

IMAGES

6

Issue No.

BUSINESS OF FASHION

June 2021 | Volume XXII // No. 6 // ₹100

www.imagesfashion.com



Leather Fashion

WALKING TOWARDS RETAIL CONVERGENCE

Urban lifestyles over the past year have been through tumultuous changes, reflecting clearly in wardrobe choices and demand shifts. Some leather-led footwear and accessories brands and retailers have been quick to pivot to the new realities with product innovation, Omn-commerce channels and enhanced digital outreach. Simultaneously, there is a growing evolution of non-leather materials in new-age footwear and accessories.

The June 2021 issue of IMAGES Business of Fashion dives into the fascinating workings of India's footwear & accessories sectors as it navigates extreme business challenges brought on by COVID 19 and the resulting consumer shifts.

The edition will throw more light on how brands and retailers are managing massive demand disruptions especially in the COVID times. The sudden and frequent lockdowns have been a massive challenge for the retailers (be it big

players or the small regional brands). The product innovation, along with creating more efficient business in operations, supply chain and cost optimisation, Omnichannel strategies has been the key tasks for the industry currently.

We also take a look at all of these aspects and also will be highlighting why brands are compelled to shift to direct-to-consumer (D2C) channel as well as the opportunities that the segment has to offer to brands, retailers and all stakeholders of the value chain.

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

>

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by S P Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P.) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase-I, New Delhi-110020 and published by S P Taneja from S-61 A. Okhla Industrial Area Phase - II, New Delhi. 110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/ New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.

ATHLEISURE

THE HERO OF THE POST LOCKDOWN WORLD

This shift in fashion is not just a superficial phenomenon but represents a shift in the social convention of out of home clothing

IMAGES Business of Fashion Bureau



What started with work from home for a few weeks has become the new normal for almost 2 years now. The world had to do not just work but everything from home and suddenly fashion shifted completely from looking good to feeling good.

Conventional fashion brands that thrived on stereotypical imagery or sold fast-fashion based on global trends have taken a back seat with casual wear becoming the talk of the town. Even leader brands in the world of fashion were forced to add a casual line-up to their offering.

This shift in fashion is not just a superficial phenomenon but represents a shift in the social convention of out of home clothing. Everyone wants to free

themselves from feeling constrained by the diktats of fashion-of-the past and move towards a more comfortable lifestyle that transitions to different roles, a significant trait of today's generation.

While fashion has always been looked at from the lens of 'what's trending', this casualisation doesn't seem to be a passing phenomenon. The deep impact of stay at home and youthification of fashion seems to have changed the codes of everyone's wardrobe.

Sporto, India's own leading casual and athleisure brand has always been a step ahead. With its comfortable, stylish and eye catchy designs, it has been a consumer favourite.

Exceptional quality and material have always been the focus for Sporto. The lightweight rich cotton fabric and silicon softener give Sporto t-shirts their softness and comfort. Not to forget that there is a barrage of more than 30 different colour variants to choose from. When it comes to shorts, Sporto uses different fabric types such as inkjet fabric, double knit fabric, single jersey fabric, and athletic fabric which give their shorts a range of usage options.

Sporto's product range consists of t-shirts, gym vests, hoodies, jackets, joggers, and tracks. These not only give you flexibility and comfort but also add to your style quotient by providing high quality Flexiwear apparels.

Not just the college going youth, but the regular office goers have become used to this casualisation and will adopt it en-masse even for out of home occasions once the country opens up with business as usual. So don't be surprised, if the youth of the country sets a new trend and sets campuses ablaze by strutting their best athleisure game and don't be surprised even if corporates relax their clothing norms even further and allow joggers and T-shirts to become part of office wear. The New Fashion World Order is here to stay.



WOODLAND

INTRODUCES SMART POLO T-SHIRT COLLECTION FOR SEMI-FORMAL & CASUAL OCCASIONS

By IMAGES Business of Fashion Bureau

Woodland, the worldwide much-reckoned brand known for its extensive line of footwear, performance Apparels and outdoor Gear presents a range of suave Polo T-shirts for men. Blurring the line between semi-formal & semi-casual, this range is the new foolproof go-to option for all occasions.

