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BUSINESS OF FASHION

8

Issue No.

August 2021 | Volume XXII // No. 8 // ₹100

www.imagesfashion.com



Innerear

SPECIAL ISSUE

Innerwear as a fashion category has certainly come of age in India. And it is now marketed, innovated upon and retailed like any outerwear fashion category – with product differentiation, digital science, marketing differentiation quite strongly at play.

Innerwear as an informed, conscious fashion choice owes much to digital evolution and rapidly growing customer awareness, for sure. No longer hesitant in expressing their opinions on a category that forms an essential part of their wardrobe, women – and men – are seeking to discover, explore and experiment with intimates as well. Innerwear, finally, is out of the closet and is taking giant strides to becoming an exclusive fashion category in India.

The evolution is apparent in both the market and the consumer. While the consumer righteously considers innerwear as a fashion statement today, the market too has emancipated itself from its unorganised retail hegemony. The innerwear industry is now amongst the most lucrative segments in apparel

fashion for brands, retailers and investors alike. The rapid transformation of the category has led it to branch out into several sub-categories, with each of them setting standards on their own now. Also, a slew of international, young and dynamic national brands has impinged on the arena, ushering in a phenomenal trend that has compelled the entire industry to spruce up offerings both in terms of products as well as experiences.

This has led to an increased popularity and demand of quality innerwear. It has not only spawned fast growing D2C, omnichannel brands but has also resulted in an increase in the importance of the category amongst retailers of all sizes and kinds. This innerwear special issue features in-depth insights on the category, trends, innovations and technologies that this segment has generated in recent years.

As always, we hope you find the issue informed and beneficial.



Amitabh Taneja

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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

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SANJEEV RAO

TAKES THE HELM AS CEO AT SALMAN KHAN'S BEING HUMAN CLOTHING

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Exceptionally competitive in forging new markets and delivering compelling results in shifting business environments across multicultural landscapes, Sanjeev is also an expert in building and energising teams and then leading from the front to deliver significant financial results. Every company he previously worked at, he has created a culture built on a foundation of integrity, accountability, analytics, and execution success.

Salman Khan's Four Aces Fashion House, which owns the Being Human Clothing label, has a new CEO. Multidisciplinary business leader, Sanjeev Rao, who comes with over 25 years of management experience leading strategic growth in the retail arena (apparel, hypermarkets, departmental stores, supermarkets, convenience stores and entertainment) joined the clothing company on August 2, 2021.

An alumni of the Wharton Business School UPENN, Sanjeev has handled core teams of large retail units as a cross-functional expert. Moreover, he has worked at leadership levels with retail giants like Landmark group, Aditya Birla Retail and Jubilant Retail across strategy, operations and P&L management.

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Sanjeev led a very strong P&L with Global oversight (India/SEA/SAARC/GC) for Raymond, where he also

challenged to stabilise and turnaround an iconic textile brand manufacturing behemoth of India to become a leading and profitable fashion retail company by 2020 while spearheading unprecedented growth at the same time.

Being Human Clothing is a brand that was launched in 2012, the clothing and wearable accessories brand has grown manifold in these last nine years. Moreover, it has made its mark in over 15 countries with over 500 points of sale.

Welcoming Sanjeev Rao to Being Human Clothing, Managing Director, Alvira Agnihotri says, "We're glad to have Sanjeev join us as the CEO of Being Human Clothing. His vast experience in retail, specifically in the garment industry, will help us lead Being Human Clothing to expand to more markets and countries. We have big plans for the brand and with Sanjeev's valuable expertise and contribution, we're sure of taking Being Human Clothing to greater success. At the same time, it will also be a learning experience to work with someone like him who has several successes to his credit in this sector."





CROCS

PARTNERS WITH SANKUNAZ FOR LIMITED EDITION COLLECTION

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Crocs, Inc has unveiled Crocs x Sankunaz, the first limited edition collaboration in partnership with designer brand Sankunaz. Featuring three all-new distinct styles, the collaboration brings Sankunaz design concepts and visual elements to Crocs Classic Clog collection of unique, avant garde shoes. The collection has been inspired by the themes of protection and defense, integrating Sankunaz's Shoes for Shoes with Crocs' Classic Clogs silhouette and additional textured, detachable accessories that come together to create a forward-looking, futuristic design.

