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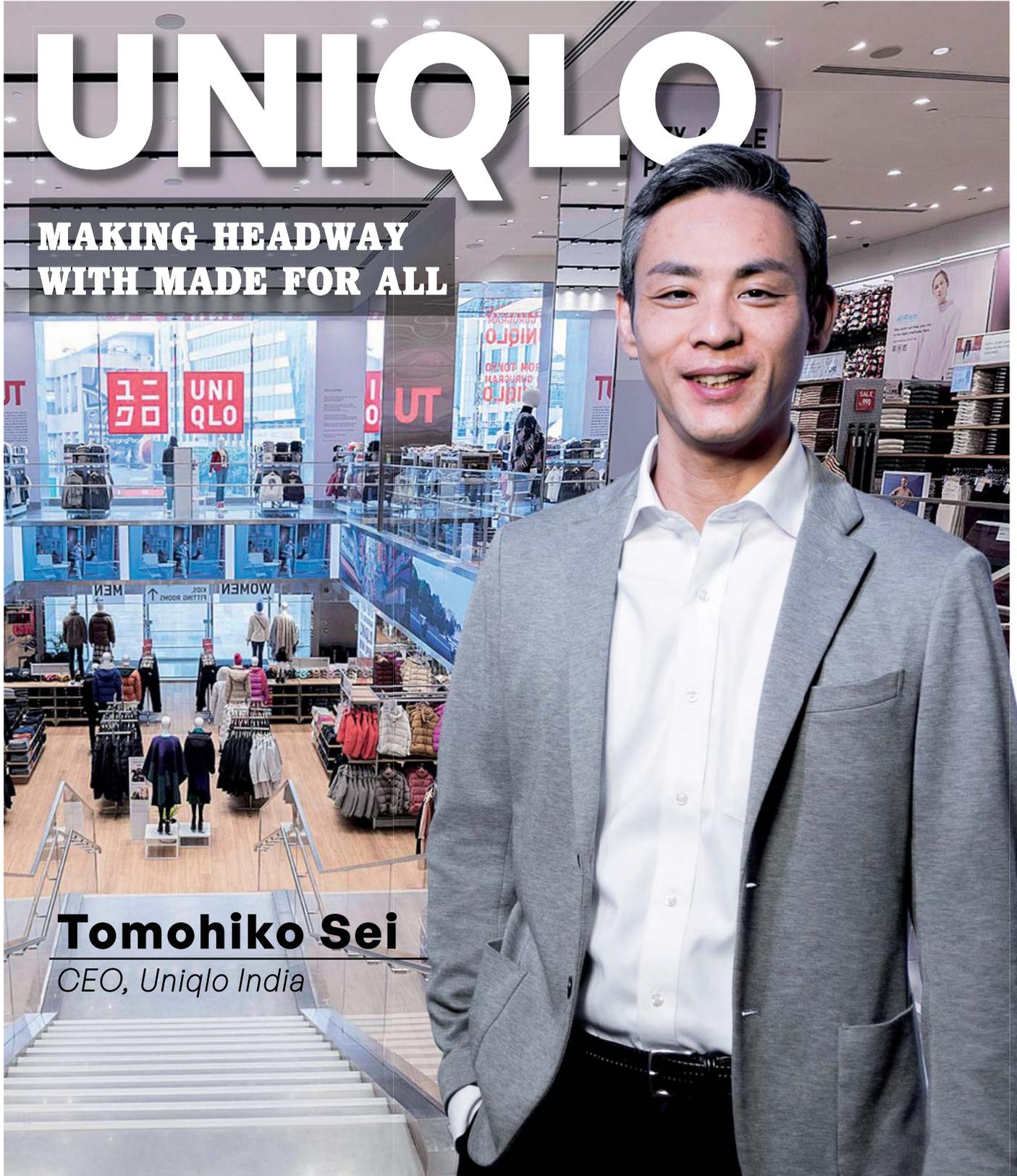
IMAGES
BOF
Established 1992

VOLUME XXIV
NUMBER 1
JANUARY 2023
₹100
www.imagesbof.in



UNIQLO

**MAKING HEADWAY
WITH MADE FOR ALL**



Tomohiko Sei
CEO, Uniqlo India

Editor's Note



Another year, another resolve forged with wisdom, accumulated experience and clearer vision. This is 2023. We have seen the worst, we have overcome obstacles from the most daunting to the phase blessed with flickers of hope and then to the realization of fruits of hard labour.

