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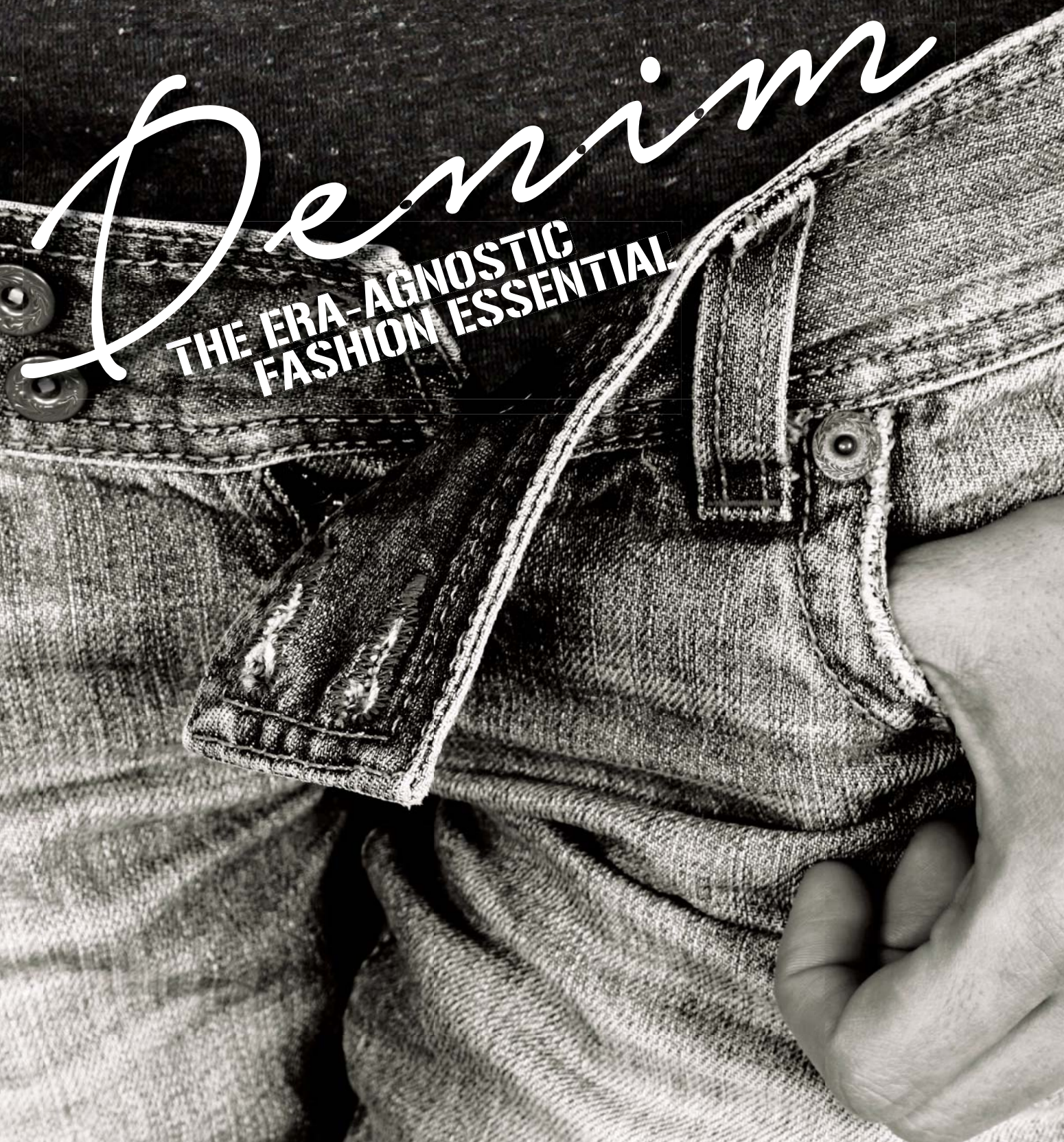
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Denim

THE ERA-AGNOSTIC
FASHION ESSENTIAL



Dear All,

Denim has been through several demand peaks and troughs over the decades. While temporary trends may have displaced it now and then as a defining fashion category, Denim, however, looks set to be a timeless wardrobe essential worldwide. Denim as a category in itself is a legend.

The Indian denim market is exhibiting continuous growth over the years. With new technologies, trends and higher market reach, this sector has promising growth potential. Even in rural areas, denim is becoming highly fashionable with most men and teenage girls opting denim wear over traditional outfits.

The July 2021 issue of IMAGES Business of Fashion dives into the fascinating workings of a fashion classic, and explores its newest adaptations and innovations as brands work to expand their consumer bases, while wowing their primary target – Millennials and Gen Zs.

