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**BRANDS
IN INDIA
2022**
\\ annual issue \\

BOARD

Editor-in-Chief: Amitabh Taneja

Editorial Advisor: R S Roy

Publisher: S P Taneja

EDITORIAL

Consulting Editor: Nupur Chakraborty

Assistant Editor: Tripti Mehta

CREATIVES

Art Director: Pawan Kumar Verma

Sr. Layout Designer: Prakash Jha

PRODUCTION

Sr. General Manager: Manish Kadam

SUPPORT

Sr. General Manager- Administration

Rajeev Mehandru

ADVERTISING

BUSINESS HEAD

Chief Operating Officer (Fashion)

Santosh Menezes,

santoshmenezes@imagesgroup.in

Mobile: +91 9820371767

DELHI

Regional Head: Vineet Chaddha

(Sr. General Manager): Partha Ganguly

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MUMBAI

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**CONSUMER CONNECT
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Dy. Manager: Priti Kapil

pritikapil@imagesgroup.in

With the new year comes new hope of a better time for the fashion retail business. And though the relentless coronavirus has made headlines once again, people are better equipped this year to deal with the menace and most have already reinforced their business plans to deal with the possible impact.

This year we, too, continue with the tradition of bringing out our special Brands in India issue - an opportunity for retailers to highlight their offerings to the fashion world. We do hope that we are able to bring businesses together to collaborate on new fronts and develop partnerships that make their business grow.

Year 2022 may also be a significant marker in the world of fashion technology and innovation. From omnichannel pursuits of brands to the metaverse of fashion, there's much in store for the fashion retail sector in the country. E-commerce is also set to gain a greater market share as more and more people get more comfortable with shopping online and companies strive to ensure that their experience is as seamless as it is pleasant.

Our January issue also brings to the fore 10 trends in retail and e-commerce - some that have already set in and some that could make inroads this year - reshaping the retail world as we know it today. With this, we hope companies and brands are able to take a sneak peek into what's shaping the retail sector across the world, and be well-prepared to adapt to the dynamic environment and take on new challenges.

As always, we hope you find this issue informative. We wish you all a happy new year!



Amitabh Taneja

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IMAGES MULTIMEDIA PVT. LTD.
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REGISTERED OFFICE: S-61 A, Okhla Industrial Area, Phase II, New Delhi 110020

Ph: +91-11-40525000, Fax: +91-11-40525001

Email: info@imagesgroup.in, www.imagesgroup.in

MUMBAI: 3/116, Marol Co-Operative Industrial Estate, Marol, Andheri (East), Mumbai 400059

Ph: +91-22-28508070 / 71, Fax: +91-22-28508072

NEW COLLECTION



CLOVIA ADDS HELLO KITTY RANGE TO ITS BRIEFS AND LOUNGEWEAR LINE

Clovia has recently launched its 'Hello Kitty' collection, a range of briefs and loungewear. By embracing the Japanese pop culture icon in the new collection, the brand aims to not only attract a fresh bunch of customers but also pave the way for newer growth opportunities.

“Over the years, Clovia has positioned itself as a brand that enables and empowers a community of bold, strong, confident and active women who don't shy away from expressing themselves

yet stay true to the fashion that they've always believed in. The loungewear market is growing at an exponential pace and consumers are looking for a loungewear range that maximises comfort yet sticks to its innovative style. By launching the 'Hello Kitty' loungewear collection, we are giving our customers a range that caters to every age group and combines feel-good fashion and stylish essentials that our customers will love to adorn and flaunt. Known to be a regular

fashion disruptor, Clovia is set to change the fashion ballgame with its new loungewear range and become a new category leader,” says Neha Kant, Founder & Director, Clovia.

Designed in pastel shades and made from 100% cotton, the collection includes text and graphic print short nightdresses, sleep t-shirts, and top & pyjama sets. Priced at ₹524 onwards, Clovia's latest Hello Kitty loungewear range can be explored at www.clovia.com.

