



FRANCHISE FOR GROWTH

Driving India's Retail Revolution Locally



- How **ECCO** is Bringing Scandinavian Comfort to India
- Sustainability in Style: The **Roar For Good** Journey
- **Uni Style Image's** Enduring Legacy



Editor's Note

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

For subscription related queries, email to:
subscription@imagesgroup.in

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

All material printed in this publication is the sole property of Images Multimedia Pvt. Ltd. All printed matter contained in the magazine is based on the information provided by the writers/authors. The views, ideas, comments and opinions expressed are solely of the writers/authors or those featured in the articles and the Editor and Printer & Publisher do not necessarily subscribe to the same.

Printed & published by SP Taneja on behalf of Images Multimedia Pvt. Ltd. Printed at Modest Print Pack (P.) Ltd. C-52, D.D.A. Shed Okhla Industrial Area Phase-I, New Delhi-110020 and published by S P Taneja from S-61 A, Okhla Industrial Area Phase - II, New Delhi. 110020 Editor : Amitabh Taneja

In relation to any advertisements appearing in this publication, readers are recommended to make appropriate enquiries before entering into any commitments. Images Multimedia Pvt. Ltd. does not vouch for any claims made by the advertisers of products and services. The Printer, Publisher and Editor-in-Chief of the publication shall not be held for any consequences in the event of such claims not being honored by the advertisers.

Copyright Images Multimedia Pvt. Ltd. All rights reserved. Reproduction in any manner is prohibited. All disputes are subject to the jurisdiction of competent courts and forums in Delhi/New Delhi only. Images Business of Fashion does not accept responsibility for returning unsolicited manuscripts and photographs.

Dear Readers,

India's fashion retail landscape continues to evolve at an accelerated pace, and at the heart of this evolution lies the robust engine of franchising. In this July edition of IMAGES Business of Fashion, we spotlight the stories of prominent franchisees across the country as they share their journeys—successes, challenges, and critical insights that define this dynamic business model.

What becomes evident through their voices is that franchising in India has grown far beyond being a mere route to market, it has become a powerful driver of growth, collaboration, and regional entrepreneurship. From global icons like Levi's, Adidas, Celio, and Tanishq to nimble Indian brands, franchising has enabled scale while preserving local relevance.

Franchisors bring brand strength, operational know-how, and marketing frameworks. But the true momentum comes from franchisees who contribute deep-rooted local knowledge, people leadership, and a willingness to invest in long-term brand building. Today's franchisees are more than just store operators—they are brand custodians, experience creators, and market influencers.

However, this ecosystem is not without its pressure points. Franchisees increasingly flag concerns around rising rentals, aggressive discounting, and competition from online-first players. They call for greater brand support, market intelligence, and a stronger voice in strategic planning.

Franchisors, for their part, are responding—with tech-enabled tools, omnichannel models, and structured training programs. The most resilient partnerships are those grounded in openness, mutual respect, and aligned goals.

As Indian fashion retail matures, the future of franchising will be shaped by how well brands and partners collaborate, innovate, and navigate the shifting consumer landscape together.

Ultimately, franchising in India isn't just about business expansion, it's about shared ambition, joint resilience, and building success; one relationship at a time.



Amitabh Taneja

NEW COLLECTIONS

KAZO Details Expands into Eyewear with New Sunglasses Collection



KAZO Details, the premium lifestyle arm of Indian fashion brand KAZO, has announced the launch of its new sunglasses collection, marking its foray into the eyewear category. With this launch, the brand aims to complement its existing portfolio of accessories and fragrances by offering fashion-forward eyewear that elevates everyday style.

The collection blends bold aesthetics with versatile functionality, designed for modern women who want statement accessories that work across settings — from sunlit brunches and airport runs to evening events. With options like Retro Revival Round Sunglasses featuring tinted lenses and vintage-inspired metal rims, and Geometric Glam Metal Frames that bring a sculptural twist, the range caters to a variety of fashion sensibilities.

Designed with lightweight builds, UV-protected lenses, and luxe finishes, the sunglasses deliver both comfort and visual impact. With prices starting at ₹2,490, the collection is now available on the brand's website, mobile app, and select KAZO stores across India.

Royal Enfield Apparel Launches Sustainable Clothing Line 'Conscious Collection'

Royal Enfield has launched the Conscious Collection, a sustainably crafted apparel line inspired by its Green Pursuit initiative. The new line aims to give back to nature while aligning with the brand's commitment to "Pure Motorcycling."

