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**FOOTWEAR
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Stepping Into The Future



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Dear Readers,

As the footwear retail industry continues to evolve, IMAGES Business of Fashion explores its global footprint, spotlighting emerging markets and innovative trends poised to make significant impacts.

Our May 2024 edition of IMAGES Business of Fashion offers insightful analysis, trend forecasting, and in-depth coverage of the innovations and stories shaping the footwear market today. From empowering brands, retailers, and manufacturers with the knowledge and inspiration they need to thrive in an ever-competitive landscape, to understanding the latest trends setting the tone for the season, there is something for everyone in this issue.

Join us as we step into a world of sustainable materials and ethical production practices, examine how design and technology are pushing the boundaries of the sector, take a look at the digital transformation of footwear retail in India, and scrutinize the sizing challenges that come with e-commerce retail.

With the help of experts, we study the impact of the Bureau of Indian Standards certification on footwear retail in India, the nodal agency overseeing activities of standardization, marking, and quality certification of goods in the country. Also on showcase are interviews with industry experts, rife with practical advice on merchandising, customer engagement, and leveraging social media to boost brand presence.

We also take a peek at the complimentary accessories segment, acquainting readers with new-age brands that are taking the market by storm with their innovative and sustainable accessory designs.

As always, we hope you find this issue informative. Don't forget to log onto our website, www.imagesbof.in, for more in-depth information on all things footwear and accessories.



Amitabh Taneja

NEW COLLECTIONS

Bata India launches new 9 to 9 collection

Bata India has introduced its latest 9 to 9 collection, a blend of European fashion and comfort, just in time for the summer holiday season. This launch is accompanied by the unique 'Try and Fly' offer in collaboration with EaseMyTrip.com.

The 9 to 9 collection features a range of versatile footwear, including semi-casual shoes, heels, casual sandals, and sneakers, designed for various travel occasions. Customers can visit Bata stores, try on the collection, and scan a QR code to enter the contest for a chance to win.

The 'Try and Fly' campaign invites customers to try on shoes at any Bata store, with all participants winning assured prizes. Weekly lucky winners

will receive all-expense-paid trips to Goa, while bumper prize winners have a chance to win international holiday trips. The campaign runs until June 20, 2024, across Bata stores in India.

"At Bata India, we believe in bringing the best of styles to our consumers, this holiday season, we have packed our latest collection with a unique offering of 'Try and Fly.' We are confident that our customers are going to be delighted by the launch of the latest Europe inspired styles at our stores and on Bata.com. With this proposition, we want to give everyone a chance to fly to their dream destination," said Badri Beriwal, Chief Strategy & Business Development Officer, Bata India about the new collection and campaign.



Gucci Ancora Spring Summer 2024 collection debuts in Mumbai

The Gucci Ancora Spring Summer 2024 Collection made its debut in Mumbai, India, showcasing Sabato De Sarno's creative vision for the iconic brand.

To mark the arrival of the collection in stores, Gucci orchestrated a series of events across major cities worldwide, from New York to Shanghai.

In Mumbai, the celebration took place at the new flagship store in Jio World Plaza.

Among the attendees were Alia Bhatt, Gucci's global brand ambassador, along with notable personalities such as Vijay Varma, Athiya Shetty, Ahan Shetty, and Vedang Raina. Founded in Florence, Italy, in 1921, Gucci remains

one of the world's leading luxury brands. As the House celebrates its centenary, it continues to redefine luxury while upholding creativity, Italian craftsmanship, and innovation. Gucci is part of the global luxury group Kering, known for managing renowned fashion, leather goods, jewelry, and eyewear brands.

Cantabil India unveils Spring-Summer 2024 collection

Cantabil India has launched its Spring-Summer 2024 collection, presenting a diverse range of fashion-forward designs for men, women, and children.

