

IMAGES

BUSINESS OF FASHION

4

Issue No.

April 2022 | Volume XXIII // No. 4 // ₹ 100

www.imagesfashion.com

INDIA FASHION FORUM

Fashion leaders redefine business as we know it



IMAGES FASHION AWARDS

IFA recognises game changers in India's fashion business



INDIA BRAND SHOW

Top brands put their best foot forward



FASHION RETAIL ENTERS A NEW ERA

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April was special for us. It marked the return of India Fashion Forum (IFF) after a two-year hiatus as a result of the COVID-19 pandemic. In its 21st edition, IFF got the who's who of the industry together to map out the future of fashion business in India which is being shaped and re-shaped as I write this. Disruptions to business have been plentiful. The future is certainly uncertain, and if the past two years have taught us anything, it's that we must prepare for the worst and even when that does not work out, keep our options open and minds agile.

It is clear that to serve and inspire the new-age shoppers, retailers and brands need to re-think their conventional business models. Convenience is the name of the game, a feat that can be best achieved by getting the technology right. But, in creating a digital space that is more responsive to the consumer's demands, retailers and brands must not forget that brick & mortar stores will not lose ground. Hence, while the online channels cater to the new-age consumer, the offline channels, too, have to be seamlessly integrated into the very design of a comprehensive business model.

Businesses must be cognizant of the fact that the pandemic has changed the consumption patterns and shopping behaviours. Consumer preferences have been fluctuating over the past two years and this year, demand could again be fuelled from a very different direction. Thus, brands and retailers need to brace themselves and not put all their eggs in one basket. Keeping the portfolio broad and nimble, brands would be able to scale any and all disruptions in the fashion market and simply sail through.

As always, I hope you find this issue insightful 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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(CIN: - U22122DL2003PTC120097)

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NEW COLLECTION



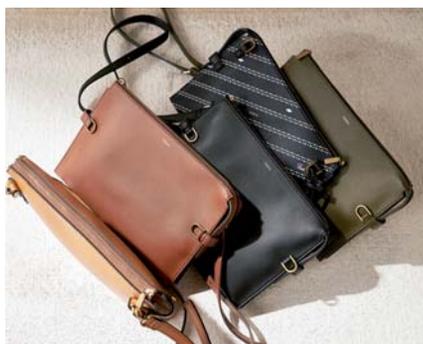
SOCH OFFERS PLEASANT SUMMER WEAR THROUGH NEW COLLECTION

Soch has launched its new Summer'22 range of ethnic wear for women, available both online and in stores. The new collection houses ensembles in fluid silhouettes, with breezy structures and lightweight, breathable fabrics. It includes sarees, salwar suits, kurtas, tunics, kurta suits, lehengas and more in a broad spectrum of colours such as white, pink, red, yellow, blue and green etc. Fabrics used in this latest collection from Soch include cotton, georgette, silk, silk blend, cotton silk and chanderi. Traditional Indian crafts of block printing and chikankari, as well as bandhani prints have also been used.

FOSSIL SCREAMS GREEN WITH SOLAR POWERED TIMEPIECES AND MORE

Fossil has incorporated pro-planet accessories into its daily looks, from solar-powered timepieces to pro-planet materials like ocean plastic and bio-based castor oil. This collection of accessories

includes the FB-01 solar-powered #tide ocean material® watches for him (priced at Rs10,995); the Stella multifunction timepiece for her with watch case and strap made of bio-based castor oil (priced at Rs10,995); the Kier Vegan Cactus collection of crossbody bags, pouches and backpacks for her made of vegan cactus material (priced at Rs12,995); and the Parker convertible backpack made of eco-leather (priced at ₹15,995).



JISORA INTRODUCES RESORT WEAR RANGE FOR WOMEN

The newest addition to Jisora's offering for women is its resort wear range. Once the restrictions imposed during the pandemic relaxed, people started looking for exotic vacation options with easy silhouettes that accentuate both comfort and style, a market that Jisora aims to cater to with this new collection. "Jisora facilitates customers with clutter-free and classy travel couture by easing up the packaging anxiety, curating a list of resort wear and helping to find the extra summer sparkle on their next trip," says Tushar Sethi, Co-founder, Jisora.

The brainchild of three brothers and a sister, Jisora made its entry into India's fashion arena in 2021. The brand eyes at promoting diversity, ethnicity and tradition of India through affordable fashion and value-driven policies.





