for 'Power Brides'



Designer Label Sarah & Sandeep launches 'Equivalence', with wedding styles for men and women.

Luxury designer label Sarah & Sandeep has announced the launch of its Summer Festive 21 collection 'Equivalence' with contemporary styles for both bride and grooms. The line depicts the change in the distribution of power amongst men and women not only in the workplace but also when it comes to Indian family dynamics.

Over a period of 9 years, Sarah & Sandeep has evolved into one of the leading innovators in design for men's formal clothing. The brand has maintained a level of allure and ensured that the primary themes of the fashion statement for their elite clientele are Power and Structure. With 'Equivalence', the designers have attempted to introduce concept couture bridal styles as a reflection of their previous menswear collections.

So who is a Sarah & Sandeep 'Power Bride'? The design has been meticulously imagined for a

contemporary Indian bride with a clear understanding of her vision and her goals. They introduce contemporary brides to their signature concept pieces like the Couture Bridal Power Suit, The Power Lehenga, The Bandhgala Saree & The Palazzo Power Lehenga. The Power Lehengas handcrafted for this collection encompasses design details like embroidered panels, blouses with suit lapels, statement pleated drapes and a truly signature Sarah & Sandeep bridal look - a full sleeve bandhgala blouse paired with a lehenga with geometric hand worked artistry.

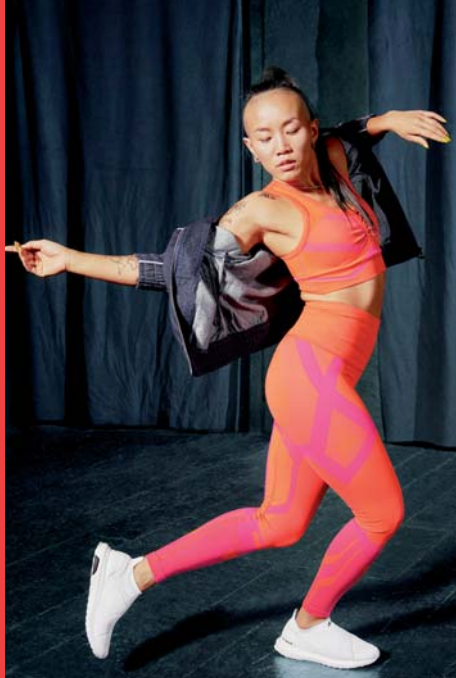
With 'Equivalence', Sarah & Sandeep have re-imagined menswear classics like Tuxedos not only for grooms, but also for brides looking to elevate their style quotient with the Sarah & Sandeep Couture Bridal Suits and Tuxedos. A concept ensemble that beautifully represents this new design approach is a white fully embroidered Off-shoulder Double Breasted Tuxedo styled with precision using a veil as Sarah & Sandeep attempt to break the norms of what can pass off as an Indian bridal look.

With bolder structured looks for menswear, the styles for grooms are flawless and have an essence of their own. From Bandhgalas with fabric manipulation to Kurta Bandi Sets with Pleats on the hem, each style is a true representation of the evolution of Sarah & Sandeep as contemporary designers with a thorough understanding of silhouettes and precision craftsmanship.

Sarah & Sandeep state "For the longest time, we have been getting requests to do festive and ceremonial outfits for women that are as structured and impactful as our menswear designs. We decided that instead of recreating the women's styles as per traditional design norms, we would just translate the menswear styles for the growing number of contemporary couture brides looking to challenge the status quo."

'Equivalence' is now available to shop directly at the Sarah & Sandeep Flagship Store in Khar(West).





ADIDAS UNVEILS FORMOTION ACTIVWEAR

A COLLECTION INSPIRED BY SHAPEWEAR TECHNOLOGY

Designed with insights from active women around the world, the workout pieces have been developed to support the female body while allowing the freedom to move without distraction.

As International Women's Day is round the corner adidas has unveiled its new activewear collection, Formotion, especially crafted to deliver unrivaled support, fit and comfort to the female body during studio sports, pilates and workouts.

adidas continues to push boundaries in women's sportswear with the reveal of Formotion. Designed with insights from active women around the world, the workout pieces have been developed to support the female body while allowing the freedom to move without distraction.