For men, the collection offers Lyocell fabric shirts, knitted shirts, and prints, along with elbow patch and indigo styles. The range also includes digital prints, stretch tees, lightweight yarn-dyed tees, cargo shorts, joggers, and knitted blazers. Women can explore cotton-stretch tees and joggers, trendy denim fits, co-ord sets, short kurtis, ethnic kurta sets, dresses with captivating prints, cotton satin shirts, tunics, and tops. For children, the collection offers comfy shorts, stretch tees, denim editions, co-ord sets, breezy dresses, and a standout 'Denim

Dress'. A superhero-inspired edition is also part of the range. The collection also includes soft, tech tees, advanced track pants, and UPF protection active-wear. Sneakers with mesh-knitted breathability, plush memory foam insoles, and robust outsoles are introduced to redefine casual wear. Additionally, soft and airy slippers tailored for summer days and classic loafers are part of the footwear range. Cantabil has also introduced new mists, fragrances, and gift sets as part of the Spring-Summer 2024 collection.

The collection is available for purchase through Cantabil's website and leading marketplaces, including Myntra, Ajo, Flipkart, Amazon, Nykaa, Tatacliq, and more.





The Indian Footwear & Accessories Market: An Indepth Study

Both the Indian Footwear & the Accessories segments saw a massive decline in FY21 due to the pandemic but have bounced back strongly to surpass pre-Covid levels and are expected to grow at healthy rates to have a combined market value of US \$ 26.8 Billion by FY26...

Pakhi Saxena, Retail & CPG Head, Wazir Advisors

Footwear and accessories are both significant segments in the retail industry. As of FY 2023, the footwear market stands at a market size of US \$ 12.6 Billion, whereas, the accessories market stands at a market size of US \$ 7.1 Billion. The Indian accessories market has been growing at a

faster pace compared to the footwear market. Both segments saw a massive decline in FY21 due to the pandemic but have bounced back strongly to surpass pre-Covid levels. Both segments are expected to grow at healthy rates to have a combined market value of US \$ 26.8 Billion by FY26.

FUTURE-PROOF YOUR INVENTORY: Need-To-Know Footwear Trends in 2025

This comprehensive exploration dives deep into the trends set to dominate the footwear scene in 2025, providing a visionary glimpse of how technology, environmental consciousness, and evolving consumer preferences are shaping the next generation of shoes...

Puneet Dudeja, Director - Business Development, South Asia, WGSN

In the dynamic sphere of fashion, footwear stands out as a domain of endless innovation and expressive personal style. As we step into the future, the fusion of groundbreaking materials, sustainability, and individualised aesthetics promises to redefine our relationship with shoes. This comprehensive exploration dives deep into the trends set to dominate the footwear scene

in 2025, providing a visionary glimpse of how technology, environmental consciousness, and evolving consumer preferences are shaping the next generation of shoes. From the sporty chic of soccer-inspired heels to the eco-friendly ethos of plant-based sneakers, join us on a journey through the future of footwear, where every step forward is a stride towards sustainability and style.



BEST FOOT FORWARD: Footwear is the Sole of the Indian Retail Industry

As India steps towards becoming a global economic powerhouse, the footwear retail sector is poised for remarkable growth and transformation. With a burgeoning middle class, increasingly discerning consumers, and a rapidly expanding e-commerce landscape, both established brands and emerging players are navigating a dynamic marketplace characterised by both challenges and opportunities...

Surabhi Khosla



THE SOLE OF SHOE CARE: Elevating Foot Health & Retail Success

Today, there are several brands which have foot care products e.g. insoles, gel pads, heel pads, diabetic foot insoles etc. ensuring that your feet are able to bear the burden of modern day lifestyle...

Ketan Vyas, MD, M.V. Shoe Care Pvt. Ltd.



In the dynamic world of fashion and footwear, there's an often overlooked yet essential aspect that holds the key to both personal comfort and retail success: shoe care and foot health. Beyond the allure of style and the thrill of new purchases, lies a realm where diligent maintenance and mindful care not only preserve the longevity of our beloved shoes but also ensure the wellness of our feet. Let us delve into the importance

of shoe care and foot health for individuals, and how investing in these aspects can significantly benefit both consumers and footwear retailers alike.

