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Spotlight

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The fashion industry has undergone many a change over the past couple of years. Whether influenced by the pandemic or driven by the growing propensity among Indians to spend, fashion is forever being turned on its head. The latest to be at the centre of this ever-evolving segment is innerwear. Once overlooked as a mere commodity, innerwear is now viewed as a fashion statement. Whether working out at the gym or playing in a sport, attending a wedding or simply dining out with friends, more and more consumers are opting for innerwear that they feel serves the purpose. Hygiene conscious and always looking to be comfortable in what they wear, consumers today are driving the need for innovation in design, fabric and technology in innerwear.

This burgeoning demand has also led to the birth of several domestic innerwear brands that are slowly transforming this once-unorganised sector into a more organised one. A report by Technopak Advisors suggests that the Indian innerwear market, once valued at ₹19,950 crore, is estimated to grow at 13 per cent to reach ₹68,270 crore by 2024. Men's innerwear market, in particular, is expected to grow at a CAGR of 7% over the next few years to reach ₹218 billion by 2028. Innerwear, thus, is turning out to be a lucrative investment; maybe even an apt candidate for virtual try-ons in the metaverse.



Amitabh Taneja



D2C athleisure brand Aastey launches Club Collection

Sustainable, size-inclusive athleisure brand Aastey has brought out 'The Club Collection' that consists of silk scrunchies, silk eye masks and 'the unwind box'. The scrunchies are versatile in colour and come with a detachable bow in a pack of three; the eye mask is available in three colours and made with pure silk; the unwind box comes with some club collection offerings and a few special Aastey goodies. Speaking about the new launch, Jeevika Tyagi, Co-founder and CEO, Aastey, said, "As a brand, we strive to give our tribe the best of both worlds - a product that is fashionable and sustainable. All the products in this collection are well thought out and researched, keeping our tribe's needs in mind as we wouldn't be anywhere without them."



Availability: **Website**
Price: ₹500-₹3,495



Assembly launches range of hard luggage

Assembly, a new-age D2C brand, has introduced its latest range of hard luggage - Stark. The luggage comes with a set of three packing cubes to organise clothing, shoes and toiletries. It also has external pockets for laptops & accessories and a keyless TSA lock facility. Made from 100% German polycarbonate, the Stark collection is available in eight colour options - teal, blue, grey, green, blue & white, teal & white, grey & white, and green & white.

Availability: **Website and e-commerce marketplaces**
Price: ₹4,999 (for 20 inches), ₹5,999 (for 24 inches) and ₹6,999 (for 28 inches)

Adidas launches new walking shoe range for men, women



Sportswear giant adidas has launched a new category of walking shoes conceptualised and created with superior technology for the Indian consumer. The range comes in an array of colours with slip-on and lace-up designs for both men and women, and features Cloudfoam technology, new outsole technology for better grip and an upscaled bottom. Speaking on the launch, Sunil Gupta, Senior Director, adidas India, said, "Our products are designed keeping the consumer's needs front and centre. Walking is the most preferred form of physical exercise in India and we wanted to elevate our consumers' walking experience by offering a range that is not just comfortable but also very stylish and versatile for our consumers' all-day needs."

Availability: **adidas.co.in, select retail stores, e-marketplaces**
Price: ₹2,499-₹4,299



Pearl Group of Companies Chairman Deepak Seth Felicitated by CMAI

At a function held to honour Deepak Seth, Chairman, Pearl Group of Companies, on the release of his book 'Resolute by Design', CMAI President Rajesh Masand felicitated him for his incredible growth from a small-time exporter of garments to a global entity covering over 22 countries and production facilities. Having begun with a small order of 6,000 pieces in 1976, Pearl Group now ships over a million garments every day. With a

current turnover of US\$1.5 billion (Rs12,000 crore), the Group is poised to touch the US\$2 billion mark in the next three years.

At the felicitation programme, Seth shared his views on staying single-mindedly focused on one's goals, on the old-fashion tenet of hard work, on how to deal with one's workforce, on retaining talent and above all, the importance of trust, transparency, equity and ethics in business.



DaMENSCH plans 10,000 POS by 2024; Ashmeer Sayyed to spearhead growth

Men's fashion brand DaMENSCH now plans to foray into the offline retail business. With a significant investment from the recently-raised funding, the company is planning to venture into retail stores within this year and be available at 10,000 points of sale across various formats, by 2024. In line with the retail mission, the company has also appointed Ashmeer M Sayyed, who was earlier with brand Jockey, as Chief Retail Officer to boost the next stage of growth, spearhead offline sales and drive strategic partnership efforts.