Committed to delivering against the versatile needs of female athletes and driven by a relentless pursuit of innovation, adidas Formotion uses a new graded compression fabric

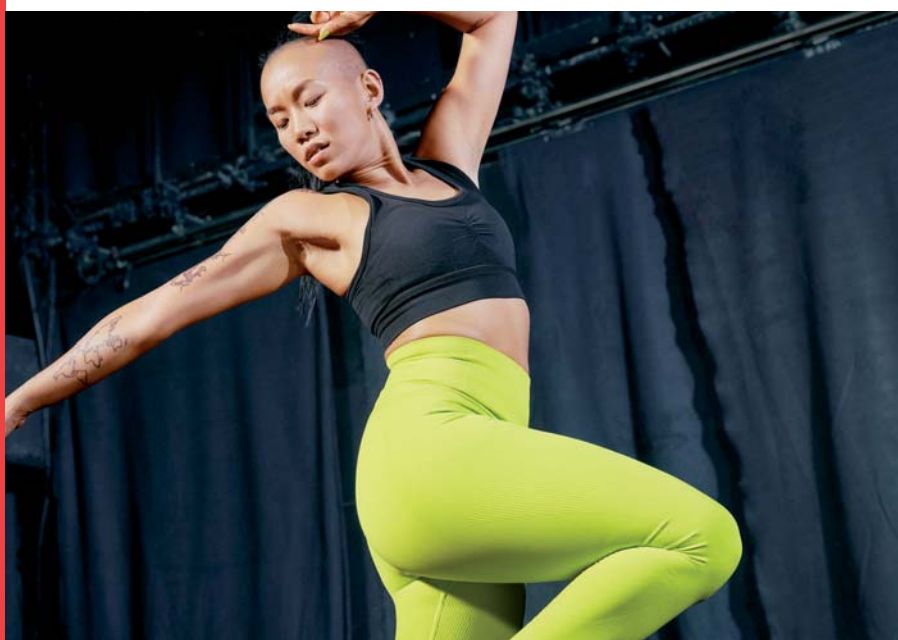
structure - inspired by shapewear technology - to deliver unrivalled support, fit and comfort. The all-female design and development team created the collection based on three key insights: feedback from its global female athletic community highlighting the need for a feeling of support, comfort and confidence; data conducted from body mapping and motion research; and technologies used in shapewear industry.

The findings led to the creation of Formotion - an activewear collection using engineered knit technology, anchored around new graded zonal compression. Crafted to the female body, the smart, strategic placement of compression zones of varying intensities around the waist and hips helps to sculpt and support, whilst high-stretch knit used in other places enables freedom to move without restriction in high-impact conditions.

Additional performance innovations include adidas' Aeroready fabric which helps keep her feeling dry and comfortable, as well as PRIMEGREEN, the series of high-performance recycled materials developed as part of adidas' ambition to end plastic waste. Garments made with PRIMEGREEN use a minimum of 40 percent recycled content.

From the must-have Formotion Sculpt Extra High-Rise Tights to the Formotion Cropped Tee, the bold collection of vibrant sports bras, tights, and layering pieces in a palette of striking hues, deliver a second-skin feel that moves seamlessly with the body.

The activewear collection is available online on shop.adidas.co.in and in select retail stores.



MANGO

ANNOUNCES ACTRESS VAANI KAPOOR AS ITS FIRST BRAND AMBASSADOR FOR INDIA



Myntra and Mango launch the first campaign with the actress for the brand's spring-summer collection, themed around- 'Happy and I know it'.

IMAGES Fashion Bureau

Spanish fashion brand, Mango, along with its franchise partner, Myntra, announces its association with Bollywood star Vaani Kapoor, as its first brand ambassador in the country. The actress' first campaign with the brand for their spring-summer collection will set the stage for the brand to further strengthen its leadership position in the massive and rapidly evolving fashion market in India.

Vaani has made her mark as a talented actress, with her stunning performances in Bollywood. With an exciting line-up of upcoming films, the actress is sure to leave a mark in the minds of the audiences. This, coupled with her natural flair for fashion, will not only bring Mango's trendy and

edgy collection to the fore but also amplify the brand's efforts to strike a chord with customers from every pocket in the country.

As part of this association, Myntra and Mango are launching their first campaign on March 19, across digital and social mediums, with the actress, highlighting the new season collection, centered on the theme- 'Happy and I know it'. The video campaign epitomizes the woman of today, who is confident and happy with herself. The spring-summer 21' collection, available on Myntra, and Mango stores, is designed to exemplify this attitude and resonate with women, who believe that fashion can be powerful, yet comfortable. Speaking on the occasion, Bollywood actor, Vaani Kapoor, said, "I am excited to be associated with Mango as their first brand ambassador

in the country. Fashion to me is a way of expressing yourself and exploring your individuality. I am happy to be a part of the brand's endeavor to strike a chord with customers from every pocket in the country."