The Significance of Shoe Care & Foot Health

Our feet bear the weight of our bodies and carry us through the day's adventures, making them vital to our overall well-being. Neglecting foot health can lead to a myriad of problems,

BEATING THE HEAT IN STYLE:

Your Guide to Summer Footwear Photo Feature

As the sun heats up, it is time to ditch those heavy boots and closed-toe shoes. But you should sacrifice style for comfort? This photo feature showcases a variety of men and women footwear options that are perfect for summer. From breezy sandals to breathable sneakers, we bring you retailer favourites that have got you covered for all your warm-weather adventures, while ensuring you stay cool and look your best. So, slip on your favorite pair and get ready to embrace the sunshine!



MESH SNEAKERS

Mesh sneakers are the ultimate breath of fresh air (literally) for men's summer footwear. The mesh upper on these sneakers acts like a built-in ventilation system which allows air to circulate freely, preventing sweaty feet. They are lighter than traditional sneakers keeping your feet agile and cool, making them perfect for a summer workout or even a beach stroll.

MEN



SANDALS

Sandals are the undisputed kings of summer footwear for men. Their open design lets your feet vent like a radiator, keeping them cool and sweat-free under the scorching sun.

From beach strolls to city exploration, sandals conquer any warm-weather adventure. Your feet stay comfortable and cool no matter the activity.

LOAFERS

Men's loafers are summer MVPs for their unbeatable combination of style and comfort. Loafers are made from breathable materials like leather or suede, allowing your feet to avoid overheating. With a slip-on ease, they are perfect for those carefree summer days and can be styled easily with casualwear or linen pants for a perfect summer look.

BOAT SHOES

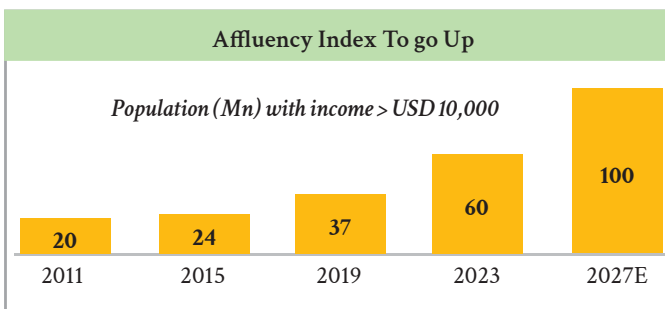
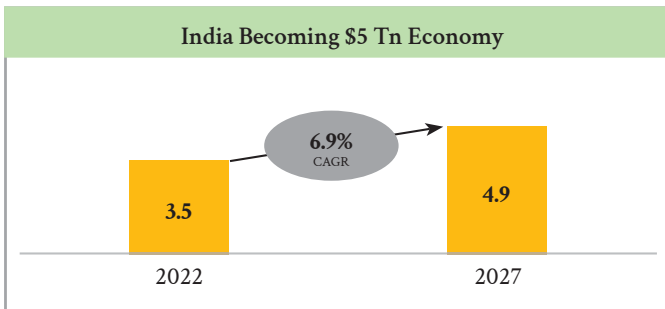
Men's boat shoes are summer staples for a combination of practicality and style. They are generally made from breathable materials like leather or canvas, they allow air circulation to keep your feet cool. The rubber soles provide excellent grip on wet surfaces, perfect for poolside strolls or unexpected summer showers. Their classic design pairs well with shorts, chinos, or even rolled-up jeans, offering a relaxed-yet-put-together summer look.





