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Issue No.

BUSINESS OF FASHION

September 2021 | Volume XXII // No. 9 // ₹ 100

www.imagesfashion.com



Festive Wear

Special issue

As the retail industry is slowly moving towards recovery, after the debacle caused by the second wave of the pandemic, retailers are once again pinning their hopes on the festive season. Undoubtedly, there has been a strong response in the stores and many brands (including apparel) are witnessing good sales in the last few months. Despite this, there is double excitement for the festive season, which is a very good news for the retail industry.

The year 2020, festive season accelerated sales and therefore, retailers have high hopes of reaching double growth in this season. Ethnic wear has always been a forefront in the festive wear section and ethnic brands will once again be in demand. The increasing consumer demand of the Indian wear segment can be estimated with the increasing scale of brands like Manyavar, Soch, W, Fabindia etc. These brands focus on making the shopping experience easy and are coming up with ideas like fusion wear, which is both Indian and easy to carry.

Online presence of big ethnic wear brands and acceptance of ethnic wear among youth have

also given rise to this sector. Men's and women's ethnic wear together contribute around 90 percent to the sector. The increasing acceptability of people towards Indian wear has given rise to the segment.

With an upcoming concept of comfortable clothing at the workplace, many companies have started to accept ethnic wear like kurta and Indian dresses as part of formal wear. Also, in recent years there has been an increase in the number of working women which has impacted the acceptance of ethnic wear at workplaces around the country.

Adding more to it, the festive season has always been important to brands, especially to e-commerce players who line up big bumper discounts, look for more retail brands to partner and ramp up their product offerings. Like always, this festive wear (ethnic) special issue features in-depth insights into the market, trends, innovations and technologies that this segment has spawned 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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ADIDAS

LAUNCHES THE FIRST FLAGSHIP STORE IN INDIA - 'THE HOME OF POSSIBILITIES'

The flagship store is India's first most innovative, technologically advanced, inclusive, and engaging flagship store in the heart of the capital

By IMAGES Business of Fashion Bureau

Adidas unveiled its first LEED certified flagship store, embedded with 32 consumer facing digital touchpoints at Connaught Place on September 14, 2021. Located in the heart of the capital, 'The Home of Possibilities' store is a blend of multiple digital touchpoints, sustainability zone and embodies the future of retail experience for consumers.

Spread in 5,900 sq. ft. of retail area across 4 floors, the store's concept

is brought to life inspired from the brand's 'Own The Game' strategy that focuses on 3 important aspects which are experience, sustainability, and credibility.

The store also offers consumers an innovative technological experience. The store features 32 digital touchpoints which are powered by green energy, the store encapsulates the use of advanced technology which includes immersive screens, digital

plinths and ceiling screens to give customers a superior digital shopping experience.

The store flooring is made with upcycled carbon tiles made of carbon collected from environmental pollution. It is the first LEED-certified adidas store in the country. In line with adidas' long-term vision and commitment towards sustainability, the flagship store houses a dedicated 'Sustainability Zone'. Displaying the End Plastic



LEVI'S

OPENS FLAGSHIP STORE AT THE DLF MALL OF INDIA, NOIDA

The store is the pinnacle expression of the Levi's brand through experience, product & customisation

By IMAGES Business of Fashion Bureau

Global apparel retailer Levi's inaugurated its new store at DLF Mall of India, Noida on September 3, 2021. In its NxtGen store format, Levi's elevates its presence in India's largest mall by bringing alive the fullest expression of the brand.

The new store design features cutting-edge digital upgrades, brings to life Omnichannel capabilities, and enables consumers to immerse themselves in brand experience across customisation, fit & style. A playground for fashion

lovers, the store is spread across about 3400 sq. ft. will the brand's premium collections, collaborations and will be the home of India's largest Tailor shop experience.

Since 1873, Levi's® has been a canvas for self-expression and the Tailor shop helps consumers bring this to life. At the heart of the Mall of India store, consumers can make their Levi's® pieces truly their own with patches, embroidery, paneling, and distressing. The state-of-the-art Printshop allows for customized t-shirts with a range

of seasonal, brand, and collaboration-based personalisation's available.

