

IMAGES

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THE NEW
FASHION
BUZZWORDS:
SLOW. STEADY.
SUSTAINABLE.

Dear All,

Sustainable consumer habits have gained tremendous significance over recent years. The primary driving forces include the realisation of environmentally damaging practices, and a strong desire to make eco-friendly choices. Consumer behavior is changing due to rising evidence of climate change, with research showing that globally 88 percent consumers prefer sustainable clothing.

Recently, 16 retail fashion brands signed the Su.Re (sustainability resolution) project launched by the Union Textile Ministry, IMG Reliance and Clothing Manufacturers Association of India (CMAI). Brands and retailers like Spykar, Westside, Trends, Shoppers Stop, fbb, House of Anita Dongre, Lifestyle and Max have joined the movement that aims to develop sustainable sourcing policies for consistent prioritising and utilising certified raw materials that have a positive impact on the environment.

Further, Millennials and Gen Z consumers have taken the sustainable fashion movement forward by being ecologically conscious. The new generation looks for fashion that is sustainable, fair and circular without limiting

the preference to latest trends. Sustainable and responsible consumers are encouraging brands to demonstrate transparency and sustainability in their supply chains. With customers becoming more conscious of the impact of the brands they buy on the planet, brands are expediting their attempts to appeal to this ever-growing and evolving direction.

To improve the sustainability quotient in the business of fashion, it is therefore important to understand key parameters across the textile value chain, analyse consumer insights, and view innovative models that build sustainable businesses. The May issue of IMAGES Business of Fashion highlights this imperative, focusing on recent developments, trends as well as opportunities that textile and fashion companies and retailers can tap into to build winning, sustainable business models.

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.indiaretail.com/>.