2022 was a year of caution and also of growth. India's textile and apparel exports were \$ 43 billion in 2021-22 and have grown at 3.7% CAGR since 2010-11. The exports are further estimated to grow at 9% CAGR from 2021 and reach 60 billion by 2025-26, says a report by FICCI and Wazir Advisors. And according to Retailers Association of India, in March 2022, apparel sales grew by 26% compared to what they were during the same period last year, while overall retail sales grew by 28% in the same period.

But 2023 has inherited a mixture of political uncertainty and bullish inflation. The takeaway from the conflict is that we are going to witness a further polarized world in which global trading in dollars will be reduced and readjust to globalization. However, the world, irrespective of who emerges stronger, will contribute to trade as it has always been.

In this backdrop, where is India positioned? It's on the advantageous side. Being a lucrative market and sought by blocs, India is certain to witness inflow of long-term investment from global corporations as part of their relocation strategy.

This apparently means 2023 is definitely a year of opportunities and more, only if we play with greater caution and persistence.

May 2023 be a year of prosperity, luck and success.

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

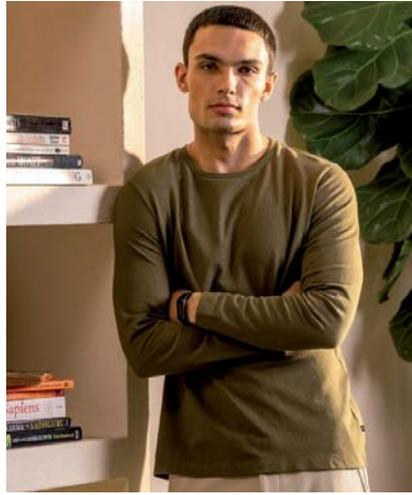
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DaMENSCH Expands Product Portfolio; Launches Popcorn Collection

Menswear brand DaMENSCH announced the launch of its ultimate Popcorn collection. Made with sustainably sourced cotton, the range features popcorn trousers, round neck full sleeves t-shirts, and Henley full sleeves t-shirts. The fabric goes through a special finishing process that gives it a texture resembling fluffy kernels of popcorn. The brand claims that the newly launched collection is synonymous with its continuous strides in creating high-quality, innovative, and conscious products.

DaMENSCH has forayed into relaxed formals with this launch. The popcorn collection is a must-have for men who want to enhance their style. With a refined minimal aesthetic and the comfort of chinos that trousers usually lack, DaMENSCH popcorn trousers feature High-IQ dyes that use 50 percent lesser water. While



its Popcorn T-Shirts are crafted with a fabric blend that uses sustainably sourced cotton and High-IQ dyes which are more

sustainable and provide stronger darker and brighter fade-proof colors.

“As we continue to expand our exciting range of fashion portfolios, we are delighted to bring a unique popcorn collection to satisfy the need for comfort for our Da-man community. We saw that our popcorn category is growing fast in the last few days especially after receiving the phenomenal response to our Herringbone popcorn t-shirt. At DaMENSCH we combine innovative technologies and designs to bring something extraordinary and trendy for modern men that are distinct in features and most desirable in feel,” said Gaurav Pushkar, Co-founder, DaMENSCH.

DaMENSCH’s current line of products includes innerwear, t-shirts, joggers, pajamas, shorts, sweatshirts, and hoodies.

The House of Angadi launches Bespoke by Advaya Men



kurtas, bundis, bandhgalas, trousers, and accessories like pocket squares. Only natural fabrics are used in this collection along with silk lining for all garments for that extra comfort. This collection also sees some beautiful and intricate hand embroidery techniques like Ari and Kantha.

The collection is available in both Angadi Heritage, Ashoka Pillar and Angadi Galleria Sadashivnagar, Bangalore along with private appointments across the country on request.

The House of Angadi announced the launch of its new line of menswear garments, Bespoke by Advaya Men.

The menswear collection echoes the dedication to craftsmanship, exceptional silhouettes and fabrics such as silks, wool, silk and wool blends, linen, silk and linen blends, zari brocades and silk brocades as well as fine tailoring for which The House of Angadi is well known. The collection will include a variety of shirts,

Angadi was launched in the year 2001 in Bangalore. They then expanded to include two more floors making it Bangalore’s only retail store in this format at the time in 2006. In 2010 they launched their design label Advaya. Advaya transformed the way Kanjivaram was perceived by launching the world’s first linen Kanjivaram. 4 years later, they launched a new luxury retail format “Angadi Galleria” in North Bangalore.

