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INDIAN WINTERWEAR MARKET

*Shifting from need-based
to aspiration-based fashion*

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As winter is set to enter, people have started planning how to stay warm and stylish throughout the season. Today, winterwear is no longer a necessity, it's a fashion statement. This blend has helped brands to diversify their product offerings. It can also be said that the trend has been augmented with global brands entering the market.

The last ten years have seen a significant increase in the winter clothing market in India, which can be attributed to factors, such as rising disposable income, increased fashion consciousness of winter clothing, product innovation, to mention some.

Another trend that is gaining more momentum is how people look at sustainable fashion. It is also a reminder of the need to rethink what is bought, what is thrown away, and what it costs the planet. Today, consumers are buying more clothes and wearing them for less time than ever before, discarding garments as fast as trends shift. The disturbing trend demands that fashion brands play their part in mitigating the concerns.

In order to provide an elaborate coverage of the market, we explored and studied it so that you have all that you need, in this October issue, to understand the Indian winterwear market. I believe that these details will help you better grasp it.



Amitabh Taneja

NEW COLLECTIONS

Arrow launches Autumn Winter 2023 collection

Menswear brand Arrow recently announced the launch of its Autumn Winter 2023 collection. This latest collection represents a harmonious blend of elegance, comfort, and innovative fashion trends, offering an extensive range of options to cater to the sharp tastes of modern men.

As per the CEO, this collection is designed to empower the modern Indian man with a versatile wardrobe that effortlessly transitions from formal to casual, day to night. From the timeless elegance of our formal wear to the futuristic edge of Arrow NY, every piece in this collection reflects our dedication to redefining men's fashion.

Sharing his thoughts on the launch of the new collection, Anand Aiyer, CEO of Arrow, said "Arrow's Autumn-Winter '23 collection is a testament to our commitment to crafting menswear that embodies the perfect blend of style, comfort, and innovation. We invite our customers to explore and embrace the sophistication and contemporary flair that define Arrow through this

new collection. Today, Arrow caters to all occasions in men's fashion through collaborations with Hrithik Roshan, continuing our commitment to dressing the modern man in both elegance and comfort."



Rosso Brunello unveils '1989 Icon' Collection

Leather footwear brand, Rosso Brunello recently announced the launch of its "1989 Icon" collection. This exquisite range sets a new standard for craftsmanship, style, and luxury, marking a pivotal moment in the world of footwear.

The brand claims, the "1989 Icon" collection is renowned for its exceptional features, making it a sought-after choice in the world of footwear. These shoes are crafted from premium leather, ensuring both durability and comfort.

Stringent quality checks guarantee that only the highest-quality leather meets exacting standards. This collection showcases

their dedication to top-quality craftsmanship, including Monk Straps, Loafers, Moccasins, Boots, and Mules.

It further states that this collection offers a versatile range of timeless styles, from classic to contemporary, suitable for various tastes. Comfort takes centre stage with cushioned insoles, making these shoes ideal for all-day wear. Whether for formal gatherings or casual outings, the 1989 Icon Collection has the perfect pair for every occasion, allowing wearers to effortlessly elevate their style and make a statement wherever they go.



HRX introduces MetaFlash 2.0

Fitness brand HRX recently announced the launch of its latest innovation, the MetaFlash 2.0 - an upgraded and improved version of the highly acclaimed MetaFlash 1.0. Designed and manufactured in India, the MetaFlash 2.0 sets new benchmarks in running footwear, combining advanced technology, exceptional performance and enhanced comfort.

As per the brand, MetaFlash 2.0 is engineered to provide runners with superior cushioning and flexibility. The heel drop provided in Metaflash 2.0 makes it a good starting point for runners to induct themselves into the running regimen. Metaflash 2.0 comes with a Supersoft Rubberized Mid-sole which ensures responsive cushioning that absorbs impact and minimizes joint stress, promoting a more comfortable and efficient run.