ESPRIT LAUNCHES NEW WATCH COLLECTION FOR WOMEN

American watches brand Esprit has launched its new collection targeting young female customers. The watches under the range are priced between ₹8,000-₹10,000. AP Group, exclusive India partner of Esprit, looks to pursue an aggressive expansion plan for Esprit watches in India and the brand is eyeing to regain the market share in the watch category. Esprit has appointed Bollywood actor Ananya Panday as its celebrity brand ambassador.

Speaking about the new collection, Adi Shroff, COO, AP Group, said, “The modern Indian woman is a pinnacle of style and sophistication and our watches at Esprit perfectly complement their value. We believe that every woman is unique and we have tried to imbibe that spirit of uniqueness in our latest collection.”



CARTE BLANCHE LAUNCHES RENAISSANCE-INSPIRED SCARVES

Luxury scarf label Carte Blanche has launched its Fall/Winter collection ORTUS. The collection is inspired by Renaissance gardens and includes silk scarves, stoles and accessories that use techniques of Picchvai paintings and tightly woven natural materials such as silk. The scarves can be worn in different ways - knotted around the neck as a bandana to keep the hair back, fashioned into a handkerchief top, or tied in a bow on the handle of a handbag. The brand ethically and sustainably manufactures every piece in India.



TUMI RE-LAUNCHES ALPHA BRAVO UTILITARIAN BAGS FOR SPRING 2022

With a focus on sustainability, durability and modularity, TUMI has re-launched their Alpha Bravo collection of utilitarian bags that were first introduced in 2010. Crafted with ballistic nylon, some styles feature the addition of vibrant scratch-resistant coatings. Key pieces this season include the Recruit Chest Pack, Navigation Backpack and the Mason Duffel. Additionally, select bags will be available as a unique, military-inspired capsule made in a durable ripstop that takes its cues from rugged parachute fabric. In total, over two dozen styles are being introduced to the Alpha Bravo collection for Spring 2022, ranging from backpacks to totes to briefs.

Compatible with the Alpha Bravo collection, as well as select styles from other collections, is also the new range of TUMI+ travel accessories. From modular pouches that can be attached to the interior or exterior of bags, to a detachable water bottle holder and packable rain cover, each add-on aims to enhance functionality. For women, a new series of styles have been designed too. The Misty Duffel and Fern Drawstring Backpack are two such styles that can convert to hold a yoga mat.

Another addition for Spring is the new Iridescent Blue colourway for the Tahoe and Devoe collections.





MEN'S FASHION BRAND TWILLS ONBOARDS

Jasprit Bumrah as Brand Ambassador

By IMAGES Business of Fashion Bureau

Twills, a men's wear brand launched in 1995, has recently brought on board ace cricketer Jasprit Bumrah as its brand ambassador. 'Our image has been enhanced immensely with a history of sponsorships and ambassador collaborations. It is possible through a great relationship with imposing and performance-driven personalities, including athletes and passionate aspirants. Jasprit Bumrah, one of the world's finest cricketers, made the brand more spirited and younger' a statement from the brand says on the association.

By and large, Twills consumers are informal, relaxed, and easy-going men. Whether they are chilling out with friends by watching a game of cricket at the stadium or playing video games at home, they want to feel at ease and let their styles express their identity. The Twills consumer seeks clothing that makes him feel sociable, popular and secure, allowing him to transition effortlessly from one occasion to another. Many fashion-conscious, independent young men who want to dress well and pay less have been with the brand all along.

Twill's recent collaboration with Bumrah has changed the perspective of the brand's product lines and

redefined its audience to be more fashion savvy. As Bumrah is one among the top sportsmen in the world, a go-getter and sincere, the reason for associating with Bumrah is to identify with Indians who have made it to the top of the world by virtue of their own hard work and sincerity, the team at Twills says. From semi to casuals, from smart trousers to comfortable jeans,

In 2008, Twills marked a milestone in its journey, by setting up its first flagship store of 5,000 sqft in Vijayawada, Andhra Pradesh. Now, the brand is accessible across the length and breadth of the country with 180 branded chain stores, 4000+ MBOs, 100 SISs and presence in all key large-format stores, growing their reach organically. Today, the brand is sold at 4,300 points of sale across the country. Good quality, good service and good vibes, always at the same affordable price – this is the philosophy behind the brand and helps customers feel confident and comfortable with its products.