The American clothing company started its operations back in India by forming a wholly-owned subsidiary known as Levi's Strauss India Ltd in 1994 and has grown invariably since then. The brand aims to strengthen its physical footprint in the country and abroad with better store and consumer experience in 2021.



NUMERO UNO

LAUNCHES PRINTS OF THE SEASON

Printed shirts are one of the ways to add volume and depth to your look. Answering to the call of the season, Numero Uno curates a collection of seasonal prints in their product folio.

By IMAGES Business of Fashion Bureau

Numero Uno, India's only indigenously manufactured denim label launches a range of printed shirts for contemporary men this season. Adding a splash of color and pop, these printed shirts exhibit floral, abstract, and traditional motifs. The dark hues complement the season, from denim fabric to fine cotton & cotton blends, the collection is made keeping in mind the autumn/winter wardrobe. The prints fit perfect for any outing and can be teamed with casual to formal attire.

The brand aims the prints to be in huge demand for the upcoming wedding season and festivals along for a casual hangout with friends and family. The prints will definitely turn heads and add oomph to the look.

Price: ₹1799- 2999

Available at:

- > Online
- > Numero Uno stores and website
- > Shoppers Stop, Lifestyle, Central & Flipkart





FABINDIA

RE-LAUNCHES GK-1 STORE

Staying rooted in tradition yet constantly evolving with the times and serving its customers and community, Fabindia is a brand both forward-thinking and timeless at the same time....

By IMAGES Business of Fashion Bureau

Rooted in history and heritage, Fabindia's legacy dates back to 61 resilient years. The brand's very first store saw light in the lanes of GK-1, New Delhi in the year 1976, and is now relaunching in the very same market this September 2021 carrying within it a plethora of memories and a new outlook for its evolved fab community crossing generations.

Fabindia was first launched by John Bissell as a home furnishing company in the year 1960, primarily dealing in exporting goods. 16 years later, N-14, the brand's first registered office transformed into its very first retail concept store! The store became known for retail in the 80s, carrying apparel varieties as well. The fervour of festivities always lingered within the walls of Fabindia; even then- occasions lead to an outpour of customers.

Apart from the frenzy of buying, the store was a place of sheer joy; employees and customers created bonds that now carry on in the form of the Fab family. The artisans who worked at stores passed on their expertise- and their children carry forth the legacy through exceptional craftsmanship, staying tied to the brand for generations.

Staying rooted in tradition yet constantly evolving with the times and serving its customers and community, Fabindia is a brand both forward-thinking and timeless at the same time. Stemming from the ever-evolving universe of Fabindia but moulded in a whole new avatar, a new launch amidst the multiverse is FabNU: a multifaceted, fashion-forward and fresh perspective on modern India's apparel and home style. The FabNU



NYKAA

HARNESSES POWER OF SCIENCE WITH SKINRX

By IMAGES Business of Fashion Bureau



Nykaa has launched a range of gender-neutral serums called Nykaa SKINRX, to address some of the most common concerns faced by Indian skin. Its dermatologically tested formulations, enhanced with clinically proven ingredients in essential concentrations, could offer visible results to users. The four high-performing serums by Nykaa SKINRX come with multi-faceted formulas with HERO active ingredients especially suited to target specific skin concerns for both men and women. Nykaa SKINRX serums are distinctive as they have been crafted with a unique third active ingredient in addition

to the HERO actives to deliver the best possible skincare regime. The products cater to skin of all ages, types and tones; are safe, free of fragrance, alcohol, paraben and cruelty.

Reena Chhabra, CEO, Nykaa Brands, said, "With Nykaa SKINRX, we now introduce another portfolio of powerful, high-performing products for all those who seek sophisticated skin solutions and are acutely aware of the needs of their skin. The gender-neutral serums from Nykaa SKINRX infuse advanced scientific formulations into everyday skincare to boost the beauty regimens of our consumers. Marking our entry into the arena of clinical actives like Salicylic Acid, Niacinamide, Advanced Retinol, Hyaluronic Acid etc., Nykaa

SKINRX is the fruit of several years of planning and research and we hope it will delight the user with its performance."