Commenting on the launch of its offline presence, Gaurav Pushkar, Co-founder, DaMENSCH, said, "Today, 50% of our revenue comes from our existing customers and this is a proof of our potential; we want to be where our customers are and hence the launch of the offline channel to offer the consumer omnichannel solution. While we make our presence felt in GT, MT and other large-format stores this year, we would also be launching exclusive brand outlets in the near future."

E-platform Dharoharr to enable local artisans to sell their wares



Sankalp for Khadi, an initiative to revive the soft power of khadi, recently launched 'Dharoharr' - a platform exclusively curated for the welfare of rural artists and artisans, across the country. On Dharoharr, artisans and artists will be able to showcase their curation for sales purposes in a seamless and organised style. Their products will

be promoted on various digital and traditional channels, and will be packaged by Dharoharr to attract more buyers.

The inaugural event in New Delhi was graced by the presence of chief guest Ashwani Choubey, Minister of State for Consumer Affairs, Food and Public Distribution and Environment, Forest and Climate Change, along with Yogita Singh, President, Mahila Morcha Delhi, BJP; Shobhana Narayan, Padma Shri awardee and Indian Kathak dancer; Dr Janis Darbari, Consulate of Montenegro in India and Sandeep Marawah, President, Asian Academy of Film & Television, among others.



Levi's inaugurates 5800 sqft store in Kolkata

Levi's has inaugurated its new 5800-sqft store at South City Mall, Kolkata. The store features the brand's signature 501® collection along with trucker jackets and logo tees, as well as the Levi's® Tailorshop experience. Speaking about the launch, Amisha Jain, Levi Strauss' newly appointed Senior Vice President and Managing Director for South Asia, Middle East and Africa, said, "Kolkata is known for its artistic flair and for being one of the more fashionable cities in India, and we are excited to introduce our latest iconic store in this vibrant city. Strategically located in South City Mall, the new store will feature our premium collections as well as personalisation services via the Levi's® Tailorshop. It perfectly illustrates how we continue to elevate brand experiences across our stores in the region."

KZ07 by Kazo opens Jalandhar store; to soon launch own website

Athleisure brand KZ07, from the house of KAZO, has opened a new store in Model Town Market, Jalandhar. Spread over an area of 1,200 sqft, the new store features the brand's latest collection that offers unisex clothing as well as accessories. On the occasion of the store's launch, Divya Aggarwal, Co-founder, KZ07, said, "We are immensely excited and overwhelmed as we open KZ07 store in Jalandhar, the city of fashion-lovers. This city is the hub of athleisure-lovers and here, fashion means comfort. Everything in the collection is curated for the diverse youth of 2022." KZ07 products, presently available on e-commerce marketplaces, will also soon be available on the brand's own website.



Bespoke clothing brand Salt Attire opens new stores in Mumbai

Salt Attire, a brand that offers customised clothing to women, has opened two new experience stores in Mumbai - one in Phoenix Palladium and the other in Infiniti Mall, Malad. Here, professional stylists help and guide women in attaining better fitted clothes. Speaking about the new stores, Dipti Tolani, Founder, Salt Attire, said, "Considering over 25% of our online customer base is in Mumbai, an offline experience store here was the obvious choice. Over the years, we have designed and fabricated products for the Indian customer and specific to certain cities as well." The brand offers bespoke clothing, tailored to customer measurements, based on an on-demand manufacturing model at no additional cost. It also introduces a new collection every month.



Changing Landscape of the Innerwear Market

Funky underpants to period panties, the innerwear segment is now larger than just a basic everyday need. Just like any other garment, consumers have started looking for innerwear options where comfort can meet fashion. Factors like growing D2C brands, a pandemic-hit market, fabric innovation, etc., are contributing to its unstoppable growth. But is the innerwear segment still untapped?

Vedika Negi

Innerwear industry in India, for a long time, has largely been dominated by big layers like Amul, Lux, Rupa and Dollar, among others, whose presence is now more in the Tier-III & IV cities. As a segment, the Indian innerwear market was associated with basic needs with little to no innovation in terms of design, as opposed to innerwear markets in the West. But, the new India, which religiously follows the global fashion market, is what brings in major changes in the way the segment is perceived. This industry is now on a faster growth trajectory.

According to data in a 2021 report by The Machine Maker, the innerwear segment was estimated to be worth Rs32,000 crore, which accounted for 9 per cent of the total domestic fashion market. The women's innerwear segment is projected to grow at a rate of 12.5 per cent over the next decade to reach Rs68,000 crore by 2028, whereas men's innerwear, currently valued around Rs11,000 crore, is expected to grow at a CAGR of 7 per cent over the next decade to reach Rs21,800 crore by 2028.