Dennison introduces new collection

Women’s fashion wear brand Dennison has introduced a new and well-groomed collection

Ashwini Seth, founder of the brand says, “Our motivation to design for generation z and millennial office goers is to look impressive. When you will get appreciated by others for your well-groomed clothes, positive attitude will come in your mind. It helps to skip your fear from your mind when you are from generation z, millennial office goers, new and young office comers or college comers.”

Conceptualized by Rajendra Seth, since its inception in 1988, the brand has focused on its vision to make affordable readymade clothing for people.





UNIQLO unveils 2nd UNIQLO and MARNI collection

Japanese apparel retailer UNIQLO has launched the second UNIQLO and MARNI collection. The latest collection, born out of the fusion of two design philosophies, brings comfy warmth to winter days, and invigorates everyday styling with color and playfulness.

Yukihiro Katsuta, Fast Retailing Group Senior Executive Officer and Head of R&D for UNIQLO, commented, "Last season, there was an overwhelming response to the first UNIQLO and MARNI collection, and a lot of customers could be seen wearing the items around town. It felt as though the collection matched the needs of people looking for fashion that allowed them to shake off the oppressive mood of recent years. The theme of this second

collection was the joy of being wrapped up. This was expressed through the UNIQLO product synonymous with winter, HEATTECH; knits, which are in especially demand amidst customer feedback; and accessories."

Francesco Risso, Creative Director at MARNI, said, "Through our creative process, we were able to faithfully maintain the pragmatism of UNIQLO's design philosophy and transpose MARNI's aesthetic into impeccably designed LifeWear. Through this collection, I wanted to investigate the aesthetic perception of the 60's, flirting with clichés. Patterns continue to inform everyone's idea of Marni – as they sit at the core of our vocabulary and identify our graphic language."

Hands by Gold Launches Wearable Line Maizah

Hands of Gold has launched its wearable product line Maizah. With Maizah, Hands of Gold attempts to contemporize the traditional embroidery of Kashmir in a bespoke demeanor while keeping it true to its quintessence. The brand says that the aim of the brand is to work in tandem with the traditional Karigars to bring the best of Kashmir to every home and therefore to make handicraft as a sustainable means of livelihood for the next in line.

Founded by Sadaf Syed with the vision to send 'the best of Kashmir to the world with the handpicked choice of ingredients from the Himalayan contours', the founder says that it is her humble attempt to help the misprized Kashmiri artisans make their way into million homes. Hands of Gold offers products ranging from the flavours of honey, premix kahwa, 100% pure saffron, tadka masala, walnut oil, gulkand, paper mache products, stoles, scarves, and much more.



Tommy Hilfiger's Gogreen Collection Now Available At Bagline Stores



Multi-brand travel and handbag store Bagline has recently launched a new GoGreen collection of Tommy Hilfiger backpacks. Made from recyclable dyed fabric, the range is conceptualized by Brand Concepts Limited for Tommy Hilfiger Travel Gear Stores.

The range is available in Bagline and Tommy Hilfiger Travel Gear stores as well as on the brand's exclusive website baglineindia.com.

Bagline has used virgin polyester and garbage from the ocean to create the bags. The fabric is made with reclaimed and regenerated from discarded fishing nets and other landfill waste.

"Our aim with the GoGreen Tommy Hilfiger Bags, is to provide the eco-conscious generation a bag they can feel good about," Abhinav Kumar, CEO of Bagline said. Bagline has 25 stores across India that sell several travel gear brands including Tommy Hilfiger, The Vertical and Sugarush.

UNIQLO

Making headway with made for all

*Uniqlo, Asia's largest fashion retailer has managed to hit the sweet spot in the Indian market to not just become popular but also profitable in just three years. Images Group's group managing editor **Rasul Bailay** uncovers its success secrets, strategies and plans for India.*

Samrat Puri, a New Delhi-based professional chef, said he usually shops at a Uniqlo store once or twice every month, splurging on an average of Rs 8,000-Rs 15,000, depending on his visits each month.

"I prefer my jackets, night tees as well as my shirts coming in from Uniqlo," said the 25-year-old chef. "The place is pocket-friendly and the variety is great."

Similarly, education counsellor Mahima Baruta, said she often shops at Uniqlo stores in New Delhi. One evening, just before the New Year, she was at the Uniqlo store at DLF Avenue Mall in Saket, New Delhi purchasing a fleece jacket for herself.