The debut range includes SKINRX 10 per cent Niacinamide Serum (Spot Correct), SKINRX 2 per cent Hyaluronic Acid Serum (Hydra-X), SKINRX 2 per cent Advanced Retinol Serum (Wrinkle Repair), and SKINRX 2 per cent Salicylic Acid Serum (Acne Rescue).

Nykaa SKINRX: Price ₹799-899
Availability: Website, App, Stores



KARTIK AARYAN LAUNCHES NEW WATCH COLLECTION BY A|X

By IMAGES Business of Fashion Bureau



Following the success of the Fall 2019 watches collection, A|X Armani Exchange and Kartik Aaryan continue their collaboration for the latest 2021 season. Since his film debut in 2011, Aaryan has consistently stood out for his roles throughout the years and has gained numerous recognitions.

Speaking about the collaboration, Kartik Aaryan said that he is beyond excited to be a part of the A|X Armani Exchange family and to represent their watch collection in India. Watches have always been an important accessory for me as they provide statement-making pieces to any look. The latest collection embodies A|X Armani Exchange's signature style by offering bold updates to existing designs.

The new men's watches kick it up a notch this season with shiny and bright contrasting details, prices start at ₹15,495.



"I am beyond excited to be a part of the A|X Armani Exchange family and to represent their watch collection in India. Watches have always been an important accessory for me as they provide statement-making pieces to any look. The latest collection embodies A|X Armani Exchange's signature style by offering bold updates to existing designs."

-Kartik Aaryan



New Lux Cozi Commercial With Varun Dhawan Creates Euphoria Amongst Youths And Netizens

By IMAGES Business of Fashion Bureau

Lux Industries Limited, known for its innovative and customer-demand driven product offerings, manufacturing more than 100 products across 14 major brands comprising a complete range of innerwear and outerwear for men, women, and children, has yet again created a buzz with its new advertisement campaign with Bollywood star Varun Dhawan. The new commercial featuring Dhawan is aimed to connect with the young consumers and has been highly appreciated and accepted by the consumers. The actor's dedication towards staying fit, healthy and always charming admirably synergises with Lux Cozi's brand ethos of ensuring comfort and durable lifestyle.

Lux Cozi's new TVC comes with a new messaging of 'Ek dum Cozy' has gripped the target consumers of the brand. The commercial is already a huge hit amongst the viewers.

Lux has always been proactive in adopting newer methods of production developing innovative products and targeting the right audience through first-of-its-kind branding and promotional activities. Its customer centric approach has helped the brand to expand their visibility and created strong brand equity for the entire brand portfolio across 47 countries. With a strong assortment of 15 brands offering mass, mid-premium and premium products across demographics. It has helped the brand to outperform the market and generate a pricing premium.

Saket Todi, Executive Director, Lux industries averred, "Lux Cozi has a distinctive pedigree of innovation be it in product launches or brand building initiatives, the new commercial was conceptualised to target the young consumer as it has distinctive youth appeal. Varun is an energetic and versatile actor with a rich legacy

of work. He is also a true fitness enthusiast who has equally carved out a niche as a heartthrob amongst the youth. His inimitable style and fashion sense makes him endearing to all sections of the audience cutting across age groups, especially the youth."

The Lux Cozi communication has evolved over the years in sync with the evolving consumer taste and preferences. The brand has demonstrated the penchant for freshness and has retained high contemporary quotient in its communication. Lux Cozi is one of the strongest and fastest growing brand in the Lux industries bouquet besides brands like Lyra, ONN, Genx, One 8.

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"Lux Cozi has been synonymous with quality, comfort and durability. The positioning of the brand and the marketing initiatives are skewed towards strengthening these changing dynamics of the hosiery industry. We have always been at the forefront, leading the change in market offerings. We thank Varun for being a part of this exciting journey. The new commercial has been launched in major news and entertainment channels and we have been receiving rave reviews from consumers on social media.

