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**22ND INDIA FASHION FORUM
Decodes the DNA of Profitability**

**Eyes on Future,
Fashion Industry
Ups the Game**



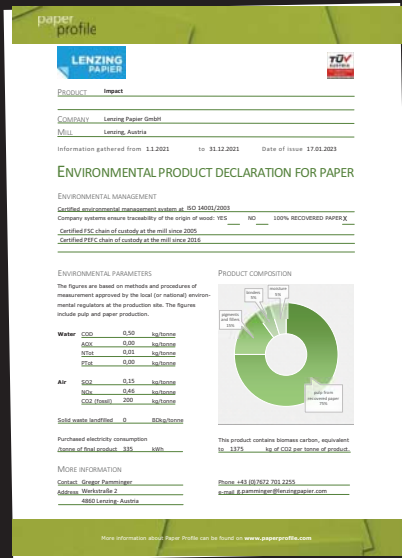
— 2023 —
**22ND ANNUAL
★ IMAGES ★
FASHION AWARDS**

**Honours game-changers
in India's fashion business**

**INDIA BRAND SHOW
Leading brands showcase
their top collections**



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Each year when I look forward to the India Fashion Forum (IFF), I find it natural to feel an anxiety that only rises and settles when it's finally over. Over the years, I have realised that it's the energy and surprises that the industry leaders and the audience bring to the gathering that create it. If the last edition was the best convergence of the year, then the 22nd edition was bigger and had fresher energy, and everything that happened or was shared there manifested the precise pulse of the industry.

The two-day event, held at the Conrad Bengaluru, was an extensive learning experience shared by people with hands-on experience in the industry. These are individuals who have built brands from scratch; leaders who have introduced global brands that have created their prominence in the market; industry experts who have been observing the market with a keen eye; designers who have created collection after collection; and retailers who have helped products reach the last mile. Their convergence at one place to share what they have done, which innovations they have discovered, what mantra has worked for them, and what the industry expects makes the forum all the more profound.

To give you an overview, we have featured some of the sessions in this issue. Find out in this issue who shared the most interesting ideas, who ruled the evenings, and who has been recognised for their achievements and contributions. Last but not least, as a part of our commitment to a green planet, in addition to using recycled paper, we have used soya ink to print this issue. Compared to traditional petroleum-based ink, it's more environmentally friendly. I do hope you enjoy the issue.

Amitabh Taneja

Coach unveils campaign featuring its iconic Tabby bag

Coach has unveiled “In My Tabby,” a campaign featuring the brand’s iconic silhouette, the Tabby bag. Directed and photographed by Charlotte Wales, the campaign underscores the message that what we carry makes us stronger through the personal narratives of Coach Family, including Lil Nas X, Camila Mendes, Kōki, and Wu JinYan. “In My Tabby” tells these stories through the lens of identity, constant evolution, and the journeys of the cast to become all of who they are today.

“I’ve always believed that fashion should be about more than only style, it should

be about community, and creating safe spaces where people feel free to express themselves,” said Coach Creative Director Stuart Vevers.

“‘In My Tabby’ is a continuation of our journey to tell stories and connect emotionally with our audiences through the Courage to Be Real, our brand purpose focused on inspiring courageous self-expression and exploring all of who you are,” said Coach Global Chief Marketing Officer and North America President, Sandeep Seth.



Kareena Kapoor Khan introduces Fizzy Goblet’s SS’23 collection

Footwear brand Fizzy Goblet has launched its brand new collection with Bollywood actor Kareena Kapoor Khan at its flagship store in Khar Linking Road, Mumbai.

The brand claims that the collection is inspired by ‘the jewel of the Italian coast Positano and the lush greens of sweeping Savannah, giving you the whiff of summer in Italy and Savannah’.