Vishal Anand, Senior Director, Myntra added, "As Mango India's franchise partner, we are delighted to announce the brand's association with Vaani, a very talented actor and a style icon herself. Her persona is a reflection of the attributes of the brand Mango, making her the perfect choice to connect with fashion forward consumers, across the country. We aim to strengthen our position in the evolving fashion space and attract new consumers, and we are confident that Mango's association with Vaani is going to drive this goal very effectively. The new Spring-Summer-21 campaign is set to enamor the audience, where Vaani brings the new collection to life, with a dash of elegance and sophistication."

Vaani has a dedicated group of social media followers and will play a key role in engaging the audience and rousing their interest in Mango at scale.



ETHNICITY LAUNCHES THE "JOY OF GETTING DRESSED" CAMPAIGN

Steadily recovering in the aftermath of COVID-19, the campaign brings forth a much-needed sense of normalcy by reinforcing the concept of 'enclothed cognition'...

IMAGES Fashion Bureau

Starting afresh in 2021 is the mantra Ethnicity has officially embraced and are ready to transform the vibe this season to that of Joy!

Ethnicity brings to you their newest campaign - 'The Joy of Getting Dressed' - aimed to get India ticking again and that too in style. Steadily recovering in the aftermath of COVID-19, the campaign brings forth a much-needed sense of normalcy by reinforcing the concept of 'enclothed cognition'. This phenomenon states that our outward appearance affects our image as perceived by others,



however the benefits that it has on our own psychological wellbeing is profound!

Speaking about their newest campaign Ameet Panchal, CEO of Ethnicity Retail, says, "We wanted to make our customers feel safe and welcome at Ethnicity stores, moreover we want them to indulge in the therapeutic experience that shopping also represents. To overcome the unprecedented year 2020 was for everyone the world over, we need to practice self-care and what better than by indulging in some retail therapy! Let's bring back that joy associated with shopping and getting dressed up. Spread the cheer, it is contagious!"

Our patrons are the essence of Ethnicity and the positivity our customers derive by shopping from us is what drives us to consistently deliver our best.

Established in the year 2008, Ethnicity is an Omnichannel retail brand with a seamless e-commerce enabled website and a robust brick-and-mortar presence that aims to create a sensory shopping experience for their patrons. Spread over 200+ selling points across 20 Cities in India, Ethnicity maintains a fine balance between staying true to its Indian roots and yet branching out with modern trends.



KEEPING WITH THE TREND IN KIDS APPAREL & ACCESSORIES SEGMENT- SPRING SUMMER 2021



—Shikha Kumar,
Director & Co-Founder, Nino Bambino

Over the past few years, parents have shown a growing preference towards branded apparel over local shopping and wish to have a variety for their kids at an affordable pricing.

Shikha Kumar, Director & Co-Founder, Nino Bambino

The kids' apparel and accessories industry is indeed a rapidly growing market in India. With the changing times, there is a shift in preferences and parents now desire to have innovations, trends yet comfort while shopping for their kid's clothing and accessories. Over the past few years, parents have shown a growing preference towards branded apparel over local shopping and wish to have a variety for their kids at an affordable pricing.

An appealing variety is something that attracts not only the parents but the kids as well. Passé are the days when fashion was only restricted to adults. In the present times, being in vogue is as critical for the kids as it is for the grown-ups.

While the market is flooded with both brands and start-up ventures in the kids' apparel and accessories segment, here we share with you some of the top trends that will rule the market in Spring Summer 2021 -

Green & Earthy Tones

Fashionable colors, natural tones including green and earthy hues are in trend in 2021. In an attempt to look mature and be adult-like, both parents and kids will opt for bright popping shades of pink, green, coral, yellow and red along with oversized clothing in terms of wide armholes, layered apparel, and geometric cuts.



Pastel shades in combination with bright and popping hues will also be increasingly preferred by the parents.

Unisex & Genderless Colors

Gone are the days when pink was associated with girls and blue color was linked with boys. In the present modern times, color segregation has been eliminated and we live in a genderless color era.

The fashion industry is making concerted efforts to achieve this aim of introducing and imbibing the culture of unisex fashion that will facilitate the same trends suitable for both gender kids. This will be majorly visible in the kids' apparel industry in spring-summer 2021.