Twills has made its way to impress men who love to take lifestyle at its best. Be it a Saturday night, a cozy afternoon or a dinner date, Twills has something for every occasion that a young, smart and stylish man looks for. Keeping its versatility and unique sense of style in focus, the brand continuously strives and innovates to match the energetic persona of its customer base. Its designers innovate and bring in contemporary elements, prints and



combinations through every collection that maintains the right balance of chic and energy. With its core design and marketing teams closely following trends, Twills aims to provide the best of fashion at competitive prices to complete and refresh a man's wardrobe with major categories that include shirts, t-shirts, jeans, chinos, shorts, joggers, sweatshirts, jackets and hoodies.



» CELIO* «

Founded in France in 1978, Celio is a men's ready-to-wear brand with over 600 outlets across 50 countries. In India, Celio began its operations in 2008 and now has over 700 points of sale across Tier-I and Tier-II cities through stand-alone stores, shop-in-shops and other well-known regional multi-brand outlets. It prides itself in not being another men's wear brand but one that takes care of men – their everyday experience, their interests, quirks and differences – and then creating new, masculine essentials. It has an estimated turnover of Rs300 crore.

Core Product Offerings

Celio offers premium and high-quality fashionable casual wear for men, including denim, shirts and winter-wear through its integrated style, responding to every desire and every moment of life.

Target Consumers

The brand caters to the young working populace in India and around the world, with millennials being a huge part of this demographic.

Brand USP

Celio is one of the leading men's wear brands in France that best understands men and their fashion needs. It offers high quality apparel, fabric innovation, styles and cuts that represent French men's fashion the best.

Latest Collection

Celio's latest collection is for the winter, backed by the brand's expertise and technical know-how in choosing the most noble materials (cashmere, synthetic leather, cotton) and the most suitable cuts (reversible puff jackets, sleeveless jackets, denim jackets, Sherpa jackets, biker jackets, cotton jackets and corduroy jackets) that guarantee a slender and elegant silhouette. Celio's innovative collection consists of:

- Denims that are water repellent and soft to the touch, ideal for a power flex
- Shirts that are 100% linen, reversible and even use double cloth
- Winter-wear that includes cashmere, merino wool, puff jackets and light sweaters

Commitment to Sustainability

The 100% pure linen collection is made from natural European flax and the same is available across shirts, polos and tees by Celio.

CSR Initiatives

Celio's 'Let's Bring Back the Smile' initiative in partnership with Akshaya Patra Foundation during Diwali last year was to feed children. The brand contributed a part of every purchase made at any Celio store to bring back smiles during the festive season.

Plan Ahead

Having moved to an omnichannel model more than three years back, Celio was better placed to deal with the aftermath of the pandemic on business. Now, optimistic about organised retail's growth in India, Celio plans to add 15-20 EBO stores in the current year and also expand its SIS network, with digital being its fastest growing channel.



- > Brand Name: **CELIO**
- > Company Name: **CELIO FUTURE FASHION PVT. LTD.**
- > Launch Year: **2008 (IN INDIA); 1978 (GLOBAL)**
- > Website: **WWW.CELIO.IN**
- > Total no. of EBOs: **68**
- > Total no. of MBOs: **194**
- > Total no. of Shop-in-Shops: **400**
- > LFS/ MBO/ Departmental Store Partners: **LIFESTYLE, SHOPPERS STOP, CENTRAL & PANTALOONS**
- > E-commerce Presence: **MYNTRA, AMAZON, AJIO, FLIPKART, NYKAA, LIMEROAD, SHOPPERS STOP, PANTALOONS, CENTRAL, LIFESTYLE**
- > Indian Cities Present in: **220**



» DEAL JEANS «

Deal Jeans' is a women's fast fashion, western wear brand that believes in bringing fresh fashion from every fashion-forward corner of the world to trend seekers out here. The brand's journey began with its designer denims that created ripples 21 years back. Today, Deal Jeans offers about 40 exclusive product categories in around 4,000 artistic styles crafted every year.

Core Product Offerings

'Deal Jeans' product portfolio consists of 40 sub-categories from designer denims to culottes in bottom wear and chic tops to dresses in top wear.

