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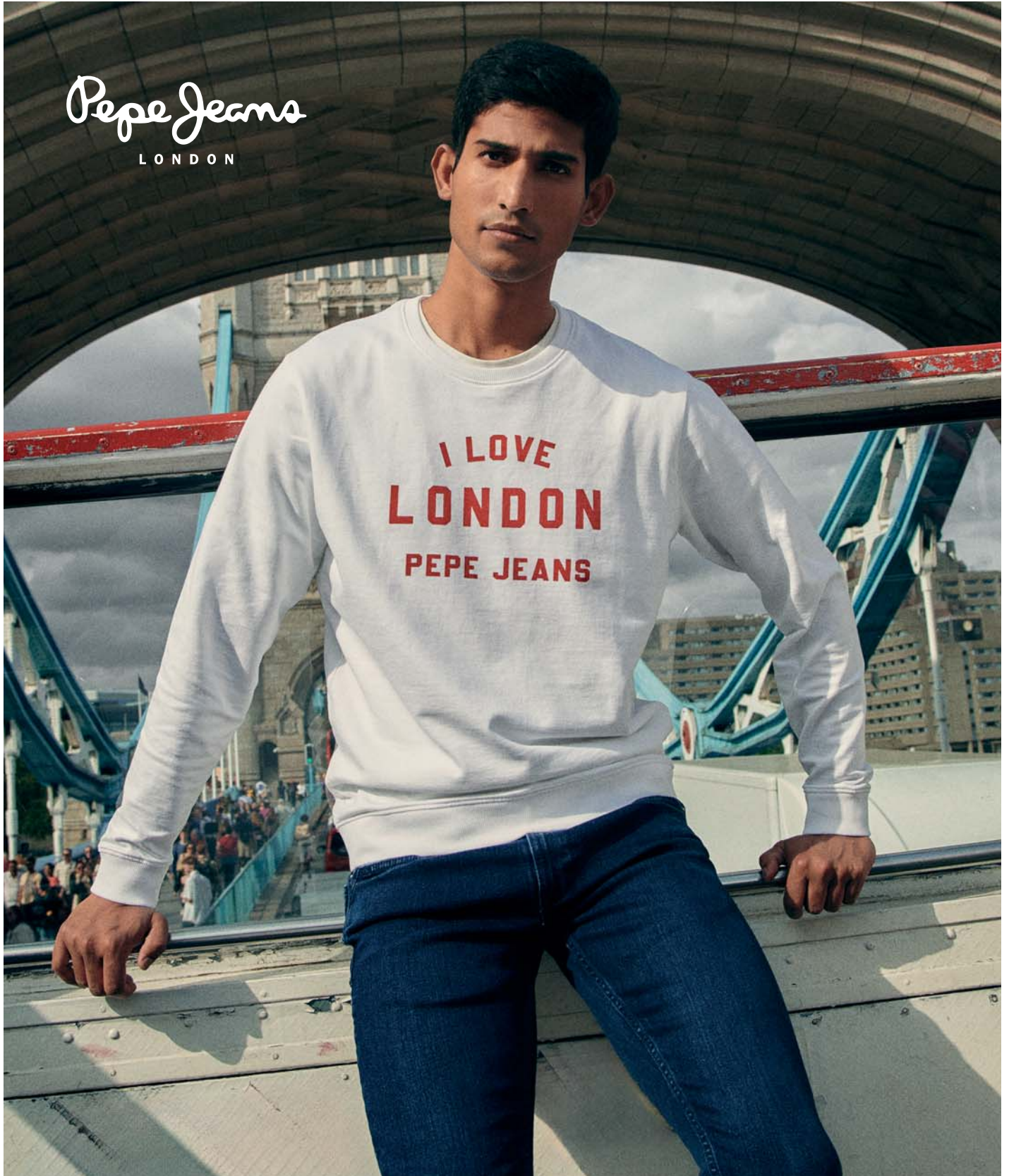
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Denim, with its rich history, has maintained its position as a wardrobe favourite over generations and cultures. This versatile fabric is renowned for its adaptability, flexibility and for its undeniable cool.

And as the global demand for denim garments – notably jeans – swells at a considerable rate, India has emerged as a formidable player in the denim market, instrumental in supplying fabric to all global and homegrown brands. Indian brands too are giving international names a run for their money in the domestic market, with their natural knowledge of the people and regions as well as their affordability.