Amitabh Taneja

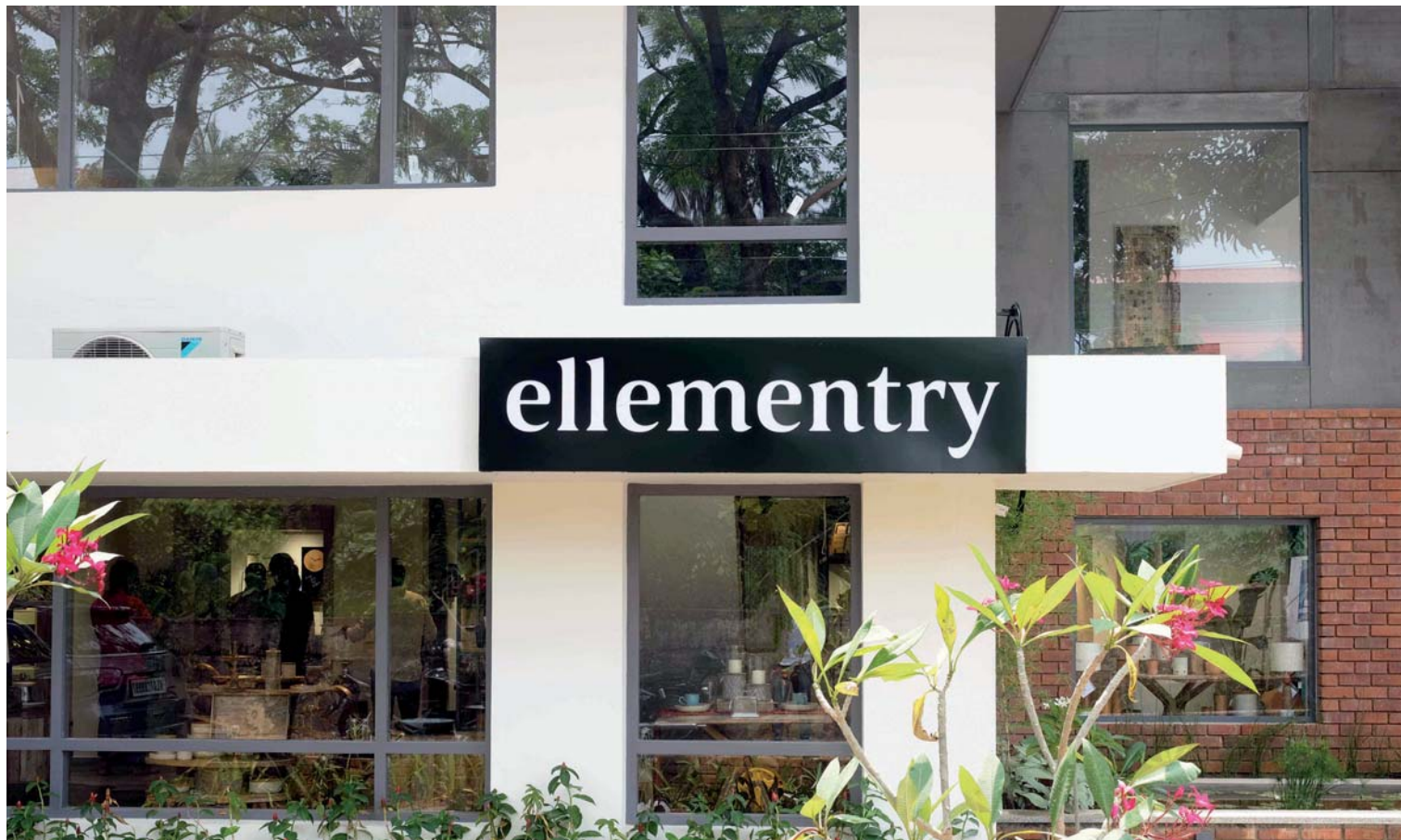


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ELLEMENTRY

LAUNCHES NEW STORE IN KOCHI

The store offers an immersive experience with actual settings of living, dining, open kitchen and bar, with Ellementry products displayed all around.

By IMAGES Business of Fashion Bureau

Lifestyle home décor brand Ellementry has made an impressive mark in a short span of time with its impeccably handcrafted products. Celebrating simple luxury through exquisite and sustainable designs, the brand offers a refined way to living. Ellementry launches its 8th retail store in Kochi, making its debut in Kerala.

Known as the 'Gateway to Kerala', the coastal city of Kochi is a melting pot of diverse cultures surrounded by Nature. Ellementry majorly products are all about being in harmony with nature, so opening a store in Kerala was a strategic move. The store is located in Jawahar Nagar, Kadavanthara.

Covering an area of 2,200 sq ft, the store is one of the biggest outlets of the brand so far. It features a picturesque outdoor area and has two sides opening. At the entrance, there is a water body with lotuses and water lilies, three fruit trees and an open patio that has two hand-carved wooden pillars, which are more than 200 years old. This natural setting matches the city's cultural vibes, as well as the brand

METRO SHOES

OFFERS NEW COLLECTION FOR EID

Keeping up with the festive spirit, Metro Shoes offers a range of stunning footwear and accessories collections for the EID celebrations. This range is also part of the latest Spring Summer collection...

By IMAGES Business of Fashion Bureau

Festivals are special time for the brands. It is a time to celebrate, bond with families, and dress up. Even though, Eid this year will continue to be a low-key affair with families celebrating the festival mostly at home, one can still cheer up, spread brightness around, dress up, and celebrate.

Keeping up with the festive spirit, Metro Shoes offers a range of stunning footwear and accessories collections for the EID celebrations. This range is also part of the latest Spring Summer collection. Eid is a festival where a bit of bling and glam does not hurt. One major faux pas that men and women make while dressing up for the festival

is not paying attention to footwear and accessories which is what finishes an outfit which is otherwise incomplete. Metro's Eid collection is high on style and design. The dazzling colors and the unique motifs make them irresistible. One can choose the pair as per their taste, personality, and style.

The new products are :



Metro Gold Mules

Gold remains an all-time favourite and never goes out of fashion. Metro Gold Mules compliment most of the outfits as it has a perfect symphony of gold and silver. Slide your feet into the glamorous pair of Gold Mules and let your feet attract attention.

MRP: ₹3,290/-

Metro Maroon Ethnic Mojari's

A pair of mojari's is a must-have in your footwear collection simply because of its versatility. It can be paired with both your Indian and western outfits. If Indo-western fusion outfit is your style, Metro's maroon ethnic mojari's is a sure winner. This flat stunning pair offers comfort, style, and the much-needed sparkle for the Eid celebration.

MRP: ₹2,290/-



Metro Brown Ethnic Sandals

Men opt for kurtas or sherwanis during this holy month and to mark the celebration of Eid, Metro shoes present a wide range of sandals for men in different hues. Metro's Brown ethnic sandals in tan leather will complement most men's outfits. It will surely uplift the look and make you stand out.