UNVEILS PIONEERING TENCEL™ MODAL FIBER WITH INDIGO COLOR TECHNOLOGY TO HELP ELEVATE SUSTAINABILITY IN THE DENIM INDUSTRY

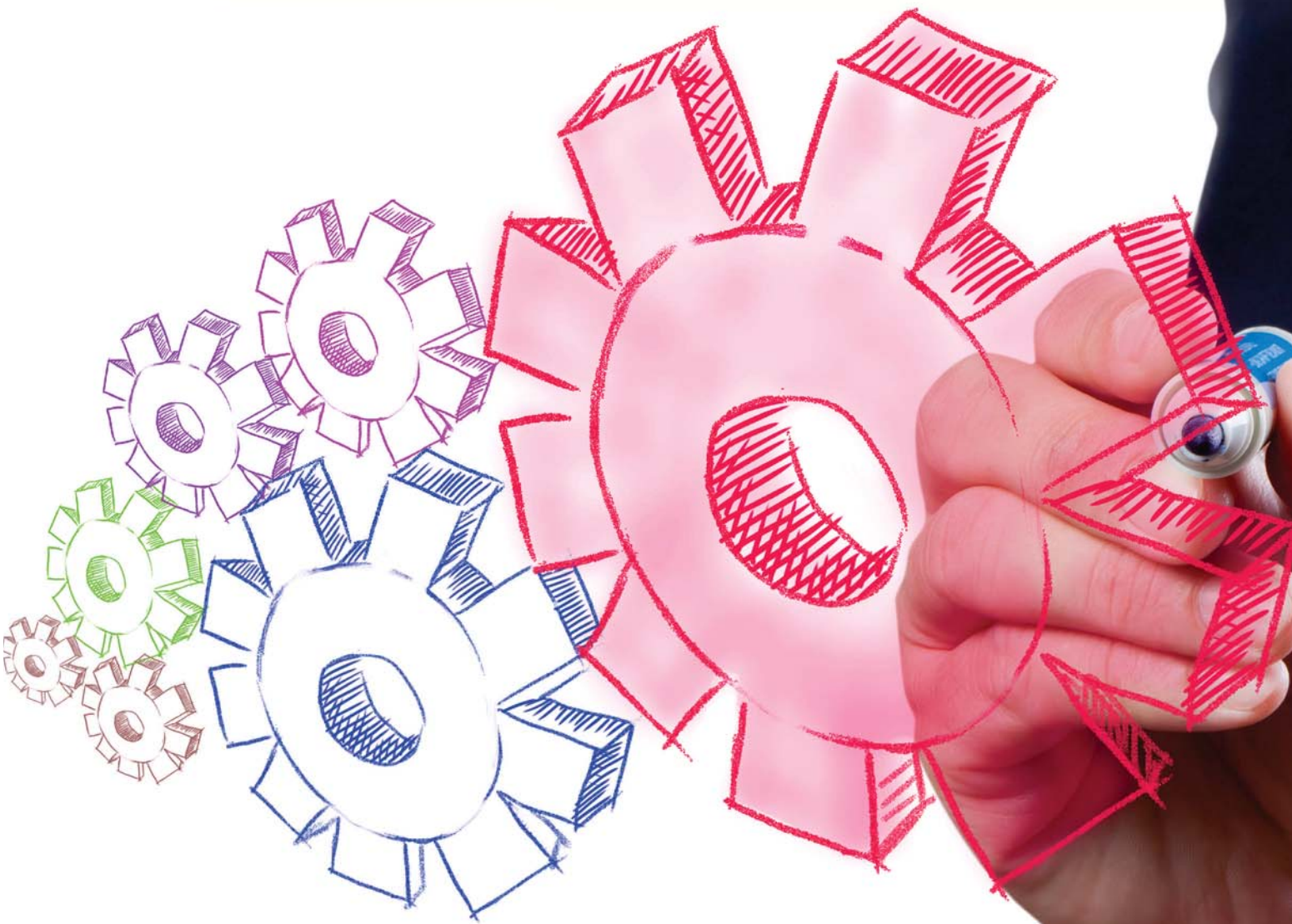
TENCEL™ branded modal fiber with Indigo Color technology uses a one-step spun-dyeing process to deliver indigo color whilst using substantially fewer resources. TENCEL™ Modal fibers with Indigo Color technology are awarded with the EU Ecolabel for meeting high environmental standards.