IFF 2022

USHERS IN A NEW ERA OF FASHION RETAIL

INDIA FASHION FORUM, THE LARGEST FASHION RETAIL INTELLIGENCE EVENT OF SOUTH ASIA, SUCCESSFULLY CONCLUDED ITS TWO-DAY 21ST EDITION HOSTED AT THE LEELA AMBIENCE GURUGRAM HOTEL & RESIDENCES BETWEEN MARCH 23 AND 24. THE CONGREGATION, AS HAS ALWAYS BEEN, HAD THE BIGGEST NAMES IN THE WORLD OF FASHION SHARE THOUGHT PROVOKING IDEAS AND DETAILED INSIGHTS ON THE NEXT ERA OF FASHION RETAIL IN INDIA.

BY IMAGES BUSINESS OF FASHION BUREAU



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INGREDIENTS OF A TRANSFORMED FASHION SECTOR

THE TRANSFORMATION SWEEPING ACROSS THE CONSUMER UNIVERSE AND TECHNOLOGY IS THROWING UP MAJOR IMPLICATIONS FOR FASHION BUSINESSES. FASHION RETAIL OF THE NEW WORLD EMBRACES AN INTEGRATED REALITY WITH DEEPLY INTERLACED DIGITAL MOMENTS THAT BOOST PHYSICAL EXPERIENCES, AND VICE VERSA. INDUSTRY EXPERTS SPEAKING AT IFF 2022 ON 'BUILDING FUTURE-PROOF FASHION RETAIL MODELS' DELIBERATED ON BALANCING THE FOUR TENETS OF FASHION RETAILING IN THE NEW WORLD - PURPOSE, INNOVATION, EXPERIENCE AND ENGAGEMENT.

BY **TRIPTI MEHTA**



SESSION MODERATOR

- **BS Nagesh**,
Founder, TRRAIN

PANELISTS

- **Akhilesh Prasad**,
President & CEO, Fashion & Lifestyle Business, Reliance Retail
- **Ayushi Gudwani**,
Founder & CEO, FableStreet
- **Himanshu Chakrawarti**
President, Snapdeal
- **Mukesh Kumar**
CEO, Infiniti Malls and Chairman, SCAI
- **Vineet Gautam**
CEO, Bestseller India

We are sitting in a unique situation once again in India, where everything is looking bullish, everything is looking big, and opportunities are large. It is said that 50% of modern trade is going to be e-commerce in the next five years. The prospect of establishing and sustaining a successful fashion business in the India of today may be overwhelmingly thrilling and daunting in equal measure. So, how does a new-age brand decide what it wants to do while standing out from the crowd? Sharing her thoughts on the subject, **Ayushi Gudwani**, Founder & CEO, FableStreet, speaking at India Fashion Forum's inaugural session of the 21st edition, said, "I started back in 2016 when the Reliances of the world and everyone else, too, existed. It was scary because there was genuinely a big question for me - Who is Ayushi who has no technical background in apparel and no knowledge? Why will she come and crack the space? I think the DNA in which I was wired said - if there is any problem that can be solved, why can't it be me solving it? That's what made me take the leap and jump into this opportunity. The second reason for me to jump into this opportunity was, if you study all global brands, and I think we should all applaud ourselves, India has been a destination of supply for all global brands traditionally. So there is now time for building India for India and India for the world in terms of



THE NEXT THREE YEARS OF FASHION RETAIL

IN HER ADDRESS ON DAY ONE OF INDIA FASHION FORUM 2022, **SALONI NANGIA**, PRESIDENT, TECHNOPAK ADVISORS, SHARED A COMPREHENSIVE OUTLOOK OF THE INDIAN ECONOMY APROPOS OF THE COUNTRY'S FASHION INDUSTRY OVER THE PAST YEAR, WHILE SHARING MORE DETAILS ON YEARS TO COME AND HOW THE INDUSTRY IS EXPECTED TO SHAPE UP BY 2025. NANGIA ALSO SPOKE ABOUT TRENDS AND IMPERATIVES THAT THE SENIOR MANAGEMENT NEEDED TO FOCUS ON OVER THE NEXT 12 TO 18 MONTHS THAT WOULD HAVE A SERIOUS IMPACT ON THEIR BUSINESS.

BY IMAGES BUSINESS OF FASHION BUREAU

In 2021, India's GDP de-grew because of COVID-19 from the \$2.7 trillion mark that it stood at in 2020. But, according to a Technopak analysis, the industry would be back in terms of performance of GDP at 10-10.2% every year between 2020 and 2025. "We would also become the fifth largest economy on a nominal basis and would cross the UK by 2025 as far as our GDP is concerned. Per capita income, too, would continue to grow. Over the next five years, it will remain stable at about a growth of 10% every year, and that would be one of the key factors influencing consumption and therefore, the retail market. This will also have a direct implication on the fashion segment," shared Saloni Nangia, President, Technopak Advisor, as she addressed the audience at India Fashion Forum 2022.