On the launch of MetaFlash 2.0, Pallavi Barman, Business Head and Fitness Ambassador of HRX, said, "HRX is excited to partner with Flipkart for the launch of MetaFlash 2.0. This collaboration ensures that running enthusiasts nationwide have easy access to the cutting-edge technology and performance-enhancing features of the MetaFlash 2.0. Being a runner myself, I understand the need and gap both that exist when it comes to good and solicited running shoes and Metaflash fits in just right. The MetaFlash 2.0 is a testimony to HRX's commitment to providing the good technology, comfort, and performance to our everyday athletes."



NEW STORES



H&M opens first store in Patna

H&M India, the international retailer known to offer quality and sustainable fashion at affordable prices, recently opened its first store in Patna at City Center Mall.

Spread over 1,492 square meters, and designed by the latest interior trends, the store offers a modern and welcoming shopping experience featuring H&M's latest collections. The new store opening was complemented

by collections that include a new season Kids collection featuring everything from basics to functional items.

Yanira Ramirez, Country Sales Manager, H&M India said, "We're thrilled to enter such a dynamic and vibrant city such as Patna. We are excited to finally open our doors and welcome all the people who love fashion and who will undoubtedly find their new favorite store in H&M."

Indian Terrain re-launches flagship store in Chennai

Indian Terrain, a men's high-street fashion brand, recently inaugurated its newly redesigned flagship store in Chennai. Located in Phoenix Market city Chennai, the store is spread across 2000 sq. ft and offers a wide range of men's casual attire that includes shirts, trousers, and t-shirts. The grand inauguration was graced with the presence of the charismatic actor, Ashwin Kumar, alongside Charath Narasimhan, Managing Director, Indian Terrain and Shehnaz Shariff, Chief Business Officer, Indian Terrain.

Commenting on the launch, Charath Narasimhan, MD, Indian Terrain, said, "The inauguration of our flagship store at Phoenix Marketcity, in Chennai stands as a remarkable milestone for Indian Terrain. We are confident that our new store will provide our consumers with a selection of top-tier menswear that will be warmly embraced."



Bagline brings iconic brands to Pune

Bagline has bought its new collections of Tommy Hilfiger, Travel Gear and United Colors of Benetton comprising luggage, backpacks, business cases and wallets to Pune. The retail brand from Brand Concepts Limited has expanded its footprint to the city with a new store in Wakad. The store is 500 square feet and is located at Ground floor, Phoenix Mall of the Millennium.

The brand says that the store promises an exquisite shopping experience for Pune's fashion enthusiasts and trendsetters.

Commenting on the exciting launch of the store, Abhinav Kumar, Whole-time Director and CEO of Brand Concepts Limited, stated, "Expanding Bagline's brand footprint in Western India is a strategic move we establish our presence in one of the region's pivotal lifestyle destinations. The inauguration of our maiden Pune store marks yet another significant stride in fortifying our national presence."



Jack & Jones brings European fashion to Kochi

Jack & Jones, the international men's fashion brand, is recently announced the launch of its latest store in Kochi, Kerala. Located in the heart of the city at Forum Mall, Maraduthi store presents high street fashion with an expansive layout, striking visual merchandising and décor extending a high-end global shopping experience to its customers. The store comprises a retail space of over 1,350 sq. feet and like all Jack & Jones outlets, this too offers the global styles and trends for the fashion-forward men of the city.

The brand claims that the store will offer a complete wardrobe selection

for today's fashion-conscious men with styles. Showcasing an array of high-fashion wardrobe options, the store boasts the new collections from Jack & Jones namely Urban Racers, Dusk Romance, and Makin' Waves among others.

These collections bring to the forefront the core essence of the brand with fashion forward, avant-garde and meticulously crafted pieces that are perfect additions to the wardrobe. Elevate your style game with the various options available at the new Jack & Jones store at Forum Mall, Kochi.

Reliance Retail expands Azorte's presence in Mumbai



Reliance Retail recently launched eight store of its fashion and lifestyle brand, Azorte. The store spreads across 18,000 square feet and is located at Infiniti Mall in Malad. The brand says, the store would strengthen its commitment to a multi-format approach to cater to all

consumer segments and disrupt the way the people of Mumbai shop for international and contemporary Indian fashion.