MRP: ₹2,290/-



Maroon Casual Slippers

If you are someone who likes to keep it casual, opt for easy-breezy Metro's maroon casual slippers. Slide in your feet and get ready for the evening. This maroon slipper for men, is classic and can be worn with most of the outfit. It's subtle, understated yet stylish. Do not miss to own this. It can be worn any time of the year.

MRP: ₹1,990/-



NYKAA FASHION

LAUNCHES CANDERE BY KALYAN JEWELLERS

The first fine jewellery brand on the platform with a classic and contemporary new collection

By IMAGES Business of Fashion Bureau



Nykaa Fashion, the multi-brand e-commerce fashion platform, now presents its first offering of fine jewellery with a collection by Candere from Kalyan Jewellers. A special line unveiled for Nykaa Fashion users, this is a beautiful mix of classic and timeless pieces in gold and diamonds.

Including designs with a special appeal, Candere jewellery will give your look an instant pick-up with their distinctive aesthetics, as you continue to live the 'new normal' with zoom meetings, virtual events and intimate family gatherings.

A pair of diamond-studded floral motif earrings to spruce up your mood and your outfit; a geometric pendant in white gold that can transform the most mundane morning; a bold diamond-encrusted art deco ring for an expression of individuality or an

intricately crafted choker to add a traditional touch to special occasions, Candere by Kalyan Jewellers unveils a range on Nykaa Fashion that is versatile and sophisticated with a wide selection for every mood and occasion.

Each piece of jewellery comes with an authenticity certificate or BIS hallmarking.

"Candere houses an extensive collection of women-centric jewellery across traditional, designer and daily wear. We believe Nykaa Fashion is the most apt platform for discerning buyers across the country to discover our designs and catalogue! We are delighted to explore a world of possibilities as the first fine jewellery brand on this curation-led platform", says Rupesh Jain, Founder & Chief Executive Officer, Candere by Kalyan Jewellers.



About Nykaa Fashion

Nykaa Fashion, launched in 2018, is the multi-brand ecommerce fashion offering from Nykaa, India's leading beauty & fashion destination. Headed by Adwaita Nayar, the Nykaa Fashion website and app is focused on being discovery-led and 'high on style' with a carefully curated collection of 1000+ Indian and global brands across clothing, accessories and footwear to appeal to every consumer. The Nykaa Fashion offering spans across women's wear, menswear, kids wear and luxe categories. Building on the Nykaa pillars of premium curation and content, Nykaa Fashion inspires the Indian consumers to make the best choices for themselves while focusing on the joy of buying fashion. This platform also offers customers a chance to browse through the latest trends and collections, with engaging content on the Style Files blog and its social media platforms.

THE PANT PROJECT LAUNCHES

NEW PANT20 COLLECTION

By IMAGES Business of Fashion Bureau

The Pant Project (TPP) was launched in October 2020 and from the very beginning, TPP has distinguished itself by positioning their brand as an entirely digital full-service e-tailor for custom-made men's pants in India. Their growth has been tremendous, and their value proposition is unique, catapulting them to success in such a short span of time!

More recently, TPP created waves in the men's apparel industry by bringing their namesake, rising cricket sensation Rishabh Pant, on board as their brand ambassador. Rishabh's fearlessly confident persona on social media, and versatility on the field, is a perfect reflection of TPP's brand values.

Rishabh Pant is now also the face of TPP's newest PanT20 Collection, a luxurious range of cool, comfortable, breathable cotton chinos - in a vibrant array of cricketing colours! The entire PanT20 Collection, like all pants on TPP's website, is machine washable and easy to care for, making it the ideal choice for men who lead busy lives. With added stretch for comfort, these pants are made to live in, all day every day!



The PanT20 Collection offers an array of summer colours in pants or shorts - including Hyderabad Orange, Delhi Blue, Rajasthan Pink, Chennai Yellow, Kolkata Purple, Mumbai Blue, Punjab Red and Bangalore Black.

Available as both full-length pants and shorts, each PanT20 Collection piece is custom-made to every client's requirements. Buyers can pick their waist size and fit of choice - Slim, Tapered or Relaxed. TPP's attention to detail shows in their options for front panels, fastenings, and even hem styles. Going a step further, every man - no matter his height - can tailor his perfect pair of pants with TPP's bespoke inseam lengths for pants, and even pick from three lengths in shorts (short, medium, long) to suit their comfort. TPP's personalised service

even extends to free monogramming, video consults with their in-house stylists, shipping and alterations.

