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Winter wear

DRIVEN BY COMFORT & WORKCATIONS

Winter is here, and so is the season when brands get their warmest, trendiest products out, coupled with equally attractive fashion accessories – scarves, mufflers and gloves. ‘The more, the merrier’ is the mantra this season and brands are ensuring that consumers are spoilt for choice when it comes to fabrics, textiles and patterns!

Our winter wear issue this year looks deep into the season’s fashion market that has come out of a rough year for business. With lockdowns everywhere and people forced to stay at home, winter wear was hardly something the Indian consumer was keen on investing in last year. But, as has been true for other seasonal fashion this year, winter wear, too, is seeing a surge in demand primarily driven by people stepping out of their homes to go to work or enjoying their workcations. Demand is also being driven by the need to evolve their style quotient this year, influenced by social media and rising spending power. As consumers look to fashion comfortable silhouettes and oversized jackets, we look to decode further the marketing trends this season that brands are resorting to and how they are setting their pricing strategies to make products affordable and business profitable.

In the issue, we also look at how retailers and brands need to think through conventional business models and boost consumption through product innovation and faster inventory turns. Here, we take a sneak peek into the Phygital Retail Convention that was hosted in Mumbai between November 10 and 11. Renowned industry experts help us understand how the pandemic has changed consumption patterns in consumers, leading to a hybrid future for retail that is simultaneously responsible and sustainable.

We also speak to Sanjeev Mohanty, Managing Director & SVP, South Asia - Middle East & Africa, Levi Strauss & Co, as he bids goodbye to his India stint to head Levi Strauss & Co’s US and Canada operations. Heartening, honest and straight from the shoulder, Mohanty reflects on his many learnings and envisions the still-to-be-maximised promise of fashion retail in India.

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

**Amitabh Taneja**

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SHOPPERS STOP APPOINTS **SHWETAL BASU** AS CHIEF OF MARKETING & COMMUNICATION

By IMAGES Business of Fashion Bureau

Shoppers Stop has appointed Shwetal Basu as its Customer Care Associate and Chief of Marketing & Communication to lead its marketing mandate. Basu has a strong experience of close to two decades in customer behaviour, marketing and communications across multiple industries such as FMCG, telecom, security services, banking and retail. She brings to the table a deep understanding of the consumer across demographics and geographies to create successful marketing strategies in sync with the brand's vision.

Speaking on the appointment, Venugopal G Nair, Managing Director and Chief Executive Officer, Shoppers Stop, said, "Her ability, leadership skills and experience to provide creative and innovative solutions will add tremendous value to the organisation. We feel we have found a right fit to lead the marketing organisation."

Talking about the new role, Basu added, "I am excited to be a part of Shoppers Stop's incredible journey. It is one of the leading retail brands in the country that has evolved meticulously with the changing consumer dynamics and environment. I am eager to add value, consistently innovate and ensure an effective marketing strategy in line with the brand's goal." In her previous stints, Basu was associated with Metro Brands Ltd and Aditya Birla Retail Ltd among others.



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-Shwetal Basu,

Customer Care Associate and Chief of
Marketing & Communication

ONITSUKA TIGER

LAUNCHES THE DARJEELING FLOWERS CAPSULE COLLECTION

By IMAGES Business of Fashion Bureau

Japanese fashion brand Onitsuka Tiger continues to present a contemporary collection that combines fashion with sport, and heritage with innovation. The Onitsuka Tiger autumn/ winter 2021 collection was inspired by the majestic beauty of the towering Himalayas in winter and the trekking and hiking boom of the 1970s. This season, its Creative Director Andrea Pompilio has collaborated with Toyoki Adachi, the designer and art director of the textile graphic brand nowartt, incorporating their completed graphics into the collection pieces.

The textile graphics are represented under the theme of the fusion of vintage and art from the 60s and 70s with a background of strength that broke various traditions, and the fusion of analogue and digital. The pick-up motifs include the Neelakurinji, a flower that blooms once every 12 years, and the Deeringia Polysperma, designated as an endangered plant species, and they are produced in a minimalist expression typical of mid-century design. All of the textile graphics contain a message of 'comfort in harmony with nature', and have been used on classical tracksuits, down jackets, shoes and backpacks.