Boasting an eclectic mix of intuitive retail technology, these smart Azorte stores will

Celio opens concept store in Pune

Celio, the french menswear brand, recently announced its first new concept store in Pune, Maharashtra. This store spans over 2,100 square feet and marks the launch of third new concept store for Celio in India, following the successful openings of similar stores in Hyderabad and Bengaluru. The brand aims to expand its innovative shopping experience across the country and with this store the total store counts in India for Celio comes to 60.

The new concept store, pioneered by Celio in France, introduces larger stores that offer an even wider and more diverse collection of clothing and accessories.

Speaking about the launch of their new store, Satyen Momaya, CEO of Celio India said, "We are excited to introduce our revolutionary concept store in Pune, offering a wide array of fashion choices for the modern Indian man. The new space is our latest new concept store in Pune providing a unique and unparalleled shopping experience. As we introduce our Autumn Winter 2023 collection, we invite you to embark on this exciting sartorial adventure with us."



showcase the best of global and domestic fashion trends. The shopper is at the heart of the Azorte store design. To make the discovery-to-checkout journey seamless, the Azorte store format has several industry-first tech-enabled interventions including mobile checkout, smart trial rooms, fashion discovery stations and self-checkout kiosks. RFID-enabled interactive screens placed strategically across the stores, for instance, double as virtual styling assistants. Smart fitting rooms help shoppers complete the look and at the touch of a button request for additional sizes and other products. In addition, customers can opt for self-checkouts instead of queuing up at manned counters. While the smart stores offer an elevated customer experience through tech-aided solutions, shoppers will be delighted to discover the human touch, too, in the form of in-store fashion consultants.



Pantaloons unveils its largest standalone store in Kolkata

Pantaloons, fashion brand from Aditya Birla Fashion and Retail Ltd., recently announced the grand re-opening of its largest standalone store in Kolkata. The newly revamped Pantaloons store is located at Kankurgachi was inaugurated by noted actress Trina Saha.

Spanning an expansive 55,000 sq. ft., the Pantaloons store boasts of new interiors and an enhanced shopping experience, like never before. Having joined the

Pantaloons retail footprint in 2007, this store now takes its place among a large network of revamped Pantaloons stores in a new avatar, reaffirming the brand's deep connection with the city. The brand states that the three floors of this store serves diverse customer needs across women's wear, men's wear, kids' wear etc.

Commenting on the occasion, Sangeeta Pendurkar, CEO, Pantaloons, Marigold Lane and Style Up said, "Kolkata's

vibrant fashion culture has inspired us continually, and our newly revamped Kankurgachi store in Kolkata aims to elevate the retail experience to the next realm. Kolkata has always been at the forefront of fashion and Pantaloons continues to bring the latest trends to our customers. This store is an embodiment of our commitment to offer diverse, high-quality fashion choices and an unparalleled shopping experience to customers."

Hidesign opens 6 stores in 6 weeks

Hidesign, the sustainable leather goods brand recently announced the opening of six new stores in just a span of six weeks, reaffirming its commitment to offering exceptional products and unique shopping experiences to customers across the country.

The stores are located at Forum Mall, Kochi (750 sq ft), PVP Square Mall, Vijayawada (300 sq ft), Mall of the Millennium, Pune (600 sq ft), CP67, Mohali (500 sq ft), Mall of Ranchi, Ranchi (350 sq ft) and Bangalore International Airport (800 sq ft). Hidesign is also available in Kochi at Lulu mall, Center Square Mall and Kochi Airport and in Pune at Phoenix Market City, Pavillion mall and Westend Mall.

The brand claims that it has plans to expand its retail footprint, striving for complete market saturation. Hidesign's upcoming ventures will strategically cover all important areas and key locations, ensuring that discerning customers have easy access to its exceptional leather goods and accessories.



