

IMAGES BUSINESS OF FASHION

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Shifting Gears of Fashion

A RETAIL OVERHAUL IN 2022?

The curtains may be closing on year 2021, but it has given us much to learn from and implement. The one-of-a-kind mix of challenges and opportunities that the year presented have made fashion businesses re-look at operations, making them more cost-efficient, and helped in eliminating wastage of both time and manpower. Powered by technology, India's fashion industry is raring to enter the next year more experienced and better equipped to handle adversities.

In this issue, we get you a mix of invigorating discussions among industry experts on what matters in today's world of fashion. Each of these deliberations, hosted at the Phygitai Retail Convention in Mumbai earlier, bring out key insights on the industry. The knowledge-sharing sessions delve on subjects such as the realignment of retail business in light of the COVID-19 pandemic and how agility & technology will rule the roost in times to come. These experts also help us understand the power of pleasing the customer in the post-pandemic world, where fulfilment of orders will be a key differentiator.

Furthermore, we look at year 2021 in retrospect, ascertaining the impact of challenges that it brought in its wake and how Indian fashion brands overcame the setbacks and sought opportunities where none pointedly existed. And, as we evaluate trends that picked pace and are likely to carry on into the future, we realise that true sustainability is a reality that we must take seriously. Greenwashing and claims of being eco-friendly are now things of the past; consumers are increasingly on the lookout for brands that match their eco-conscious sensibilities, and brands must now take a step beyond making mere claims of being sustainable and work to positively impact the environment while eliminating all negatives to the best of their ability. A mammoth task at hand, true sustainability requires better collaboration between companies and their partners, and also brands and consumers. The bigger picture, however, must always be crystal clear!

Ending on that optimistic note, we wish you a very happy new year! As always, we do hope you find the issue informed and beneficial, and promise you of more such stimulating issues in 2022.



Amitabh Taneja

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NEW COLLECTION

DIESEL INTRODUCES ANALOGUE AND DIGITAL WRISTWATCHES UNDER URBAN PUNK COLLECTION



Diesel has launched its Urban Punk collection of timepieces for men in two styles – Baby Chief and Clasher. The 44-mm Baby Chief timepiece features a black brushed, sunray dial with stick indexes and

chronograph movement as well as a black leather strap. The wristwatch retails for ₹19,495, and is available at select online and offline stores. The Clasher timepiece has a display dial that integrates an LCD screen and

two analogue dials. It has a black stainless steel case and a double push button clasp, and is available in prices ranging from ₹27,995 to ₹29,995.

ELLEMENTRY LAUNCHES NEW BRASS SERVEWARE COLLECTION 'ORO'

Homeware brand Ellementry has followed up its Masai serveware brass collection with Oro that includes a filter coffee maker, coffee mug, coffee set, milk and sugar pot, as well as dessert bowl with spoon. The base of all products of the Oro brass collection is slightly narrow and has a subtle black finish, while the elevated upper part carries the traditional golden touch. The collection is designed keeping in mind the products needed for entertaining guests at home.



FABINDIA ADDS MANDALA, NOAH AND FLUTE RANGE TO FURNITURE OFFERING

Fabindia has expanded its furniture offering with three new collections - Mandala, Noah and Flute. The Mandala collection honours Mandala patterns, a form of painting that connotes a spiritual journey. The antiquated patterns are available in grey with sandblasting effect and in brown. While the Noah collection offers refined chairs, the Flute collection is contrived with beige marble and the framework has been fabricated with Sheesham.

NEW COLLECTION

ADIDAS UPDATES ULTRABOOST TO OFFER SUPERIOR COMFORT



Adidas Running has unveiled the adidas Ultraboost 22, the latest addition to its Ultraboost line-up, that claims to provide runners with four per cent more energy return than the Ultraboost 21 for women. It includes a natural rubber outsole and an upper made with yarn containing 50 per cent Parley Ocean Plastic. adidas' all-women team of designers and product developers worked closely with the adidas running community and testers to create the new silhouette, the biggest update to the Ultraboost line-up yet. Tapping into women-specific insights and using an online anatomy database of 1.2 million foot scans, conducted and analysed by footwear and technology researchers Jura, Žabkar & Džerosk (2019), the design team identified key differences across instep height, heel anatomy and females' gait cycle trends and re-engineered and refined the Ultraboost to better reflect the female foot. The adidas Ultraboost 22 will launch in mauve colourway and be available globally in stores and online on adidas.co.in.



