

# IMAGES

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*Occasion wear*  
FESTIVE BUDGETS ON THE RISE

The Indian festive season, one of the longest in the world, has breathed new life into the Indian fashion retail and e-commerce segments. While last year the festivities were sombre as people grappled with the impact of COVID-19 on lives and livelihoods, this year there is more than a mere glimmer of hope in the atmosphere. People are eager to shop and have even upped their festive budgets even though gatherings are expected to be small, intimate affairs. Clothing and accessories are forecast to be the top-selling categories in this quarter.

Riding on the back of this zeal are fashion brands that are anxious to please the customer with new occasion-wear collections and strike the right chord through digitised marketing. This festive season, brands hope to have riveting conversations with visitors through social media. With reports predicting customers leaning towards online shopping, they are all geared up to get their message across and offer the customer a seamless shopping experience. Supply and distribution strategies have also been revamped for the customer's ease and convenience. A smooth distribution network is being complemented by well-stocked

warehouses and any unforeseen shortfall in either the online or offline availability of products is equipped to be met with surplus from the other.

To uplift the festive mood further, apparel and footwear brands are also opting for rich colour palettes – their way of offering the consumer a break from the gloom of the COVID-19 pandemic that had set in earlier this year. Creatively armed and environmentally conscious, fashion retailers and e-tailers are going all out to match the customer's sensibilities in style, ethos and functionality. Garments are being tailored to be more comfortable yet stylish, and often being presented as a complete package at one place so the customer does not have to hop to every nook and cranny of retail stores or even e-stores.

This occasion wear 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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## SMITA BALRAM TO HEAD CORPORATE COMMUNICATIONS FOR PUMA INDIA

By IMAGES Business of Fashion Bureau

*"Smita brings with her a wealth of rich and diverse experience in the field of media. Her creative vision and strategic bent of mind coupled with her strong background in business and lifestyle journalism will add a fresh perspective to PUMA India's brand story. We are thrilled to have her onboard as the Head of Corporate Communications."*

- Abhishek Ganguly, Managing Director, Puma India

Global sports brand Puma has appointed Smita Balram as Head of Corporate Communications for the India business. In her new role, Smita will further build Puma's communication strategy and efforts while driving the PR narrative for the brand.

Smita comes with over 16 years of deep and extensive experience across print and broadcast journalism. In her previous role, she was associated with financial daily The Economic Times, where she covered the retail ecosystem and tracked multinationals and large Indian conglomerates. In the past, Smita has contributed to prominent media houses such as TV Today Network, Deccan Chronicle Holdings Ltd. and Deccan Herald where she primarily reported on fashion and lifestyle.

Commenting on the appointment, Abhishek Ganguly, Managing Director, Puma India and Southeast Asia, said, "Smita brings with her a wealth of rich and diverse experience in the field of media. Her creative vision and strategic bent of mind coupled with her strong background in business and lifestyle journalism will add a fresh perspective to PUMA India's brand story. We are thrilled to have her onboard as the Head of Corporate Communications."

Talking about her new role, Smita said, "As a former journalist with experience in tracking lifestyle consumption, Puma is the perfect brand fit for me with its narrative around fashion and sports. The team has laid a strong foundation for the company in India which I hope to build on and deliver on our business objectives. I look forward to working with the teams, our business partners, stakeholders and the media to strategise and tap into the growth opportunities in order to strengthen our presence in India, which has emerged as a key market for our company globally. I am stoked to join Puma India and looking forward to long and exciting innings here."



# CLOVIA

## CELEBRATES WOMEN IN NEW CAMPAIGN

'Nothing But Real' showcases members of Clovia's leadership and other teams breaking out of the inhibitions attached to shape and size.

By IMAGES Business of Fashion Bureau



# NOTHING BUT REAL!

Team Clovia in Their Own Designs

#UNFILTERED



Clovia, one of India's leading brands for women's innerwear, activewear, loungewear, and personal care, has revealed its campaign - Nothing But Real. For the first time, the campaign showcases their leadership and other team members flaunting nightwear and performance activewear from Clovia. Featuring strong, independent and aspiring ladies from Team Clovia who are real and are totally in love with themselves, the brand hopes to break the socially constructed notion of beauty standards. The leadership team is seen showcasing the brand's trendy loungewear and nightwear range in quirky prints and joyful color palettes, followed by the athleisure wear range in solid tones and quirky prints.