Reliance Retail launches Yousta

Reliance Retail recently announced the launch of its youth-focused fashion retail format, Yousta with the opening of its first store of 6,500 sq ft in Hyderabad's Sarath City Mall.

Speaking on the launch, Akhilesh Prasad, President and CEO, Fashion and Lifestyle, Reliance Retail, said, "Yousta is a young and dynamic brand that underlines a way of life, which will grow and evolve with the youth of this country. Every day, will be 'Day One' in terms of freshness and relevance. Yousta will not only give a

voice to the youth but also give them the freedom to express themselves, because for us, they are absolute stars."

The brand claims that Yousta stores will boast several tech touch points, including QR-enabled screens for information sharing, self-checkout counters, complimentary Wi-Fi and charging stations. Yousta has partnered with a non-profit for customers to donate old clothes at stores and allow them to be used for community programs.



Beauty retail platform Tira launched by Reliance

Reliance Retail's recently launched omnichannel beauty retail platform, Tira, announced the launch of its first high decibel 360-degree campaign "For Every You", featuring Kareena Kapoor Khan, Kiara Advani and Suhana Khan.

The company claims that the "For Every You" campaign is set to make a splash across prime media channels across the board including TV, outdoor, print, digital, events, in-store activations and on-ground activities in the coming months. With a carefully curated selection of best global and homegrown brands and exciting offers, promotions and gifts with purchase to compliment the launch campaign, a shopper on Tira is bound to be spoilt for choice.

Speaking on the campaign, Isha Ambani, Director, Reliance Retail Ventures Limited, said, "We've received an overwhelming response to Tira beauty since our launch in April 2023. With Tira, we aim to break down barriers in the beauty and skincare category and democratize beauty for consumers across segments. We're thrilled to welcome



Kareena Kapoor Khan, Kiara Advani and Suhana Khan to the Tira family, and be part of our very first campaign. This campaign is not just about beauty, it's about embracing individuality and encouraging everyone to own their beauty choices. Together, they represent Tira's brand promise and will inspire beauty enthusiasts across cultures and age groups to make Tira their preferred beauty destination."

Anushka Sharma roped in by W as a 'W Woman'



Women's fashion brand - W, on-boarded famous Bollywood actor and entrepreneur Anushka Sharma as its brand ambassador. With this partnership the brand prepares to launch its high-decibel festive campaign that beautifully merges the warmth of festivities with the spirit of modernity. The campaign talks about every festival having a story that is synonymous to the story of women. The brand urges that it captures the essence of women being the centre of every celebration, thereby urging women to cherish their individuality and 'Celebrate your story'.

Anant Daga, MD, TCNS Clothing Co Ltd., said, "Anushka's vibrant persona and

strong individuality perfectly complement the essence of the brand. Anushka epitomises the inspiring and accomplished modern woman, seamlessly transitioning through diverse roles, embodying the true spirit of the W woman. Our festive range, unveiled alongside this campaign, takes on a fresh identity- an all-new avatar. We are excited to have Anushka on board as the W woman."

The brand says that the specially curated festive collection by W includes its widest range of Anarkalis, festive sets, dresses and lots more. It boasts of an exquisite array of fabrics, carefully selected to enhance the festive experience.



Agilitas Sports acquires Mochiko Shoes

Agilitas Sports, an innovation-led sportswear and athleisure solutions platform, co-founded by Abhishek Ganguly recently announced the acquisition of Mochiko Shoes Pvt Ltd, a sports footwear manufacturer for the Indian market.

"This acquisition augments Agilitas' value proposition, by strengthening our supply chain in the rapidly growing sports footwear market. Mochiko's manufacturing capabilities, operational excellence and strategic partnerships with leading global giants, positions us to address the Government's clarion call to 'Make in India', and to cater to the rising aspirations of an economic superpower, with the largest youth population," said Abhishek Ganguly, CEO and Co-Founder, Agilitas Sports.