Speaking on the occasion of the new collection, Laksheeta Govil, Founder & CEO, Fizzy Goblet said, “I’m thrilled to have Kareena Kapoor Khan unveil the new collection. She represents all the elements - free-spirited, fresh and vibrant, that we have put together in our pairs. It’s a perfect fit. This collection is definitely a must-have this summer for comfort and style. I’m grateful to all Fizzy Goblet valued customers and I continue to dream about being part of every woman’s closet.”

VIP Frenchie launches teen innerwear range for boys

Frenchie, a brand by the VIP group has launched its new sub-category “U-19” innerwear for boys within the age bar of 13-19. The brand claims that it has derived the product cart ‘on the wheel of vogue to provide consumers with the latest trends and fits’.

According to the company, the idea and intention to launch U19 were to fathom the issue faced by teenagers to find a perfect-fitted innerwear and to straighten out this issue in an adroit manner.

Speaking at the launch, Kapil Pathare, Director of VIP Clothing, said, “Frenchie U-19 is not only a product but a solution to ill-fitted underwear for teens. As a brand of masses, we have always focused on consumer needs and desires. We are pretty optimistic about the market flow of the product, and we look forward to introducing more unique ranges and categories to the market.”

“The design theory is to break out of traditional culture and lead every teenager a one-step ahead of adults in terms of style. Frenchie U-19 is a token of advancement and non-traditionalism,” shared Sunil Pathare, CMD – VIP Clothing.



Soch launches Spring -Summer Collection

Occasion and evening wear brand Soch has launched its latest Spring Summer Collection 2023. The new collection, it says, draws inspiration from the 'rich legacy of traditional Indian art and crafts that can be found in every nook and corner of the country'. From the intricate mural crafts of Gujarat, the rich tradition of decorative art at door fronts to the age-old weaving techniques of Ikat, the collection pays homage to a range of traditional art forms - Kolam, Lippan art, and Ikat.

The Kolam Edit draws inspiration from the geometric patterns made every day at home with white rice powder in the form of Rangoli. The collection features intricate geometric patterns with embroidery inspired by the art of Kolam. The "Muse of Mirrors"



capsule is inspired by the traditional Lippan mural craft from Kutch, Gujarat, showcasing

intricate patterns that have been used on each piece to enhance necklines, sleeves, borders, and silhouettes in a delicate and tasteful way.

Lastly, "Ikat Impressions" features sarees inspired by traditional Ikat weaves. The collection showcases patterns made by this complex and labor-intensive technique of tie-dye and weaving. It includes single and double Ikat pattern prints from Sambalpuri, Pochampally and Patola.

The collection comprises sarees, salwar suits, kurtas, tunics, kurta sets, lehengas, kaftans and more in a broad spectrum of colors, making it perfect for any occasion. The summer collection features traditional prints, intricate work, and exquisite designs.

FILA debuts Hailey Bieber Collection and Campaign in India

FILA has tapped Hailey Bieber to front its new global campaign, giving the model and entrepreneur a canvas to express her unique sense of style, while utilising some of the brand's iconic designs. The campaign, featuring her, has debuted for the first time in India.

The campaign was photographed by Renell Medrano and styled by Hailey and Dani Michelle. Hailey is featured in a range of archival FILA pieces and staple styles, including a crewneck sweatshirt, sweater vest, oversized utility pants, and a puffer jacket, accessorising with bucket hats and FILA footwear.

The photos capture the spirit of the 90's, from the apparel to the styling to the aesthetic, with Hailey's homage to the era that defines her fashion choices.

"My style is ever-evolving and FILA's designs are timeless and the perfect complement to my everyday wardrobe," says Hailey. "I'm grateful for the opportunity to work closely with the brand to pull these iconic pieces and present them in a way that feels like a true reflection of my personal style."

"Hailey has an enviable and often imitated street style, and she has quickly emerged as a fashion icon for this generation," said Gene Yoon, Global Chairman at FILA. "As a brand, we have always celebrated individuality and a willingness to take chances in design. Hailey is fearless with her fashion choices, with a versatility, authenticity and originality in the expression of her style. FILA has organically become part of Hailey's closet and it was a natural fit to work together on this new campaign."