The edition will throw more light on how brands and retailers are managing massive demand disruptions especially after the lockdown. The sudden and frequent lockdowns

have been a massive challenge for the retailers. Product innovation, along with creating more efficient business operations, supply chain and cost optimisation, omnichannel strategies have been the key tasks for the industry currently.

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 and denim has always been at the forefront of it. For the denim category, this is one of the biggest challenges and therefore brands have come out with suitable innovations to meet this expectation. The July edition talks about it all.

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/>.



Amitabh Taneja

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AURELIA

ROPES IN ALIA BHATT AS NEW BRAND AMBASSADOR

The synergy between Aurelia and Alia will appeal to the quintessential Indian woman and further enhance the deep-rooted connection

By IMAGES Business of Fashion Bureau

TCNS Clothing Co. Ltd, the leading apparel company for women has signed Alia Bhatt, as the face for the brand for its ethnic-wear brand Aurelia. The actress known not only for her impeccable performances but also for her fashion choices will collaborate with the Indian ethnic wear brand to promote the range.

Aurelia, by TCNS, is an Indian ethnic wear brand targeted at women who are looking for great design, fit and quality for their casual, work and occasion wear requirements. The brand is synonymous with ethnic designs that effortlessly fit into a modern woman's wardrobe. The synergy between Aurelia and Alia will appeal to the quintessential Indian woman and further enhance the deep-rooted connection.

Talking about the association with Alia, Anant Kumar Daga, Managing Director, TCNS Clothing said, "Aurelia has always promoted effortless style - encouraging women to choose their own representation of beautiful. Associating with Alia Bhatt was a strategic decision to communicate the same ethos. Alia is a youth icon who loves her effortless style. The brand's youthful image appeals to young and modern women who do not believe in superficial barriers and Alia is someone who portrays the same through her onscreen as well as off-screen presence seamlessly."

Having increasingly made its dominance felt in the Indian women apparel market, Aurelia has catered to the ethnic wear needs of the modern Indian woman for over a decade. The brand is available both online and offline through 220+ exclusive brand outlets & presence in 1000+ large format stores across 150 cities across India, Srilanka, Nepal and Mauritius.

Commenting on the brand association, Alia Bhatt said, "I am proud to partner with Aurelia, one of the most loved ethnic wear brand by women across age groups and professions for its effortless design and styles. The brand while staying in the realm of tradition, is re-defining ethnic wear, and I look forward to our association."





UNITED COLORS OF BENETTON LAUNCHES GLOBAL SUSTAINABILITY PROJECT 'GREEN B'

All the group's initiatives for a 'greener' and more responsible world, brought together under a single project and symbol

By IMAGES Business of Fashion Bureau

Continuing its legacy and commitment towards a sustainable world, Benetton Group has launched GREEN B, a project that brings together all the sustainability initiatives of the company's brands. From the idea and manufacture of a product to the supply chain, from energy efficiency to attention to the needs of communities; this well-rounded vision formalises the commitment to the environment and people that constitutes one of the company's constant values.

On the occasion of the launch of the GreenB project and to raise awareness on the issue of sustainability in the world of fashion and beyond, Benetton curated a panel in India. Hosted by

Susan Bhaktul, Chief Executive Officer, Industree Foundation, the panel saw interesting conversations with panelists Mira Rajput Kapoor - influencer and style icon along with philanthropist & social activist - Chinu Kwatra and luxury fashion influencer - Masoom Minawala. Each panelist shared how they practice sustainability from their point of view. For instance, for Mira Rajput it's all about taking small steps towards sustainability in her daily chores and imparting the same to her children, for Chinu on the other hand, it's about being able to help people and doing impactful work. Masoom is all about walking the talk by being an advocate of shopping from your own closet and stylishly reusing your existing clothes. For Susan and Industree foundation, focusing on

UNIQLO X MAME KUROGOUCHI NEW COLLECTION TO BE AVAILABLE IN INDIA

By IMAGES Business of Fashion Bureau



Global apparel retailer UNIQLO announced the launch of a collaboration collection with fashion designer Maiko Kurogouchi, which will be available in India. UNIQLO and Mame Kurogouchi focuses on innerwear in signature curvaceous styling that employ such UNIQLO advances as AIRism and 3D Knit. This comfortable new LifeWear will add carefree flair to everyday living for women everywhere.

Maiko Kurogouchi said about the new collection that, "As a designer, one of my challenges has been to enhance feminine comfort and beauty with intimate items. Innerwear is an everyday essential; it's the first thing we put on after waking up and it needs to feel comfortable on the skin. This collection will contribute to healthy and happy lifestyles."

Eliminating the boundaries between innerwear and clothing.