The campaign revolves around transforming the image of real beauty by bringing the concept of body positivity to the forefront. Clovia, through this campaign, takes a step towards uplifting the confidence of women to break out of



## ADIDAS SAYS 'IMPOSSIBLE IS NOTHING' ROPES IN ATHLETES

By IMAGES Business of Fashion Bureau

Sportswear brand Adidas has launched its 'Impossible is Nothing' campaign through the voice of athletes and sportspersons such as Rohit Sharma, Manpreet Singh, Mirabai Chanu, Simranjeet Kaur and Lovlina Borgohain. It has been in the forefront of encouraging athletes in their sporting journey, enabling them with the best-in-class products to support them in achieving new possibilities. The campaign celebrates the athletes with a higher purpose, unlocking the emotion of seeing possibilities through the journey of the athletes.

Harnessing the power of sport, Adidas brought forward the narrative of sustainability using Rohit Sharma's shoes as a canvas, inspiring viewers

to see the possibilities of a sustainable future. The customised spikes brought to life three causes on - 'Save the Rhinos, Save the Corals and Plastic-Free Oceans', as Rohit sported the shoes during an international sporting event. The shoes are aesthetically crafted by designer Aaquib Wani in collaboration with Adidas to garner people's attention towards sustainability and environment in a unique way.

Speaking about the launch, Sunil Gupta, Senior Director, Brand adidas, India, said, "Through the stories of some of our key athletes, we intend to bring to life the 'Impossible is Nothing' attitude and inspire our consumers and communities to see and realise their possibilities. With rebellious optimism, we are driven by action to shape a better future together. We see ourselves playing the role of a catalyst with our partners, like Rohit, who have been building conversations around sustainability."

Cricketer Rohit Sharma added, "Adidas has been the driving force of positive change in the lives of people beyond athletes, inspiring us all to push boundaries. I personally resonate with the 'Impossible is Nothing' attitude and was thrilled when we worked on the unique idea of representing the causes through me on the playing field. It is extremely important to have an active dialogue on matters of sustainability through all possible mediums and inspire all around us to see the possibilities of positive change."

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*"Through the stories of some of our key athletes, we intend to bring to life the 'Impossible is Nothing' attitude and inspire our consumers and communities to see and realise their possibilities. With rebellious optimism, we are driven by action to shape a better future together. We see ourselves playing the role of a catalyst with our partners, like Rohit, who have been building conversations around sustainability."*

-Sunil Gupta, Senior Director, Brand adidas, India





# NOT SO PINK

## ADDS VIBRANT SPIN TO WORKWEAR

The campaign, in association with body-positive influencer Sakshi Sindwani, aims to shatter preconceived notions of work attire.

By IMAGES Business of Fashion Bureau

With their recently launched campaign #NotSoTypical, western workwear brand Not So Pink wants to break preconceived norms of work attires. The campaign, in association with body-positive influencer Sakshi Sindwani, will speak the language of women at the workplace and bring about the vibrant change required in the Indian corporate environment with its range of fashionable western workwear that's made in trendy styles to fit a range of sizes.

Through this campaign, Not So Pink is bringing in a new conversation about enabling fashion for the body and not the other way around, especially for the naturally curvaceous Indian body type. The campaign will showcase the brand's figure-friendly and bright dresses that give a spin to the otherwise drab wear which redefines office attire for most Indian women.

Purvi Rohit Pugalia, Co-Founder, Not So Pink, says, "Our atypical approach to workwear fashion is our brand's way of stating that fashion is not reserved for a certain section of the community. It is a beautiful concept meant for all and size discrimination should not hold anyone back. Our #NotSoTypical campaign is the mouthpiece to this cause and brings in more women across the size spectrum to embrace their natural selves."

The campaign launches three collections - Fly High, Celestial Wood and Simplicity - with an extensive range of size-friendly shirts, tops, skirts, dresses, trousers and formal accessories that double as everyday essentials and 'boardroom to bar' apparel for after-work celebrations.