Yellow beetle the agency behind the concept represented by Daven Munjal, stated "We wanted to give a new dimension to the brand communication, we conceptualised the commercial with the clear aim to target the youth, the commercial has freshness and has the flavour of naughtiness and tongue in cheek communication"

-Udit Todi, Executive Director, Lux Industries.

BEWAKOOF LAUNCHES #PEPPYPINK AS COLOR OF THE MONTH

By IMAGES Business of Fashion Bureau

D2C fashion brand Bewakoof.com staying true to its purpose of uniqueness announces Peppy Pink as the colour of the month. Colour of the month is a property, which was launched 18 months ago, in tandem with the global trend of colour forecasting.

Sanya Malhotra, who recently came on board to promote the brand, will be seen in the colour of the month fashion apparels by Bewakoof. A 360-degree marketing campaign to promote colour of the month has been rolled out which will see Sanya in different avatars across all Digital platforms.

Colour of the month is announced on 1st of every month with an entire range of products in the colour. The products are offered at a starting price of Rs 249 from 1st to 3rd of the month. Bewakoof, which has pioneered in bringing this international trend to India over a year back, has seen it grow into a cult where customers have been queuing up virtually to book the products in their favourite colours.

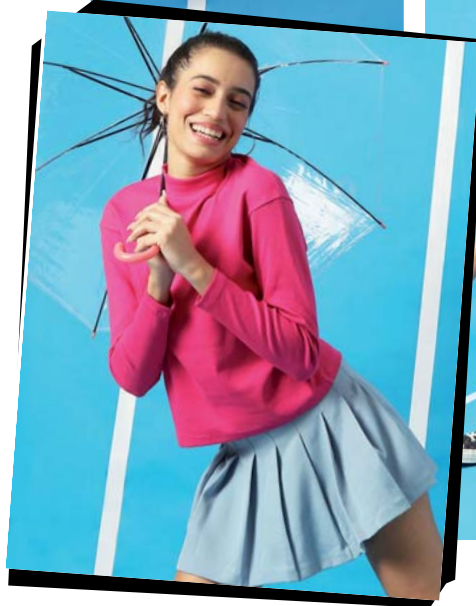
Prabhkiran Singh, Founder CEO, Bewakoof.com, says, "Internationally forecasting colour is a multi-billion-dollar industry as colour is one of the most important ingredients of the

fashion industry. We have attempted to take it to the next level by bringing a new colour every month, which is in line with the international flavor by using AI in predicting the right colour. With Sanya on-board, we are going all out with an aggressive campaign in the works as we feel colour of the month is now one of our most awaited initiatives every month."

Amit Mahajan, Design Head, Bewakoof.com, says, "Colours are known to have different effects on our mood. It is a common practice to choose colours as per our mood and season and dress up accordingly. Some colours soothe us, some excite us and some just leave us with a smile on our faces. Our story behind the colour of the month is inspired to bring some

lightheartedness into the lives of our customers. We chose Peppy Pink for September as seasons begin to change and we thought of choosing a colour, which can immediately lift our spirits and make us feel empowered to take on any challenge thrown at us. Peppy Pink can be paired with dark, light and whites giving it a quality to stand out and still not be in your face. It is a show-stopper colour and our customers are no less than A-list models to flaunt their expressions in a lively and confident colour like Peppy Pink."

Peppy Pink inspired range is now available, and the brand is expecting to sell half a million units within 72 hours of the launch.





BEYOND INCOME:

REDRAWING ASIA'S CONSUMER MAP

The report from McKinsey Global Institute contributes to MGI's mission to help business and policy leaders understand the forces transforming the global economy and prepare for the next wave of growth.

By IMAGES Business of Fashion Bureau

Asia is the world's consumption growth engine, a \$10 trillion consumption growth opportunity over the next decade. Scale continues to be a key characteristic, but the story of the next ten years and beyond is one of rising diversity in consumer markets amid significant social, demographic, and technological change.

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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CONNECTIONS, IDEAS
AND INTELLIGENCE **YOU**
NEED IN RETAIL

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- > **5.5 Lac +** page impressions per month
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