POPPABUM ADDS POP OF COLOUR TO KIDS' WEAR

Poppabum, a sustainable premium clothing brand for children aged up to four years, has introduced in the Indian market its new range of jumpsuits and pinafores in bright neon colours with pop-art illustrations. The clothing has been crafted using 100% organic cotton and manufactured by GOTS 6.0 certified sustainable fashion manufacturers and factories. The brand's end-to-end manufacturing process is compliant with and certified by the latest version of the Global Organic Textiles Standard. It also claims to ensure minimum wastage of fabric during the manufacturing process and uses only organic dyes in all its prints. All Poppabum clothes are packed in reusable and biodegradable metallic pouches.

Poppabum offers unisex jumpsuits and pinafores in neon shades and in the classic black & white combination. Their clothes, called 'Pops', come in two styles — 'Pops Originals' which are solid neons with stripes and 'Party Pops', with special art and comic illustrations. The brand retails at www.poppabum.com.

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RIVER SEASON 2 DESIGNER-WEAR LAUNCHES ON AMAZON FASHION

Amazon Fashion, in association with DBS Lifestyle LLP, has launched RIVER Season 2 in India. After the launch of RIVER, an affordable multi-designer brand created in partnership with some of India's most celebrated designers, last year, RIVER Season 2 has designers like Suneet Varma, JJ Valaya, Ashish Soni and Namrata Joshipura curating apparel that mirrors their individual aesthetic and styles. From sarees and dresses for women to bandhgallas, ethnic jackets, shirts and kurtas for men, the RIVER Season 2 collection also focuses on building the occasion wear selection by creating dedicated capsules in each designer's collection, besides a range of everyday looks. "With the launch of RIVER Season 2 on Amazon Fashion, we continue to work closely with the seller DBS lifestyle, to ensure that customers across India can continue to access affordable designer wear. Through RIVER Season 2, we aim to reach out to diverse consumers and help them be closer to the designer's creative vision," said Saurabh Srivastava, Director and Head, Amazon Fashion India.



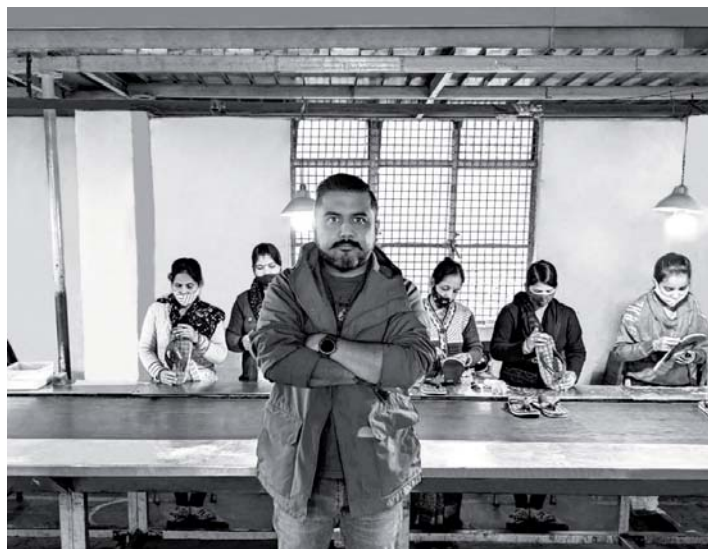
EXPANSION

SOLETHREADS RAISES ₹2.5 CRORE IN ADDITIONAL FUNDING

Solethreads has raised ₹2.5 crore in venture debt funding from Alteria Capital to broaden its research and development, product portfolio and to meet the growing demand for flip flops in the country. Early this year, Solethreads raised ₹13 crore in Series-A round funding from DSG Consumer Partners and Saama Capital. Sumant Kakaria, CEO & Co-founder, Solethreads, says that the partnership with Alteria Capital will support the brand in widening its pipeline of

will promote circular fashion through 'The Solester REUSE Programme' by allowing anyone to exchange their flip flops and slippers for reward points, which can be used to purchase the brand's products. The footwear that the company receives through this initiative will in turn be recycled and used to create new Solethreads eco-friendly flip flops.

