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# SMALL CLOTHES, BIG BUSINESS

*Kidswear Retail Comes  
Out Of Infancy in India*

**Fashion Retail's  
Generation Next:**

*A Legacy of Transformation & Innovation*

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Dear Readers,

The evolving world of fashion retail continues to take the new generation by storm. Kids today have more autonomy over their decision-making in shopping due to increased access to gadgets and digital goods and services. Due to these factors, kidswear retail segment finds itself at the intersection of style, functionality, and cultural nuances in the dynamic Indian market.

Retailers, fashion labels, and designers are keeping a careful eye on this segment due to its enormous unrealized potential. Earlier, fashion used to primarily serve the requirements of adults, but with the exposure that children now receive, they are equally self-conscious and mindful of their appearance. Growing numbers of Indian nuclear families are opening their wallets to splurge on children's apparel and accessories as a result of rising incomes.

The December 2023 issue of IMAGES Business of Fashion delves into the captivating realm of kidswear fashion, a space that is undergoing a significant evolution.

And talking about children, how can we forget the new generation of fashion retail which is taking over from their parents? We bring you a list of some capable kids who are taking their family business to new highs.

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 fashion retail for kidswear to sportswear and even ethnicwear.

We look forward to seeing you in the new year soon. Happy New Year 2024!



Amitabh Taneja

NEW COLLECTION

# Levi's collaborates with Barbie Ferreira for limited edition capsule collection

Denim wear brand Levi's has launched an exclusive capsule collection in collaboration with actress and model Barbie Ferreira. The limited-edition collection will be available for purchase on [www.levi.in](http://www.levi.in) and at select stores, including DLF Mall of India (Noida) and Ambience Mall (Gurugram), the company announced in a release recently.

The Levi's® brand, known for epitomizing classic American style, is recognized globally for its iconic jeans, first introduced by Levi Strauss & Co. in 1873. Over the years, Levi's® jeans have become synonymous with timeless fashion, appealing to generations of individuals. The brand's portfolio continues

to evolve with a commitment to pioneering and innovative designs, making it a leading player in the apparel industry.

The Levi's x Barbie Ferreira limited edition capsule collection reflects the brand's dedication to blending classic style with contemporary influences. The collection is expected to capture the imagination of fashion enthusiasts, offering a unique fusion of Levi's timeless appeal and Barbie Ferreira's modern flair.

Levi Strauss & Co., the parent company of the Levi's brand, is a global leader in jeanswear and one of the world's largest brand-name



apparel companies. The company designs and markets a wide range of jeans, casual wear, and accessories under various brands, including Levi's, Dockers, Signature by Levi Strauss & Co., Denizen, and Beyond Yoga. With a global footprint of approximately 3,200 brand-dedicated stores and shop-in-shops, Levi Strauss & Co. reported net revenues of \$6.2 billion in 2022.

## Kidswear brand Les Petits launches ethnic collection



Les Petits, the luxury fashion brand specializing in kids' attire, had unveil a stunning ethnic collection this Diwali. The brand's in-house label, Rang, had introduced a comprehensive line of ethnic kidswear that captured the festive spirit, the company announced in a release.

This new collection offered a wide array of choices, featuring captivating embroidery and scintillating sequins, placket kurtas, capes, and butterfly-style lehengas, allowing children to embrace the grandeur of the occasion. The color palette includes parrot peach, pista green, lilac, and more, creating a delightful

visual spectacle. The collection also incorporated patola, paisley, and batik prints, along with timeless floral patterns.

Les Petits has paid special attention to the materials used, offering a diverse assortment of fabrics, including Chanderi Silk, Velvet, Neo Prines, Satin, Cotton, Silk, and Chiffon. This ensures that the kids not only look stylish but also feel comfortable in their festive attire.

"Festivals are filled with a zestful spirit, and to evoke the same sentiments, parents dress their kids in mesmerizing attire. We pay close attention to the playful nature of children and curate a collection that prioritizes their comfort. By offering dresses crafted from breathable fabrics that are lightweight and soft, we ensure that the attire doesn't hinder the fun and recreation of children," Swati Saraf, president of Les Petits said.

## Duke unveils the Autumn-Winter 23-24 Collection

Duke, a leading fashion and lifestyle brand, is excited to announce the unveiling of its Autumn-Winter 23-24 collection at the upcoming winter fair. The collection is a perfect blend of style, comfort, and sophistication, and is sure to make a statement this season. The brand has also opened trade bookings for retailers and wholesalers who wish to stock up on this stunning collection.

