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**THE BIG
MENSWEAR
OPPORTUNITY
IN INDIA**

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Dear Readers,

Welcome to the future of fashion retail, where innovation knows no bounds and style is constantly redefined. Picture a realm where augmented reality mirrors in stores let you try on clothes without changing, where AI curates your wardrobe based on your preferences, and where sustainability is not just a trend but a fundamental practice. The Indian menswear industry is at the forefront of this revolution, fueled by a young, tech-savvy demographic and the unstoppable rise of e-commerce. As traditional tailoring meets cutting-edge technology, a new era of personalised, environmentally conscious fashion emerges. This is not just an evolution—it's a fashion revolution, and you are at its epicenter.

Menswear, which stands as the second-largest segment in the global apparel market, is on the cusp of substantial growth. It is projected to witness the largest revenue increase of all segments between 2022 and 2027.

IMAGES Business of Fashion takes a look at this category – marked by rapid evolution and innovation, a category which is undergoing a transformative journey, blending tradition with modernity and technology with craftsmanship.

As your essential companion in navigating these changes, our June 2024 edition offers insights, analysis, and the latest trends shaping the segment. We delve into the impact of e-commerce, which has revolutionised how men shop, making fashion more accessible and personalised. We explore how brands are leveraging data analytics to understand consumer preferences better and deliver tailored experiences. We also highlight brands leading the way in eco-friendly practices and ethical manufacturing.

Our pages feature in-depth interviews with industry leaders and stories of brands that are setting new benchmarks.

Whether you are a seasoned industry professional, a budding entrepreneur, or simply a fashion aficionado, IMAGES Business of Fashion's June issue is designed to keep you informed and inspired.

Join us on this exciting journey. As always, we look forward to your feedback and contributions as we continue to explore the evolving landscape of menswear in India. For more information and in-depth analysis, log on to our website, www.imagesbof.in.



Amitabh Taneja

EMERGING GLOBAL TRENDS IN MEN'S RETAIL

Mintel dives into the emerging trends in men's retail in EMEA and APAC regions drawing on insights from their research...

Mintel

The recent years have seen clothing purchases grow manifold, as more consumers have participated in ever-changing fashion trends and trend cycles. With a new popular item always on the horizon, here is a deep dive into the emerging trends in men's retail in EMEA and APAC regions drawing on insights from Mintel's research.



EXPLORING THE BOOMING MENSWEAR MARKET IN INDIA:

Growth, Challenges & Opportunities

Innovative business models, sustainable fashion practices, and the adoption of cutting-edge technologies are redefining how men shop for clothes in India, making this an exciting time for brands and retailers in the Indian fashion retail industry...

Surabhi Khosla

The menswear retail industry in India is experiencing a dynamic transformation, marked by a fusion of traditional styles and modern trends. This sector, which has long been dominated by established local brands and tailoring services, is now witnessing a surge in global fashion influences and e-commerce penetration. With a young, fashion-conscious demographic and increasing disposable incomes, the Indian menswear market is poised for substantial growth. Innovative business models, sustainable fashion practices, and the adoption of cutting-edge technologies are redefining how men shop for clothes in India, making this an exciting time for brands and retailers in the Indian fashion retail industry.

According to Research

iMarc research agency defines menswear as the category of clothing specifically designed and tailored for men. It encompasses a diverse range of garments and accessories that cater to various occasions, styles, and preferences. From formal business attire to casual wear, menswear reflects the ever-changing trends and cultural influences that shape men's fashion.

In the realm of formal wear, menswear typically includes suits, dress shirts, neckties, and dress shoes. Suits are a hallmark of professional attire, comprising jacket and matching trousers, often accompanied by a dress, shirt and tie. Variations in cuts, colors, and fabrics allow men to express their individuality within formal dress codes. For more casual settings, menswear encompasses a broad spectrum of options, including casual shirts, t-shirts, polo shirts, jeans, chinos, shorts, and jackets. These pieces offer versatility and comfort, catering to everyday activities and social gatherings.