The brand wants to harness the power of technology to revolutionize the traditional retail experience, and provide clients with a hassle-free clothing solution from the comfort of their homes.

The new PanT20 Power Stretch Knit Shorts are available for ₹1,990, Stretch Chino Shorts for ₹2,490, and both their Stretch Chino and Power Stretch Knit Pants retail at ₹2,990.





Father's Day Luxe From HOUSE OF BADNORE

By IMAGES Business of Fashion Bureau

This Father's Day, House of Badnore offers its consumers new gift options to treat their loved ones, especially their dads. Designed to suit ones with a regal and exclusive taste, the range consists of statement pieces of cufflinks bandhgala, pocket squares, bandhgala buttons along with pocket square & cufflink sets.

From intricately enamelled motif on cufflinks in silverplate, to subtle yet

striking and regal Bandhgala buttons have an exotic appeal in delicate enamel work & stones. Pocket squares ranging from vibrant hues to neutral washed-out textures & abstract prints to minimal patterns, make an outstanding individualistic style statement and the matching pocket square and cufflink sets accentuate the debonair touch.

Price range: Starting INR 1300

Availability: www.houseofbadnore.com



About House of Badnore:

"Elegance is not about being noticed, it's about being remembered" 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.



FABALLEY'S PARENT COMPANY RAISES ₹25.50 CR IN FUNDING

By IMAGES Business of Fashion Bureau

Delhi-based fashion house, High Street Essentials (HSE), the parent company behind women's fashion brands, FabAlley and Indya, has raised ₹25.50 Cr in a round of funding led by its existing investors Elevation Capital, India Quotient, Dominor Holding and family offices. The latest infusion of capital comes after the company raised ₹20.75 Cr in June 2020 in the midst of the first wave of the COVID-19 pandemic.

Started in 2012, by Shivani Poddar and Tanvi Malik, HSE has pioneered fast fashion in the country and is among the first Indian fashion retailers to have a robust omnichannel retail model. During the first wave of 2020, the company also ventured into new categories that were pertinent to the pandemic situation such as fashion masks, loungewear, and formal keyboard-up dressing options. Earlier

this year, the fashion house forayed into the personal care segment with the launch of an in-house brand, Indya Skin Care. This year also saw the company launch a new Indian daywear brand called Earthen by Indya and a collaborative capsule collection with acclaimed designer Payal Singhal.

Over the course of 2020, HSE heavily strengthened its digital presence with new initiatives such as a subscription-based shopping experience, and catalogue curation with AI-based recommendations based on customers' affinity and data mining. The company also grew its global footprint by partnering with international marketplaces such as Namshi, Amazon US, and Zalora. Overall, the last 12 months saw the online presence of HSE brands grow and strengthen manifold, and currently, online revenue accounts for over 50 percent of the total revenue of the company.

The new capital raised will be utilized for expanding the brands' D2C footprint both domestically and internationally by adding more personalised solutions to proprietary web and app products and expanding brands' presence with global e-commerce conglomerates. Technology has been the backbone of the company in the last 8 years and will continue to be strengthened to deliver a stellar customer experience. Apart from this, the company is planning to make its supply chain even more agile by in-housing key production processes such as printing and embroidering, thus enabling a 30-day mind-to-market production turn-around, comparable to global fashion leaders such as Zara and Boohoo.

Speaking on the occasion, Shivani Poddar and Tanvi Malik, Co-Founders, HSE said, "We value the continued support of our investors and customers, who have been crucial to our continued success, both in economically robust times and during this pandemic-stricken year. Over the course of the past year, we have worked extremely hard as a team by adopting strict cost-cutting measures, further leveraging our nimble supply chain, improving D2C Customer Experience, expanding into low capital-intensive channels, and foraying into recession-proof categories in fashion and beauty so that HSE further solidifies its position as a leading women's lifestyle and fashion retail company in the industry."

HSE reported a gross revenue of ₹180 Cr in FY20, reflecting a healthy year-on-year top-line growth, even with the disruption caused due to the pandemic.





THE NEW FASHION BUZZWORDS: SLOW. STEADY. SUSTAINABLE.

Fashion and textile brands across categories are tweaking and redesigning their merchandise portfolios, making them as close to being sustainable as possible. In addition to the products, retail environments are also being re-engineered with sustainable materials to communicate 360-degree 'responsible fashion' messaging to consumers.