Target Consumers The brand caters to fashion seeking women with a lot of style, attitude and flair. The brand's target audience **IMAGES Business of Fashion** consists of women between 18 - 35 years and girls between 4 - 16 years.

Brand USP

Deal is positioned to bridge the gap between casual and designer denims. Offering latest trends, exceptional quality, fits and fabric in competitive price is the brand's main USP.

Latest Collection

Deal Jeans has launched its SS'22 collection, a blend of fresh pastel hues and trendy patterns crafted in top wear, stud-embellished jeans and ripped shorts in denims, followed by comfy culottes in bottom wear and striking dresses in party wear. Around 2,000 artistic styles have been designed in captivating colours. All styles are inspired by current international trends.

Influence of COVID-19

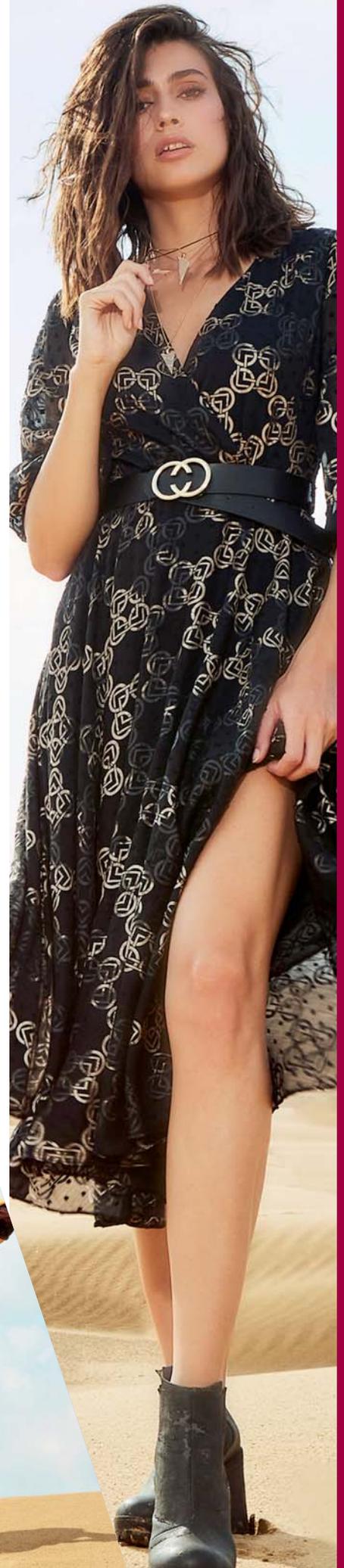
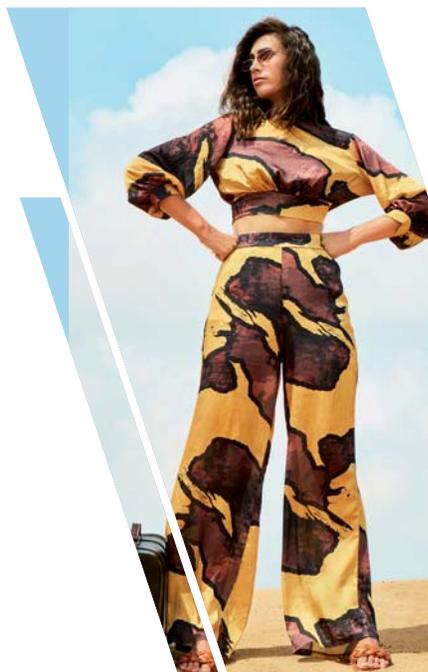
The pandemic has prompted the brand to focus on expanding its e-commerce reach followed by further penetration in Tier 3 & 4 cities. Over the last few months, the brand has successfully extended its reach with an array of latest trends in all categories.

Commitment to Sustainability

Deal Jeans has taken the initiative to provide basic necessities of clothing and education to girls from Bhachau, Gujarat. It also provides funding to the deprived educational institutions poverty-stricken children in the area.

