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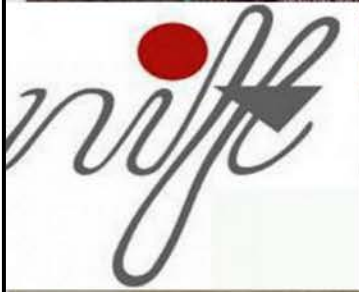
News that keeps you ahead

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PETER ENGLAND  
*Beginning Of Good Things*

## विज्ञान and लोथिंग्स



NEHA DHURI



what's your story?



29<sup>TH</sup> WORLD FASHION CONVENTION  
SHANGHAI CHINA 2013  
23 - 27 SEPTEMBER  
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## Ludhiana to get a NIFT shortly

Union Minister of Textiles K S Rao has announced that Ludhiana will be shortly have a National Institute of Fashion Technology (NIFT). He made this announcement at the interaction with the representatives of Ludhiana Integrated Textile Park and Knitwear Club in the presence of Manish Tewari, Union Minister for Information and Broadcasting. The minister also announced that he along with Tewari will take up the issue of 'anti-dumping duty' on some goods with the Finance Ministry.



He also announced Rs 10 crores for exhibition centre within the upcoming Apparel Park, for the textile sector in the town. He also assured all possible support from the government to promote the knitwear industry. Agreeing to the industry demand for a training centre in the city, the minister said that District Industries Centre (DIC) will be asked for immediate action. In order to promote training of unskilled labour, Rao announced that the Centre will provide Rs 10,000 for each trainee whom the industry undertakes to train.

In his remarks, Manish Tewari said that the government has a responsibility to promote industry in all possible ways. Recalling the general norms of making available land and bearing capital cost for setting up of a NIFT by the state government, Tewari suggested that PPP Model could be considered for Ludhiana as industry was willing to provide land for the purpose. [9.]

## Peter England expects moderate growth this fiscal

Men's wear brand Peter England, which registered a 30 percent annual growth, is not expecting to keep up its growth moment in the current financial year due to the current market situation. However, the brand considers the current 25 percent growth to be good enough since the overall men's wear apparel market is growing at just 10-12 percent annually.

Peter England has a presence in around 650 outlets across India, which are either company-owned or franchisees. It is also available at 1,500 multi-brand outlets

across the country. In Goa, the company opened its first exclusive store six months back in Panaji and now intends to open two more in Mapusa and Margao respectively. However, the brand enjoys maximum market share in the southern India.

Peter England is looking at launching 100 more outlets by March 2014 as a part of its retail expansion plan. The idea is to also ramp up market share to 30 percent in future. As of now, the company has 500 outlets in the country. Peter England's current market share is 20 percent, which is increasing at the rate of 2 percent per annum. [63.]



## Global Desi opens first store in Mauritius

After creating a fashion wave in India, Global Desi- the India inspired colourful boho chic brand is on its way to style the fashion savvy the world over as it goes international with its first store in Mauritius.

A brainchild of Anita Dongre, Global Desi was founded in 2007 and within only 6 years is one of India's most sought after fashion forward brand with 48 standalone stores and presence across 130 multi brand outlets including Pantaloons, Shoppers Stop, Lifestyle and Central to name a few.

Celebrating the modern woman and her creative mind, the quirky brand boasts of Indian influences flirting with western cuts resulting in an outburst of colour, charisma and international appeal.

The boho chic ensembles evoke the spirit of the modern independent woman letting her vibrant fashion fantasies take flight. The brand recently created waves with its ramp debut at the Lakme Fashion Week 2013 with actress Aditi Rao Hydari as the showstopper for the show.



Taking its fashion philosophy beyond the Indian shores, the brand recently opened its doors in Mauritius at one of the most premium up market mall- Bagatelle Mall, occupying more than 1100 sq. feet store space and offering to the discerning Mauritian shopper a flavour of the Global Desi spirit with the season's latest collection. The brand brings to Mauritius the currently trending fresh off the ramp styles of print on print jumpsuits, graphic print skirts and dresses, colourful tunics, maxis and more!

Commenting on this milestone achievement, Anita Dongre, Creative Director, Global Desi, said, "It is so exciting to see Global Desi beginning to reach out to the Fashionistas the world over. Global Desi has always celebrated the free spirited adventurous girl, who is as eclectic as the colours and prints that she wears!

"The brand embraces and is designed with a universal appeal which makes the wearer fashionable anywhere in the world. It's this philosophy that we bring to Mauritius and are happy to share with our overseas patrons' the global fashion spirit of the brand"

Talking about the vision and expansion plans for the brand, Sangita Rohira, CEO, Global Desi says, "At Global Desi, our vision is to offer accessible fashion to the style savvy with apparel that is high on trend and comfort, global in appeal and Indian in essence.

"With 48 standalone stores in the country and the Mauritius store being our 49th standalone store, we are constantly endeavouring to further our reach by tapping into more markets each year.

