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Where People, Passion and
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Dear Readers,

As we reflect on the success of India Fashion Forum 2024, we are filled with a sense of pride and gratitude. With over 300 speakers and 2000 fashion professionals from across the nation, India's largest fashion retail intelligence event revolved around the theme 'Let's Make the Fashion Business Great Again'.

From captivating brand shows to insightful discussions, every moment of the mega event was filled with energy and inspiration. The forum – held at Conrad, Bengaluru on February 21-22 – provided participants with an enriching experience, a platform for exchange of ideas, insights, and expertise.

To our speakers and delegates, thank you for joining us and sharing in this incredible experience. Your enthusiasm and engagement added immeasurable value to the event. The passion and commitment of the speakers left a lasting impression on everyone in attendance.

It is then, with great pleasure, that we present this the post-event edition of IMAGES Business of Fashion, capturing the essence of an event which was a celebration of brand individuality, an event filled with interactive sessions and exhibition stalls where attendees had the chance to delve deeper into specific areas of interest and collaborate with peers fostered meaningful connections and sparked innovative ideas.

It recaps the event for those who were privileged to hear from distinguished speakers and engage in thought-provoking discussions. For those who missed IFF 2024, we bring you a first look at sessions, solutions on rethinking, reimagining & remodeling Fashion Retail in India.

We extend our sincerest gratitude to each and every one of you for your unwavering support and enthusiastic participation in India Fashion Forum 2024. Your presence truly made the event a resounding success. We look forward to the opportunity to come together again in the future and continue our journey of inspiration and innovation.



Amitabh Taneja

NEW COLLECTIONS

Bold & Bae Fashion launches premium new collection

Mumbai-based startup clothing brand, Bold & Bae Fashion, has launched its premium collection, encompassing a diverse range of women's apparel, including lingerie, loungewear, beachwear, casualwear, and athleisure.

The brand, founded by industry veterans Haresh Motirale, Smita Thorat, and Joyce Motirale, is committed to delivering international quality products at competitive prices, catering to the modern, aspirational, and fearless women aged 14 to 44+. "Operational across online retail platforms in both Indian and international markets, Bold & Bae Fashion is passionately committed to introducing cutting-edge fashion that connects with the diverse modern woman from all walks of life," says Co-Founder Smita Thorat.

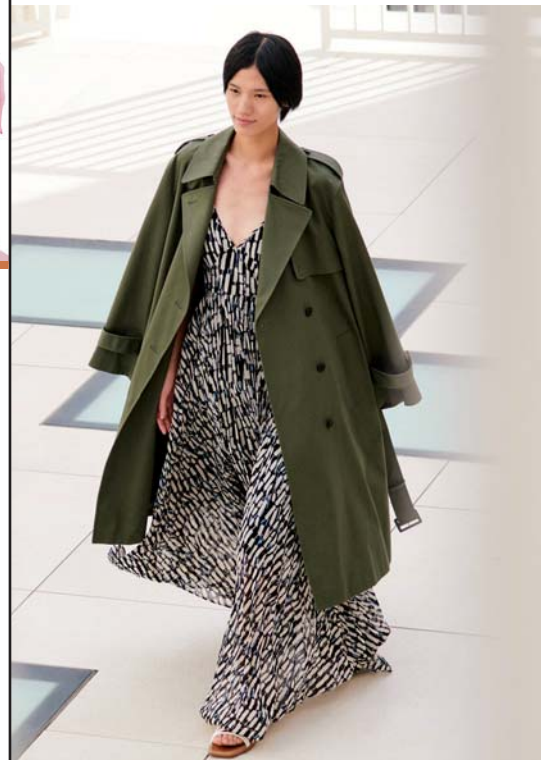
"Our goal is to empower women across India, including those in tier 2, 3 towns, and rural areas, with access to stylish, comfortable intimate, active wear and casual wear clothing suitable for every occasion. In addition to our website, the collections are also available on prominent e-commerce marketplaces such as Myntra, AJIO, Amazon, Meesho, Flipkart and Shopsy, among others," adds Joyce Motirale, Co-founder of Bold & Bae Fashion.



UNIQLO unveils LifeWear Collection 2024

In a celebration of everyday life, UNIQLO has introduced its 2024 Spring/Summer LifeWear Collection, reflecting a blend of genderless, highly-functional designs with a clean and casual style for both work and play.