Sindwani's advocacy for size diversity and her popularity in the fashion circuit will carry the agenda of this campaign among the masses and be the voice to deliver a more body-inclusive message. The campaign will also take on stereotypes via its bold posts that question the existing fashion narratives and put a spin of power to women's workwear.





# LEVI'S

## COLLABORATES WITH DEEPIKA PADUKONE TO CREATE ICONIC CAPSULE COLLECTION

Rooted in Levi's authentic style and updated with Padukone's signature style, this inaugural Levi's x Deepika Padukone collaboration reimagines Levi's classics through its range of jeans and denims while introducing the actor's signature favourites - athleisure pieces, edgy faux leather pants and oversized shirts.

By IMAGES Business of Fashion Bureau

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Levi's has announced the launch of its collaboration with style icon and brand ambassador Deepika Padukone. The Levi's x Deepika Padukone collection truly defines the icon's fashion sensibility and authentic style. Rooted in Levi's authentic style and updated with Padukone's signature style, this inaugural Levi's x Deepika Padukone collaboration exudes freshness and confidence.

It brings Padukone's ultra-casual style to life through long varsity jackets, co-ord sweatsuits, crop-tops and bralettes. The collection also includes edgy faux leather pants and an all-denim jumpsuit, along with a modern and updated interpretation of Levi's denims, with new on-trend 70's-inspired high-waist jeans and cut & sew wide-leg silhouettes to be paired

# SUKKHI ONBOARDS KARISMA KAPOOR AS BRAND AMBASSADOR

By IMAGES Business of Fashion Bureau



***"I am glad to be collaborating with Sukkhi as the brand has a wide collection of jewellery which complements modern Indian women and their style. Personally, I am always looking for versatile pieces that I can pair with multiple outfits. Jewellery makes a woman feel confident and brings out her true personality. I am excited to be a part of Sukkhi Jewellery."***

- Karisma Kapoor, Actress

Online-first fashion jewellery brand Sukkhi has roped in Bollywood actor Karisma Kapoor as their brand ambassador. As the festive season is approaching, Sukkhi is expecting a huge demand in the fashion jewellery segment. With Kapoor as its brand ambassador, Sukkhi aims to leverage its marketing efforts by launching its new designs and collections across the country.

Adopting an omnichannel presence, Sukkhi is widely available on various e-commerce platforms such as Amazon, Flipkart, Myntra and Nykaa amongst others along with its own website [sukkhi.com](http://sukkhi.com) and 125+ offline touchpoints spread across India to meet the rising demands of consumers.

Announcing the appointment, Bhavesh Navlakha, Founder & CEO, Sukkhi, said, "Karisma Kapoor has always been a well-known face across India. The timeless beauty has her own unique style which resonates with Indians and expresses her true glorious self which aligns with Sukkhi's ethos of being fashionable and trendy. At Sukkhi, our aim has always been to make the best of designs available to our customers for any occasion or festivity. We believe that new-age women are looking for stylish yet affordable jewellery options that not only enhance their beauty but also help them stay up to date with the fast-paced industry and its ever-evolving trends. We are extremely excited to collaborate with Karisma Kapoor for our various branding initiatives on marketplaces, our website, our offline touchpoints and ATL BTL marketing across India."

Commenting on the collaboration, Kapoor said, "I am glad to be collaborating with Sukkhi as the brand has a wide collection of jewellery which complements modern Indian women and their style. Personally, I am always looking for versatile pieces that I can pair with multiple outfits. Jewellery makes a woman feel confident and brings out her true personality. I am excited to be a part of Sukkhi Jewellery."

Founded in 2012, Sukkhi makes high-quality fashion jewellery using allergic-free material that is designed by women for women. It aims at delivering quality products at exciting prices.





# DUKE INTRODUCES EDGY NEW FALL'21 COLLECTION

By IMAGES Business of Fashion Bureau

Duke enters the fall'21 season with a curated collection of super-soft garments for men, women and kids, engineered to fit to perfection. Inspired by the vast and vibrant heritage of colours, textures and prints juxtaposed with western cuts, the collection is fun, fashionable and quirky. Inspired by world-famous designs, the collection features prints, embellishments and check patterns that ensure there's something for every fashion-forward youngster out there. Full of autumnal tones, textured fabrics and pops of colour, the range reflects modern sensibilities, innovations and the best of youth fashion.