Zainab S Kazi

From bedding, bathing, fashion apparel to accessories, the buzzword now is sustainability. Fast fashion is soon passing into ages as today the slow movement has been catching up to rule each of our hearts and minds. Brands across categories are refurbishing and redesigning their offerings, making them as close to being sustainable as possible. Not just the products and merchandise that they produce but even the stores are being built using sustainable materials. The consciousness to save the earth is growing. We take a quick look into the dynamics of sustainable fashion.

To set the context of the discussion, it is imperative to understand the need for fashion industry to move to sustainable ways of doing their business. Sustainability, along with traceability and transparency has been a key challenge for the textile industry for some time now. The area of sustainability in the fashion and textile industry has been challenged more than ever due to the resources that it uses and the contribution it makes to the economies. The industry produces about 8 percent of the global greenhouse gas emissions

LIVA REVIVA

A BREAKTHROUGH INNOVATIONS IN RECYCLING OF FASHION INDUSTRY WASTE, FROM BIRLA CELLULOSE

Fashion Industry would need all the value chain partners to engage and work in unison to make fashion circular. Birla Cellulose has developed its cutting edge technology for recycling fashion industry waste and transforming them into fresh fibres. Birla Cellulose is collaborating actively with its upstream and downstream partners with an aim to create a bigger and broader impact on circularity in the fashion industry.

By IMAGES Business of Fashion Bureau

The current system for producing, distributing and using clothing operates almost in a linear way. The global fashion industry generates 92 million tons of waste every year, out of which only one percent is estimated to be recycled, with most of it ending up in landfills and incinerators. A large amount of waste leaks to the environment, finding its way to soil, aquatic bodies and oceans.

Birla Cellulose, part of the Aditya Birla Group, is a global leader in sustainably produced Man-made Cellulosic Fibres (MMCF) and applies environmentally efficient closed loop technologies to recycle raw materials and conserve natural resources. Its five global advanced research centers are equipped with state-of-the-art facilities and pilot plants. Its sustainable wood based fibres — Livaeco by Birla Cellulose, Liva Reviva, Birla Excel (lyocell) and Birla Spunshades — are designed with superior sustainable credentials. Birla Cellulose is ranked #1 on sustainable forestry by Canada based organisation Canopy which ranks the MMCF producers on sustainable forestry practices and 100 percent of its raw materials is sourced from sustainably managed forests and controlled sources.

Birla Cellulose collaborates actively with its upstream and downstream partners with an aim to create a bigger and broader impact on sustainability. It works closely with global sustainability organizations such as Sustainable Apparel Coalition (SAC), Canopy, Zero Discharge of Hazardous Chemicals (ZDHC), Changing Markets Foundation, Textile





SUSTAINABILITY, GROWTH DRIVER FOR FASHION AND TEXTILES

Sustainability in the heart of fashion business helps the world to be a better place in more ways than one. Investing in sustainable practices can deliver never-before opportunities in business expansion and differentiation for products, brands, companies and all partners in the value chain.

By Manohar Samuel, Advisor Sustainability, Grasim Industries Ltd.

Sustainability is clearly a growing area of focus regardless of the industry, civil society, and Governments. It is not difficult to see why 197 Nations signed up for the Paris Climate Agreement in 2015, to limit global temperature to within two degrees increase — if not 1.5 degrees — from pre-industrialised levels. Statistical data for similar periods show the critical state of climate distress — in a 17-year comparison, number of

floods globally rose from 1200 until CY 2000 to 2800 until 2018. In a 33-year comparison, droughts rose from 200 until CY1984 to 500 until CY2018. There is much more of such extremely worrying data from the UN Intergovernmental Panel on Climate Change (IPCC).

Accounting for 2.4 percent of the global GDP, fashion and textiles are two of the largest industries globally. They touches lives, are media perceptive and prone to NGO scrutiny. They are also some of the most polluting, consumer underutilising and landfill ending sectors — resulting in huge impacts on the environment. To improve the sustainability quotient of the industry, it is therefore important to understand key parameters across the textile value chain, analyse consumer insights, and view innovative models that build sustainable businesses.

Sustainability in Fibres

Cotton, polyester and viscose are the top three fibres used in the fashion Industry, and each comes with its unique set of attributes, sustainability challenges and progressive work for betterment.




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