Young and full of ideas, a new generation of Indian and European designers are breathing new life into the Duke Fashions Autumn Winter' 23-24 scene and has come up with great fashion for young people which is cozy, fashionable, and cosmopolitan dressing style which draws inspiration from across the world. The whole collection comes in various styles having superb fits, international designs, a variety of fabrics, and interesting patterns. Pick out International lifestyle apparel and footwear from the countless options served in the stylish Autumn Winter' 23-24 collection by Duke and transform your way to strike a pose with iconic attire.

The Autumn Winter' 23-24 Collection is also based on the philosophy to create ageless



trends for self-confident people for all seasons. Dukes' Autumn-Winter 23-24 collection is a perfect reflection of the brand's commitment to quality, style, and functionality. With a range of timeless pieces that are sure to become wardrobe staples, this collection is a must-see for anyone looking to elevate their winter wardrobe. Don't miss out on this stunning collection and place your trade bookings today. : - Mr. Kuntal Raj Jain.

The target audience is today's youth who is looking for a trendy and stylish range that is in sync with international designs, fashions, and quality.

## Urbanic redefines activewear with Flex Motion collection

London-based fashion brand Urbanic launched an athleisure collection – Flex Motion, the brand announced in a release. Geared towards individuals with an active lifestyle, the collection is engineered to provide optimal support for various activities.

The Flex Motion collection features innovative design elements, including soft fabrics and advanced technologies such as quick-drying, sweat-wicking, and four-way stretch. Whether a person is looking to conquer fitness goals or perfecting their warrior pose, Urbanic's new activewear range is designed to be a steadfast companion, the release added.

To mark this launch, Urbanic has collaborated with Studio Ekko, a multifunctional wellness studio, for a unique celebration. The highlight of the event is a Puppy Yoga Session scheduled for November 19th at Studio Ekko, blending fitness with the joy of playful puppies. The event promises to captivate fashion enthusiasts and fitness aficionados alike. Urbanic's athleisure collection seamlessly combines comfort and style, offering a range of versatile pieces

that effortlessly transition from the yoga studio to casual outings. From sleek leggings to breathable tops, the collection caters to individuals passionate about both fashion and an active lifestyle.

Urbanic is a London-based fashion brand founded in 2019, dedicated to creating inclusive fashion that breaks free from conventional standards. With a focus on unique and attractive styles for every individual, Urbanic is currently operating in India, Mexico, Brazil, and Chile.



## Da Milano unveils Autumn Winter 2023 collection

Da Milano has revealed its latest collection for Autumn Winter 2023, showcasing a range of accessories. The collection includes bags, slings, wallets, card cases, and small leather goods. For travelers, there's a dedicated travel collection with trolleys, luggage, backpacks, slings bags, computer bags, and passport cases. The iconic DM Monogram has received an upgrade in this collection. Noteworthy features include a combination of three textured leathers in one bag, including snakes, croco, and ostrich textures.



The Limited Edition Signato Collection showcases a range of handbags, trolleys, computer bags, and more, designed with textured leather. Da Milano's AW23 Collection aims to offer a fusion of timeless craftsmanship and contemporary design, providing a diverse selection for fashion-conscious consumers.

The collection is available both in-store and online, presenting an opportunity for shoppers to explore and celebrate their personal style.

The India-based Italian leather handbag brand has also introduced a range of luxury leather accessories gift sets just in time for the festive season. The gift sets, catering to both men and women, reflect the brand's commitment to timeless craftsmanship and impeccable design. The sets include various accessories, such as stylish wallets, keychains, and belt combinations. Crafted from the finest quality textured leather, each accessory ensures durability and a luxurious feel. The gift sets are curated for different occasions, providing a wide selection to suit diverse tastes and preferences.

## Benetton unveils premium cashmere knitwear collection for winter

Global fashion brand Benetton has introduced its latest offering to the fashion landscape – the Premium Cashmere Knitwear Collection. The collection promises unmatched warmth, comfort, and style for fashion enthusiasts. The exclusive range of Cashmere sweaters is designed to add supreme comfort and a touch of luxury to winter wardrobes, the brand recently announced in a press release.

Benetton's Premium Cashmere Knitwear Collection provides a level of warmth akin to a cozy hug. The use of 100% Italian cashmere yarn ensures a luxurious experience with unparalleled warmth, lightness, and

softness. The Long Sleeve Clean Cut Crew Neck Sweater excels in heat retention and thermal insulation, guaranteeing coziness during the colder months.