The Lenzing Group is enhancing sustainable offerings for the denim industry with TENCEL™ branded modal fibers with Indigo Color technology. The pioneering Indigo Color technology behind this new market offering incorporates indigo pigment directly into TENCEL™ branded modal fibers using a one-step spun-dyeing process. This delivers superior color fastness relative to conventional indigo dyeing whilst using substantially fewer resources. This innovative offering is awarded with the EU Ecolabel[1], a label of environmental excellence awarded to products meeting high environmental standards throughout their life cycle

Development Of Indigo Color Technology To Enhance Denim Sustainability

The denim industry's demand for eco-responsible alternatives is growing rapidly, as brands and supply chain partners seek greater sustainability. Lenzing has been working closely with such partners to

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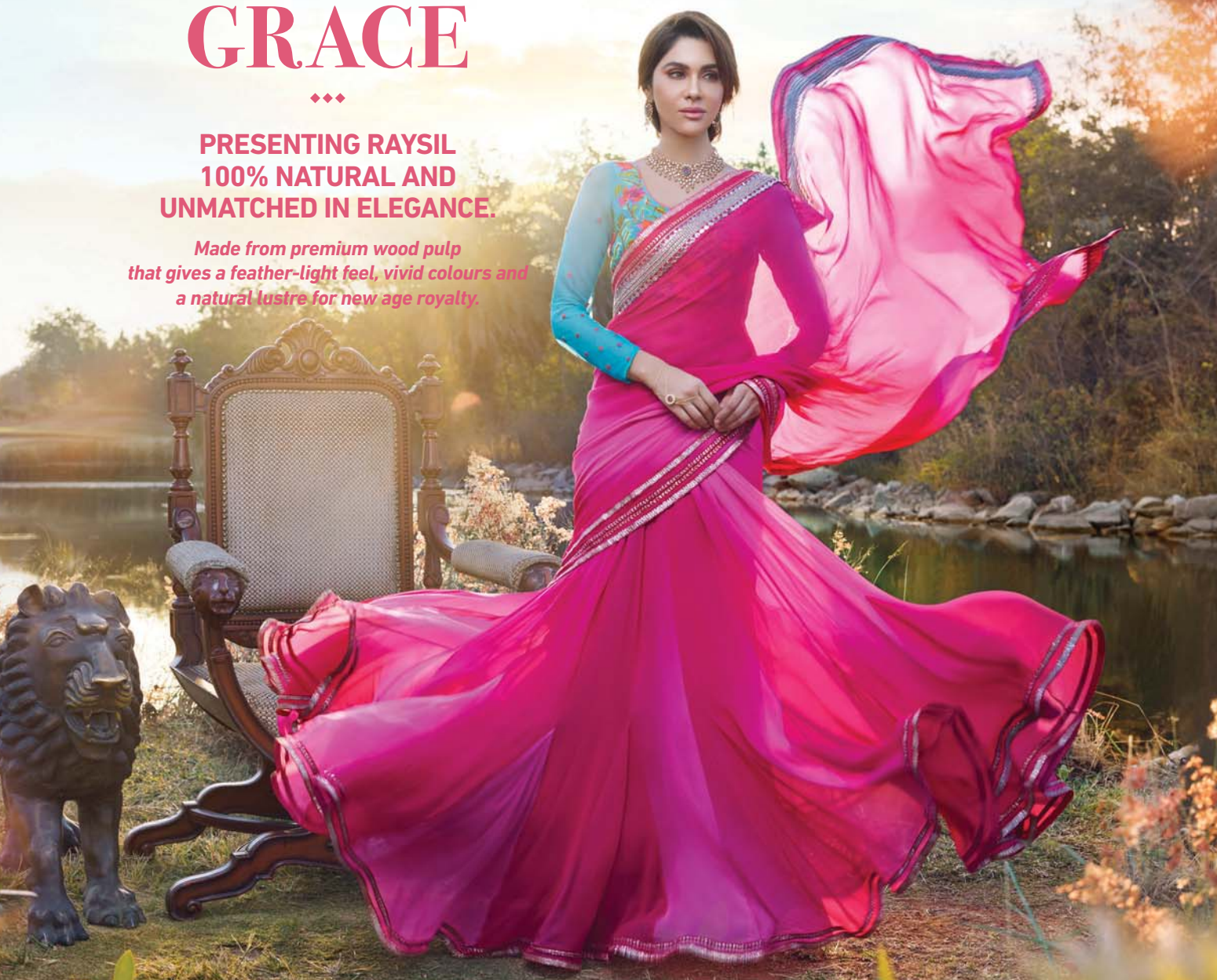


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