The collection incorporates recycled materials, Himalayan grass (HimGra), natural dyes, and organic cotton, and features earthy pastel tones. Designed with sustainability at the core, the collection uses eco-friendly packaging that can be repurposed as travel pouches or essential holders. Labels and tags are also made from organic sources.

Yadvinder Singh Guleria, Chief Commercial Officer, Royal Enfield, said, "The Green Pursuit is an initiative that focuses on giving back to the environment while continuing our pursuit of 'Pure Motorcycling'.



With the Conscious Collection, we embrace intentional, purpose-driven craftsmanship, taking from nature only what can be mindfully used."

The jerseys are priced starting at ₹1600 and come in four natural hues.

Forever New Unveils Travel-inspired June Collection



Forever New, the iconic womenswear brand has introduced its June 2025 collection—an ode to the spirit of travel, leisure, and effortless style. With summer in full swing, the brand draws inspiration from dreamy destinations and holiday moods, offering a versatile wardrobe that transitions seamlessly from resort getaways to city escapades.

The June drop highlights three exclusive print stories – Almada Holiday, Macy Floral, and Lyell Floral – all crafted in premium fabrics and elevated silhouettes. From linen co-ords and floral minis to voluminous midis and romantic day dresses, the collection embraces the season's key trends including bold necklines, puffed sleeves, delicate lace, and breezy layers. Signature pieces such as the Fran Fit & Flare Linen Mini, Layne Printed Midi, and Camden Puff Sleeve Mini celebrate the essence of contemporary femininity while promising both comfort and sophistication—ideal for travel wardrobes curated with care.



FROM SCREEN TIME TO STAGE TIME

The Rise of Live Events in India's Youth Culture

The opportunity for brands is immense, with India's experiential marketing sector forecast to reach a staggering ₹10,000 crore (\$1.15bn) by 2025.

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

A seismic shift is underway in the post-pandemic era in India. Young, novelty-seeking Indians are flocking to live events, trading screen time for shared experiences and forging real-world connections. This movement is born from a complex mix of modern anxieties and aspirations. While battling a loneliness epidemic, burnout, and digital fatigue, young people are driven by a powerful desire for meaningful in-

person community. This, combined with a social media-fueled “fear of missing out” (FOMO), has turned live events into essential cultural touchstones.

The opportunity for brands is immense, with India's experiential marketing sector forecast to reach a staggering ₹10,000 crore (\$1.15bn) by 2025. To connect with this generation, brands must evolve from mere sponsors to authentic creators of culture.

Sole Purpose: How **ECCO** is Bringing Scandinavian Comfort to India

At the heart of ECCO's design ethos lies the philosophy of 'form follows function', where timeless Scandinavian aesthetics meet performance-first engineering.

Sandeep Kumar

Since its inception in Denmark in 1963, ECCO has stood at the intersection of craftsmanship, innovation, and purpose. What began as a vision to re-imagine how shoes are made and experienced has evolved into one of the world's most trusted premium footwear brands. Unlike many in the industry, ECCO owns and manages every part of its value chain—from its gold-rated tanneries to its manufacturing facilities and retail stores—ensuring absolute control over quality, comfort, and sustainability. At the heart of ECCO's design ethos lies the philosophy of 'form follows function', where timeless Scandinavian aesthetics meet performance-first engineering.

This commitment is reflected in ECCO's proprietary technologies like FLUIDFORM™, which ensures adaptive comfort for every foot, and in the use of high-performance features such as GORE-TEX® for all-weather wear. The brand's versatile product line spans men's and women's formalwear, casual styles, outdoor shoes, and accessories, with popular silhouettes like SOFT 7 and METROPOLE enjoying strong traction in markets like India.

With more than 2,100 branded stores and a presence in over 90 countries, ECCO continues to expand its footprint, both physically and digitally—bringing its signature blend of comfort, innovation, and craftsmanship to discerning consumers around the globe.





Sustainability in Style

The Roar for Good Journey

Roar for Good is expanding through influencer collaborations, curated marketplaces, and offline formats, building a loyal, conscious consumer base aligned with its purpose-driven mission.

