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INDIA FASHION FORUM

28-29 January 2025
SHERATON GRAND WHITEFIELD BENGALURU



India Fashion Collaboration
From Peers to Partners ●●●

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For advertising queries, please write to:
salesfashion@imagesgroup.in

For subscription related queries, email to:
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For feedback/ editorial queries, email to:
surabhikhosla@imagesgroup.in

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Dear Readers,

Welcome to the first edition of 2025 of IMAGES Business of Fashion. This month, we take you to the heart of the *India Fashion Forum (IFF) 2025*, a marquee event where the future of Indian fashion retail is forged.

This special edition serves as a curtain-raiser for the event, providing exclusive insights into the themes, sessions, and key participants of IFF 2025 "India Fashion Collaboration: From Peers to Partners" and the transformative power of cutting-edge technology.

At the core of this year's IFF lies the idea that collaboration and innovation can unlock untapped potential, propel the industry forward, and create new synergies. Over 500 brands, 300+ industry experts, and 100 exhibitors will be gathering, sharing insights, and pushing boundaries, creating a dynamic and inspiring environment.

In addition, we take a close look at how technology is transforming the fashion landscape. From innovative wearables to the interplay of AI with retail systems, this issue examines how companies are leveraging cutting-edge technology to redefine customer experiences and create competitive advantages.

Join us as we explore the ways this vibrant community is innovating together, forging alliances, and setting new benchmarks for the fashion industry. For more detailed insights, visit our website at www.imagesbof.in.

Let's make 2025 a landmark year for Indian fashion retail!



Amitabh Taneja

NEW COLLECTIONS

Menswear Brand The Pant Project Launches Landour-inspired Winter Collection

Menswear brand The Pant Project has introduced its latest collection, 'Into the Woods.' The collection draws inspiration from the serene winter landscapes of Landour and aims to combine comfort, style, and functionality in modern menswear.

The collection features Merino Wool formal pants, tailored chinos, and cargo pants in patterns such as checks, houndstooth, and solids. Designed with practicality in mind, the garments include stretch waistbands and wrinkle-resistant properties. The earthy colour palette mirrors nature's hues, offering versatile options for diverse lifestyles.

The video campaign accompanying the launch highlights themes of intentional living, featuring scenes of quiet moments in the hills, fireside gatherings, and woodland walks. The collection is available exclusively through The Pant Project's direct-to-consumer website and retail outlets.

The Pant Project is a D2C custom-made and ready-to-wear omnichannel brand, founded in 2020 by Dhruv and Udit Toshniwal. Offering formal wear,

denims, chinos, cargo pants, and more, the brand ensures every pair is expertly tailored from the finest materials to deliver intuitive fits, smart performance, and effortless confidence. With considered details, The Pant Project targets customers who value quality, invest in themselves and live intentionally.



Under Armour Unveils Fall/Winter 2024 Collection

Under Armour has introduced its Fall/Winter 2024 collection, designed to enhance performance and comfort in colder conditions. The collection integrates advanced thermal and moisture-wicking technologies with contemporary design, aiming to offer a balance of warmth, mobility, and style for various activities. Under Armour products are available online at its e-commerce website and in 48 exclusive stores across 30 cities in India. Since its launch in India in 2019 by Tushar Goculdas, Under Armour has expanded its reach through Underdog Athletics, the exclusive distributor and licensee established in 2021. The brand caters to India's growing community of athletes, fitness enthusiasts, and sportswear consumers.



ORRA Fine Jewellery Launches MS Dhoni Signature Edition Collection

ORRA Fine Jewellery has launched the MS Dhoni Signature Edition by Men of Platinum, a limited-edition jewellery collection crafted in platinum. The range includes the Platinum Momentum Bracelet, representing resilience; the Platinum Cube Fusion Bracelet with dual-tone detailing; the Platinum Harmony Chain; and the Platinum Grid Kada, which combines refined patterns with rose gold accents. Each piece features Dhoni's signature and is designed to embody his values of determination and composure.

The MS Dhoni Signature Edition collection is available at ORRA Fine Jewellery stores across the country. Founded in 1888, ORRA Fine Jewellery specialises in crafting and retailing diamond and gold jewellery. The brand operates 97 stores across 40 cities in India and features five global design centres. ORRA is known for its master craftsmen, Belgian-cut diamonds, and innovative designs, including the patented 73-facet ORRA Crown Star.