"We are slated to open approximately 12 more stores this calendar year including new cities like Kochi, Guwahati and Baroda. We will also focus on new international markets to open more stores in the next year as we prepare to be a Global brand in line with our vision for Global Desi".



### About Global Desi

Founded in 2007, Global Desi operates under the aegis of And Designs India Ltd. (ADIL), one of India's most reputable fashion houses with more than 18 years of valued experience in the fashion industry. Offering a fusion of Indian and global influences, Global Desi is inspired by India's vast and vibrant heritage of colours, textures and prints juxtaposed with western cuts resulting in a collection which is fun, fashionable, quirky and riding high on international appeal. [33.]

## Tommy Hilfiger launches Fall Holiday'13 collection

Tommy Hilfiger Arvind Fashion Private Limited, licensee of the Tommy Hilfiger brand in India, hosted an event on Friday, September 20, 2013 to celebrate the launch of the Fall Holiday '13 collection.

Bollywood actress Sonam Kapoor attended the event dressed in Tommy Hilfiger apparel from the new collections.

"I love the signature twist that Tommy Hilfiger always brings to classics and this season's irreverent take on collegiate prep is the perfect hybrid of heritage and modernity", said actress Sonam Kapoor.

The Fall/Holiday 2013 men's and women's collections are inspired by Modern Prep which offers fresh interpretations of classic looks. Traditional cuts and styles get shaken up through modern fabrics, patterns and silhouettes. It's all about getting back in touch with traditional prep school roots, kicked up a notch with modern twists in fabric and silhouette.

### About The Tommy Hilfiger Group

With a premium lifestyle brand portfolio that includes Tommy Hilfiger, Hilfiger Denim and Tommy Girl, the Tommy Hilfiger Group is one of the world's most recognized designer apparel groups. Its focus is designing and marketing high-quality menswear, womenswear, children's apparel and denim collections. [19.]



## 'I want Woodland to become the largest outdoor adventure retail brand'

It all started in a small shoe factory in Quebec, Canada, which made winter boots. Given the natural beauty of the country and the infinite possibilities of the great outdoors, it was but natural for the company to expand its footprint so that it could "touch the earth, breathe the wind, taste the water".

Thus, Woodland expanded to other parts of Canada, the US and the erstwhile USSR. A weak Russian market and cheap Chinese products in the Canadian market forced Avtar Singh, the founder, to explore newer territories.

Woodland entered the Indian market in 1992 and initially pitched itself at outdoor enthusiasts. It wasn't long before rock climbers, backpackers, hikers and trail runners began to run with the brand and the iconic Woodland tree logo became synonymous with 'adventure'.



As the new millennium beckoned with even greater possibilities, the company kept expanding its line of shoes, performance apparel and equipment to cater to the needs of those willing to go the extra mile for quality footwear and accessories that were smart, sporty and trendy.

Currently, Woodland commands a network of 350 exclusive stores worldwide, in addition to a presence in more than 3,000 multi-brand outlets in a number of countries.

Here is a caught up with the soft-spoken, New Delhi-based adventurer Harkirat Singh, managing Director, Woodland Worldwide.

### **Woodland is all about adventure. Is there an adventurer in you?**

Absolutely! I am an avid adventurer with a dream to tame Mount Everest, if I ever get a chance to do so!

### **Perfect! Let's talk about your job. What do you love most about it?**

You need to enjoy your work to be successful at it. I enjoy my work thoroughly, from developing new strategies to execution. They are equally important and interesting to me.

### **Is there something about your job you could do without?**

Absolutely nothing. Every part of my job is detailed and important, and that includes even the smallest things like signing documents.

### **Let's go back a little. Where did you study?**

I am a commerce graduate from Hindu College, Delhi. After that, I took a marketing course at Harvard Business School and then pursued philology at Moscow University.

### **You joined your family business after your education. What did you learn from it?**

My job was to expand the reach of Woodland. It helped me develop my leadership capabilities and taught me how to understand the market.

### **You became a CEO at 30. What motivates you?**

I belong to a family of industrialists. At a very young age, I joined my family business because I was always interested in taking on responsibility. I inherited leadership qualities and skills from my father.

### **Who is that someone you look up to? What have you learnt from that person?**

I look up to my father, Avtar Singh, for everything. He has been my godfather and he made me learn the intricacies of business. He was the one who created this brand.



**Is it all work and no play?**

Not at all. I like to play golf. It is my favourite pastime and certainly a good stress buster. I love to spend time with my kids. I believe there is always something you can learn from kids.

**How do you keep abreast of what's happening in your field?**

Even during my academic career, I used to spend my spare time learning the intricacies of the high-fashion shoe business. My team and I make sure we share updates on current developments across industries on a regular basis. We keep track of different markets and the competition as well. We also draw a lot of information from international seminars in different economies. We are always open to new ideas and changes in the market.