Retail Presence & Future Plans

'Deal Jeans' enjoys a strong presence pan India through MBOs. Expansion through Online channels followed by EBOs in various cities is in pipeline this year along with special focus on Tier -II and -III cities. 'Deal jeans' is also expanding its presence overseas and planning to add more categories in its product portfolio.



- > Brand Name: **DEAL JEANS**
- > Company Name: **DEAL GLOBAL FASHIONS PVT. LTD.**
- > Launch Year: **2000**
- > Website: **WWW.DEALJEANS.COM**
- > Total no of EBOs: **25**
- > Total no of MBOs: **978**
- > Total no of Shop-in-Shops: **78**
- > E-commerce Presence: **AJIO**
- > Indian Cities Present: **400**
- > New Territory/Region Added: **MAURITIUS**

» MUSTANG SOCKS & ACCESSORIES «

Mustang Socks & Accessories came to the market with a wide offering in terms of design, colour, pattern, etc. Catching up to the latest trends, innovation, comfort, product quality and new product development have always been an integral part of the research and development section of the company. Mustang is focused on offering socks that are designed to help customers achieve their personal best.

Back in 1987, the need for good quality cotton socks in the country provoked a thought in one of the co-founders of Mustang Socks & Accessories. This single thought was sufficient enough to set up a small unit then. Today, it is a fully-grown automated division catering to the fashion needs of people across genders and age groups. That is how Mustang became India's first-ever socks brand with a simple aim - to change the perception of socks from an 'add on' to a stand-out presence in wardrobes.

Core Product Offerings

Mustang's core offerings include socks for men, women, kids and toddlers. It also has a vast range of speciality socks which include health, anti-skid and athletic socks.

Target Consumers

The brand caters to toddlers, kids, men, women and consumers with certain medical conditions. Their target consumer is not only people but also various occasions where the commodity enhances lifestyles.

Brand USP

Mustang Socks & Accessories is acclaimed for its premium quality with superior material, improved processes, and for being spot-on in terms of style and design. Its mantra: Make socks that fit into the entire family vertical and further entail themselves as a constant companion in every moment, occasion or event.

Latest Collection

The brand recently presented a new range of fashionable socks inspired by Transformers and My Little Pony.

The launch was an attempt to expand its product portfolio and address the growing needs of the consumers, especially taking care of the needs of the kids and adolescents in terms of usage.

On the other hand, its athletic socks with microfiber are especially meant for work-outs and compression socks are for long seating hours and extensive travel.

Commitment to Sustainability

The company has invested in rainwater harvesting, affluent water treatment plants and renewable energy sources in a bid to be more eco-friendly.

Plan Ahead

Presently, the brand's focus is on growing its distributor network and establishing its presence in Tier-II and III cities. Over the next couple of years, Mustang Socks & Accessories is targeting an aggressive expansion into smaller towns and cities in southern India. The brand has recently expanded its presence to the state of Kerala.



- > Brand Name: **MUSTANG SOCKS & ACCESSORIES**
- > Company Name: **MUSTANG ENTERPRISES**
- > Launch Year: **1987**
- > Website: **HTTPS://MUSTANGSOCKS.COM/**
- > Total no. of MBOs: **8,000+**
- > Indian Cities Present in: **2,000+**



» ROOKIES «

Rookies originated from a collective thought process from its promoters after they noticed the apparent gap in the domestic market for a good and aspirational denim brand. The brand was launched in 2009 and with the hardcore denim manufacturing background of its promoters mixed with the right marketing strategy and service, the brand soon started to dominate shelf space in retail stores across India. Today, Rookies enjoys unparalleled popularity across the nation and finds mention among the top denim brands in India.

Product Categories

The brand specializes in denims and offers a wide range of styles, fits, and colors to its customers. It also is known for its range of non-denims shirts, t-shirts & Jackets.

Bestselling Products/Range

Both the denim and non-denim range offered by the brand enjoys equal popularity among its consumers.

Ideal Customer

Rookies believes in giving value for money products and has positioned itself in the mid premium segment and targets customers who have an international sartorial taste.

Primary Markets

The brand is more into urban and semi-urban territories, but is gradually beginning to venture into the interiors, backed by its distributors, marketing knowledge and goodwill.