Constructed with high-quality woven polo pick fabric, the collection is inspired by the traditional polo and is developed with quality, durability, and debonair for great looks and all-day comfort. With button plackets

and pointed collars, these Polo T-shirts offer a broad choice of color, fit and fabric options. One can pair these t-shirts with denims, khakhis or even chinos, there is no going wrong with one of them on.

Buyers can sport and effortless style statement with these Polo T-shirts from Woodland, this season.

Availability: The product is available across Woodland stores and website.



About Woodland:

Woodland's parent company, Aero Group, has been a well-known name in the outdoor shoe industry since the early 50s. Founded in Quebec, Canada, it entered the Indian market in 1992. Before that, Aero Group was majorly exporting its leather shoes to Russia. After the division of Russia into various states known as the USSR, the group decided to launch some of its products in India. Hence, the first hand-stitched leather shoe was launched, which took the entire shoe market by storm. That shoe made the brand 'Woodland'.



LENZING WELCOMES CLEAR POSITIONING OF THE EU COMMISSION IN THE FIGHT AGAINST PLASTIC WASTE

By IMAGES Business of Fashion Bureau

The Lenzing Group, the globally leading supplier of sustainably produced specialty fibers, welcomes the issuance of the guidelines for the implementation of the Single-Use Plastics Directive (EU) 2019/904, which took effect on June 05, 2019. In these guidelines, the EU Commission specifies which products fall within the scope of the directive, thus providing clarity in the joint fight of the EU member states against environmental pollution from plastic waste. Lenzing's wood-based, biodegradable cellulosic fibers such as those of the VEOCEL™ brand comprise a sustainable and innovative solution to this man-made problem.

“Pollution of the environment – especially marine pollution – is one of the biggest problems of our time. For this reason, we welcome the measures taken by the EU to reduce certain single-use plastic products and the transition to closed-loop models”, says Robert van de Kerkhof, Member of the Managing Board of the Lenzing Group. “Lenzing has been investing in the development of sustainable and innovative solutions for the textile and nonwovens industry for many years and will also continue in the future to intensively work on achieving systemic change towards a circular economy”, van de Kerkhof adds.



QISA FORAYS INTO SUSTAINABLE FASHION

Qisa by Lavie will feature ethical yet stylish series of handbags and slings for socially savvy buyers who believe in adding value to their purchase

By IMAGES Business of Fashion Bureau

Lavie, a premium lifestyle brand launched in 2010, has established itself as one of India's leading handbag brands. Currently, Lavie is all set to create new benchmarks in ethical & sustainable fashion with the launch of Qisa. Qisa is a 'Digital First' brand and will be available on Flipkart starting 7 June.

The brand focuses on having a distinct image in the market, catering to the Gen Y & Gen Z women, an audience that is exposed to global trends & wants to make sustainable fashion choices. Qisa will feature an aesthetically designed catalogue of over 60 everyday handbags & slings. The collection will have a range of earthy colours, muted tones and light as feather designs promoting sustainable fashion.

Speaking on the launch, Ayush Tainwala, CEO, Bagzone Lifestyles Pvt. Ltd. said, "Qisa is our commitment of developing ethical products while keeping end customers at the heart of our operations. With this range of handbags and slings, we are trying to bridge the gap between sustainability & affordable fashion. We are excited to partner with Flipkart as they have the desired reach and distribution that will help Qisa scale on to great heights"

Speaking about the launch of Qisa on Flipkart, Nishit Garg, Vice President, Flipkart Fashion said, "People are depending on e-commerce for many important needs and we are consistently working with the best brands to fulfil them. People's tastes in fashion have evolved over the past year as they become more conscious about their purchases and sustainable products are

gaining popularity across the country. We are happy to address this growing need with the much-awaited launch of Qisa by Lavie".

We are happy to bring the digital first brand, Qisa by Lavie on Flipkart. With a significant consumer shift towards e-commerce, Qisa's designs will be made accessible to Gen Y & Gen Z women across the country. We believe in collaborating with the best in the industry and this partnership with a sustainable fashion brand will bring enormous value to the fashion-conscious customers who are also looking for the affordability factor. With deep integration with our partners, we continuously identify opportunities for them and help them connect with consumers across India through our online marketplace, scale their online presence and aid in business growth. Alongside this, we aim to continuously strengthen our partnerships and bridge the gap between customers in metros and Tier II+ towns."