Thanks to consumers like Puri and Baruta, Uniqlo is off to a good start in India, a market that the Japanese brand considers its top future market for potential growth.

Pricing strategy

Spain's Zara and Sweden-based Hennes & Mauritz (H&M) had slashed their prices by up to 10% when they entered India before Uniqlo. But the Japanese brand adopted an entirely opposite entry strategy for India: It had rather increased its prices by up to 25%.

The strategy seems to have paid off. Thanks to the growing popularity of the brand in India, coupled with its pricing strategy, Uniqlo has turned profitable in India in less than three years of rolling out its first store in New Delhi. The largest Japanese fashion brand saw profitability in the third year despite its India entry being marred by Covid19-induced lockdowns and disruption as the pandemic struck India barely months after Uniqlo opened its first store in the capital in October, 2019.



‘HUMAN TOUCHPOINT IS EXTREMELY IMPORTANT FOR US’

Tomohiko Sei

CEO, Uniqlo India



LifeWear

In 2018, Uniqlo sent Tomohiko Sei to India to spearhead its entry into the country that Retailing Co. ranks as the biggest future market for the Japanese brand. Prior to his India assignment, Sei was the chief operating officer for Fast Retailing in Singapore. Sei spoke to Rasul Bailay, group managing editor of IMAGES Group about Uniqlo’s journey so far - its rollercoaster ride due to Covid-19 and about India as a potential market for Asia’s largest fashion brand. Edited excerpts:



BAGATT: Not just a shoe, but a statement

AstorMueller, one of the Europe's leading shoemaking companies, entered the Indian market with bugatti. Today, it has a strong retail footprint in India. The shoemaker, which also holds the exclusive license for Daniel Hechter shoes, has recently launched another brand, BAGATT with eye on women. Images Business of Fashion's N Bobo Meitei interacted with Sandip Kanti Baksi, AstorMuller India's COO - Retail, to understand what this means for the shoemaker, and many more.



Textile & Apparel Overview

The global apparel consumption in 2021 is estimated to be around \$1.5 trillion. India's textile and apparel market has the potential to swell to \$250 billion by 2025-26, up from an estimated size of \$153 billion in 2021, says a report by Federation of Indian Chambers of Commerce & Industry and retail consultancy Wazir Advisors.

Global Apparel Market

The global apparel consumption in 2021 is estimated to be around \$1.5 trillion. The market recovered by approx. 16% compared to 2020. It is estimated to reach \$2 trillion by 2025 growing at a CAGR of 4% from 2019. In 2021, the US was the largest apparel consumer market, worth \$257 billion with a growing CAGR of 5%. EU-27 has declined at a CAGR of 11% in 2021 post-Covid impact, and stood at \$211 billion. China, the 3rd largest market in the world, grew marginally from 2019, due to pandemic, however, is expected to grow with 11% CAGR (highest among all markets) and becomes

the largest apparel market, worth \$340 billion by 2025. Other major markets include Japan, India, Brazil and Canada.

The report, titled Building a Roadmap for \$ 250 Billion Sustainable Textile Industry, indicates that that growing economies such as China, India are growing at much higher rates than developed regions owing to the growing domestic market and increasing disposable income. Together these market account for 59% of the total apparel market while rest of the world accounts for remaining 41% share.



Fashion Accountability



The fashion industry is the second largest polluter, and the calls for the industry to do more to mitigate its adverse impacts have always been louder. Remake's 2022 Fashion Accountability Report finds a few promising trends, but maintains that much more should be done to bring sustainability and social justice to manufacturing hubs such as Bangladesh, Cambodia, Sri Lanka and Pakistan, among other places. The report underscores that sustainability is being driven by a handful of companies, underscoring the need for policy and binding agreements. For the report, Remake reviewed 58 large companies, including Chanel, Inditex, Levi's and Allbirds, on their progress towards social and environmental goals across six categories: traceability, wages and wellbeing, commercial practices, raw materials, environmental justice, and governance. However, the advocacy group decided not to score small sustainable brands earning less than \$100 million in annual revenue and self-described as sustainable or ethical, as, it claims, that since the organization's measurements are designed to hold large corporations accountable.



Image: Stella McCartney



The growing lure for kids' fashion

Swati Saraf

From being an entity solely reserved for adults, fashion in kids' wear has come a long way where it has seamlessly permeated into the kids' wear segment as well. Nowadays, there is a rising propensity for fashion in the sector.

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