MIETRO BRANDS:

Strong Growth, Strategic Expansion & Robust Financial Discipline

With plans for significant store expansions and a focus on sports-inspired fashion, Metro is poised to leverage emerging consumer trends and drive sustained growth across various segments...

Metro Brands Limited is a leading Indian multi-brand footwear retailer based in Mumbai. Established in 1955, the company has grown into one of India's largest specialty footwear retailers, renowned for its extensive product range and innovative retail strategies. According to a report by Emkay Global Financial Services, Metro Brands is one of the leading players in the premium footwear market, demonstrating robust revenue growth and operational excellence.

The company's strategic combination of premium and popular footwear brands, an agile supply chain, and an expanding digital presence, position it for ongoing success. With plans for significant store expansions and a focus on sports-inspired fashion, Metro is poised to leverage emerging consumer trends and drive sustained growth across various segments.

Key Strengths

Metro's strengths include offering in-demand styles via a blend of in-house and third-party brands across various price points. Its differentiated loyalty program, eye-catching store formats, and robust online presence further enhance customer experience. Additionally, the company's strong back-end systems underpin its unmatched financial discipline, ensuring an over 90% fresh sales mix. Metro's reliance on third-party manufacturing and its agile back-end system guarantee fashion-forward designs and best-in-class gross margins among its peers. In the near term, potential challenges from BIS implementation and weak macros are expected to ease soon. With its strong balance sheet, Metro is well-positioned to capitalise on opportunities, even in a weak demand environment. Metro Brands is projected to deliver a revenue-led EBITDA CAGR of approximately 18% over FY25-27E, accompanied by improving return profiles and back-end inventory optimisation.



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INDIA FASHION FORUM 2025:

India Fashion Collaboration From Peers to Partners



Scheduled for January 28-29, 2025, at the Sheraton Grand Whitefield, Bengaluru, this premier event will bring together the most influential voices in the industry under the theme 'India Fashion Collaboration: From Peers to Partners.'

Sandeep Kumar

The India Fashion Forum (IFF) 2025 is poised to set a transformative tone for the future of fashion retail in India. Scheduled for January 28-29, 2025, at the Sheraton Grand Whitefield, Bengaluru, this premier event will bring together the most influential voices in the industry under the theme "India Fashion Collaboration: From Peers to Partners." With a vision to reshape the fashion landscape, this year's forum focuses on fostering deeper, strategic collaborations across the value chain, emphasising the role of partnerships in driving innovation, sustainability, and collective success.

For over two decades, IFF has been a cornerstone of the Indian fashion industry, serving as a platform for thought leadership, networking, and business growth. This year, the event will host 500+ brands, 300+ industry experts, and over 100 exhibitors, drawing more than 1,500 attendees from across the fashion ecosystem. Attendees can look forward to engaging conference sessions, interactive panels, and hands-on workshops that explore key issues and opportunities in industry.



JUST LIL THINGS: Transforming the Fashion Accessory Market with 30X Growth in 15 Months

Kreative Digital's expertise in targeting the right audience and optimising ad performance helped JLT achieve exponential growth in both revenue and customer acquisition...

Karan Goyal, Founder & CEO, Kreative Digital's

In a world where fast fashion and trend-driven markets dominate the retail industry, Just Lil Things has emerged as a shining example of innovation and determination. In less than 15 months, this fashion accessory brand has achieved an extraordinary 30x growth, redefining how style-conscious consumers shop for accessories online.

With a clear mission to make stylish and high-quality accessories accessible to all, Just Lil Things (JLT) has been winning the hearts of customers across India. Their journey from a fledgling brand to a powerhouse in the fashion accessory category is a testament to their commitment to excellence, customer-centric approach, and strategic use of digital tools.

The Beginning of a Dream

Launched with the vision of bridging the gap between affordability and premium quality, Just Lil Things began as a modest venture catering to fashion enthusiasts. They identified a growing demand for chic, versatile, and budget-friendly accessories among the younger demographic, especially Gen Z and millennials.

‘DCYPHR’ Yourself: Redefining Athleisure

Founded on the belief that style should be inclusive, Aasheesh Mediratta’s brand, DCYPHR, empowers individuals to feel confident and unapologetically themselves—no matter their background or origin...

Sandeep Kumar

Every great idea begins with a spark—often a simple conversation that evolves into something extraordinary. For Aasheesh Mediratta, it all started with a fundamental thought: “Fashion isn’t just about clothes; it’s about expression, identity, and confidence.”