Qisa is an amalgamation of fashion, sustainability, affordability and functionality. The bags are perfectly designed and are equal parts of minimal and chic. It is an absolute fit for college students & young professionals.



NUMERO UNO

LAUNCHES 'RE-ENERGISED' SUMMER COLLECTION OF POLO T-SHIRTS

By IMAGES Business of Fashion Bureau



Price: ₹999-1999

Available at:

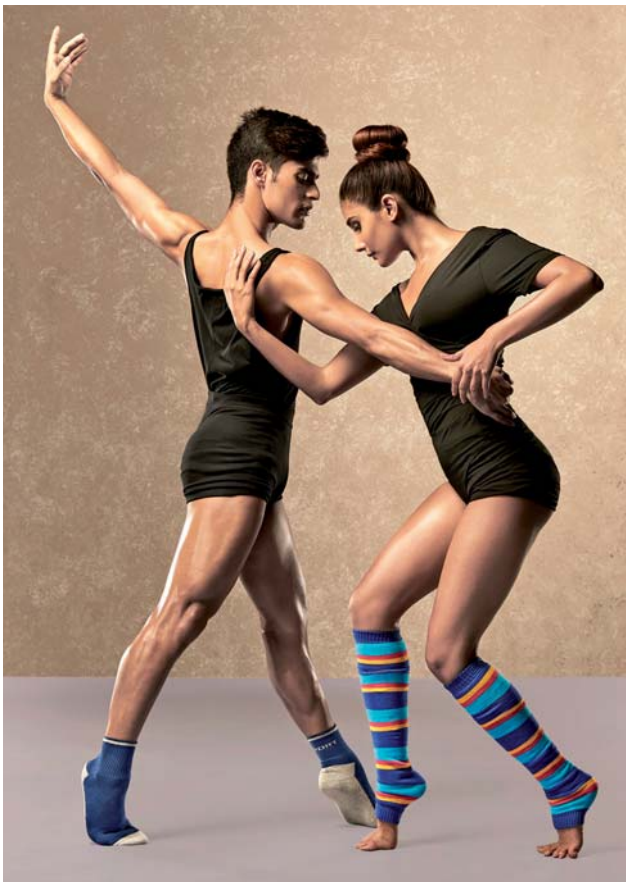
- > Online
- > All Numero Uno stores

Revealing the summer season with new patterns, Numero Uno- India's only indigenously manufactured denim label launched a re-energised summer collection of Polo T-shirts.

Known for its upbeat and artistic collections, Numero Uno once again draws spunky and ardent spirit of youth with this new infusion. This time the all-new T-Shirts collection boast of playful color block and stripe patterns in contrasting and complementing colors. The range is a mix and match of neutrals with bright tones layered in horizontal, diagonal and vertical stripes. The brand also introduced fresh summer hues like Mint and pink in the collection - that pulls the strings of young generation who owns their identity defying the cliché that says the only colors meant for men surrounds blue and black.

Made of breathable fabric, the collection embraces summer spirit with exuberant elements. Streak of stripes in the range adds a refined detailing as an effortless style statement. New Logo designs has also been perfectly embossed in the range and imparts a classic 90s vibe.





MUSTANG:

A BREED APART SINCE 1987, FOR SOCKS & ACCESSORIES

The brand has constantly innovated and developed new product lines to keep pace with the changing market trends. The brand is popularly in demand for their innovation across their manufacturing process, designs, patterns as well as their distribution network.

By IMAGES Business of Fashion Bureau

Mustang Socks & Accessories has been a pioneer in the socks segment with many industry-firsts to their credit. Being one of the leading manufacturers of quality socks in India, the brand makes socks for everyday moments in real life, from work-wear to dinner with family, road trips to being tucked in bed.

Brand Journey

One important reason for the early success of the brand was that it came to

the market with a wide offering in terms of design, colour, pattern etc. Catching up to the latest trends, innovation, comfort, product quality and new product development have always been an integral part of the research and development section of the brand. Mustang products are available in over 8000 MBOs pan India.