CHANGE BUSINESS DYNAMICS, GET FUTURE-FIT

Session Partner



IN THESE TIMES OF UNCERTAINTY, THE RETAIL INDUSTRY HAS SEEN A FUNDAMENTAL SHIFT IN THE WAY OF DOING BUSINESS. CONSUMER BEHAVIOUR IS CHANGING AND OLD BUSINESS MODELS ARE SHAKING. FROM CONSUMERS BUYING CONSCIOUSLY TO BRANDS EXPLORING THE METAVERSE, DEVELOPING FUTURE-FIT COMPANIES THAT CAN NAVIGATE TIMES OF VOLATILITY, UNCERTAINTY AND CRISIS IS TOP OF THE MIND OF MOST CEOs TODAY. THIS IS WHAT SOME INDUSTRY LEADERS, SPEAKING AT IFF 2022, THOUGHT OF THE CHANGING DYNAMICS.

BY VEDIKA NEGI

Consumers are changing and so are their consumption patterns. Who are these new consumers and how have their expectations actually evolved with time? Vineet Gautam, CEO, Bestseller India, believes that the pandemic has been a big reset for many. Speaking at IFF 2022 in a riveting panel discussion, he said, “The consumer of today wants to engage with the brand, experience the brand and then, end of the day, consume the brand. But this has not changed over the years; it still remains. In the context of India especially, experience matters more than it does in other parts of the world. They come with their family to spend time in feeling and trying the product before buying it.”

Gautam added that while he knew a lot was changing in the digital world fuelled by e-commerce, the return rates on e-commerce were still the same. “The house has become the trial room. E-commerce businesses have only made it easier for customers, so virtually it is still the same; nothing much has changed,” he added. “We have one of the youngest populations of consumers in the world who are obviously more digitally savvy. We have the highest screen time in the world and with inexpensive 4G and 5G on the way, a majority of the people with smartphones. There are things

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SESSION MODERATOR

- **Harmeet Bajaj**
Product Development and Communication Strategist, Fashion Academician

PANELLISTS

- **Atul Bajaj**
Executive Director - Sales & Operations, Puma
- **Johnson Verghese**
MD, Fossil India
- **Sanjeev Rao**
CEO, Being Human Clothing
- **Vineet Gautam**
CEO, Bestseller India



Session Partner



LUXURY GOES HIGH-TECH!

THE LUXURY FASHION MARKET WAS MAJORLY HIT DURING THE PANDEMIC. WITH DOMESTIC AND LOCAL MARKETS PICKING PACE, DIGITALISATION OF THIS SEGMENT WAS SOMETHING THAT NO ONE EVER IMAGINED. BUT WAS THIS DIGITAL TRANSFORMATION ALREADY UNDERWAY FOR THEM? HAVE NFTs AND THE METAVERSE CHANGED THE GAME FOR THE LUXURY FASHION MARKET? INDUSTRY LEADERS AND TECH EXPERTS SHARE THEIR TAKE ON THE SUBJECT.

BY VEDIKA NEGI

The pandemic has created a buzz around the word 'digitisation'. But many believe that the luxury sector was already looking for innovation even before the pandemic began.

Echoing this thought **Abhishek Raj**, COO, Lacoste India / Sports & Leisure Apparel Ltd., said that the industry was actually looking for some digitization before pandemic. It was actually long before the pandemic and that it was actually long before the pandemic that people started selling online. "In 2019, everybody was looking into this and investing in it. It's only the blip I would say that we got in 2020 when actually our stores were closed and we all had been forcefully put into this soft digitization and this overall thing actually got the push. If I talk about luxury, it's not about that you sit with an expensive computer and buy luxury and then you can sell it. Unless you go and touch and feel luxury, you don't indulge in it, you won't like it. So luxury is that indulgence." He agrees that there was a lot of investment and attention in digitization by brands to make the life of the customer easier.

Has the digital technology changed the business for gen-designers?