"With over 30 patents and counting, we lead innovation in the open footwear segment and take active steps in



sustainable innovation to reach out to a broader base of customers.

In keeping with its ethos of sustainable fashion, Solethreads has also launched its product recycling and reuse initiative - The Solester REUSE Programme - that aims at sourcing sustainable materials and encouraging the upcycling process. The brand

ensuring that all our products are either recycled, reclaimed or vegan, so that we can reduce our carbon footprint and work towards a sustainable tomorrow, today. As part of this programme, we also ensure to donate some items to relevant institutions and foundations, so that they can reuse them," says Gaurav Chopra, Co-founder, Solethreads.

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LANGUAGE OPENS THIRD STORE IN CHENNAI; ADDS NEW 'BLACK' COLLECTION

Home-grown leather footwear and accessories brand Language has opened its third store in Chennai. Located at Express Avenue Mall, the store will offer new collections for both men and women, including styles like loafers, derbies, boots, sneakers, handbags, totes, etc. It will also offer to customers the latest Language Black collection that includes hand-painted leather products. Keeping the present health situation in mind, the vaccinated team of the new store will take all the necessary COVID safety measures to ensure customers have complete peace of mind while enjoying their shopping experience.



NEW CAMPAIGN



U.S. POLO ASSN. INDIA LAUNCHES NEW CAMPAIGN WITH ARJUN RAMPAL

U.S. Polo Assn., the official brand of the United States Polo Association (USPA) retailed in India by Arvind Fashions Limited, has roped in Arjun Rampal as the India brand ambassador for its new 'Play Together' campaign. This is the first time the brand will have an Indian ambassador. This announcement comes ahead of USPA creating a new store identity for all the upcoming stores as part of its expansion plans.

As part of the expansion plan, the brand will release the new 'Play Together' campaign featuring Rampal and will also unveil the new brand look across its 392 stores in India. Speaking on the expansion, Amitabh

Suri, CEO, U.S. Polo Assn - Arvind Fashions Limited, said, "Through our new campaign with Arjun, we are focused on expanding the brand reach to the offline and online customer base. 'Play Together' captures the emotional and playful bond a father and child share by twinning their look. This thought is also reflected in the clothes and accessories we offer for both men and children. Arjun's association with the brand draws an instant parallel to his real-life persona, making it very relatable for the audience. His huge fan base will encourage demand and excite our consumers to visit our remodelled stores that embody the spirit of Polo - classic, and cool."

THE PANT PROJECT ROPES IN RISHABH PANT FOR NEW CAMPAIGN

The Pant Project, a new-age e-tailor that offers premium custom-made pants, has launched its new campaign with cricketer Rishabh Pant, their brand ambassador. Called 'Ridiculously Comfortable', the campaign has been released on their social media platforms and revolves around the concept of being exceptionally comfortable when it comes to dressing up every day. Pant will be seen wearing pants made using fabrics that offer flexibility. Talking about the campaign, Dhruv Toshniwal, Founder & CEO, The

Pant Project, said, "Our latest campaign with Rishabh Pant has us all very excited. When it comes to dressing up every day, comfort is a must. Our brand offers premium custom-made pants that take one from casual to formal in complete comfort and effortless style. We stay away from the one-size-fits-all approach and believe that every body type is unique. Flexibility plays a major role in clothing that is used for all-day wear, and the majority of our pants offer a generous stretch for complete comfort. We are glad to cater to customers that are willing to

go the extra mile for custom-made comfort and premium quality, whether it's to work, play, formal events or simply while on-the-go!"

Sharing his sentiment on the collaboration, Pant said, "As the brand ambassador for The Pant Project, I am happy to find pants that fit me well and feel comfortable. Style and comfort can now be part of every one of my outfits and I am excited to be part of this new campaign by The Pant Project. Their pants are truly well crafted and suited for every body type and activity."