How Retail Can Win in the Intersection of EMERGING BHARAT AND MODERN INDIA

In this era of conscious consumerism, there are 5 probable future scenarios for retailers to strategise around, explains Ankur Kohli, Head - South Asia, Real Estate & Business Development, Bata India



“ I am optimistic about the exponential growth potential of India’s retail sector, driven by rising incomes, the expanding middle-class, and rapid digitalization. By harnessing the power of technology and forward-thinking strategies, retailers can create an ecosystem that meets evolving consumer demands via engagement, and unforgettable shopping experiences irrespective of ”



Ankur Kohli, Head - South Asia, Real Estate & Business Development, Bata India

India is a country of 1.4 billion people, a mosaic of diverse preferences. There are 22 official languages, and we sport a rocket economy. The truth is, we all are witnessing an interesting intersection of an emerging Bharat along with the coming to age of Modern India.

STEPPING INTO GROWTH: Unveiling the Indian Footwear Market

Footwear, which used to be a functional necessity has transformed into a powerful expression of personal style. As the Indian economy continues to evolve, the footwear industry stands at an exciting crossroads, marketed by innovation, sustainability, and dynamic shifts in consumer behavior...

Ashish Dhir, Senior Director [Consumer & Retail] | Nikifa Maheshwari, Business Analyst |
Sumeesha Dhawan, Business Analyst | Lattice

From the intricately crafted leather juttis of Rajasthan to the sturdy rubber chappals worn by farmers across the country, footwear in India boasts a rich tapestry of tradition and regional variations. However, the Indian footwear landscape is no longer solely defined by its heritage. Today, it's a dynamic and rapidly evolving market, poised to become a global force. As the Indian economy continues to evolve, the footwear industry stands at an exciting crossroads, marketed by innovation, sustainability, and dynamic shifts in consumer behavior. Footwear, which used to be a functional necessity has transformed into a powerful expression of personal style.

Today, the choices we make in footwear don't just impact our daily comfort but also our environmental footprint, social responsibility, and support for innovation. The Indian Footwear industry has acknowledged and embraced these changes wisely.

This article delves into the intricate world of footwear in India, exploring its multifaceted nature. We will get an overview into the market and notable investments that are shaping the industry. We will also help identify different drivers and trends encouraging the growth of Footwear in India. Additionally, we'll explore India's position in the export and import markets to understand the global positioning of the burgeoning Footwear Market.

By understanding these diverse elements, this article aims to provide a sneak-peak into the Indian footwear market. It will introduce businesses, investors, and anyone with an interest in this vibrant sector to the immense potential it holds.

Market Segmentation, Size, & Trade Position

The Indian footwear market presents a vibrant and diverse landscape, a plethora of styles catering to every need and occasion.





BEYOND TRINKETS AND TASSELS: Decoding India's Accessory Evolution

The Indian accessories market is a significant sector in the country's fashion industry. According to market reports, the Indian accessories market size was Rs 285.6 billion in 2020 and is expected to grow at a CAGR of over 7.10% to reach Rs 2406.73 million by 2028

Sanya Arora

Accessories play a pivotal role in the world of fashion, enhancing and complementing clothing to create complete, unique looks. In the Indian fashion industry, accessories encompass a wide range of items, including jewellery, handbags, belts, scarves, watches, and footwear. Each type of accessory not only serves a functional purpose but also adds a stylistic touch to an outfit.

India's accessories market has been witnessing significant growth, driven by increasing consumer spending, rising fashion consciousness, and the expansion of e-commerce.

The Indian accessories market is a significant sector in the country's fashion industry. According to market reports, the Indian accessories market size was Rs 285.6 billion in 2020 and is expected to grow at a CAGR of over 7.10% to reach Rs 2406.73 million by 2028.

The key segments in the accessories market in India are handbags, scarves, fashion jewellery, sunglasses, hair accessories, gloves, belts, hats, and ties. Handbags were the largest segment in the year 2020, followed by scarves, and fashion jewellery.

The Indian fashion accessories market benefits from its location in India for the sourcing of its accessories. With local manufacturers and artisans in India, the variety of products at hand is exceptional. The entry of international brands in the country, as well as the growth of home-grown brands mean that accessories are no longer only available through the



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