Agilitas Sports is an innovation-led sportswear and athleisure solutions platform, focused on democratizing sports and proliferating a culture of sportsmanship in India. The initial round of investment in the company was done funds advised by Convergent Finance LLP, an investment management and advisory partnership led by Harsha Raghavan. They had invested Rs. 400 crores and another Rs. 30 crores had come from individual investors. The founding team of Agilitas Sports comprises of Abhishek Ganguly, the former Managing Director of PUMA India and South East Asia, Atul Bajaj, former Executive Director - Sales and Operations of PUMA India, and Amit Prabhu, former Executive Director & Chief Financial Officer of PUMA India.

Delhi, Mumbai and Bangalore are the biggest markets

FS Life started in September 2016 with its first brand FableStreet, a premium western wear brand and it focused on providing the best fits for Indian women. It mainly operated as an online brand, however it has recently entered the offline space. The brand presently has 3 stores and plans to add 10-15 stores by 2024. In an exclusive interaction with Images Business of Fashion, Adarsh Sharma, Chief Business Officer, FS Life discusses about the brand's offline expansion plans and future revenue targets. Excerpts.

Your brand started as an online only brand and now has entered the offline space. What prompted you to enter the offline space?

Starting in 2016 with FableStreet, retail was always in our plan. We opened our first Fablestreet store in February 2020 but soon after that, the pandemic outbreak happened and we had to shut it. As of now, we have opened one store in Phoenix Market City Kurla and have 2 others in the pipeline i.e. one in Mumbai itself and another one in Pune. These 2 stores should be functional by late October this year.

You are planning to open 10-15 stores by mid September next year. Where will they be launched and what factors are considered before opening one?

Our initial three stores are in Maharashtra, two in Mumbai and one in Pune as it has been a strong market base for us hence. We wanted to tap the whole area with an omnichannel approach. The idea is to open stores in phases wherein we'd target tier 1 cities first, including Delhi and Bangalore, and then will move on to tier 2 and 3. Major factors that we consider before opening include the response and brand penetration we got through our website and marketplaces, customer insights and market size.

Apart from your plan to expand presence in the metros, what plan do you have for the non-metros?

The retail expansion plan will be executed in phases where we tap tier 1 and metros cities first and then move on to tier 2 or non-metros in the next phase.

What retail technologies do you plan to introduce in these stores to enhance offline shopping experience?

As part of the technological interventions at the store, we're starting with paperless billing and omnichannel shopping experience.



SNITCH: A JOURNEY FROM B2B TO D2C

Snitch originally started as a B2B apparel manufacturing company, but during COVID it changed its business strategy and re-launched itself as a D2C brand. The brand aims to be a Rs 1,000 cr plus revenue brand with a 15% + EBIDTA in the next 4-5 years with presence across all tiers of the country both online and offline.

Karan Nangia



Global fashion industry is pegged at about \$2.5 trillion and India is one of the world's strongest fashion markets in the world. As per Statista, the apparel market in India amounts to \$96.47 bn in 2023. The market is expected to grow annually by 3.34% (CAGR 2023-2027). The rise of e-commerce has added a new dimension to the Indian fashion industry, fostering a prolific market. Since the start of pandemic, the fashion and lifestyle sector in India has witnessed a significant transformation and several brands restructured their business models. Snitch is one of them. The brand originally started as a B2B apparel manufacturing company, but during COVID it changed its business strategy. The brand gained popularity after its appearance the TV show Shark Tank and raised Rs 1.5 core funding on the show.

Beginning

The brand was founded in 2019 and started as a B2B brand, later restructured its business model during the pandemic and re-launched itself as a D2C brand. "Initially we used to manufacture merchandise on the label Snitch and distribute to retailers across India, it was when the pandemic hit us and offline was complete shut in July 2020. We started our own website 'snitch.co.in' with barely 35 products. A team of 4 people and 2 racks in the corner of the office was our warehouse and it has been 3 years now and a roller coaster one for us," says Bengaluru-based Siddharth R Dugarwal, Founder and CEO of Snitch.