However, with great gains comes great responsibility. As sustainability and ethical fashion emerge as powerful forces on an international level, denim brands and manufacturers in India and across the globe are working towards adopting innovation, technology and eco-friendly practices and fabrics, which resonate with environmentally conscious consumers.

The November 2023 issue of IMAGES Business of Fashion brings to our discerning readers, insights on the Denim Industry in India. We bring you a sneak peek into the production processes of brands and companies, how they maintain transparency in sourcing of materials and how they add a unique cultural dimension to their denim offerings.

As always, we hope you find this issue informative. Don't forget to log onto our website, [www.imagesbof.in](http://www.imagesbof.in) for more in-depth information on all things denim.

Wishing you all a very happy festive season!



**Amitabh Taneja**

## NEW STORE

## UNIQLO opens 2nd store in Mumbai

Uniqlo opened its second store at Oberoi Mall in Goregaon, Mumbai. Spread across an area of 7,500 sq. ft., this is the global fashion retailer's 12th store in India, since its entry into the market in 2019.

As an opening promotion, Uniqlo is running a special promotion at the store on its best-selling products, including fleece jackets, ultra light down vests and Flannel Shirts. This limited-time promotion is available until October 26.

The inauguration was by Uniqlo India's CEO, Tomohiko Sei, and Oberoi Realty's Mall Business CEO, Sameep Pathak.

"We are delighted to witness the overwhelming response from Mumbaikars. The launch of our second store at Oberoi Mall, Goregaon, is a testament to our commitment to providing trendsetting, superior



apparel to the discerning customers of Mumbai," Tomohiko Sei said.

The Japanese fast fashion brand has entered Mumbai 4 years after its debut in India. It opened its first store in the city on October 6 at Phoenix Marketcity, Kurla. Spread across an area of 11,500 sq. ft., the two storey outlet features vibrant artwork on the escalator wall by local architect and illustrator Aashti Miller.

The brand is showcasing a range of wardrobe

essentials, including easy-care rayon, breathable AIRism T-shirts, versatile denim, sophisticated shirts, and chic smart ankle pants. Additionally, it has unveiled its latest Fall/Winter collection, featuring pieces like the innovative Ultra Light Down, the warmth-retaining HEATTECH line, and the sustainable Recycled Fleece garments.

Uniqlo, which is a brand of Fast Retailing Co., Ltd., posted global sales of 2.3 trillion yen for 2022.

## Luxury leather goods brand Gioia unveils third store at Phoenix Mall of Asia, Bangalore



Luxury leather goods brand Gioia, known for its exquisite designs and unparalleled craftsmanship, has launched its latest retail store at Phoenix Mall of Asia, Bangalore. The brand – founded by mother-son duo Diksha and Vashist Bhatia – already has one store in Kolkata and another in Mumbai.

The new store embodies the brand's unwavering commitment to elegance, quality craftsmanship, and innovation.

The spacious layout encompasses sections dedicated to different collections, ensuring that every visitor's unique fashion desires are impeccably catered to. From soft, pebbled leather totes to Italian patent leather slings, from timeless classics to fashion-forward accessories, Gioia offers a diverse range of meticulously crafted leather goods that celebrate individuality and empower its wearers.

"We are immensely delighted to invite our esteemed customers and fashion aficionados to witness the debut of our new store," stated Diksha Bhatia, Director & CEO of Gioia. "This milestone represents a significant leap forward for us as a brand. Our new store amplifies our passion for creating unforgettable experiences and mirrors our vision of luxury in its truest form."

To commemorate the grand opening, Gioia has unveiled an exclusive limited-edition Bella collection, available only at the new store. Crafted with meticulous attention to detail, this collection showcases the brand's unparalleled craftsmanship and represents the epitome of Gioia's dedication to artistry and creativity.

## D2C menswear brand DaMENSCH on expansion spree, to open 100 stores by 2024

Indian D2C menswear brand DaMENSCH has opened 25 exclusive brand stores across India in the last 12 months. The brand – which was launched in 2018 – is primarily focused on opening EBOs in Tier I cities including Delhi-NCR, Pune, Mumbai, Hyderabad, and Bengaluru.

DaMENSCH Co-Founders, Gaurav Pushkar and Anurag Saboo highlighted the uniqueness of their offline outlets, which offer an experience consistent with their online presence. They said their stores stock the entire range of DaMENSCH products, allowing

customers to have a tactile experience before making their purchase decisions. The brand plans to expand to at least 100 stores by the end of 2024.