Homegrown menswear brand The Indian Garage Co expands into plus-size segment, eyes Rs 1000 crore in 3 years

The D2C brand, which has recently expanded into the womenswear category as well, aims to expand its offline presence with new store openings, especially in tier II & III Bharat...

Kajal Ahuja

In the rapidly evolving world of fashion, The Indian Garage Co (TIGC) has emerged as a trailblazer in men's casualwear fashion, setting new benchmarks for the industry. Founded in 2012 by Anant Tanted, TIGC was born from a vision to make fashion accessible to everyone. As technology reshaped the retail landscape, TIGC embraced the direct-to-consumer (D2C) model, aiming to democratise fashion.

Since then, TIGC has grown into a Rs 400 crore company with plans to achieve Rs 1000 crore revenue in the next 3 to 5 years. The brand has also recently expanded its categories into womenswear and plus-sized men's fashion with two new brands under its umbrella. The D2C brand is also aiming to expand its offline presence with new store openings especially in tier II & III Bharat.

In a freewheeling chat with IMAGES Business of Fashion's Kajal Ahuja, Alka Dembla, Head of Retail, The Indian Garage Co, talks about the distinguished brand's expansion plans and its trajectory of growth and innovation in the fast fashion landscape.

Here are the edited excerpts from the chat...

Tell us about your brand, its core values and mission.

Founded in 2012, The Indian Garage Co is led by Anant Tanted with a mission to make fashion available to everybody at the touch of the finger. In 2012, new technology was emerging and it completely reshaped the retail world. That is when Anant thought of coming up with a D2C brand. He launched The Indian Garage Co with the mission of making fashion accessible to everyone.

How is your brand different from other brands in the same category and what sets you apart from competition?

We stand apart by launching 50 styles every week and offering close to 6000 SKUs. We also play into offering superior quality at very affordable prices. We achieve this because we follow an end-to-end model and do everything in-house – from designing to sourcing to merchandising to sales. We also have an in-house studio for styling and shooting, whether it is cataloguing content or model content. Since we do everything in-house, we are able to provide this value to consumers, without middlemen taking commissions.



SNITCH

From Fledgling D2C Brand to Pioneering Innovator in Fast Fashion

An in-depth analysis of Snitch's transformation from a nascent brand to a leading force in the young and innovative menswear segment in the Indian fast fashion domain...

Surabhi Khosla

In an industry dominated by fast fashion and fleeting trends, one D2C menswear brand is redefining what it means to dress with purpose and style. With a commitment to quality craftsmanship, sustainable practices, and a direct-to-consumer model that cuts out the middleman, Snitch is not just selling clothes, but creating a movement for the young adult population in India. By focusing on timeless pieces that combine modern aesthetics with enduring functionality, Snitch is transforming the way men think about their wardrobes.

And investors are sitting up and taking note. In December 2023, Snitch successfully closed a Series A funding round of Rs 110 crore co-led by SWC Global and IvyCap Ventures. The investment, supported by key angel investors, was expected to catalyse Snitch's expansion in talent, technology, and an offline retail strategy, building upon its already impressive market performance.

Siddharth Dugarwal, Founder & CEO of new age D2C brand, Snitch told *Editor, IMAGES Business of Fashion, Surabhi Khosla* that the funding is ear-marked for 3 key things – talent, technology, as well as expanding the brand's offline presence.

"Largely, this funding has been raised to attract the best talent, build the sort of technology that we think is going to last for the next five to seven years, and then obviously expand offline as well," he explains.



RAYMOND

‘MADE TO MEASURE’

Bridging Bespoke Luxury with Ready-to-Wear Convenience

‘Made to Measure’ stands as a beacon of personalised luxury, seamlessly marrying bespoke craftsmanship with modern convenience. A look at its resurgence and transformative journey from tradition to technological innovation...

Avanti Deo Mishra, Business Head – Made-to-Measure, Lifestyle Business (Raymond)

Made to Measure clothing is a familiar and common term within the fashion connoisseurs’ community. It is a term which has often been confused with bespoke clothing, but what does Made to Measure really mean? Made to Measure involves tailoring garments from a standard-sized base pattern, adjusting them to fit each customer’s unique measurements. This method combines the personalised fit of bespoke clothing with the refined finish of ready-to-wear fashion.