This collection reflects Benetton's dedication to delivering the highest quality clothing. Whether upgrading your winter wardrobe or searching for the perfect gift, Benetton's Cashmere sweaters are the ultimate choice for those who appreciate life's finer things.

Priced at Rs 16,999, Benetton's Cashmere knitwear is now available at select retail stores, inviting fashion enthusiasts to indulge in the rich blend of style and comfort.





# FROM CARTOONS TO CLOSETS: Decoding Character Licensing in Indian Kidswear

*Character-driven apparel has evolved into a significant phenomenon in the ever-evolving world of children's fashion...*

## IMAGES Business of Fashion

In the vibrant world of kidswear, fashion is not just about fabric and style; it's a magical journey filled with imagination, colors, and, often, beloved characters that capture the hearts of children. Character licensing has become a powerful force in shaping the landscape of children's fashion, creating a dynamic synergy between entertainment and apparel. From iconic superheroes to animated companions, these characters not only adorn clothing but also play a pivotal role in influencing the choices parents make when shopping for their little ones.

Character-driven apparel has evolved into a significant phenomenon in the ever-evolving world of children's fashion. Brands ride on

the back of trends and strategies to create an undeniable impact on the kidswear industry.

As per Licensing International, India ranks 18th in the world in the licensing industry with \$1,864 million in retail and a 0.6% share of the global market. The global licensing industry was estimated at \$292.8 bn in 2019 at retail, and it is growing at 12% annually.

So, what makes character merchandizing score above other merchandize? An association of a product with a known personality/ character elevates its value, and makes it easier for the product to seamlessly reach the top-of-mind of its target audience. For a lesser known brand, character association means being more easily

accepted by customers. Also being associated with a character eases all aspects of marketing for brands – designing the product, packaging and promotion.

Jibi George, CO-Founder & COO, Dream Theatre, says, "The licensed merchandise business is no more a nascent market. It is a mainstream business where retailers, manufacturers and licensee businesses have seen a huge surge in numbers amidst greater consumer acceptance. In short, character licensing makes brands extremely relevant to consumers.

Dream Theatre is an entertainment company that uses the power of licensing to build in-house brands, creates content, represents

# SUSTAINABILITY IN KIDSWEAR

## Nurturing a Greener Future for the Little Ones

*The surge in demand in kidswear comes with its own set of challenges, especially concerning sustainability in manufacturing...*

Sanya Arora

The kidswear segment of the Indian apparel market is witnessing remarkable growth, constituting 21% of the market and projected to grow at a CAGR of 12.8% from US\$ 11.48 billion in 2021 to US\$ 38.54 billion in 2031. With approximately 29% of the total population aged between 0 and 14 years, the potential for this market is immense.

The rise in disposable incomes, exposure to global fashion trends, and the influx of foreign brands has catalyzed the growth in kidswear. However, this surge in demand comes with its own set of challenges, especially concerning sustainability in kidswear manufacturing.

### Chemical Dyes and Sustainable Forms of Production

Traditionally, the kidswear industry has been associated with unorganized players, but a paradigm shift is underway. As awareness regarding environmental impact grows, manufacturers are increasingly focusing on sustainable forms of kidswear production. One crucial aspect is the use of chemical dyes. Conventional dyes often pose environmental threats due to their chemical composition and water usage. Brands are now opting for eco-friendly dyes, reducing their carbon footprint and ensuring the well-being of the environment.

Sustainability in kidswear production involves a comprehensive approach, from the choice of materials to the manufacturing process. Brands believe in creating products that not only cater to the fashion-conscious little ones but also contribute to a healthier planet.

"We use safe dyes that are AZO free," says sustainable kidswear brand Ed-a-Mamma.

Azo dyes, constituting over 60% of total dyes, hold the predominant position in the dye industry. These synthetic colorants play a crucial role in various sectors such as textile, printing, and paper manufacturing, accounting for around 70% of all dyes utilized. However, the significant prevalence of azo dyes has raised concerns about their detrimental impact

**“Clear products are developed with innovative textiles that eliminate the need for chemical treatments added to the fabrics—all without compromising safety, sustainability or comfort. Whether it’s through the use of organically grown materials or the implementation of innovative fabric construction, Clear products are designed to be gentler on the planet and your little one”**



# Fashion Retail's Generation Next: A Legacy of Transformation & Innovation



In the enchanting realm where elegance seamlessly intertwines with innovation, a new chapter is being written. Within the hallowed pages of our B2B fashion magazine, we open the door to a special feature—a symphony of voices resonating from the corridors of iconic fashion houses. This is the tale of the next generation—the sons, daughters, and kin of business conglomerates stepping into the limelight of fashion retail, shouldering the weight of a legacy that stretches across generations.