ANNOUNCEMENT



VEENESH PRIYADARSHI APPOINTED AS CHIEF SALES & CUSTOMER DEVELOPMENT OFFICER AT MODENIK LIFESTYLE

Modenik Lifestyle Pvt. Ltd., the entity formed post the merger of Dixcy Textiles Pvt. Ltd. and Gokaldas Intimatewear Pvt. Ltd., has appointed Veenesh Priyadarshi as its Chief Sales and Customer Development Officer. Priyadarshi has extensive experience of more than two decades in various facets of sales and marketing in the consumer goods industry. An alumnus of Bengaluru's Indian Institute of Management (IIM), he has been at senior leadership positions with renowned brands including Kellogg's India and Hindustan Coca-Cola Beverages. Prior to joining Modenik, he was Country General Manager at Upfield (a KKR Private Equity portfolio company). An industry stalwart, in the new role, Priyadarshi will lead the company's growing sales organisation, developing and implementing scalable processes to increase sales and enhance penetration and visibility for the brand across the country.

Sunil Sethi, Executive Chairman of Modenik Lifestyle Pvt Ltd, said, "We are very excited to have Veenesh on board with us as our Chief Sales and Customer Development Officer. We are certain Veenesh's proven track

record and expertise will be an asset to the company, especially at this crucial time of merger where we are focusing on scaling our business in terms of its customer base, value, visibility and penetration. Currently, we are implementing new strategies to widen our reach along with expanding our sales team where his experience will help us in achieving the projections we have for Modenik Lifestyle."

Commenting on his appointment Priyadarshi said, "I am excited to be a part of Modenik which has a portfolio of strong brands like Dixcy Scott, Enamor and product license for manufacturing and distribution of Levi's innerwear in the essential clothing category. The company is in a strong position to meet demands of all age and income groups across premium, mainstream and economy segments. We will be transforming our Go-To-Market strategy to synergise and leverage the complementary distribution networks of all the portfolio brands. The company is in the process of building a formidable talent pipeline which will create significant value and build winning partnerships with all its stakeholders."

NANDANI CREATION ANNOUNCES PROFITABLE SEPTEMBER QUARTER AND NET SALES UP

Nandani Creation Limited, that owns the brand JaipurKurti.com, has announced its Q2FY22 results, announcing a big jump in its net profit of over 24.15 per cent in the September 2021 quarter as compared to the June 2021 quarter. The Net Sales in September 2021 (half yearly) stood at ₹29.60 crore, it claims, up 33.75% from ₹22.14 crore in September 2020, as reported by the brand.

Commenting on the jump in Q2FY22 numbers, Anuj Mundhra, Chairman & MD, Nandani Creation Limited, said, "The satisfactory performance in the net profit in September 2021 quarter results is a proof of how people trust JaipurKurti.com as a brand. Now, it's our responsibility to maintain this trust of our loyal customers by delivering better quality in our products and by constructing the most desirable outfit as per their choice, preference and fashion trends."

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THE LAST MILE PROMISE: SUPPLY CHAIN GOES PHYGITAL

Panellists

Anil Menon, Head of IT, LuLu Group India

Anurag Saxena, CIO, BIBA

Atul Mehta, COO, Shiprocket

Gurukeerthi Gurunathan, Co-Founder & CTO, Caratlane

Manoj Patel, CIO, House of Anita Dongre

Prashant Bokil, CTO, Being Human

Ranjan Sharma, CIO and Head of Supply Chain, Captive eCommerce & Quality Assurance, Bestseller India

Satish Panchapakesan, Sr. Vice-President and Chief Information Officer, Arvind Fashions

Session Moderator:

Siju Narayan, Retail Industry Practitioner and Chief Experience Officer, Rexempror Consult

Customer behaviour has changed in the post-pandemic world and today, depending on what customers expect from a brand they are shopping from, the brand or the retailer is changing his strategy of doing business. It is all about putting the right supply chain forward, inclusive of a good last-mile fulfilment device. Experts in the field share some insights with us on the growing importance of CX in last-mile fulfilment.