Growth and expansion

70% of the brand's sales are through website and app and the rest is offline. Dugarwa says, "Our best performing category has always remained shirts, which contributes about 50% to our sales." The brand recently crossed the mark of one million orders in FY23 with 55% sales from mobile application. "Our business model has always remained fast fashion, using a lot of technology to solve inventory issues and making hero products available. We drop almost 120+ new styles every month and would continue to do so without

“ We started our own website 'snitch.co.in' with barely 35 products. A team of 4 people and 2 racks in the corner of the office was our warehouse and it has been 3 years now and a roller coaster one for us. ”

THERMAL WEAR

No longer just a layer

Gone are the days when consumers used to clad several layers of clothing to stay warm. People want to look sleek in winter and avoid piling on layers over layers. This has resulted in demand for high quality technologically superior thermal wear products.

Also known as the base layer, thermal wear is a piece of clothing that is worn over undergarments, offering protection against cold. Gone are the days when consumers used to clad several layers of clothing to stay warm. People want to look sleek in winter, and avoid piling on layers over layers. This has resulted in demand for high quality technologically superior products that are not bulky, yet provide the best in heat retention and warmth.

Globally, the thermal wear market is experiencing significant growth, and it's believed that it will grow considerably in the next few years. According to Straits Research, the global thermal wear or underwear market was valued at \$7951.13 mn in 2022. It's expected to reach \$11,036.07 mn by 2031, growing at a CAGR of 3.71%. The Indian thermal wear industry has evolved manifold in the last five years. An Economic Times article put the size of the market at Rs 3,000 crore.

Factors such as a rising Indian middle class consumer base, disposable income, a growing retail market, both offline and online, brands catering diversified product range with more options in materials, and brands spending more on advertising have driven the market. India accounts for more than 3% of the global middle class, with 65 million households. It is expected that the consumer population belonging to the middle and upper class will grow. Add to this, the prospect of the lower class moving towards the middle class and the present middle class moving up the ladder.

The per capita income of India is likely to grow by around 70% by 2030 and is expected to reach \$4,000 from current levels of \$2,450, according to a research report by Standard Chartered Bank. The boost in income will help the country become a middle-income economy



SHAHI EXPORTS: People and Planet at the Core

The story of Shahi Exports, India's largest apparel manufacturer, started from a makeshift unit in the home of its founder, Sarla Ahuja, in the early 1970s. With a capital of Rs 5,000, she established Shahi's production unit in Delhi's Ranjit Nagar in 1974 with a capacity of around 200 pieces a day, with the business exporting directly to America and Europe through networks. Today, the company boasts of a 115,000-employee workforce, with Rs 8,244 crore revenue this year from 51 factories and 4 mills across India. Its customer base includes Walmart, Gap Inc, Abercrombie & Fitch, PVH, Kohl's, H&M, Target, and other big brands. What has made it possible is its strong and consistent sustainability framework. It was only employee-related; today, it is about community engagement, Rajneesh Rai, Senior General Manager of Environmental Sustainability, informs N Bobo Meitei in an interview. Excerpts.



How would you describe Shahi's ESG framework today?

Earlier, sustainability was only about chemical management, like how safe the product is. Then the brands sourcing from us were only concerned about factors such as ETPs (effluent treatment plants). Around 2007, Shahi started working really hard towards social and environmental sustainability; even then, it was the very core of the business. Back then, social initiatives were only employee-related. Today it is about community engagement. We, however, always try to accommodate what is realistic. So for us, the three pillars are equally strong - environment, employees, and community.

Where are your community engagement initiatives concentrated?

In partnership with non-governmental organizations, we work towards the development of government schools and public parks, providing drinking water, sanitation, etc. These initiatives are mostly concentrated in the South because it is where our factories are located. Our initiatives are also in the North.

“Around 2007, Shahi started working really hard towards social and environmental sustainability; even then, it was the very core of the business. Back then, social initiatives were only employee-related. Today it is about community engagement.”



FOR THE
YOUNG & RESTLESS