SKAGEN

BRINGS DANISH STYLE TO WORK WITH FREJA TIMEPIECES

By IMAGES Business of Fashion Bureau



As women across the country gear up to put their work attire back on, a consciously crafted, elegant timepiece makes for the perfect complement for their back-to-office looks. Skagen's new Freja collection, inspired by Denmark's approachable culture, makes for the must-have watch for the woman of today - adding a hint of freshness and simplicity to iconic style.

Synonymous with 'lady', Freja brings together the Danish aesthetic with exciting designs and a range of fall-inspired colours to balance luxury with minimalism. Moreover, the new timepieces are crafted keeping in mind Skagen's commitment to pro-planet, sustainable fashion. The cases are made with at least 50 per cent recycled content and are completed by eco-leather straps, making way for a modest yet bold statement. The watches are a blend of quality with craft, and remind one of the Danish ethos of strength in softness.



Freja's trademark design is well-suited for women who like to add a dash of grace to their everyday looks, and do so while staying eco-conscious - aligning Skagen's offering of style with its commitment to becoming environmentally sustainable. The collection features timepieces in rose gold and smoke colours, and are priced between ₹6,995 and ₹8,995. The Skagen Freja collection can be purchased at select online and offline stores.





ENAMOR DAPPLES DREAMS WITH BEAUTY

The new collection by Enamor aims to bring to the fore the subconscious feminine spirit. By IMAGES Business of Fashion Bureau



Premium lingerie brand Enamor has launched its latest collection of innerwear titled 'Dapple Dreams', inspired by the female force or Anima - the subconscious feminine spirit within. The collection derives from the word 'Dapple', which means 'to cover something with spots of colour creating areas of light and darkness', and the unique 'Dappled Dreams' theme is about melding with the beauty of nature and wildlife around.

The collection's misty floral and animal print lace creates a smoky shadow effect that is sometimes revealing and sometimes hazy, like the subconscious viewed through dreams. It pairs intricate lace and nebulous mesh in deep gem tones, and deep garnet and tinted tones of the lapis blue.

The collection is available in different styles across a diverse range of products by Enamor, including the classic bra, the curve-enhancing balconette bra, plunge push-up bra, t-shirt bra, full-support bra, full-coverage bra and the low-waist bikini.

Availability:
Website, Amazon, Myntra and Nykaa



DEEPIKA PADUKONE BOARDS ADIDAS BANDWAGON

By IMAGES Business of Fashion Bureau

Adidas has welcomed global superstar and youth icon Deepika Padukone to the brand. Padukone will work closely with adidas on their common commitment towards fitness, both physical and emotional. Taking the brand's attitude of 'Impossible is Nothing' forward, the partnership will be a testament towards breaking barriers and limitless possibilities, inspiring both current as well as future generations.

With Padukone joining adidas' powerful roster of women athletes and partners around the globe, adidas strengthens its focus on democratising and diversifying sport for women through inspiring personalities.

Speaking about the association, the actor says, "Being an athlete and playing sport has played a tremendous role in shaping my personality and helping me become the person I am today. It has taught me values that no other life experience could have. Today, fitness, both physical and emotional, is an integral part of my lifestyle. I am absolutely honoured and delighted to be partnering with one of the world's most iconic brands, adidas."

To this, Sunil Gupta, Senior Director, Brand adidas, India, added, "As a global youth icon and someone who champions mental well-being and personal betterment, Deepika fits in beautifully with the brand's ambition of creating positive change through sports and movement. We are thrilled to have Deepika join the adidas family and together we hope to inspire more women to see and realise their possibilities."



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-Deepika Padukone, Actor



SIDHARTH AND FATIMA BECOME BEWAKOOF'S DIGI AMBASSADORS

The duo, along with actor Sahil Vaid, will be seen revealing their fun, mischievous side, promoting the brand on its digital platforms.

By IMAGES Business of Fashion Bureau



D 2C fashion brand Bewakoof has signed on Sidharth Malhotra and Fatima Sana Shaikh to promote the brand on its digital platforms. The duo will be seen sporting the Bewakoof collection in the campaign themed 'Never Change'. The campaign will feature two brand films where actor Sahil Vaid will also be seen.

Bewakoof is introducing their new tagline, 'Ho Bewakoof toh stay Bewakoof -- Never Change'. The idea stems from the brand's persona which stands for expressing oneself freely without any inhibitions.

Prabhkiran Singh, Founder CEO, Bewakoof, says, "We are the market leaders in the fashion industry and have built our business without any godfathers. When we thought of rolling out our new campaign centred on Never Change, Sid and Fatima were our

obvious choice because, as a brand, we identify with them. In our early days, we were ridiculed for our brand name, business model but we didn't change nor did we give up. As a brand, we see these disruptive qualities in both Sid and Fatima."