One day, as Aasheesh Mediratta and Rishab Soni, MD and Chairman of SSIPL Group, sat down and exchanged ideas, the conversation quickly delved deeper into something more meaningful. They shared a vision to create something that truly mattered, a brand in athleisure space – a category they both were passionate about. With that shared purpose, Aasheesh decided to channel their combined strengths and experiences into a venture that felt both authentic and meaningful. The idea was simple yet powerful: to build something they believed in, rooted in their expertise and vision. Rishab’s steadfast support, paired with Aasheesh’s innovative ideas, gave birth to a concept that was more than just a business—it became a dream they were determined to bring to life together.

Thus, DCYPHR was born—a brand fuelled by passion, shaped by collaboration, and driven by the belief that every great story starts with the courage to try.

A Pilot Launch and Overwhelming Success

Between July and September 2024, Aasheesh launched a capsule collection as a test to gauge customer interest and fine-tune the brand’s direction. The approach was intentional—starting with a curated selection of about 30 products, strategically placed in offline stores



Trendy, Tech-Savvy & Sustainable:

Rupa & Co.'s Vision for Gen Z's Next-Gen Fashion

By tapping into both online and offline platforms, Rupa & Co. is fostering meaningful connections with a dynamic Gen Z consumer base, ensuring its continued market leadership.

Muskan Banga

In 1968, three visionary entrepreneurs – Prahlad Rai Agarwala, Ghanshyam Prasad Agarwala, and Kunj Bihari Agarwal – laid the foundation for Rupa & Co. Ltd. in Kolkata, starting as a small hosiery venture. What started as a modest endeavour soon evolved into one of India's leading knitwear brands, setting a benchmark for innovation and quality in the industry.

At a time when the Indian hosiery market was largely dominated by unorganised players, Rupa & Co. stood out by introducing new standards. Through consistent innovation and strategic expansion, the brand steadily secured a strong foothold in both the domestic and global markets. With a portfolio of sub-brands that continue to challenge industry norms, Rupa & Co. has become a significant name in the fashion industry, celebrated for its wide range of innerwear, casualwear, and knitted apparel. Now, with a forward-looking strategy, the brand is focusing on Gen Z by leveraging both online and offline platforms to connect with this dynamic consumer base and sustain its market leadership.

Accessible, Ethical & Stylish Apparel for Gen Z & Beyond

Rupa & Co. caters to a broad target audience, ranging from infants aged 0-24 months and children aged 3 to 18 years, to adults between 18 and



GLOBAL DENIM MARKET

Trends & Outlook

The global denim jeans industry is expected to reach a projected revenue of \$121.5 billion by 2030, with a compound annual growth rate (CAGR) of 6.2% from 2022 to 2030...

Saurabh Rai, General Manager, The Indaco Jeans Factory

Denim is a timeless textile whose story is told at the nexus of innovation and tradition in the ever-changing world of modern fashion. A pair of jeans is most commonly used as a fundamental component of the casual wardrobe.

Denim has become a staple textile within the global apparel market. The market value for denim fabric was estimated to be worth approximately 27 billion U.S. dollars in 2022 and is expected to increase to over 35 billion U.S. dollars by 2027. The offline channel is by far the most valuable channel in the denim jeans retail market, with a value projected to reach about 70 billion U.S. dollars by 2030. The entire global denim jeans market is forecast to be worth around 95 billion U.S. dollars by 2030.

The global denim jeans industry is expected to reach a projected revenue of

\$121.5 billion by 2030, with a compound annual growth rate (CAGR) of 6.2% from 2022 to 2030. The denim jeans market is expected to expand due to the continuous evolution of consumer trends and preferences for appealing fashion and beauty, coupled with continual product innovations by companies in designs, trends, styles, and colours, thereby driving the demand for denim jeans. The rise in the sense of fashion among millennials and baby boomers has allowed manufacturers to continually emphasize introducing new and upgraded versions of denim jeans.

Moreover, constant product innovations in the market and improving standards of living will drive the demand further. Rising awareness about the availability of a variety of products, such as boot cut, high rise, cropped, skinny, tapered, and regular fit jeans, is also contributing to the market expansion.



SUSTAINABLE CHIC: Beachbum

Redefines Resortwear

By blending modern elegance with environmental consciousness, Beachbum delivers fashion that isn't just beautiful – it's also mindful...