DaMENSCH, which focuses on creating comfortable products for contemporary men is an advocate for slow fashion, encouraging consumers to fill their wardrobes with versatile clothing items that support sustainable clothing practices.

The brand has rapidly become the fastest D2C innerwear-first brand to cross the Rs 100 crore revenue mark. It currently boasts of 1 million customers.



*The high growth prospects in the denim category is characterised by the high fashion and comfort quotient in the category, increasing focus of stretch and light weight fabrics and increasing options in terms of fits, washes, detailing, amongst others...*

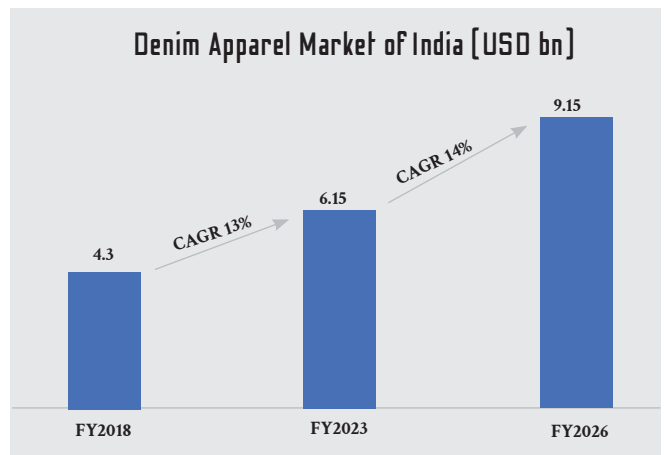
**Pakhi Saxena, Head Retail CPG, Wazir Advisors**

**1. Denim Apparel Market of India - Overview**

The Indian Denim Apparel market is exhibiting continuous growth over the years. With new technologies, trends and higher market reach, this sector has promising growth potential. Even in non-metro regions, denim is becoming highly fashionable with an increasing share of population opting denim wear over traditional outfits.

The Denim Apparel market of India was valued at USD 6.15 bn in FY2023 and expected to further grow at a CAGR of 14% over the 3 years to reach USD 9.15 bn by FY2026.

The high growth prospects in the denim category is characterised by the high fashion and comfort quotient in the category, increasing focus of stretch and light weight fabrics and increasing options in terms of fits, washes, detailing, amongst others.



# Rising Disposable Incomes Boost Luxury Denim Category in India

*Rising e-commerce penetration allowed consumers access to luxury denim in tier-1 and, tier-2 and tier-3 cities, who have always had disposable income but lacked accessibility...*

Pallavi Arora, Research Associate, Euromonitor International



The super-premium men and women jeans category is expected to grow at a CAGR of 14.8% and 14.3%, respectively from 2023-2028 in India. The robust growth is attributed to the evolving economic landscape in the country. Real GDP in India continued to expand over 2022, recording 7.0% growth, outperforming the average growth of 3.9% in Asia Pacific. According to Euromonitor International's Economies and Consumers data, the disposable incomes of Indians recorded a 10.5% CAGR over the period from 2018-2023, with predictions for a 10.3% CAGR over the forecast period.



With rising disposable incomes in the country, consumers are expected to be inclined to spend more on luxury and discretionary items. According to Euromonitor Economies and Consumers data, consumer expenditure on clothing and footwear in India in 2023 increased by 44% from 2018 in absolute terms. Additionally, the rising e-commerce penetration of luxury brands has aided the visibility and uptake of luxury apparel brands. Luxury brands had their distribution limited to physical stores in the country until a few years, spread across upmarket shopping locations in tier-1 cities. However, the pandemic disrupted this strategy, as with

## DENIM CATEGORIES

### • Jeans

This category includes trousers/pants made of denim. It comprises of all lengths including capris and shorts. Most popular brands include: Levi's, Lee, Wrangler. Jeans are further broken down by price platform.

### • Economy Jeans

Economy jeans are located at the bottom end of the price range. These will include private label and unbranded products often sold through grocery and mixed retailers. Economy jeans also form part of value clothing retailers offering. Examples include Primark (GB), Forever 21 (US), Kik (DE), Kiabi (FR).

### • Standard Jeans

Standard jeans include all brands with price positioning between economy and premium. Brands which are typically considered to be standard include: Levi's, Wrangler, Lee.