“We are a family brand catering to - men, women, kids and newborns. We cater to not just regular customers, but also

LEATHER ALTERNATIVES:

A 'FASHIONABLE' CONCEPT?



Luxurious leathers continue to be the material of choice not just for commercial and residential furniture but also for automotive, aviation and marine applications as well.

By Annou Iyer, Founder, Publisher,
TrendLAB | Rtwmag.com

Leather is probably one of the oldest materials used by mankind. Even before humanity spun yarns, invented fabrics, and then evolved to wearing garments, leather was the first material that human race found to drape around our skin. From early man to the modern day, leather has undoubtedly played a crucial part in the development of civilisation.

Leather's Evolution

As use of leather and leather craft survived eras of Ancient Rome, Dark ages, Vikings, Middle Ages, Renaissance, the era of Enlightenment, and then the Industrial Revolution, the Victorian Age, moving to the Progressive era of 1900s and now the Modern times from 1950 till date.

With the spread of industrialisation and invention of machineries, came the demand for new kinds of leathers, supple leathers, softer leathers, and leathers with fashionable appearances. This demand saw the rise of innovation in tanning facilities and new chemical developments for sophisticated processing methods that add to the aesthetics of leather, making it a high value luxury item. Luxurious leathers continue to be the material of choice not just for commercial and residential furniture but also for automotive, aviation and marine applications as well.

Leather has seen prosperity and the global marketplaces keep surging with the demand. Exports and imports are always on the rise for leather.





NEW-NORMAL KEYWORDS:

FUNCTIONAL, OMNICHANNEL, SUSTAINABLE

As a result of the extreme challenges on topline, in the short run, the brands will be push out their inventories at deep discounts. Moving ahead, however, leather product brands will need to up their game on Omnichannel retail, social engagement, and innovations such as conversational commerce

By Amit Chopra, Editor & Publisher, Shoes & Accessories

The fact that these are unprecedented times for the fashion industry and society at large is already a cliché.

Having said that, the footwear and accessories sectors are still displaying cautious optimism, expecting the speed and scale of vaccinations to shape the path of recovery. The bright side is that the Indian economy has the elasticity and the fundamentals to bounce back from economic setbacks and unleash itself from pre-existing structural interruptions.

With regards to leather fashion products market, we've had cheaper Chinese products flooding the Indian market over the past. However, over the past year, the pandemic – coupled with high import duties – have



GEN Z AND THE FUTURE OF FASHION

Gen Z reacts strongly to how brands respond to relevant social conversations, both positively to authentic brand activism and negatively to tokenism and performative acts. Also, this generation's fashion purchases are influenced by the commitments brands make to social and environmental sustainability, says 'Futureproof', a Depop and Bain & Company collaborative report on Gen Z behaviours and aspirations...

By IMAGES Business of Fashion Bureau

'Futureproof' presents an in-depth investigation of how Gen Z is re-imagining newness in fashion to fit its needs and its values.

NEXT ISSUE HIGHLIGHTS

IMAGES
BUSINESS OF FASHION

07 The JULY Issue

DENIM:
THE FUTURE
OF A CULT
CLASSICPRINT
AND DIGITAL
ISSUE

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.

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.

ISSUE HIGHLIGHTS

- >> Denim in India: Top consumer demand trends, consumer segments, market size and projections
- >> Product: Latest in design and fabric innovations
- >> Marketing: New messaging trends, positioning and appeal
- >> Retail: Brands and retailers – sales patterns, in-store innovations, online trends, performance by sales channels
- >> Category Outlook: Projections on future demand, industry trends, market size, innovation, sustainability moves.

A Not
To Be Missed
Advertising
Opportunity

Contact us to partner:

BUSINESS HEAD: Santosh Menezes +91 9820371767
santoshmenezes@imagesgroup.in

NORTH: Vineet Chadha +91 9350897807 | vineetchadha@imagesgroup.in
Gauri Srivastava +91 9873800387 | gaurisrivastava@imagesgroup.in

WEST: Radhika George +91 9833446767 | radhikageorge@imagesgroup.in

SOUTH: Suvir Jaggi +91 9611127470 | suvirjaggi@imagesgroup.in
Ashraf Alom +91 9686014260 | ashrafalom@imagesgroup.in



www.imagesgroup.in