On his association with Bewakoof, Malhotra said, "Bewakoof has uber cool clothes which you can easily add to your wardrobe. It was a fun collaboration & friendly vibe wearing their quirky outfits." To this, Shaikh added, "Bewakoof's journey has been similar to mine. This got me interested in associating with the brand as I could identify with the expressions, language and styling they promote. The comfort level with the brand and the products that I tried won me over."



NEELEDUST X SAND BY SHIRIN LAUNCHES HEELS FOR WOMEN

By IMAGES Business of Fashion Bureau



Needledust X SAND by Shirin has launched a new category of footwear - heels for women. Introducing a versatile collection of three intricately designed block heels which speak comfort and style, the new line features minimalistic designs.

The heels have been lined with suede and faux leather with a cushioned sole, and accentuated with statement tassels and minimalistic colours. The collection is available across

Needledust stores as well as online on [needledust.com](https://www.needledust.com) and can be shipped worldwide. Prices begin from ₹4,890.

Needledust has been reinventing and redesigning the Indian jutti since inception and offers a line of fine leather juttis handcrafted and hand-sewed by India's finest artisans. It has also forayed into mules, an alternative footwear style that is 100% handcrafted.

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WINTER WEAR

DRIVEN BY COMFORT AND WORKCATIONS

The Indian winter wear market has grown immensely this year and demand is pouring in from all corners of the country. While part of this surge in demand post COVID is a result of people going back to office, a part is also driven by those travelling to serene locations and hill stations to 'work from home'. The growth in such workcations has led to demand for winter wear almost all year round.

By Tripti Mehta



powered by



IRA: A CELEBRATION OF EXCELLENCE IN RETAIL

The 17th IMAGES Retail Awards, powered by Vegas, honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience and making profits, in front of an audience comprising the who's who of retail in India.

By IMAGES Business of Fashion Bureau

At the grand finale of Phygital Retail Convention, India's largest go-to retail intelligence event, the 17th annual IMAGES Retail Awards (IRA), powered by Vegas, recognised excellence of India's most outstanding achievements in retail at Hotel Renaissance on November 11, 2021.

Instituted in 2004, the IRA recognises and honours outstanding achievements in every major format and category of modern retail in India. IMAGES Most Admired Phygital Retailer recognises the contribution towards the retail industry at large across all formats like department store, hypermarket, specialty stores, kiosks, express formats, online store, e-retailer, etc.

With no end in sight for the rise of e-commerce, with digitalisation and tech innovations leading from the front, it has become very important for the retailers, shopping centre developers, city planners and communities to work together for creating a new ecosystem of lifestyle destinations. Retail destinations are often at the very forefront of customer experience and connection. IRA honoured outstanding retailers and professionals who excelled in every aspect of retail – technological innovations, customer experience, and making profits, in front of an audience comprising the who's who of retail in India.

Nomination and Jury Process: IRA 2021

IRA nomination categories and entry details are announced through the website, magazine Ads, and tele-calling to prospective nominees in all proposed categories. The prelim jury identified best performers among retailers. Prospective nominees submitted their nominations in the form for presentations and Excel sheets, which were checked by the IRA audit team for eligibility, completeness and data correctness. The jury comprised distinguished personalities in the field of research and analysis with thorough insights into the retail business.



ANALYSIS

BIG DATA

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RETAIL OPERATIONS

SUPPLY CHAIN & LOGISTICS

RETAIL FORMATS

MARKETING & BRANDING

LOCATION STRATEGY

INNOVATION TRACKER

STORE DESIGN

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NORTH INDIA

PARTHA GANGULY: parthaganguly@imagesgroup.in +91 9873859916

EKTA ROY: ektaroy@imagesgroup.in +91 9811635408

SOUTH INDIA

SUVIR JAGGI: suvirjaggi@imagesgroup.in +91 9611127470

DEVIDUTTA ROYPITAM: Devidutta@imagesgroup.in +91 9900785685

WEST INDIA

RADHIKA GEORGE: radhikageorge@imagesgroup.in +91 9833446767

KRATIKA SINGH: kratikasingh@imagesgroup.in +91 9833263797

Editorial Contacts

NUPUR CHAKRABORTY: nupurchakraborty@imagesgroup.in