Nitya Arora, Founder, Valliyan, says, "Absolutely! During the pandemic I saw that a lot of my contemporaries and like-minded people in the industry started moving online, but we at Valliyan had our e-shop up and running in 2013, so I was already like very well versed with selling online. I got a call in 2011 from Pernia, about a multi-brand

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SESSION MODERATOR

- **Mevin Murden**,
Director of Education, Istituto Marangoni Mumbai

PANELLISTS

- **Nitya Arora**,
Founder, Valliyan
- **Shuchita Chopra**,
CBO - Shantanu & Nikhil, Aditya Birla Fashion & Retail Ltd
- **Sharrom Yezdegardi**,
3D Business Developer, Country Manager India, Adobe 3D & Immersive
- **Abhishek Raj**,
COO, Lacoste India / Sports & Leisure Apparel Ltd



Images Fashion Awards 2022

HONOURS INDUSTRY'S MOST INNOVATIVE



The 21st IMAGES Fashion Awards (IFA), an annual event that honours the industry's most innovative and iconic fashion brands that have achieved new feats, recognised India's leading fashion brands and retail companies at a spectacular ceremony hosted at The Leela Ambience Hotel & Residences, Gurugram. The ceremony was attended by the C-Suite of India's fashion retail industry, including celebrated educationist and design management strategist Dr Darlie O Koshy, and Shailesh Chaturvedi, MD & CEO, Arvind Fashions Ltd.





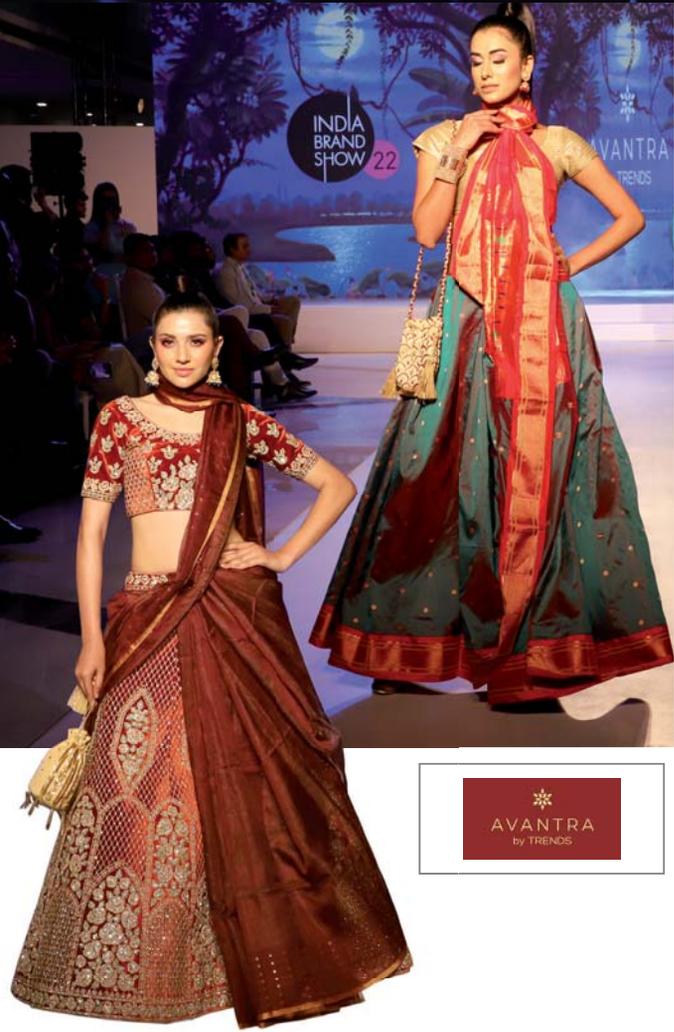
INDIA BRAND SHOW 22

A SELECTION OF FASHION'S BEST

A stunning showcase of the latest and upcoming product ranges from leading fashion & lifestyle brands, India Brand Show 2022 presented collections through a spectacular presentation on an elegant fashion runway in the presence of consumers and B2B partners at the 21st India Fashion Forum. Over two days, several brands showcased their latest offerings styled with a touch of elegance and panache.

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AVANTRA
by TRENDS

KAZO

Kazo is a premium high-street Western wear brand offering the latest fashion at an affordable price for the new Indian woman. The brand is home to chic contemporary fashion that represents a mindset and an attitude, not an age. It constantly pushes the envelope to bring the best and latest of fashion from around the globe. It is designed for modern, confident women.



KAZO



JOHN PLAYERS

John Players, from the house of Reliance Retail Limited, offers a complete fashion wardrobe for Indian men through John Players and John Players Jeans. With a purpose to salute and celebrate the power of individuality, John Players provides men with vibrant wardrobe essentials to suit every occasion, spanning across formal wear, casual wear, party wear, denims and accessories.



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