The journey of these scions commences with the very essence of every brand—the story. In the hushed echoes of history, we uncover the roots that birthed these celebrated labels. These are not mere garments; they are heirlooms, carrying the indelible imprints of values and principles that have been the guiding stars since the inception of these fashion powerhouses.

Transitioning between generations is a delicate dance, and we delve into the intricacies of when and how these scions took over the reins. The vision transforms, the mission evolves, and a fresh wind sweeps through the brand. But what expertise do these heirs bring to the table?

A financial narrative unfolds, painting a canvas of resilience and adaptation. We meticulously scrutinize the numbers, comparing the 'before' and 'after' snapshots of generational transitions.

In the realm of strategies for success, we uncover the innovations that breathe life into these iconic brands. What key approaches were taken to turn the tide, and can we pinpoint the sparks



of ingenuity that ignited success? From daring marketing campaigns to reimagined product lines, we dissect the strategic moves that set these fashion giants apart.

Marketing and branding are the choreography of the fashion stage. As the next generation takes center stage, we delve into the canvases of marketing strategies unfurled to enhance brand visibility and allure.

Technology, the silent revolution shaping the future of fashion, takes center stage with the next generation's tech-savvy approach. We uncover the specific tools and technologies that have reshaped operations and customer experiences. From data analytics to augmented reality, we explore the seamless marriage of fashion and technology that defines the modus operandi of these modern-day fashion empires.

Beyond aesthetics, sustainability takes a prominent position in the spotlight. We delve into the importance placed on building sustainable businesses.

The world is a runway, and these brands are ready to traverse new territories. We explore the plans for geographical expansion and the introduction of new product lines.

In a world that constantly evolves, we dissect how these brands have adapted to industry shifts and disruptions. What lessons have been learned, and how have these lessons shaped the trajectory of these fashion empires? From global pandemics to rapidly changing consumer behaviors, we unravel the resilience and adaptability that define the success of these iconic brands.

As we conclude this immersive exploration of fashion's next generation, we seek wisdom from those who have navigated the intricate path of generational transition.

Join us on this captivating journey as we unravel the stories, strategies, and successes of the next generation in fashion retail.



# YOUNG TRENDS:

## How USPA Kids Navigates the Colourful Landscape of Kidswear Retail in India

In an exclusive conversation with IMAGES Business of Fashion, Jayant Prasad, Sales Director, U.S. Polo Assn., Arvind Fashions Ltd says that his brand conducts serious market research to understand the dynamic preferences of its young audience...

IMAGES Business of Fashion

In the vibrant embroidery of India's retail landscape, a niche sector has been quietly weaving its own colourful narrative – kidswear. The world of children's fashion has witnessed an enchanting evolution. From ethnicwear to sportswear and luxury clothes to contemporary styles, all mirroring global trends, kidswear in India has become a canvas where creativity meets tradition.

Brands and manufacturers are working hard to shape the world of kidswear in the country, making the story of the industry in India one of versatility and vivacity. One such brand which has emerged a master in stitching preferences of young fashionistas is U.S. Polo Assn.

A premium lifestyle brand with a multi-billion-dollar global footprint and worldwide distribution, the brand offers lifestyle choices for the entire family. It captures the authenticity of the Polo sport while reflecting its rich history and staying true to its roots in classic American style. Its kidswear collection – USPA Kids – has a host of designs that are a perfect fusion of preppy elegance and playful charm for ages 1 to 14. This is further divided into Little Boys (ages 1-7) and Big Boys (ages 8-14),



# Sustainability, Innovation Makes Purple United Kids a Trailblazer in the Indian Kidswear Market

*Purple United Kids was established with the goal of reinventing premium kid's clothing by fusing fun, fashion, and functionality...*

## IMAGES Business of Fashion

The kidswear industry in India has evolved over the years spectacularly. A variety of studies and current market demographics say that the Indian kidswear industry – with a 2.6% CAGR, is anticipated to reach ₹2,00,000 crore by the year 2028. Many factors have contributed to this rise, an increase in disposable income and the rise of celebrity and social media influences. And brands have risen to the occasion in an outstanding manner, providing customers with what they desire all the while keeping the practical aspects of a wardrobe in mind – factors such as comfort, individuality, and affordability.