The latest collection embraces a theme of "lightness," evident in the soft pale tones like ecru and mauve pink. Natural linen and Supima Cotton add gentleness, and jackets and T-shirts offer thin, comfortable options. This season's wardrobe emphasizes lightness in color, material, and function, bringing a sense of brightness to the upcoming season.



The genderless collection explores limitless freedom through light silhouettes. Each garment becomes a celebration of individuality and self-expression. The collection embraces a modern, clean work style with a neutral palette, ensuring versatility combined with sophistication.

Linens and cottons abound in the collection, all of which are crafted from lightweight, high-quality natural materials. The collection is available online and at UNIQLO stores.

Neha Mehra unveils 'Killa' collection



Renowned fashion designer Neha Mehra has unveiled her highly anticipated 'Killa' Collection, a contemporary tribute to traditional craftsmanship. The collection seamlessly merges modern interpretations of Gota and bead embroidery with a dedicated commitment to preserving regal essence. Drawing inspiration from the majestic forts of Rajasthan, India, the 'Killa' Collection intricately showcases the artistry of skilled artisans experienced in Gota and bead embroidery on various fabrics, including silk, georgettes, and crepe.

Comprising a diverse array of outfits such as sarees, kaftans, and suits, the collection pays homage to India's rich cultural heritage and is designed for

weddings, festivals, and special occasions. Each piece in the collection narrates a unique story inspired by the fortresses of Rajasthan.

The Gota embroidery, deeply rooted in traditional Rajasthan techniques, employs gold or silver ribbons to create exquisite floral motifs, paisley designs, and geometric patterns. Simultaneously, modern bead embroidery introduces a contemporary flair with diverse shapes and sizes, forming intricate patterns that enhance the overall aesthetic. Neha Mehra's 'Killa' Collection goes beyond being a mere fashion statement; it embarks on a captivating journey, uniting the past and present in a celebration of timeless elegance and style.

INDIA FASHION FORUM 2024: India's Most Influential Fashion Business Event

The mega key influencer and catalyst of fashion retail evolution event saw over 300 speakers and 2000 fashion professionals from across the nation talk on how to 'Make the Fashion Business Great Again'...

IMAGES Business of Fashion





Edition 23

IFF 2024
INDIA FASHION FORUM

In February 2024, India welcomed the 23rd edition of its most prominent fashion business event, India Fashion Forum (IFF). Held at Conrad Bengaluru, the mega key influencer and catalyst of fashion retail evolution event saw over 300 speakers and 2000 fashion professionals from across the nation talk on how to 'Make the Fashion Business Great Again'.

Chaired by Shailesh Chaturvedi, MD & CEO of Arvind Fashions Ltd, IFF 2024 addressed key challenges hindering the profitable growth of the fashion industry in India, including talent shortages, supply chain issues, and rampant discounting.

Expressing his commitment to elevate India's fashion industry to new heights, Chaturvedi stated, "These are transformative times for the business of fashion. Consumer behaviour, digitalization, discounting impact, supply chain snags, and sustainability demands are challenging us. The larger ecosystem has started terming the fashion business as 'difficult', whereas it was seen a couple of decades back as an area of immense opportunity delivering secular growth. It is time we rethink, reimagine, and remodel our industry, so that it becomes a great force again. It's time to shake off what has been and give life to the next Golden Age of Fashion Creation."

"IFF 2024 has been designed to empower their growth — not just in India, but across the world — with deep-diving intelligence, knowledge experiences and business networking that cannot be gathered anywhere else," added Nikhil Behl, CEO - Fashion Business, IMAGES Group.

IFF 2024 boasted partnerships with some of India's leading fashion and lifestyle companies, including Arvind Fashions, Pepe Jeans India, PUMA India, Reebok, and United Colors of Benetton, among others. The success of previous editions underscored the significance of IFF as a platform for innovations and idea exchange within the



“It is time we rethink, reimagine, and remodel the fashion retail industry and make it a great force again. It's time to give life to the next Golden Age”

Shailesh Chaturvedi,
Convener IFF 2024, MD & CEO of Arvind Fashions Ltd

fashion industry. With a lineup of over 700 brands, 250+ speakers, and 1500+ delegates, IFF 2024 witnessed packed conference sessions, solidifying its position as the country's premier fashion event.