Rising disposable income as a result of more and more people joining the workforce has made it easier for consumers to move on to other brands. Now, the general population, especially in Tier-I cities and somewhat also in Tier-II cities, is looking for innovative designs, styles and comfortable fits. Demand for innerwear with innovative fabrics like antibacterial, fragrant innerwear and even period panties, is seeing an all-time high.

In keeping with this growing demand, there is also an upsurge in innovative manufacturing to keep up with the latest fabrication technology.



Mid-premium: A Gainful Segment

COVID-19 has replaced many an old habit of consumers, even in the men's innerwear segment which is now regarded as more a fashion statement than a mere commodity. Growing spending power and changing fashion choices are driving this growth. Here's a brief look at where the sector is headed and how lucrative it is for investment.

IBoF Bureau

Going by a recent report published by SMIFS Limited, the Indian innerwear market, valued at ~Rs320 billion in 2018, is expected to grow at a CAGR of ~11% over the next few years to reach ~Rs 897 billion by 2028E. Slowly transforming from an unorganised sector to a more organised one, the surging demand for innerwear in the country is largely driven by rising incomes and growing fashion consciousness. Once considered a mere commodity, innerwear is now moving on to become a fashion statement in itself. The men's innerwear market in particular, once valued at Rs110 billion, is expected to grow at a CAGR of 7% over the next few years to reach Rs218 billion by 2028, the report by SMIFS suggests. This highly fragmented and unorganised market is dominated by several small-scale players that serve anywhere between 60% and 65% of the total demand.

According to **Siddhartha Gondal**, Co-Founder & Chief Sales Officer, XYXX – a men's underwear and basics brand that was founded in year 2017 – demand in the segment is led by an increase in purchase frequency. "The consumption pattern has drastically improved from making purchases once a year, 10 years back, to twice or thrice a year now. This is primarily due to the importance of maintaining a hygienic lifestyle," he says. Gondal also maintains that lifestyle

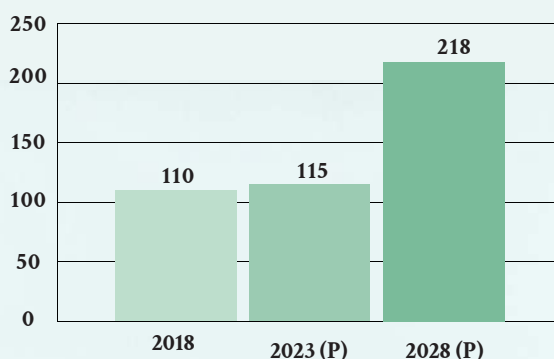
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There has been an escalation in digital adoption post the pandemic which has changed the face of the men's innerwear market

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choices are influencing purchase behaviour. Indian consumers now prefer to wear different innerwear types for different reasons such as being at home, in office, while practicing light or heavy workouts, dates, for travel, etc. "There has also been an escalation in digital adoption post the pandemic which has changed the face of the men's innerwear market," he adds.

The market for innerwear can be classified into five product categories - low, economy, mid-market, premium and super-premium. Most men's innerwear brands lie in the mid-to-economy segment, catering to the masses. Gondal believes that of these, the mid-premium segment is the most lucrative primarily for two reasons – one, because there has been a visible increase in affordability levels due to higher disposable incomes and two, because of the increasing penetration of brands in the Tier-II to Tier-IV markets.



Source: Images Business of Fashion, SMIFS Research

Going forward, demand for men's innerwear is expected to continue being steered by rising discretionary spends, growing number of mid to high-income households and rapid urbanisation. The branded proportion of the men's innerwear market will also continue to hold the majority share, but the smaller brands will gain a significant portion of the pie within the branded men's innerwear segment. **BoF**





Tasva makes fashion more accessible

Owned by Indivinity Clothing, a partnership between Aditya Birla Fashion and Retail Ltd. and Tarun Tahiliani, Tasva is an ethnic wear brand that was launched in 2021 and by the end of the financial year, would be operating close to 70 stores. In an exclusive interaction with Dhruv Kaura, Chief Operating Officer, Tasva, we delve on its consumption story and emerging trends in the world of ethnic fashion.

Yash Bhatia

How would you define Tasva's consumption story for India and Bharat?

There is a need and there is a big growth opportunity in India for practical, beautiful clothes. About 34 per cent of India's population is of marriageable age, with 10 million marriages happening each year. There are 25 major festivals where consumers prefer to wear ethnic wear. Apart from one major brand, this space is largely full of unorganised players catering to the wedding market in India.

At Tasva, we are making clothes for the young Indian who wants stylish and comfortable wedding wear. We want to break the perception that ethnic wear for men cannot be comfortable.