One such brand, which was established with the goal of reinventing premium kid's clothing by fusing fun, fashion, and functionality, is Purple United Kids. The brand's ethos revolves around celebrating childhood, emphasizing comfort, safety, and sustainability. Its trendy line of lab-tested products for unharmed delicate skin is a distinctive selling point.

Its primary target audience comprises parents who value premium quality and unique designs for their children. "We tailor our offerings to meet their needs by offering a diverse range of designs that allow kids to express their individuality," says JD Seth, Managing Director, Purple United Pvt Ltd.

Purple United Kids, he explains, frequently carries out in-depth market research to comprehend how its young audience's tastes are changing to make sure our designs connect with our audience. "This entails analysing fashion trends from different market research firms, obtaining input through surveys, and closely observing social media interaction. When buying children's clothing, quality, comfort, and style are important considerations for parents. Our research also indicates that social media



plays a big role in decision-making these days. Purple United is all about delivering on these fronts, and part of the decision-making process also involves our dedication to ethical sourcing," he says.

### Retail Reach & Omnichannel Approach

Purple United Kids, which is available across the country through 14 EBOs and 161 MBO stores, has a strategic expansion plan focused on increasing its presence in key markets to meet the growing demand for premium kidswear. The brand is also present in reputable online marketplaces. All these channels contribute to the brand's accessibility and popularity among its diverse customer bases.

"Since we are committed to premium fashion, our primary focus is to cater to Tier 1 cities across India. We have region-specific strategies to cater to diverse preferences and cultures across different states in India. This includes incorporating regional aesthetics in our designs and catering to a wide audience with our undeniable fashion," says Seth. The brand has a robust omnichannel strategy, offering a seamless experience both online and offline.

### Purple United Kids' Target Market for New Stores

#### Store Focus

- High-traffic regions, shopping centres, and important marketplaces
- Malls with a premium positioning and appropriate target audience records
- Target audience is a premium demographic therefore high-end initiatives are vital

#### Average store size

- To be tailored to the specific needs of each location
- Typically ranging from 1000 - 1500 square feet
- Providing a comfortable and engaging shopping experience

"Over the years, we've evolved to create a seamless shopping experience, integrating our website, exclusive brand outlets, and partnerships with select multi-brand outlets to reach a wider audience. Primarily, we focus on our presence through exclusive brand outlets in premium malls as our brand is categorized," says Seth, adding, "This includes our website, leading marketplaces (including but not limited to Myntra, Amazon, FirstCry, Shop Disney etc.)."

He explains that while they have expanded their retail presence over the years, the brand is still looking to expand internationally.

"Our brand is well-known in both current and emerging markets because we place



# LES PETITS:

## Integrating Technology & Sustainability To Bring Luxury Fashion To Kids

*Kids are naturally stylish and the sheer confidence with which they don and flaunt the latest in fashion has opened a brand new avenue for the luxury fashion retail industry to explore...*

### IMAGES Business of Fashion

**F**ashion has become an indelible part of our daily lives and splurging on sophisticated luxurious clothes and accessories which are made to last is considered no less than an investment. Millennials & GenZ view luxury fashion as self-expression, a definition of who they are and they are certainly not going to leave their children behind in the race to look their best.

Kids are naturally stylish and the sheer confidence with which they don and flaunt the latest in fashion has opened

up a brand new avenue for the luxury fashion retail industry to explore. Luxury fashion boutique Les Petits aims to bring this fashion within reach for parents with premium fashion apparel, accessories, and furniture from leading international brands such as Versace, Moschino, Dolce & Gabbana, Fendi, and many others, under a single roof.

Founded in 2011, Les Petits is a luxury fashion brand for kids whose idea germinated during one its founder's international trips. There, Swati Saraf witnessed parents struggling to find luxury brands for their kids. After

observing their predicament, she realized that even in India, there was a void with respect to luxury kidswear in the market. Hence, Les Petits came into existence with the purpose of filling this gap and introducing a wide gamut of leading international luxury kids' fashion brands to the country.

Ever since, the brand has endeavored to provide parents and their kids with easy access to luxury fashion brands. Popular international brands like Versace, Moschino, Dolce & Gabbana, Fendi, and many more are available at the stores which specialises in high-end

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