The Acid Green colour, which features prominently throughout the body and outsole of the Savage Forest colourway, together with the black rear buckle, makes for a low-key yet eye-catching design. Also included in the collection is the Meta Black colourway, designed for everyday wear, and a classic white colourway in the form of Eternal White. The collection also includes matching Jibbitz™, which feature symbols, icons and other elements from Sankunaz, Crocs and Sankunaz's Drown 52 retro-futuristic collection to further bring out the protection and defense themes.

The vibrant colourways of the collection can be mixed and matched with any style, giving consumers unlimited possibilities when it comes to creating their own unique look, and closely echoing back to Crocs' Come As You Are™ campaign, which aims to make everyone comfortable in their own shoes.

Sankunaz x Crocs: Price ₹9,995 (approx)



KENDIEE

INTRODUCES NEW COLLECTION WITH SUPREME QUALITY PRODUCT AND AFFORDABLE PRICE

By IMAGES Business of Fashion Bureau



Gurgaon based, Kendiee is a new online clothing brand that has been the talk of the town, especially after Shein's exit from India. The last lockdown brought with it several bad news', shutting down of Shein being one of them. To bridge the gap between customers and trendy clothes, the brother duo Akash and Abhishek started Kendiee at the same time to tap on the opportunity in the Indian market.

Kendiee is a clothing brand that has a vast collection of the trendiest dresses, tops, tees, loungewear, sportswear, skirts, sleepwear and so much more at unbelievable prices. In order to Shein's place, Kendiee has proved to be a better choice for Indian consumers because their quality is supreme and the prices are super affordable.

With clothes starting from ₹250, the brand has finally brought back the "Acche Din" For Indian shopaholics

"Our aim with Kendiee was to bridge the gap between Indian consumers and supreme quality clothing. We've made sure to provide them the trendiest clothes at the most competitive prices," says Akash, Co-founder, Kendiee.

"Just like Amazon and other online platforms, Kendiee started with one warehouse in Gurgaon, which has now expanded into four, with one in Delhi, Hyderabad, and one in Mumbai soon. Within a time span of just four months, we were able to complete over one lakh orders, which pushed us to do even better," added Abhishek, Co-founder.

The brother duo credits the success of their brand to the timings and their CEO, Harsh Arora, who has been the backbone of Kendiee. From operations to finances to logistics, he has been their pillar of strength, guiding them through the process.

With their main cooperative office in Gurgaon, the brand already has over 25,000 downloads on Apple and Android and is going strong every day. They aim at launching their IPO in the years to come and let their patrons have a share in their market value.



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Akash, Co-founder, Kendiee

"Just like Amazon and other online platforms, Kendiee started with one warehouse in Gurgaon, which has now expanded into four, with one in Delhi, Hyderabad, and one in Mumbai soon. Within a time span of just four months, we were able to complete over one lakh orders, which pushed us to do even better,"

Abhishek, Co-founder, Kendiee



ADIDAS LAUNCHES NEW 4DFWD AND 4DFWD PULSE SHOES WITH DATA DRIVEN 3D PERFORMANCE TECHNOLOGY

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Adidas running introduces the latest iteration of adidas 4DFWD and adidas 4DFWD Pulse – the next step in data-driven 3D printed midsole innovation, designed to move you forward for the everyday runner.

These running shoes are a result of combining years of athlete data with the unique technology of 3D printing, adidas 4DFWD is created to provide runners with an all-new running experience. Additionally, 4DFWD Pulse comes with the combination of 4D and EVA technology to ensure a soft landing with every step. Perfectly printed and precisely positioned, the shoe is coded for a smooth run with the 4DFWD heel angled to increase impact absorption, working together with the EVA midsole. This unique design

translates into a smooth heel transition at the moment of touchdown. Highly recommended for the everyday runner

Furthermore, the three-layered mesh upper in the 4DFWD PULSE has been engineered for seamless stretchable support for lateral and linear movement, combined with the outsole designed to work in harmony with the midsole, providing superior traction as you run.