The simple, carefully considered cuts of this collection accentuate feminine

beauty. The lineup includes AIRism and mesh bras and panties as well as bratops. All items feature such delicate and luxurious details as thin straps and golden adjusters. The black, white, beige, and brown color palette covers the skin tones of women everywhere. Pieces are intentionally visible under apparel, eliminating the boundaries between innerwear and clothing

Featuring sophisticated new designs

In keeping with the LifeWear commitment to comfort, the collection includes apparel that works equally well at home and on outings. Like the innerwear, the clothing that Ms. Kurogouchi designed is simultaneously simple and sophisticated, from tops to skirts, pants, and dresses. All garments keep women comfortable and looking fabulous whether relaxing around the house or getting around town.



COLLECTION OVERVIEW

| Category | Price |
|-----------|------------|
| Innerwear | ₹490-2490 |
| Pants | ₹2490 |
| Skirts | ₹1990 |
| Dresses | ₹2490-3990 |

* Availability of the collection range and sales date will vary by market and store



P.P. JEWELLERS

BY PAWAN GUPTA

UNVEILS NEW STORE

By IMAGES Business of Fashion Bureau

With its flagship store in Karol Bagh, New Delhi, the brand has now broadened its horizons and gone the expansion route. P.P. Jewellers by Pawan Gupta unveils its second colossal showroom, in South Extension-I, New Delhi. Purveyors of everything luxe & precious, the brand's rejuvenated identity ensures surpassed offerings for its patrons & prospective customers. Targeting the niche 'South Delhi' audience, a sensorial experience awaits them all at the new

store, inspiring women to appreciate, own and treasure it for a lifetime; assuredly radiating nothing but luxury.

Sprawling over a palatial 10,000+ sq. ft. area, spread across 3 storeys, the new showroom is an epitome of rich Indian heritage fused with avant-gardism. Embracing modern aesthetics and international standard, a regal charm oozes premium aura amidst Persian carpets, grandiloquent lift, grandiose yet elegant carved interiors & 3 epochal enthralling chandeliers from Turkey.

Two exclusive lounges for personalised, one-on-one shopping experience (on prior appointment) sojourn on the third floor. Poised with elegance, all diamond & gold jewels are stationed on the ground floor while the first floor is dedicated to silver- artefacts as well as furniture. Second floor embraces the enthusiasm of weddings with polki baubles predominantly, combined with other bridal trousseau worthy jewellery. Housing an eclectic mix of beguiling, contemporary as well as traditional jewellery options under one roof, the latest jewellery collections displayed in South Extension-1 are truly a class-apart.

Elated at the launch of this iconic showroom, Pawan Gupta, Director, P.P. Jewellers by Pawan Gupta said, "We also take great honour & pride in pioneering a new VM in the Indian market with this store launch, which is in line with our brand's philosophy to consistently extend the best-in-class experience & products, equivalent to international standards, to our patrons. Engaging with a mélange of handmade Indian ethnic jewels to the cutting-edge styles of the urban world at our South Extension I showroom, our brand propositions picture-perfect adornments for daily & occasion wear, suiting varied sensibilities", he added.



ADIDAS

RELEASE FW21 COLLECTION, INSPIRED BY OUTDOOR PURSUITS

By IMAGES Business of Fashion Bureau



Adidas has once again collaborated with American Supermodel Karlie Kloss and has curated FW21 Collection. Amalgamating the high-end fashion perspective of Karlie Kloss with adidas' iconic street to studio style, the new collection is a mélange of versatile new designs made with the idea of outdoor activities and versatile performance pieces. The new collection has fresh innovations with Karlie's favorite versatile track pants and top layers with adidas' innovative fabrics that offer an elevated streetwear look.

Capturing the essence of nature and the great outdoors, the collection comes in a palette of calming earthly tones of green and black, to inspire the next generation to embrace nature. Staying true to the commitment to sustainability, the new collection is made up of 100 per cent PRIME BLUE, made with Parley Ocean Plastics and recycled yarns. The collection also features adidas' AEROREADY technology that helps keep the wearer cool and dry as they move. Comprising shorts, tights and street style Tshirt, the new FW21 collection is a must in everyone's wardrobe.