Da Milano introduces men's accessories range

Da Milano has launched a new range of men's accessories. The collection includes a variety of wallets, sleek men's slings, multi-functional pouches, and sophisticated spectacle cases, among other accessories.

"At Da Milano, we believe that a man's style is a reflection of his attention to detail. Our new men's collection showcases the perfect blend of form and function, with luxurious and cutting-edge designs crafted from the finest leather. From statement bags to smaller accessories, our collection has something for every man looking to elevate his wardrobe. From statement computer bags to trending sling bags and smaller accessories," says Sahil Malik, MD, Da Milano.



DECODES THE DNA OF PROFITABILITY

The forum, held between February 28 and March 1, 2023 was a significant convergence of industry captains and observers to address how businesses can ensure long-term survivability in the backdrop of India emerging as a major global market.





A PURPOSE BEYOND MERE PROFITABILITY

Today, the purpose of a brand goes far beyond mere profitability; its mission and values are manifested in its business decisions, corporate culture, and codes of conduct, not limiting to sustainability. It also addresses issues such as child labor, fair pay, ethical business practices, transparency and traceability.

A modern day business has to show greater accountability in order to show its commitment. Today, the purpose of a brand goes far beyond mere profitability; its mission and values are manifested in its business decisions, corporate culture, and codes of conduct, not limited to sustainability. It also addresses issues such as child labor, fair pay, ethical business practices, transparency, and traceability. These factors impact the purchasing decisions of consumers, and hence have become an integral part of how the fashion industry functions and cannot be decoupled from.

This took center stage at the 22nd edition of the India Fashion Forum, which was held at the Conrad Bengaluru between February 28 and March 1, 2023.

“It will be the responsibility of every stakeholder in the value chain. It will not be just the customer’s responsibility to pay more but also the brand’s, and when everyone will collaborate and is willing to share that

GREEN IS THE NEW BLACK

The Indian economy will add another trillion of merchandise in the next 10 years, which means doubling the consumption. This is a great opportunity the country offers, Saloni Nangia, President at Technopak, India, shared in her keynote at the 22nd India Fashion Forum.

The Indian economy is roughly about \$ 3.5 trillion in 2022. It is expected to cross the \$5 trillion mark in 2027. It may reach about \$7.6 trillion in the next 10 years, but in an optimistic case, it would be about closer to \$8 trillion. Out of \$3.5 trillion, about \$2 trillion is the consumption, thereby keeping the economy stable; because the economy is driven by private consumption. Out of which, about \$1 trillion is the current merchandise retail, and the balance is services retail. It's believed that services will gain a faster share over the next few years. But merchandise also will be growing significantly.

The economy will add trillion-dollar merchandise in the next 10 years, doubling the consumption. In comparison with other countries, China's private consumption is about 30 percent, which is three times of what we consume. But from a market perspective, India is quite close to some of the developed economies. Japan is very close to India as far as the retail market goes, but larger than the UK, and close to Germany, in terms of numbers. We're talking about four billion people. This is a great opportunity the country offers, Saloni Nangia, President at Technopak, India, shared this in her keynote at the 22nd India Fashion Forum held at Conrad Bengaluru from February 28 to March 1, 2023.

A big question is how the retail basket will pan out. \$1 trillion in merchandise retail is expected to double, but the share of food and grocery is expected to come down since the Indian economy will become more evolved, she said. "But fashion will become 3x or 4x of what it is today, be it in beauty, footwear, or jewellery. Education will take the largest share, as there is



INDIGENIZING FASHION TREND FORECAST

The need for India to emphasize its indigenous fashion trend forecast has gained more momentum over the years. How seriously this is being considered and how much it has evolved is resonated in how modern technologies such AI and deep learning are deployed to enable fashion trend forecast.