### • Premium Jeans


This category includes brands which are considered premium due to their higher price and higher quality positioning. Brands are allocated to this price platform on a country by country basis and as such, brands such as Levi's and Wrangler may be considered as premium in some countries. However brands that are typically considered to be premium include: Diesel, Calvin Klein, G-Star Raw, Acne Studios, Re/done, MIH Jeans, Frame Denim, J Brand.

### • Super Premium Jeans

This category includes brands that are located at the top end of the price range. Super premium brands are often considered as fashion and status symbols and are often sold through high end department stores or high fashion boutiques. Examples of brands include: 7 For All Mankind, True Religion, Rock N' Republic, MR Jeans.



restrictions on mobility, consumers could not access physical stores. This resulted in luxury brands focusing on alternative distribution channels like e-commerce. Luxury brands started partnering with e-commerce retailers such as Myntra, AJIO, Tata CliQ, and Amazon to retail their offerings.

According to Euromonitor International Voice of Consumer: Lifestyle Survey, in 2023, the top online shopping motivations for consumers in India are – best price, free shipping, variety of brands and ease of delivery availability. Rising e-commerce penetration allowed access to luxury denim consumers in tier-1 and, tier-2 and tier-3 cities, who have always had disposable income but lacked accessibility. 



# FROM BLUE DENIM TO GREEN DENIM:

## Brands Rethink the Iconic Blue Hue

*A true symbol of style and self-expression, denim has remained an evergreen favorite in wardrobes, echoing across generations and cultures. This versatile and enduring fabric has transcended its humble origins to a global denim market size of US \$77.67 Billion in 2022...*

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# Sustainability Not Just a Buzzword, But a Driving Force in the Indigo- Colored World

At the Kingpins Show in Amsterdam, Arvind Limited showcased a masterful collection containing CIRCULOSE®, a groundbreaking material made from upcycled cotton, and cotton-rich textiles, and aligns with the circular model.

Stefan Krueger, Protecht

Amsterdam recently hosted the Kingpins Show, a significant event in the world of denim and sustainable fashion. The well-established and deeply respected show serves as a platform for the denim industry to come together and for professionals to discuss critical issues and emerging trends with a strong focus on sustainability, innovation, and the global supply chain.

Sustainability remains a central theme at the Kingpins Show. The textile industry has faced growing scrutiny for its environmental impact, particularly in terms of water usage, pollution, and waste. Kingpins' proactive approach to seeking and promoting sustainable materials and technologies to help the industry in turning the corner remained evident. The show emphasized the use of eco-friendly materials. Among these materials, Renewcell's CIRCULOSE® pulp took the spotlight. CIRCULOSE® is a groundbreaking material made from upcycled cotton, and cotton-rich textiles, and aligns with the circular model. Brands and designers are increasingly seeking denim containing CIRCULOSE®.

Arvind Limited, an early adopter, showcased a masterful collection containing CIRCULOSE® material along with other collections that promoted a variety of sustainable materials and manufacturing techniques. It was a great sight to see, and the brands definitely took notice.



**Arvind Limited,  
an early adopter,  
showcased a masterful  
collection containing  
CIRCULOSE®, a  
groundbreaking  
material made from  
upcycled cotton and  
cotton rich textiles**

# LEVI STRAUSS & CO.

## Navigating & Dominating the Indian Denimwear Industry

Amisha Jain, Managing Director, SAMEA, Levi Strauss & Co.

The Indian denim wear market, with its rich tapestry of diverse styles, cultures, and preferences, has always been a dynamic and enticing arena for global fashion brands. Successfully establishing a foothold and, ultimately, dominating this market demands more than just a recognizable brand name. It requires striking a balance between staying relevant to fashion trends without losing the brand's authenticity, embracing innovation and inclusivity, while building trust and community.

### Creating a Cultural Connection

Fashion trends evolve rapidly, and brands need to stay in tune with these changes to remain relevant. By incorporating trendy elements into their collections, brands can show that they understand the shifting preferences of Indian consumers.

Keeping up with fashion trends also allows brands to connect with different cultural segments within India. The country's rich tapestry of cultures and traditions means that fashion preferences can vary





# FABRIC INNOVATION: How Brands & Manufacturers Are Weaving the Future of Denim

*Fabric innovation has historically changed the way denim is manufactured and new-age technology continues to help the industry evolve. Innovation is also extremely crucial for the continued growth of the denim industry, especially in the wake of rising environmental and sustainability concerns...*

Karan Nangia

The textile industry is one of the oldest and most important industries in the world, responsible for producing the fabrics that we use to make our clothes. Just like fashion has evolved over centuries, so has fabric. India has a long and rich history of textile innovation. From the development of cotton cultivation and spinning techniques to the invention of the sari, India has been at the forefront of fabric innovation for centuries.