By Yash Bhatia

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When COVID-19 hit, digitalisation became a buzzword and every business in the sector began to adapt to the digital way. Post its being declared a pandemic, brick-and-mortar retailers closed their stores due to the many curbs and took the omnichannel way of doing business. Along with all other functions, the supply chain, too, adopted digital technologies to give a better experience to the customer. Today, with customers viewing same-day deliveries as a necessity rather than a privilege and their buying behaviour having changed drastically, the supply chain is emerging as a crucial factor to enhancing the customer experience (CX) and driving heavy sales for retailers.

RETAIL REALIGNED: WHAT'S DRIVING BUSINESS TODAY?



Panellists

Abhishek Ganguly,
MD & Head – South Asia, Puma India
Devang Sampat,
CEO, Cinopolis India
Rahul Vira,
CEO, Skechers India
Vineet Gautam,
CEO, Bestseller India
Vishak Kumar,
CEO, Madura Fashion & Lifestyle,
Aditya Birla Fashion and Retail
Limited (ABFRL)

Session Moderator:

Anurag Mathur,
Partner & Leader – Consumer and
Retail business, Strategy, part of the
PwC network

Much has been said about how the COVID-19 pandemic has altered the way businesses think and operate. In the fashion retail world, where product lifecycle from creation to delivery was once a long-drawn process, business are now looking to be more agile and quick, invest more in technology to make systems more automated, and lead with empathy. People and culture have taken precedence over sales generation. Experts from the sector share some key insights with us on changing yardsticks.

By Vedika Negi

The last quarter of year 2021 has been positive for fashion retail across categories. But, this relief comes after much turmoil over the 18 months preceding it. Brands have had a roller-coaster ride and business has seen several ups & downs. And those that survived have a telling account of their learnings.

Sharing his experience of those 18 months, **Abhishek Ganguly**, MD & Head – South Asia, Puma India, speaking at the Phygital Retail Convention in Mumbai in November, said, “Our category did go through a positive trend which has acted



SUSTAINABILITY POST PANDEMIC:

5 TIPS TO MAKE THE SHIFT

The fashion industry is worth more than US\$2.5 trillion and employs over 75 million people globally. Though the sector is booming, it has negatively impacted the environment. About 85 per cent of textiles go to the dump each year, and washing few types of clothes sends a large amount of micro-plastic into water bodies, further polluting essential resources. There is an urgent need to shift to truly sustainable practices.

By Nidhi Yadav, Founder, Aks Clothings

COVID-19, a life-changing pandemic, has had a multifaceted impact on the working of the fashion industry. This pandemic resulted in the shutdown of business during lockdown, creating unprecedented challenges for the fashion industry, including declining consumer spending, disrupted supply chains, and inflicting devastation on manufacturers and workers. During the pandemic, garment orders worth billions of dollars, including finished products, were cancelled by brands, leaving manufacturers abandoned in a dire situation where they received no settlement for labours they had already performed. The livelihoods of the garment factory workers became complex and the brands also scuffed hard to find ways to get rid of their deterred inventory.

The fashion industry represents an essential part of our economies, worth more than US\$2.5 trillion and employing over 75 million people globally. Over the past decades, the sector has seen spectacular growth as clothing production doubled between 2000 and 2021. Well, we can't



LUXURY RETAIL: ADAPT, DIGITISE & WIN

In its latest report titled 'Fashion and Luxury: Winning Recovery Strategies in a Post-COVID-19 World', Euromonitor International provides a positive outlook of the sector in times to come, adding that it is set for a strong rebound driven by pent-up demand and domestic consumption. Players in the sector thus need to be well-equipped to make the most of the upcoming demand.

By IMAGES Business of Fashion Bureau

With key shopping destinations opening up again, vaccination programmes being rolled out further and life returning to normalcy, the luxury and fashion industry is poised for a strong rebound post the COVID-19 pandemic, predicts the latest report by Euromonitor International. Pent-up demand and domestic consumption are going to fuel this growth, it adds.

Luxury goods and fashion were amongst the hardest hit consumer markets by the global pandemic. With international shopping destinations, the major driver for luxury goods, recording poor tourism flows in both 2020 and 2021, the total global tourist spending on personal luxury goods fell by 54% in 2020, and is still down by 50% of pre-pandemic levels. The top 10 source markets saw sharp contractions in sales that fell from



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