Being an export-oriented economy aiming to become an export powerhouse and at the same catering to the rising domestic consumption, the need for India to emphasize its indigenous fashion trend forecast has gained more momentum over the years. How seriously this is being considered and how much it has evolved over the years came to highlight when *Dr Kaustav Sengupta*, Associate Professor, NIFT Chennai, Director-Insights, VisioNxt and Prof. *Dr Shalini Sood Sehgal*, Director Creative, VisioNxt gave a presentation on how modern technologies such AI and deep learning are deployed to enable fashion trend forecast in India at the 22nd India Fashion Forum hosted at Conrad Bengaluru between February 28 to March 1, 2023. The scheme is sanctioned by the Ministry of Textiles, Govt. of India under the Research & Development. The project is expected to benefit a wide range of industries in the area of clothing and textiles.

We started trying to understand the whole aspect of machine learning and AI and applying it to the world of trends in this country, Dr Sehgal said. "It became a huge aspect that we ourselves had to do a lot of learning and relearning."

"We looked at AI big data. Because being a nation where every 300 miles you get a new nation, new language, new food, new culture,

“Being a nation where every 300 miles you get a new nation, new language, new food, new culture, new people, new mindset, new ideologies, so to build up a data system where you require big data to translate the popularity that’s where AI works.”

Dr. Kaustav Sengupta



THE RUNWAY WORLD

Considered the perfect runway for brand designers to display their creative output, for merchandisers to add differentiated value to their assortment, and for retailers scouting unique, fresh fashion brands and ranges, India Brand Show 2023 was held on February 27, 2023, at Bengaluru's Nexus Koramangala. Leading fashion brands such as Being Human, Azorte and Forever New, to mention some, showcased their latest and upcoming product ranges at the event.



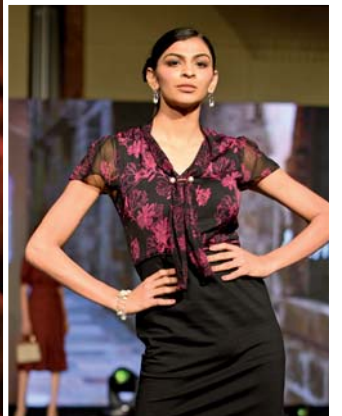
SOLEART

It aspires to be a brand that reintegrates the artisans of the country to create beautiful artistry and provide a fascinating experience. With every collection launch, it challenges itself to produce designs and embroideries that are unique and fresh.

LATIN QUARTERS: WALK ‘LIVE IN STYLE’

Since its inception, western womenswear brand Latin Quarters has been finding inspiration and trends from all over the world and interpreting them in a unique way. Within its walls, its spirited and diverse group creates constantly evolving collections of apparel, jewellery and handbag made with the finest material and hues of the season. Its products represent the latest in global trends infused with an uncompromising commitment to quality.

At the 22nd edition of India Fashion Forum held at the Conrad Bengaluru from February 28 to March 1, 2023, the brand showcased its latest collection.





Blissclub: A community-first D2C brand

Karan Nangia

Minu Margeret discovered that women in India frequently have difficulty finding the right activewear due to lack of options, improper size, poor material quality, and the item's technical unsuitability for them. She felt that while some clothes were comfortable, they did not stretch enough, and those that did were too compressive. This resulted in the birth of Blissclub in 2022.

Minu Margeret claims that the Indian market 'simply did not cater to her need for super functional, technical and innovative technical apparel'. She felt that while some clothes were comfortable, they simply did not stretch enough and those that did were too compressive; problems were plenty, solutions scarce. This resulted in the birth of Blissclub in 2022, a D2C women's activewear brand she founded.

"Margeret envisioned a community-first brand to provide comfortable activewear to women of India, irrespective of their age and size. She discovered that women in India frequently have difficulty finding the right activewear due to a lack of options, the improper size, poor material quality, and the item's technical unsuitability for them," Sneha Subramanyam,



BLOSSOM BREAK

PREMIUM CASUAL WEAR COLLECTION

LatinQuarters

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