Sandeep Kumar

L launched in January 2023, Roar for Good (RFG Lifestyle) is an eco-conscious lifestyle brand that blends contemporary style with a deep commitment to sustainability. More than a fashion label, RFG is a movement rooted in purpose—championing values like inclusivity, mindfulness, love, and collective well-being. Every product and initiative is thoughtfully crafted to reflect this ethos, making every purchase a statement of conscience and impact.

The brand is founded by industry veterans Rajan Dutta and Rajan Pillai, who bring over six decades of combined experience in building and profitably running fashion and retail businesses. Their expertise spans business transformation, performance enhancement, organisational excellence, and sustainable growth strategies. Together, they've shaped RFG not just as a label, but as a voice for positive change—where every choice roars with meaning, influence, and a vision for a better tomorrow.



Fashion with Intention Uni Style Image's Enduring Legacy

From anti-chemical polos and minimalist packaging to garments designed to withstand over 50 washes, USI's products embody durability and integrity.

IMAGES Business of Fashion Bureau



For over three decades, Uni Style Image (USI) has quietly yet powerfully championed a fashion movement rooted not in trends, but in timelessness, responsibility, and purpose. Founded in 1990 by Ashvinder Singh, this homegrown brand has become a pioneer in **slow fashion** in India—long before the term became a global buzzword. USI's philosophy has always been simple yet profound: 'Customer first', and 'less is more'. Every design reflects an intention to **build better, last longer, and serve meaningfully** across generations and geographies.

From anti-chemical polos and minimalist packaging to garments designed to withstand over 50 washes, USI's products embody durability and integrity. Their long-standing vendor relationships and ethical sourcing practices highlight a deep commitment to quality over quantity, and to fashion that ages gracefully rather than fades fast. USI's sustainability journey is further powered by initiatives like the **Enviro Club** and campaigns reinforcing its environmental mission. The brand also actively promotes **circular fashion** by encouraging customers to donate pre-loved clothes, extending garment lifecycles through meaningful reuse.

With community-driven collaborations and storytelling that embeds purpose into product graphics and retail experiences, USI is more than a fashion label—it's a value system. In a world of fast cycles and disposable style, USI stands firm as a brand with a conscience—quietly reshaping Indian fashion with every stitch.

FRANCHISE FOR GROWTH

Driving India's Retail Revolution Locally

Franchising has emerged as a vital driver of retail expansion in India's Tier II and III cities, where aspirational consumers are increasingly seeking branded experiences that blend affordability, accessibility, and trust.

Sandeep Kumar



SRI DEVI GROUP

Sri Devi Group (SDG) is a prominent player in India's fashion and lifestyle retail industry, known for its expansive footprint and strong partnerships with leading national and international brands. With operations spread across exclusive brand outlets and multi-brand formats, the group has established itself through a strategic mix of customer-centric retailing, technology adoption, and deep understanding of regional markets.

SDG is driven by a culture of trust, collaboration, and innovation. Its omnichannel approach, curated in-store experiences, and agility in market expansion have enabled it to thrive, especially in Tier II and III cities. Some of the leading brands under the brand's portfolio are Adidas, Reebok, Crocs, Guess, Just Watches, Bombay Shirt Company, Jockey, Nilkamal, Sweet Dreams, Swayamvar, and VIP.

SDG has a robust operational presence across India, spanning key metropolitan cities and emerging markets alike, including Delhi, Gurgaon, Meerut, Ambala, Jammu, Jaipur, Kota, Gwalior, Mumbai, Raipur, Pune, Indore, Aurangabad, Nashik, Nagpur, Ahmedabad, Bangalore, Chennai, Hyderabad, Vijayawada, Visakhapatnam, Nellore, Warangal, Trivandrum, Cochin, and Nagercoil.



Franchise outlet of Adidas



-Satyanarayana M,
Founder & Chairman, Sri Devi Group.

Key Drivers Behind Success

SDG's strategy of continuously adding new and regionally relevant brands has played a key role in setting it apart and driving its success. The recent addition of Guess to its portfolio reflects this approach. The brand is recognised as a premium fashion label in India, offering international designs and exceptional quality—making it a natural fit for SDG's growing customer base.

Onboarding & Setup Process: While the onboarding and setup process can be challenging for many, SDG's extensive experience of over 20 years in retail has made it easier for them to adapt to brand standards with efficiency. Their familiarity with retail operations ensures a smooth transition during brand rollouts and new store setups.