Adidas has developed 4D lattice midsole technology in partnership with Carbon for more than four years by collating the athlete data and Carbon's Digital Light Synthesis™ technology to produce precision tuned 3D printed midsoles.

Adidas 4D footwear is amongst the first across the globe to use this cutting-edge technology which offers the ability to fine tune mid soles to specific

patterns of movement, so that athletes can enjoy precision performance with every step.

Identified from one of five million possible lattice structures and made of 39 per cent bio-based material, the bowtie-shaped FWD CELL has been specifically coded to compress forward upon vertical impact. As compared to previous generations of 4D midsole, adidas 4DFWD generates three times as much forward motion under vertical loading in mechanical testing conditions. As a result, peak braking force experienced by the athlete during running is reduced on average by 15 per cent as the mid sole redirects these vertical impact forces into horizontal forward motion – delivering running economy comparable to that of 'Ultraboost' midsoles in lab conditions.





PASTELS AND POP

LAUNCHES FIRST FLAGSHIP STORE IN BANGALORE

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Pastels and pop, a popular handcrafted shoe brand, which has announced the opening of their flagship store in Bangalore - Indiranagar. Celebrities like Anushka Sharma, Sonam Kapoor, Karishma Kapoor, Sara Ali Khan, Sonakshi Sinha, Malaika Arora, Taapsee, and more are among brand's clientele.

This will be Pastels and Pop's first ever comprehensive shopping experience store in India. The store is spread across 1800 sq. ft. area, covering 3 floors at Indiranagar, amidst the most fashionable brands around.

The Bangalore store is a visual treat that gives you a sense of the brand aesthetics and design ethos. Starting from ₹2300 their collection exhibits a sense of happiness and positivity. Their products are handcrafted with high quality embroidery elements like glass beads, gold and silver threads, colourful anchor threads, tassels and sequins on luscious fabrics like silks, organzas, crepes and organic cottons.

Speaking about the launch in Bengaluru, Akanksha Chhabra, Co-founder says, "We are excited to introduce our first ever concept store in Bengaluru providing a 360 degree shopping experience to our customers. We have introduced a variety of juttis along with our brand new slides for

today's Millennial woman, sure to leave them awe-struck and craving for more. If you are someone who likes to touch, feel and try on a pair of shoes, then this is your one-stop shop to make all your shoe dreams come true."

The interiors of the store have accents of white, pink and gold, speaking the brand's language of elegance and aesthetic. A welcome arch at the entrance installed with handcrafted hoops, carrying some of their signature embroideries, is the most 'Instagrammable' spot in the store, reiterating the brand's commitment to offer the ultimate shopping experience for their customers.



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GUESS

RELAUNCHES ITS IN-STORE EXPERIENCE IN INDIA

By IMAGES Business of Fashion Bureau

The global fashion brand with a legacy of almost four decades in bringing trendsetting apparel and accessories has relaunched its retail presence at the DLF Mall of India.

The store opening brings back GUESS to the consumers who love the brand for its iconic range of denims, dresses, apparel, shoes, handbags, accessories and so much more. The store itself has been aesthetically designed blending artisanal designs with a minimalistic touch, providing plenty of space for showcasing the brand's themed total looks and imagery.

On the launch of the store, Carlos Alberini, CEO, GUESS said, "Even though our brand has penetrated well in several countries, we are always eager to spread our wings to newer markets. Inspired by the rapidly evolving style preferences and buying habits of the new-age consumer, we have launched the 'Athleisure' collection which had zero penetration in the pre-covid era, but now this



category represents 7 per cent of our apparel sales. These figures are significant as quarantine consumers are clearly choosing comfort-driven apparels with a considerable shift towards fitness."

The highlight of the brand is the new 'Athleisure' collection – a significant workout wear category for the fashion and fitness loving urban shoppers, which will be launched in Fall/Winter 2021. Another key category to look out for is a wide range of handbags – from satchels to totes and backpacks to luggage, there is something for everyone at the store. GUESS is also widely recognised for its sustainability efforts and eco-conscious initiatives such as water saving practices during



denim wash, responsibly sourced materials and a massive reduction in the use of chemicals.