Muskan Banga

In 2020, resortwear brand Beachbum was born out of a rising demand for chic, versatile, and multifunctional resortwear that celebrates both femininity and nature. As domestic brands were gaining momentum, the brand quickly capitalised on the opportunity to offer stylish and comfortable pieces tailored for the modern traveler, making its mark with designs that honour both global craftsmanship and local artistry.

The brand's philosophy revolves around transforming everyday elements into dynamic holiday experiences. By blending modern elegance with environmental consciousness, Beachbum delivers fashion that isn't just beautiful – it's also mindful.

Catering to women between the ages of 20 and 50, Beachbum specialises in creating comfortable, vibrant resortwear that embodies simplicity, colour, and free-spirited style for a target audience which includes young professionals, frequent travelers, and beachwear enthusiasts. Their TG embraces a laid-back holiday vibe without compromising on style.

Aparna Gupta, Founder & CEO, Beachbum explains, "My background in export and exposure to international brands, along with the pandemic-driven shift toward supporting local artisans, inspired me to create a line that fuses global silhouettes with Indian sensibilities." Her mission, she says is to make sustainable holiday wear more accessible, blending fashion with environmental responsibility while keeping the modern woman's needs at the forefront.

Product Range

Beachbum offers an extensive range of products designed to reflect the relaxed yet stylish vibe of resortwear. From co-ords, kaftans, and dresses (both long and short) to lifestyle bikinis, jumpsuits, tops, and bottoms, each piece embodies the brand's core values of comfort, versatility, and modern elegance.



The Pant Project: Crafting India's Pant Story, One Impeccable Pair at a Time

What began as a digital-first platform specialising in bespoke pants, The Pant Project has since expanded its offerings to include ready-to-wear options crafted with the same attention to quality and detail...

Kajal Ahuja

Founded in 2020, The Pant Project was founded by brothers Dhruv and Udit Toshniwal to revolutionise the way Indians shop for pants. Recognising the lack of a digital solution for custom-made pants, the Toshniwal brothers launched a platform backed by their family's 45 years of textile experience with a modern twist.

What began as a digital-first platform specialising in bespoke pants, The Pant Project has since expanded its offerings to include ready-to-wear options crafted with the same attention to quality and detail. The D2C brand has also gone omnichannel since its inception, with a presence of 7 offline stores and plans to open more stores in 2025.

In a freewheeling chat, Dhruv Toshniwal, CEO and Co-Founder, **The Pant Project**, talks about the brand's journey, the innovative use of technology in redefining custom-made clothing, their strategic expansion plans, and their approach to meeting the demands of modern consumers...

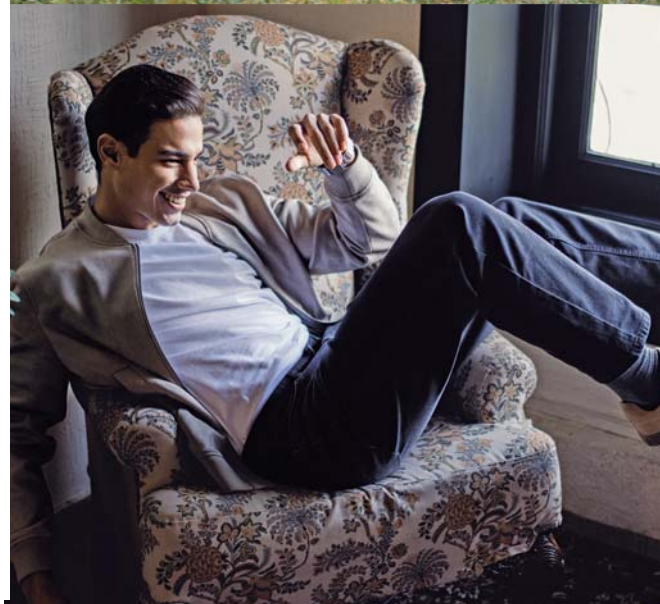
Edited excerpts from the chat:

How do you ascertain customer sizes for custom made clothing? Do you use any technology for precise measurements?

At The Pant Project, we use an easy-to-navigate online measurement guide that simplifies the process for our customers. This guide is supported by advanced systems that analyse the measurements provided, ensuring accuracy and a perfect fit.

Since you are an online first brand, do returns pose a big challenge? What is the percentage of returns for your brand?

Our return rate is much lower than the fashion industry average, falling within the single digits. This success can be attributed to several key factors: our emphasis on custom-made pants, the use of stretch fabrics that offer greater flexibility in sizing, and our commitment to providing a seamless customer experience.



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