Over the years, India has emerged as a global centre for textile manufacturing, with the industry playing a significant role in the nation's economic growth. Technological advancements along with rising demand by foreign nations have helped the industry progress to a key position on the world stage.

## Evolution & Innovation

For centuries fabric was limited to natural materials like cotton, wool, silk, and linen. The development of synthetic and artificial fibers came about only in the last 200 years or so. As sustainability became a buzzword, 21st century, manufacturers began to develop new materials for environment-friendly fabric production, lessening their dependence on polluting substances and instead using recycled materials, developing new production processes that consume less water and energy. Sustainable innovation focused on giving back to the planet.

Aside from this, manufacturers also took to functional innovation, focusing on developing fabrics with new and improved properties – stronger, lighter, breathable, water and sweat resistant, self-cleaning and even temperature-regulating fabrics.





# UNLOCKING STYLE: EXPLORING THE VERSATILITY OF DENIM ACCESSORIES

*Accessories, while defining the quality of the product also play a pivotal role in a garment's appearance, beautification and even marketing. And much like the fabric itself, denim accessories have evolved over time to meet the changing demands of consumers.*

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**N**o one likes to wear plain cloth with no embellishments. In the same vein, a denim product is incomplete without a zipper, threads, metal buttons, rivets or even a proper leather label. Denim is not only defined by its fabric and washes, but also by its trims and accessories. These accessories, while defining the quality of the product also play a pivotal role in a garment's appearance, beautification and even marketing. And much like the fabric itself, denim accessories have evolved over time to meet the changing demands of consumers.

### Buttons

Buttons are one of the oldest and most basic of denim accessories. They are used to secure openings in garments, such

as fly fronts, pockets, and waistbands. Traditionally, denim buttons were made of metal or wood. However, in recent years, there has been a trend towards using more sustainable materials, such as recycled plastic and coconut shell.

One of the most significant innovations in denim buttons was the development of the shank button. Shank buttons have a metal stem that extends through the fabric and is secured on the other side with a washer. This makes them much stronger and less likely to pop off than traditional flat buttons. Another innovation is the development of laser-cut buttons. Laser-cut buttons are made by using a laser to cut out the desired shape from a sheet of metal or plastic. This allows for more complex and intricate designs than traditional

manufacturing methods. Buttons are now being used to create intricate designs on denim garments. For example, some designers are using buttons to create the illusion of embroidery or lace.

### Rivets

Rivets are another essential denim accessory. They are used to reinforce high-stress points in garments, such as pocket corners and belt loops. Rivets are also used to add a decorative element to denim garments.

Traditionally, denim rivets were made of copper or brass. However, in recent years, there has been a trend towards using more durable materials, such as stainless steel and aluminum. Burr rivets have a small metal projection on the back

# WOMEN'S DENIM, Sustainability Will Help Spykar Scale New Heights

*While Spykar is completely made in India, the brand has shown a remarkable commitment to sustainability and environmental responsibility, focusing on eco-friendly and ethical practices in its manufacturing processes*

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Denim came into being in the early 1800s and all but revolutionized the fashion industry. A fashion staple for generations, transcending time and trends to establish itself as a timeless and iconic fabric, denim is no longer relegated to just being a fabric but is instead, a symbol of style, self-expression, and innovation.

From its humble origins to its innovative designs and sustainable practices, denim has woven itself into the very fabric of fashion. An all purpose garment, denim's enduring appeal knowing no bounds. It can be worn at work, for play and even on the high-fashion streets of Paris. While brands like Levi's, Wrangler and Lee set the runways on fire in the western world, back home in India, a few homegrown brands were making inroads into this fashion category.

One such remarkable brand which has redefined the way we perceive and wear denim garments is Spykar.

Established in 1992, Spykar is a leading youth fashion denim brand, with a penchant for design innovation, new product launches and creating fashion for young India. The brand, which is known for its superlative product quality and great fits, aims to deliver emerging trends that resonate with the growing Indian consuming class.



**spykar** 

YOUNG & RESTLESS



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