The event saw immersive experiences, featuring masterclasses by industry giants like Google and Meta, the LIVE India Brand Show runway, IFF Master Talks by design experts, and the unveiling of India's top fashion designers through the IFF Innovators Club. Distinguished speakers at IFF 2024 included Abhishek Ganguly, Co-Founder & CEO of Agilitas Sports, Dhiraj Agarwal, CEO & Co-Founder of Campus Sutra, Amisha Jain, SVP & MD of Levi Strauss & Co, and Vineet Gautam, CEO & Country Head of BESTSELLER India, among other renowned names in the Indian fashion industry.

**INDIA FASHION FORUM 2024:
MAKING THE FASHION BUSINESS GREAT AGAIN**

- Launched in 2000, India Fashion Forum (IFF) is India's largest fashion retail intelligence event.
- Every year, a powerful blend of conference sessions, workshops and master classes, zoned exhibitions and industry awards mark IFF's confluence of the biggest consumer trends, market intelligence and retail innovation in the business of fashion in India.

Driving the Elevation of the Business of Fashion in India to Greatness

**Shailesh Chaturvedi, MD & CEO, Arvind Fashions and
Convener India Fashion Forum 2024**



“There are infrastructure gaps, our high streets are, not even today, not as clean as they should be. There are a lot of challenges. So that’s why I always say that India disappoints both optimists as well as pessimists. But the good news is that India keeps moving forward”

Shailesh Chaturvedi,
MD & CEO, Arvind Fashions and
Convener India Fashion Forum 2024

Three decades ago, doing the fashion business in India was simpler than it is today. However, consumer preferences, along with their market behavior, has considerably changed in the last 25 years. Now more than ever, there are multiple challenges to this ever-growing industry. Earlier growing a company was simpler, you could open up new stores sensibly and strategically and your business would grow. But now, the unorganized is becoming more organized.

“You know there are infrastructure gaps, our high streets are, not even today, not as clean as they should be. There are a lot of challenges. So

that’s why I always say that India disappoints both optimists as well as pessimists. But the good news is that India keeps moving forward,” said Shailesh Chaturvedi, MD & CEO, Arvind Fashions and Convener India Fashion Forum 2024 at the event.

Up until 25 years ago, there were no hindrances to growth in the Business of Fashion. Businesses just kept opening their stores and kept growing. It was much simpler than how it is today. “People have more watches than their wardrobes. They have more shoes in their wardrobes, they have maybe less number of ties, but they have probably more jeans in their wardrobes and

DIGITAL WILL PROPEL MODERN INDIAN RETAIL:

Saloni Nangia, President, Technopak



India's estimated GDP for FY23-24 is about \$3.85 trillion and we are slated to reach nearly \$10 trillion by 2035 in the next 10 years. Private consumption stands at about 2.27, similar to a lot of other developed nations of the world and this will only grow stronger in the next few years, said Saloni Nangia, President, Technopak India, at India Fashion Forum 2024.

However, growth in consumption is concentrated in a few pockets in the country, she said, adding that 20% of the entire consumption was accounted for by Mumbai and Delhi-NCR. The next 20% of consumption comes from the six metro cities, while the third 20% comes from 65 cities in India. The remaining consumption comes from the rest of the country.

She said that India will be crossing the \$1 trillion mark in merchandise retail in this financial year, and this will double in the next

“The size of the fashion market inclusive of beauty and accessories is \$113 billion. Beauty remains the fastest growing category and in the next few years, we will see apparel’s share going down”

Saloni Nangia,
President, Technopak India

10 years. “At 60% India, is similar to a lot of developed countries from a consumption perspective. In the fashion category (apparel) stood at about \$70 billion in 2023. This makes it very exciting for anyone who is in the business of merchandise in India,” she said.

Size of the Fashion Retail Market in India

The size of the fashion market inclusive of beauty and accessories is \$113 billion. Beauty remains the fastest growing category and in the next few years, we will see apparel’s share going down. However, as a category, apparel will grow its share of modern retail over the next few years.

- Menswear holds the largest share at about 40%. There is 90%-10% split between Western and Indian clothing.
- Womenswear is the next the smaller one, but is growing at a fast rate. There is 30%-70% split between Western and Indian clothing.
- The kidswear segment – which is divided 50%-50% between the branded and unbranded sections – is growing fast, with the branded segment expected to increase over the next few years. There is 70%-30% split between Indian and Western clothing.
- There will be a growth in western wear in the coming years, as also fusion wear.