Kk Loose Tee: Price: ₹3,299

Kk Run Tight: Price: ₹4,799

Kk Short Short: Price: ₹4,299

Availability: website

LENZING'S VEOCEL™ BRAND LAUNCHES HYDROPHOBIC LYOCELL FIBERS WITH DRY TECHNOLOGY

While most hydrophobic fibers are fossil-based fibers, Dry technology by Lenzing allows cellulosic VEOCEL™ branded lyocell fibers to achieve similar liquid-controlling properties built on a biodegradable, botanic-derived material

By IMAGES Business of Fashion Bureau



In its quest to drive greater sustainability in the personal care and hygiene industry, the VEOCEL™ brand has launched a new offering: VEOCEL™ branded lyocell fibers with Dry technology which are naturally smooth and gentle on skin, ensuring comfort for sensitive skin. Absorbent hygiene products are an indispensable part of many consumers' lives and are relied upon daily. As these are essential items, it is important that they should offer maximum comfort and relief to the user. This is demonstrated by the new VEOCEL™ branded lyocell fibers which have the capacity to provide a high level of comfort, softness and dryness, when applied in these types of products.

Combining high-performance with sustainability

Increasingly, consumer expectations are extending beyond functional needs, to focus on natural materials and ingredient transparency. However, consumers should never have to compromise between functionality, comfort and sustainability, and it is critical that such intimate products provide both – as the new VEOCEL™ branded lyocell fibers can offer. While most hydrophobic fibers are fossil-based fibers, Dry technology by Lenzing allows cellulosic VEOCEL™ branded lyocell fibers to achieve similar liquid-controlling properties built on a biodegradable, botanic-derived material. The fibers are also soft to touch and



DENIM

THE ERA-AGNOSTIC FASHION ESSENTIAL

The denim market in India is finally coming of age. The industry is no longer a poor imitation of hip western culture or a limited edition of elitist apparel; they're becoming both a fashionable art and a major growth industry. While international denim brands like Pepe Jeans, Levi's, Wrangler, etc., have witnessed rapid growth over last few years, a slew of Indian brands have emerged across all segments of the Indian denim market (premium, medium and value for money).

By Sandeep Kumar

DUKE

Exciting Denim's, Shirts, and Trousers Collection 2021

By IMAGES Business of Fashion Bureau

Trendy Casual dressing with fashion sense is the main mantra of Duke Collection. Inspired by the Fashion Culture of Southeast Asian Islands. These Islands' climate defines what an ideal summer fashion should be like. This collection comprises various new age styles making a mark in the fashion market. Duke has launched an exciting fashionable collection of various styles, colors, and sizes. The range includes a complete array of fine-crafted 100 per cent cotton shirts, formal trousers, denim's, and accessories involved with a unique and creative design process for everyday wear and special occasions. Duke's cool and edgy style is embodied throughout its latest collection, featuring fun that blends high functionality with bold fashion statements.



Duke shirts & trousers revolve around several interesting concepts and promises to offer a global fashion statement and can be worn either to work or casually. Duke is known for its standardised fits, superior quality, wide range, and 'fashion-right' styles in its segment, making it the trusted brand amongst consumers. The range caters to the needs of young men by offering a range of clothing for daily office wear which can double up as smart casuals for an evening out after. This range showcases bright and effective colors in formal shirts which have a slim fit & regular fit comfort, finely detailed garment, and these shirts provide the comfort and convenience of cotton, and yet are easy to maintain. There are button-up shirts, casual check-in slub textured, woven in a cavalry twill, printed

on an oxford base, cotton-linen, dobby, print shirts that get cotton or poly-cotton fabrics in breezy tones that set the mood for those who love to go casual. On the other hand, Trousers have an elastic waistband with drawstring for a snug fit. Tapered design for a streamlined fit, Flat Front, Narrow fit & hidden detail inside the waistband. Apart from these, Duke Denim's trends are all about the smart and fashionable dressing and handcrafted to deliver a distressed, mended, and long preserved look. The product line consists of basic jeans, Straight Fit, Comfort fit, Boot-cut fit, and Ankle fit. A combination of durability and versatility are key elements of our new denim collection. Duke Shirts, trousers & Denim's collection evokes the freshness, which young office goers can wear to their workplace.



- Kuntal Raj Jain,
Director-Duke Fashions (I) Ltd

"The new range represents our continued commitment to delivering our valued customers a complete range of products under one roof that offer sophisticated and bold designs, robust features, and meet the needs of the on-the-go consumer. 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. Every piece has the special 'sparkle of looking for a trendy and stylish range that is synchronised with international designs, fashions, and quality. Duke is a value for money brand, and our mission is to make available international designs and styles at highly reasonable prices." Kuntal Raj Jain, Director- Duke Fashions (I) Ltd, stated.





APPAREL MANUFACTURING INDUSTRY

AN OVERVIEW OF MARKET TRENDS & CHALLENGES



While there's so much that has been talked about the industry in the past, it is time to evaluate the factors leading to the export crisis and unsettling environment in the industry. The analysis talks about the trends in the apparel manufacturing industry in India, key growth drivers, challenges, and possible solutions to each one of them.

By Karan Bose, Managing Director, Hula Global

spykar 
YOUNG & RESTLESS