Backing from the Brand: The brands they partner with are known to be highly supportive and open to collaboration. These partnerships are built on mutual respect, with brands welcoming suggestions and ideas from the franchisee. Marketing support is robust, with both ATL (Above-the-Line) and BTL (Below-the-Line) campaigns executed strategically to target the right audience segments and build brand visibility.



Franchise outlet of Just Watches

DUKE FASHIONS

Founded in 1966 by Komal Kumar Jain, Duke Fashions (India) Ltd. is a pioneering force in India's apparel and footwear sector. A key driver of Duke's growth story has been its strategic and scalable franchise-led retail model, which has enabled the brand to tap into both established and emerging markets across the country. Today, Duke operates through a multi-channel presence, including over 400 Exclusive Brand Outlets (EBOs) and more than 2,000 Multi-Brand Outlets (MBOs) in retail hotspots nationwide. With strongholds in North India (Punjab, Haryana, Delhi NCR, Rajasthan, Uttar Pradesh) and Central and West India (Madhya Pradesh, Chhattisgarh, Gujarat, Maharashtra), Duke is now accelerating its expansion in the southern states such as Karnataka, Andhra Pradesh, Telangana, and Kerala. In the East, it maintains a growing presence in key markets like West Bengal, Odisha, and Jharkhand.

Going the Franchising Way

This franchise- and distribution-driven model has proven to be a win-win — allowing for deeper localised engagement, agile store rollouts, and tailored merchandising strategies based on regional preferences. It also empowers local entrepreneurs to partner with a trusted, pan-India brand, benefiting from Duke's legacy, robust backend support, and high recall value.

"At Duke, our goal has always been to make quality fashion accessible to all. Franchising has helped us scale swiftly across India, especially in Tier II, III, and IV cities, by leveraging local partners' market knowledge. It's a model built on shared success—combining Duke's brand strength with entrepreneurial passion on the ground," said Komal Kumar Jain, Chairman, Duke Fashions India Ltd.

Duke's Franchise Model

Duke follows a strategic multi-model retail framework comprising FOFO (Franchise-Owned, Franchise-Operated), COCO (Company-Owned, Company-Operated), and FOCO (Franchise-Owned, Company-Operated) formats—each tailored to specific market needs and growth objectives. The FOFO model is the most extensively adopted format, particularly in Tier II and Tier III cities. Under this arrangement, franchisees own and manage the store, while Duke extends full support across inventory, visual merchandising, training, and marketing. The COCO model is employed in metro cities and premium high-footfall zones. They serve as benchmark stores for innovation in collections, VM



Brand Consistency & Experience at Duke

At Duke, maintaining brand consistency is a top priority, and the company ensures this through a structured, multi-layered approach. Every store, regardless of its location, adheres to detailed SOP manuals that govern visual merchandising, window displays, and in-store layouts. Product assortment is centrally planned and customised based on region-specific performance, ensuring relevance and appeal to local consumers. To support unified messaging, all promotional materials—both print and digital—are standardised across locations. Duke also implements frequent visual merchandising updates in alignment with seasonal collections and national campaigns, keeping the store environment fresh and engaging. Regular audits and visits by the retail team further ensure that each outlet remains compliant with brand standards. This cohesive strategy guarantees that whether a customer shops in Ludhiana or Lucknow, they encounter the same premium, well-curated Duke experience.

FRANCHISE OPPORTUNITY TO LEAD INDIA'S FOOTWEAR FASHION

TRENDS FOOTWEAR



28 States	361+ Cities	720+ Stores
---------------------	-----------------------	-----------------------

Store Area: 1500 sq.ft
Investment: ₹30- ₹40 Lakhs

BRAND AMBASSADOR
SIDDHARTH MALHOTRA
KIARA ADVANI

Catwalk

CRISTOFANO

fiery feet

FAISBEE

Hi-attitude



PERFORMAX

pitter patter

SCHUMANN premium

Viviana

XLERATE

AND MANY MORE REPUTED NATIONAL & INTERNATIONAL BRANDS.

Instagram icon TRENDSFOOTWEAROFFICIAL

Facebook icon TRENDSFOOTWEAROFFICIAL

CRAFTED IN LONDON

FOR ALL INDIA FRANCHISE OPPORTUNITIES, MOB: +91 98710 98119, Email - Krishnendu1.Kundu@ril.com