“Latest designs, freshness, availability of inventory, fast deliveries, friendly returns & exchange policies and a great consumer experience are demanded by consumers irrespective of where they live”

'Sustainable'

A Gimmick No More

Across geographies, customers are increasingly purchasing from fashion brands that they truly believe to be sustainable. The term cannot merely be used as a marketing gimmick anymore as the discerning customer of today can see right through the smokescreen. Fashion brands thus help decipher how brands can gradually incorporate green measures in their business operations.

Yash Bhatia

Sustainability in fashion retail has become a powerful value proposition for the eco-conscious consumer. The concept came into prominence even before the pandemic hit the world but has since piqued the interest of the entire retail fraternity. Driven by the shift in consumer behaviour towards environmentally healthy business practices, the retail world is making a desperate attempt to make the planet a truly better place. Across the world, fashion retailers and brands are looking to contribute to this change and reduce their impact on the environment by following eco-friendly business

“If we’re building a brand where we make garments from recycled PET bottles, it doesn’t absolve us of the responsibility of ensuring minimum waste of what we use or consume in our day-to-day lives



Kapil Bhatia,
CEO & Founder, UNIREC

practices. In fact, a recent report by Shopify suggests that half (50 per cent) the customers globally are looking to buy from brands that have a clear commitment towards sustainability. This data simply shows that now brands do not have the luxury to ignore sustainable practices. Another report, ‘State of Fashion 2021’ by McKinsey, states that armed with customer insights, companies can reset their long-term strategies. It is believed that “The most fertile ground for redirecting investment into opportunities will be in the areas of digitalisation and sustainability. Building a sustainable brand looks simple, but requires a lot of change in strategies and policies from the brand’s side.”



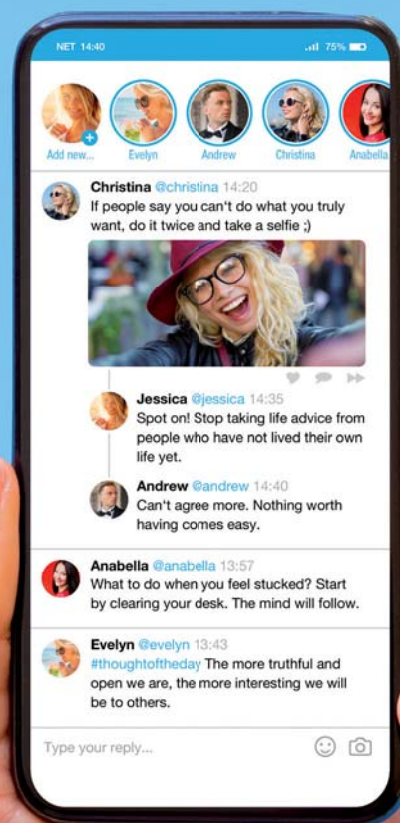
Fashion Goes Social with Twitter

Fashion conversations have spurred beyond general Instagram and Facebook posts. Now, fashion's latest trends are being discussed over Twitter. SaaS-based solutions provider Meltwater, in its latest report titled 'The Fashion Industry's New Era', takes a deep dive into these conversations and how brands can utilise the trend to its fullest potential.

IBoF Bureau

An unusual platform for fashion conversation, Twitter is making things happen. From inclusive fashion to modest fashion, fashion consumers on Twitter are leaving no stone unturned in talking about subjects that have never or seldom been touched upon. According to the Meltwater report titled 'The Fashion Industry's New Era', the fashion community on the social media platform tweets at a rate of 8.3x more than the average Twitter user. The report by Meltwater and Twitter thus digs deeper into the trends taking over the latter's fashion conversation, which are

- *Luxury fashion*
- *Meta fashion*
- *Handmade fashion*
- *Inclusive fashion*
- *Retro fashion*



How Technology is Transforming Traditional Manufacturing Companies

Jamil Ahmed,
CBO & Co-founder, Fashinza

In recent years, technology has taken centre stage in the manufacturing industry. From efficient planning to predictive maintenance and better customer interaction, it provides constant end-to-end solutions that make the process a lot less chaotic. Here are five ways in which technology is enabling a structured transformation for manufacturing businesses.

A major development that has had an impact on manufacturing is 'Industry 4.0', i.e. Internet of Things (IoT), in which objects communicate over the Internet and Artificial Intelligence (AI) programmes compile huge amounts of production data for intelligent Machine Learning (ML). It is widely acknowledged that both of these advancements have increased manufacturing efficiency and systems, and have improved manufacturing

processes in factories. It is our belief that the development and implementation of these technologies will open up many doors for businesses in terms of efficient planning, less wastage, profits and better customer interaction. The manufacturing industry will continue to undergo fundamental changes as a result of these technologies over the coming years. Let's take a closer look at a few ways technology can help you improve your manufacturing process.



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