Consumer Psyche & the Value Segment: A Comparison

USA has recently released a 100-year study of consumer expenditure across categories like food, clothes, housing etc. From 14%, USA’s apparel’s wallet share came down to 6% in 1984 and now stands at 2.6%. For India, apparel’s wallet stands at 6%.

In USA, in 1972, people spent \$565 on garments and 3-4 pairs of shoes. In 1991, the spends went up to \$1735, which is similar to what US citizens are spending in 2021 as well.

The actual spend therefore, hasn’t increased, but the number of clothes has gone up from 40 to nearly 70 pairs, and the pairs of shoes have gone up as well. People are buying clothes for a short time, they are buying many more options so it can be concluded that the fashion retail sector is providing value to consumers.



RESILIENCE IN VOGUE: NAVIGATING ECONOMIC STORMS IN FASHION

Manas Singh, Head D2C E-Commerce Business, PUMA Group & Anshuman Aggarwal Co-Founder Increff spoke on adaptation in times of downturn, and the future of fashion retail...

These are transformative times for the business of fashion. Consumer behaviours, digitalisation, supply chain snags and sustainability demands are challenging profitability and pushing business models towards change. And a rebirth is called for. It's time for fashion businesses in India to find sustainable routes around the pitfalls of excessive discounting, supply chain inefficiencies, talent crunches and fragmented customer experiences.

A panel consisting of Manas Singh, Head D2C E-Commerce Business, PUMA Group; and Anshuman Aggarwal Co-Founder Increff spoke on the subject – an inspiring conversation on resilience and adaptation in

times of economic downturn, and the future of fashion retail.

Puma is one of the largest sportswear brands in the world and a category leader in India. Increff works with fashion brands and retailers on two fronts – helping them optimize their merchandise (merchandise planning, buying and allocation) and on Omnichannel order fulfillment. They work with more than 700 brands across 15 countries.

The chat was moderated by Rajat Wahi, Partner, Deloitte. He started the session by saying that while the retail segment as a whole spoke a lot about using technology

to put together an end-to-end supply chain for better consumer experience, he felt that the biggest challenge today has been the built up of inventory over the last one year.

“The retail sector came out of COVID with a bang. After being stuck at home for two years, people went on an offline revenge buying spree. While the sector lost two years, it also caught up pretty quickly post pandemic. Aside from this, there was reverse migration, which made an impact on the purchase patterns,” Wahi stated, adding, “E-commerce grew a lot during this time. Also, changed habits post pandemic as well as a higher cost of living – since people moved back to lower tier cities –

OMNICHANNEL STRATEGIES FUTURE-PROOFING FASHION:

Prateek Mahajan, Director Operations, Unicommerce

Unicommerce helps brands achieve a cohesive experience across channels—including across web stores, physical stores and marketplaces, says Mahajan



“Our technology is such where reconciliation becomes a tool and where brands are able to generate quick profit and loss statements. One doesn’t have to wait till the end of the month to get a reconciled profit and loss statement”

Prateek Mahajan,
Director Operations, Unicommerce

becoming completely Omnichannel is a significant challenge many fashion retail brands face in India, but it’s not an insurmountable target. With the right strategy, resources, and a customer-centric mindset, successfully implementing an Omnichannel strategy and reaping benefits of increased engagement, loyalty, and revenue are wholly achievable, explains Prateek Mahajan, Director of Operations, Unicommerce in a session at the India Fashion Forum 2024.

Unicommerce, says Mahajan, is a supply chain technology company and positions itself as the backbone of the e-commerce supply chain. The company offers a comprehensive suite of SaaS products and its solutions act as a nerve centre for e-commerce fulfillment operations. It guides brands and retailers through a complete post purchase journey. The question Unicommerce asks companies is: how does your system end up managing everything once

the order gets received from the customer till the time it gets delivered to the customer?

“This is where we come in – from backend warehouses to in-store technology, we provide end-to-end Omnichannel solutions,” says Mahajan, who has 12 years of experience across e-commerce platforms aside from establishing his own startup.

Helping Brands Achieve a Cohesive Experience Across Channels:

An Omnichannel journey for a brand starts when they begin listing either on their web store or on other online marketplaces. Unicommerce helps brands achieve a cohesive experience across channels – including across web stores, physical stores and marketplaces.

Seamless Inventory Management: Mahajan explains that the first thing they help with is creating a centralized inventory system, so

that the same inventory can be pushed across to all marketplaces and web stores. Orders can then be distributed smartly across the brand’s stores.