History of ‘Made to Measure’ in India & Globally

In the late 1990s and early 2000s, Made to Measure clothing underwent a modern metamorphosis with the aid of information technology. This allowed shops and tailors to measure customers in their showrooms and transmit these specifications to manufacturing partners — a process known as individual mass production. Utilising sophisticated computer-aided design (CAD), this method represented a significant advancement in suit tailoring.

While haute couture remains a luxury reserved for a select few in the West, the tradition of bespoke garments has long been ingrained in India. Historically, clothing in India was predominantly obtained through tailor-made outfits until the late 20th century, when there was a notable shift towards mass-produced, ready-to-wear apparel, leading to a decline in traditional tailoring practices.

The Revival of Bespoke Clothing

- **Resurgence of Interest:** Terms like bespoke, made to measure, customisation, and personalisation are gaining significant popularity. While catering to a niche market, customisation has become embedded in every consumer’s consciousness. This shift is largely attributed to increased exposure to personalised garments, prompting customers to seek curated styles and wardrobes. Additionally, the rise of sustainability has steered consumers away from off-the-rack clothes and fast fashion. Influential endorsements from celebrities, influencers, and advertisements have further fuelled this resurgence.

RETRO **TO** RAD:

100 YEARS

OF INDIAN MEN'S FASHION

Embark on a stylish journey through the evolution of Indian menswear, spanning from colonial elegance to Gen Z's modern fusion of global influences and sustainability

IMAGES Business of Fashion



Economic Growth & Technology Will Drive Menswear in India:

PRAVEEN BAFNA

The Managing Director of Cool Colors says that the future of menswear retail is optimistic, as players are increasingly adopting an omnichannel approach, integrating online and offline experiences...

IMAGES Business of Fashion



For over four decades, Bafna Clothing Company has been an eminent name in the realm of men's fashion. With its headquarters nestled in Bangalore, the company has carved a niche in the Indian men's apparel market, notably through its flagship brand, Cool Colors. Acting as a bridge between stringent global quality standards and the distinctive preferences of Indian consumers, Bafna Clothing Company places trust and unwavering quality at the forefront of its mission.

Through its flagship menswear brand, Cool Colors, the company remains committed to delivering quality and style, earning the trust and loyalty of consumers worldwide.

Praveen Bafna, Managing Director, Cool Colors says that the future of menswear retail in India is extremely promising. "The future of menswear in India will be driven by a combination of economic growth, changing consumer preferences, and technological advancements. Retailers will increasingly adopt an omnichannel approach, integrating online and offline experiences to provide a seamless shopping journey," he explains.

He adds that consumer-friendly brands are slated to flourish, offering unique, high-quality products at competitive prices. "There will be a strong emphasis on sustainability, with brands adopting

Market Presence

- **Multi-Brand Outlets:** Present in over 3,500 multi-brand outlets across India.
- **Exclusive Brand Outlets:** 8 EBOs provide customers with an immersive shopping experience and direct access to latest collections.
- **Modern Trade Stores:** Strong presence in 300+ modern trade stores, catering to the evolving preferences of urban consumers seeking convenience and variety.
- **Shop-in-Shop Locations:** 400+ shop-in-shop locations, strategically positioned within larger retail establishments, further expanding its reach and visibility.
- **Global Presence:** Cool Colors' operations span the Middle East, Gulf countries, Singapore, Sri Lanka, and African Countries.

EVOLVING TRENDS IN MENSWEAR:

Growth Factors & Fashion Evolution

Male consumers are increasingly conscious of fashion's environmental impact, are swayed by digital trends and actively seek gender neutral clothes, and the fashion retail industry is responding in kind...

Deepak Bansal, Director, Cantabil Retail India Ltd.

In India, the growing demand for contemporary and fashionable clothing is driven by changing cultural dynamics and increased exposure to global fashion trends. Additionally, rising consumer spending on apparel, especially among urban consumers, due to the expanding young and fashion-conscious population and higher disposable income levels, are positively influencing market growth.