New Launches/Category Expansion

Rookies is planning to expand its t-shirts Non-denim and athleisure range soon.

New Cities/Towns & Markets To Explore

The brand has plans of strongly expanding its retail footprint throughout India in 2022. It plans to expand through franchises and company operated EBOs. The first flagship store has been opened in Phoenix Marketcity, Kurla. One more EBO added recently in Raipur Citycentre Mall. Rookies is also vying to boost its online presence further.



- > Brand: **ROOKIES**
- > Company: **FINESE FASHION PVT LTD**
- > Launch Year: **2009**
- > Total no. of EBOs: **3**
- > Total no. of MBOs: **750+**
- > Total no. of SiS: **250**
- > All Major MBOs/LFRs/Departmental Stores Present In: **LIFESTYLE**
- > Indian Cities Currently Present In: **PAN INDIA**
- > International Presence: **DUBAI, RUSSIA, BANGLADESH & NEPAL**



» TWILLS «

Launched in 1995 in Andhra Pradesh with its first collection of coloured cotton trousers, today, Twills has evolved into a one-stop solution that offers international styles in comfortable fabrics. In 2008, the brand had another feat to its credit – a 5,000 sqft exclusive store at MG Road, Vijayawada, and hasn't looked back since.

Twills has about 600 employees and marketers across the country. The company believes in promoting cultural diversity and a collaborative working atmosphere. It also doesn't shy from going the extra mile in creating opportunities for customers to look and feel great, and express themselves with confidence. Twills creates utility streetwear with an eye for detail. Its collections are crafted with high-quality fabric and have a crisp and clean finish.

Core Product Offerings

Twills offers everything for the men's wardrobe, from shirts and t-shirts to jeans, chinos, shorts, joggers, sweatshirts, jackets and hoodies. Its most innovative collection is that based on the concept of yoga - a complete knitwear range inclusive of all winter products.

Target Consumers

The brand's target audience is the aspiring Indian man aged anywhere between 18 and 40 years. While a majority of its target audience is below the age of 35 years, approximately 40 per cent comprises office-going professionals.

Brand USP

With a modern and bold approach, Twills believes in giving its patrons that 'wow' experience. Its USP is that it offers its customers the latest in international fashion in good quality and at reasonable prices.

Commitment to Sustainability

Twills' recent campaign of seeded tags for all its products has added to its eco-friendly efforts. The brand is also focused on making its garments more functional and sustainable at the same time.

CSR Initiatives

At Twills, the team believes in giving back to society as well as the environment, and involving customers and employees in its initiatives and endeavours. With the world facing extreme climatic changes and a looming scarcity of resources, Twills ensures that it does good to the environment by creating a more transparent supply chain and reducing its carbon footprint every year. With cotton bring the most important fibre for the brand, it ensures that it's grown considering the environment and people.



- > Brand Name: **TWILLS**
- > Company Name: **TWILLS CLOTHING PVT. LTD.**
- > Launch Year: **1995**
- > Website: **WWW.TWILLS.IN**
- > Total no. of EBOs: **210**
- > Total no. of MBOs: **5,000**
- > Total no. of Shop-in-Shops: **175**
- > LFS/ MBO/ Departmental Store Partners: **CENTRAL, BRAND FACTORY, V MART, LULU**
- > Total Space Covered in EBOs/ SISs: **2,25,000 SQFT**
- > Indian States Present in: **26**





CREATING MEANINGFUL CONTENT WITH **INFLUENCERS**

In an era of information overload and content overflow, brands often confront complex challenges in connecting with their consumers. But whatever the challenges, trust, transparency and authenticity in messaging can make their task somewhat easier and augment the overall content strategy.

By Anurag Saboo, Co-founder, DaMENSCH

Relevance and authenticity are the prime pillars that help influencers drive better sales leads and conversions with the target audience of the brands they endorse. Thanks to the rising predominance of social media, influencer marketing has become a non-negotiable part of any and every brand's content strategy. Social media influencers are the real influencers today who actually make an impact in consumers' purchase behaviours. These social media influencers have a robust number of followers on Instagram, YouTube, MX Taka Tak and other channels, and post content on a regular basis, and therefore have a wide reach.



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