"We are thrilled to welcome shoppers to our new store at the DLF Mall of India. Besides its strategic location, the store sales reinforced that customers always appreciate quality and on-trend styles – no wonder they unanimously #LoveGUESS. We are now on our way to launch in all the major metros across India through the rest of the year. As people's habits, tastes and needs evolve, we will continue to innovate and find new ways to engage with our customers," said Manoj Nair of Gaurik Group.



AKS

UNVEILS UPCYCLED MOTHER-DAUGHTER DUO COLLECTION

By IMAGES Business of Fashion Bureau



been conscientious in choosing the kind of product it wants to serve, and integrates practices that are the need of the hour. What makes the new collection unique and thoughtful is its application of the process of upcycling. Essentially, the remnants of the primary garment that is used to manufacture the attire meant for the mother is also used to create a similar petite design for the daughter.

Nidhi Yadav, Founder and Creative Head of Aks, said, "With the mother-daughter duo collection, Aks longs to provide a large variety of alluring and trendy ethnic and fusion wear for cheerful and vivacious mothers and daughters. This collection is of even larger importance because the attires have been created by upcycling. Aks, as a clothing brand, not only desires to cater to the fashion world but is also determined to lend its unwavering support to the sustainability movement. Instead of merely expressing poignancy over glaring global issues, Aks, with this venture, is making an earnest effort at sparking a trend for the upcycling process."

The collection will encapsulate the fashion sensibilities of modern women with a broad scope of stylish attires from flared palazzos to front-open anarkalis, and from printed kurtis and ethnic sets to flowy maxis and more.



Fashion couture brand Aks has launched its 'Mother and Daughter duo collection' to bring to fore chic and gorgeous sets of suits, lehengas, maxi dresses and more, in cotton, rayon, etc. The collection will embody pastel hues and rich embroidery, with pieces suitable for daytime outings as well as parties and dinners.

The mother-daughter duo collection has been conceptualised keeping in line with the brand's endeavour to stay committed to sustainable fashion. Aks as a fashion brand has always

ADIDAS

LAUNCHES TECHFIT PERIOD-PROOF TIGHTS FOR WOMEN



By IMAGES Business of Fashion Bureau

Adidas has unveiled its latest product innovation designed to keep more menstruating women in sport. The company found that teenage girls were dropping out of sport at an alarming rate, with one of the key reasons being fear of period leakage. Using these insights, the brand set out to create a product that helps athletes stay in sport throughout their cycle by giving them an added layer of protection. The new TechFit Period Proof Tights feature an absorbent layer to help protect against leaks when worn with a tampon or pad. The launch is part of Adidas' roadmap of innovations for this year to serve women better in sport. A first-of-its-kind product offering in the Indian market, the tights are made using adidas Flow Shield Technology.

Speaking about the collection, Kim Burger, Senior Product Manager –

Women's Apparel, adidas said, "We started designing this collection from the inside out. We knew it had to be comfortable and breathable, but most importantly, it had to serve its purpose of helping to protect against leakage. The biggest challenge we faced in bringing the TechFit Period Proof Tights to market was the testing. It was incredibly rigorous and went through several rounds, because we had to be sure our product could deliver. Our ambition with this product is to keep more people in sport by giving them the confidence to train on their period."

The TechFit Period Proof collection is adidas' first step in creating performance wear that supports those who menstruate, with more to come down the line. The tights have a set of absorbent layers and a membrane that protects from leakage. It gives confidence in training while being on their period. A wicking layer, absorbing layer and leak-proof layer work together to provide protection, whilst a bonding



frame holds each layer together and keeps the tights in place.

The collection is available worldwide from Aug 15, 2021 on shop.adidas.co.in and selected adidas stores with the price range of - Tights - 4799/- INR & Shorts - 2999/- INR.





VALUE E-COMMERCE:

A \$40 BILLION OPPORTUNITY

As India's retail industry evolves, a growing number of value-conscious online shoppers are reshaping India's e-commerce landscape. Currently valued at US\$4 billion, value e-commerce is expected to grow rapidly to reach US\$20 billion by 2026 and US\$40 billion by 2030, marking a 10X growth in 10 years.

By IMAGES Business of Fashion Bureau

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

SHOPPING CENTRES

VISUAL MERCHANDISING

ZONING



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