As per an IMARC Report, the Indian menswear market size is projected to exhibit a growth rate (CAGR) of 7.7% during 2024-2032. The rising fashion awareness and style-consciousness among Indian men, driven by social media and celebrity endorsements, is propelling market growth. Additionally, the shift toward more relaxed and versatile workplace dress codes has increased the demand for smart casual and athleisure wear. The expansion of organised retail and the presence of numerous international menswear brands in India are prompting domestic players to innovate and deliver high-quality products to capture market share. Other factors contributing to market growth include the adoption of sustainable and eco-friendly fashion choices, increased fashion consciousness and style experimentation among Indian men, and a growing emphasis on health and fitness.



MENSWEAR MARKET IN INDIA: Challenges & Opportunities for New-Age Brands in an Overcrowded Segment

There has been a significant change in the external environment in the last 15 years, which has directly led to changes in not only what a male consumer wears but also what he chooses to wear and how...

Ishit Jethwa, Founder, Ludic

The Indian menswear market has rapidly evolved over the past few decades. According to Statista, in 2024, the revenue in the Men's Apparel market in India has already reached US\$ 31.10 Billion, and the market is projected to grow at an annual rate of 3.93% (CAGR 2024-2028). The increase in disposable incomes, urbanisation, and the shift in consumer preferences and buying patterns are the key factors driving this growth.

Here is a detailed market overview of the last few years and a brief look into what is expected.

What Was & Is

A couple of decades ago, the Indian male consumer was content with his wardrobe, which included limited essential attire in formal and casualwear, as fashion per se was not considered a serious enough necessity for men. Fast forward five, ten, fifteen years later, and we have witnessed a significant change in the external environment, which has directly led to changes in not only what a male consumer wears but also what he chooses to wear and how.

Today's consumer is traveling more, witnessing diverse cultures, is exposed to social media and also has a choice to buy a T-shirt for anywhere between Rs 300 to Rs 30,000. All these factors have helped create an aspirational fashion environment and made him more image-conscious than he was before, leading him to work upon a far better wardrobe for himself.

Menswear Categories

The market share in menswear in India is currently dominated by casualwear, followed by formalwear and then ethnicwear. The male consumer is most comfortable wearing a semi-formal shirt teamed with jeans to work, even a T-shirt with jeans if allowed. The likes of Mark Zuckerberg, Tim Cook and Sundar Pichai internationally and closer home, Zomato Founder Deepinder Goyal and CRED Foudner, Kunal Shah are instrumental in redefining the professional / formal dress code.



SUSTAINABLE FABRICS IN MEN'S FASHION:

A CLOSER LOOK

Polyethylene terephthalate (PET) bottles, once destined for eternity in waste piles, have found a new purpose through recycling, emerging as recycled PET, or rPET...

Kapil Bhatia, CEO & Founder, UNIREC

In the world of men's fashion, a subtle revolution is underway—one that champions both style and sustainability. It is a movement where discarded plastic PET bottles find a new lease on life, transformed into chic attire for the modern man. This eco-conscious shift in the fashion industry not only addresses environmental concerns but also sets a precedent for responsible consumption.

Polyethylene terephthalate (PET) bottles, once destined for eternity in waste piles, have found a new purpose through recycling. Emerging as recycled PET, or rPET, these bottles undergo a metamorphosis, becoming the cornerstone of sustainable fabrics in men's fashion. This transformation is not just about aesthetics; it is about reshaping the path of the fashion industry towards a more sustainable future.

The Process

The journey of a PET bottle from trash to fashion begins with meticulous sorting and cleaning. Once cleansed, these bottles are shredded into minuscule flakes, setting the stage for their rebirth. Through a process akin to transformation, these flakes are melted and spun into a polyester-like fiber, ready to be woven into fabric. This recycling process not only diverts plastic waste from landfills but also extends the lifecycle of plastic, reducing its environmental footprint.

Recycled PET fabric offers more than just sustainability—it boasts versatility and style. Fashion designers now have a wealth of options with rPET, whether blending it with organic cotton or utilising it as a standalone material. From sleek activewear to refined formal attire