Created for the curious and active consumer, the fall'21 collection presents iconic garments with classic silhouettes as well as innovative pieces with advanced technical features. The men's, women's, and kids' collections have been developed in sync with global trends. The unique patterns and strong tones create a modern take on a classic. Heat retention sweaters, performance polos and bomber jackets are just a few of the items that make this collection unique and purposeful. Bold primary colours make a strong statement this season, appearing together on classic polos and sweaters that are all perfect for layering.

With an emphasis on style and warmth, the whole collection is suited for day to night looks. The carbon-brushed fleece is a new addition this fall. With full zip hoodies, crew necks and pullover hoodie styles, the new fleece fabrication is soft and durable. The collection revisits its strong heritage pieces with mixed media sweaters in a range of colours, focusing mainly on Earth tones and denim-inspired blues and greens. The palette also contains natural shades of brown and beige, as well as darker tones of gray and navy.



*"With a strong focus on fashion and style, Duke caters to the young cosmopolitan Indians by offering them the season's latest trends and catering to their ever-changing fashion needs. We are always looking towards the product that can deliver a high degree of style and quality. Our Target Audience is today's youth who is looking for a trendy and stylish range that is in sync with international designs, fashions and quality. Duke is a value-for-money brand and our mission is to provide international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident. Our collection is also based on the same philosophy,"*

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

# SPYKAR

## PAYS ODE TO ICON OF COMEDY CHARLIE CHAPLIN

The new collection by Spykar includes Chaplin-themed merchandise such as Charlie's own sketch and signature printed on t-shirts, Charlie's quotes and much more. It hopes to inculcate the idea of positivity in these tough times.

By IMAGES Business of Fashion Bureau



Spykar has launched its 'Charlie Chaplin X Spykar' collection, to influence the young and restless to take a cue from Charlie's classic personality and be motivated and positive even in these tough times of the pandemic. Spykar has licensed Charlie's name and image, as the Little Tramp. His image appeals to all age groups, even to those too young to have seen a Chaplin film.

Elaborating on the thought behind this range, Ritesh Hingorani, Assistant Vice President Sales, Spykar, said, "Charlie Chaplin revolutionised the film industry both on and off-screen. He is revered even today as a cinematic, a great human and influence, and a comedy genius. We are not simply licensing a name and image, but a life's work that he represents. Over the years, his totemic Little Tramp figure has come to represent not only the ragged, mischievous, resilient character from his films, but also Chaplin's own humanism, humour, and modernism."

This collection includes Chaplin-themed merchandise such as Charlie's own sketch and signature printed on t-shirts, Charlie's quotes and much more.

**Availability: Website and Flipkart**



IMAGES Business of Fashion

A person with long brown hair, wearing a multi-colored striped dress (red, white, blue, orange, and pink), is holding a white rectangular sign in front of their chest. The sign contains the title of the article. The background is a blurred green field.

# *FROM FAST TO SLOW FASHION:*

## **7** TIPS TO MAKE A DIFFERENCE

Slow fashion has personal, social, and global benefits besides being ecologically sound, but fast fashion helps one stay in trend while being easy on the pocket. However, its impact on the environment may be a cost that our future generations should not be forced to pay. Here are some tips to slowly ease oneself into slow fashion.

By Anurag Saboo, Co-founder, DaMENSCH

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Imagine a t-shirt that comes with a 500-day guarantee. Wouldn't you choose it over another t-shirt which might be all jazzy, but is sure to land in a dumpster after five washes because the colour faded way too soon? As environmental consciousness gains greater currency, there is

frequent talk about shifting from fast fashion to slow fashion. Before one gets around to deciding between the two, a proper understanding of the terms is necessary. The t-shirts mentioned above are clear examples of slow and fast fashion, respectively.

ANALYSIS

BIG DATA

IN-STORE TECHNOLOGIES

RETAIL OPERATIONS

SUPPLY CHAIN &amp; LOGISTICS

RETAIL FORMATS

MARKETING &amp; BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

CUSTOMER EXPERIENCE

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