Endless Aisle: With a feature like an endless aisle, which Unicommerce helps develop, a store manager can himself figure out where is the nearest store where the inventory is available. The product can thus be sold and delivered to the customer the very same day and sometimes even before the customer reaches home.

Unicommerce is servicing multiple brands including Forever New, Rare Rabbit, W and Aurelia. These brands have seen massive growth after Omnichannel capabilities were outlined and streamlined by Unicommerce.

Utilising Inventory Better: Another thing that worries brand, says Mahajan, is the under



IMAGES FASHION AWARDS 2024

Fashion Retail Brands Honoured for Innovation, Excellence at IFF 2024

The 23rd IFF culminated in a gala event in the form of the IMAGES Fashion Awards (IFA) celebrating excellence in the field of fashion retail. The awards were a venerable gathering of the who's who of the industry in the country...

IMAGES Business of Fashion

The 23rd edition of the India Fashion Forum (IFF) was held on February 21-22, 2024 at Hotel Conrad, in Bengaluru. This premier fashion retail event was an enriching experience, an exchange of ideas, insights and expertise.

Attendees were privileged to hear from distinguished speakers and engage in thought-provoking discussions on the theme of the event - 'Making The Fashion Business Great Again'. The conference - which witnessed captains of the fashion retail industry speaking at various, pertinent sessions - encapsulated the diversity of perspectives on consumer behaviours, digitalization, discounting impact, supply chain snags, and sustainability demands, helping enrich the understanding of attendees on how to give life to the next Golden Age of Fashion Creation.

IFF 2024 offered an extraordinary environment dedicated to outstanding, mind warping innovation in the business of fashion - from agile design tools to exceptional in-store technology, from the dynamic science of fashion retail analytics to hyper-targeted social and influencer marketing. Interactive sessions and stalls, where attendees had the chance to delve deeper into specific areas of interest and collaborate with peers, fostered meaningful connections and sparked innovative ideas.





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INDIA BRAND SHOW 2024 UNVEILS SPRING/SUMMER 24 COLLECTIONS

The India Fashion Forum 2024 set the stage for a showcase of Spring/Summer 24 collections, highlighting the creativity and innovation of India's prominent fashion and lifestyle brands. Against the backdrop of a sophisticated setting, the runway became a platform for unveiling the latest trends in the industry. From elegant designs to modern aesthetics, each ensemble reflected the evolving landscape of fashion, offering a glimpse into the style preferences of the upcoming season. As brands presented their creations with finesse, the India Brand Show 2024 promised an engaging exploration of contemporary fashion sensibilities.



PEPE JEANS

Pepe Jeans was born in 1973 on the streets of Portobello. As a denim pioneer they have consistently reinvented the definition of denim to keep up with the trends. They are an iconic brand that is synonymously associated with denim and limitless creativity. Pepe Jeans London gives one the foundations to exude self-confidence, uniqueness and authenticity.

ISSEY MIYAKE



Fusing Fashion & Technology to Create Harmonic Garments

Issey Miyake studied at the Tama Art University in Tokyo, where he majored in Graphic Design. This is where his fusion of science and fashion was born from, incorporating the mathematics and technical skills of a graphic designer into his clothing...

Jiten Taneja



Picture courtesy: Instagram/isseymiyakeofficial



Picture courtesy: Instagram/isseymiyakeofficial

Born on 22nd April 1938 in Hiroshima, Issey Miyake had the horror of living through the Hiroshima Nagasaki bombings. As a Japanese designer, Miyake was revolutionary in his fusion of technology and fashion. He was recognised worldwide for making contemporary, industrial and innovative apparel designs, fragrances and exhibitions. Miyake opened the eyes of the fashion world as his designs were a fusion of science and fashion resulting in harmonic garments, while using unconventional garments.

Issey Miyake moved to Tokyo to study where he was a student of the Tama Art University majoring in Graphic Design. This is where his fusion of science and fashion was born from, incorporating the mathematics and technical skills of a graphic designer into his clothing. After graduating in 1964, Miyake moved to New York and then Paris in order to polish his skills and gain experience in the best cities for fashion. In Paris, he worked for designers like Guy Laroche and Hubert de Givenchy. Around 5 years later, Miyake returned to Tokyo where his studio was born, Miyake Design Studios. His studio excelled in producing high-end and extraordinary fashion for women. He quickly garnered attention throughout Japan due the use of unconventional materials, such as pleats and developed innovative techniques to produce the garments.