**What is your morning ritual?**

I believe in staying fit and, thus, my day begins with a visit to the gym. It not only helps me rejuvenate mentally but is also a great stress buster.

**What about reading? What books do you have on your bedside table?**

The Alchemist by Paulo Coelho. It inspires me to follow my dreams and my inner voice. The book also talks about trusting one's intuition and inherent desires and using them to realise one's potential. The World Is Flat by Thomas Friedman and Steve Jobs' autobiography are other inspirations.

**Any favourite quote?**

There are three responses to a piece of design - yes, no, and WOW! Wow is the one to aim for (Milton Glaser).

**Which living person do you most admire?**

Ratan Tata

**What is your favourite movie?**

I like to watch light comedy movies to de-stress. However, my all-time favourite movie is Sholay.

**When was the last time you took a vacation?**

I keep going back to Italy for the wide array of cultural and outdoor activities on offer - skiing, Alpine skiing, snowboarding, trekking and Nordic walking, mountain biking, not to mention excellent structures for ice skating. There's also swimming, tennis, horseback riding, the beautiful and evocative Alps... the list just goes on!

**What do you admire most in people?**

Simplicity. A person might achieve everything in life but being humble is the trait of a real person.

**Where do you see yourself 10 years from now?**

Ten years is a large leap to cover. I will certainly be in the same business, doing better than ever before. I am always making plans for a better family life and a good working environment. On the business front, I want to see Woodland become the largest outdoor adventure retail brand in the world.

**If you could change one thing about your business, what would it be?**

Resistance to trying something new and different. Embracing change and convincing stakeholders that it is good for them when the company sometimes asks them to come out of their comfort zones is something I would like to see. The hard part is all of us react differently to change and that's where leadership comes into play. We have to do the right thing, but the hardest time during any transformation is when the results haven't arrived and no one knows exactly when they will.

I work closely with my teams to instil conviction and belief within them to welcome change. What I would like to see is my people knowing they are all equally valued and knowing they can freely express their thoughts and ideas to their peers and superiors. [30.]



## Cristiano Ronaldo's innerwear brand 'CR7' to enter India

The world famous football player Cristiano Ronaldo's Innerwear brand – CR7 is set to kick-off in India.

A sports influenced Innerwear collection that embodies his passion for game, his love of his fans and his appreciation of their support, Ronaldo has cultivated a special relationship with his supporters that seem more personal than any other athlete on his level.

CR7 offers luxury, fashion and basic innerwear ranges for men and boys.

Designed in collaboration with New York-based designer - Richard Chai voted menswear designer of 2010 by the Council of Fashion Designers of America who has created collections with the finest materials for the ultimate fit, comfort & style and JBS Textile Group, a leading Danish underwear and socks manufacturer.



Commenting on the decision to enter India

market looking at the potential of this market, Mr. Michael Pike, Director, Brandspoke, said, "The Cristiano Ronaldo CR7 offers a fabulous opportunity for the India market. It's an example of a global megastar wishing to engage the sports crazy nation, and its brand savvy consumers. Football is growing in popularity in India especially amongst the youth. CR7 is all set to create a niche for itself in the market for innerwear."

Speaking on CR7 brand, Cristiano Ronaldo said, "The companies that I choose to work with need to be fashion oriented and of the highest quality to be able to deliver a superior product to my fans. In JBS, I have found a collaborator who produces products of the highest quality, and have a strong heritage of great design." [51.]

## Hidesign keeps growth momentum with handbag sales

While the retail industry is bogged down with slowdown woes, fashion accessories retailer having an international presence, Hidesign is witnessing positive sales, owing to demand for its handbags section. Puducherry-based manufacturer of leather bags has managed to woo customers to buy its high-end accessories. In fact, the company has posted its highest sales growth this year.



Hidesign, which sells over 40,000 bags every month, registered over 35 per cent growth this year against the average growth of 20 per cent. The price band varies between Rs 4,000 and Rs 25,000 in India. Post witnessing solid sales growth, the company has plans to open 20 stores every year with an aim to achieve Rs 600 crores turnover by 2018 from the current figure of Rs 150 crores.

Product portfolio expansion is another plan in the pipeline. After introducing sunglasses recently, it is set to add leather footwear to its range. In line with its expansion plans, the company is also setting up its fifth manufacturing facility in Assam to produce around 15,000 handbags per month. [66.]

## Arrow debuts 'Stitchless' shirt for first time in India

Arrow, the brand with a legacy of having dressed gentlemen for over 160 years and known for innovations, now launches the biggest innovation of all time – SUPERLUXE -The Stitchless Shirt, for the first time ever in India – A shirt with no stitch! A shirt is typically made from different pieces of fabric sewn together. This leads to creases on the seams, and manufacturers have been trying various ways to avoid this disadvantage and constant research led to the birth of a technology used in the Limited edition Stitchless shirt. The SuperLuxe technology that makes this feasible adopts eco-friendly high polymer thermo fuse adhesive material on the seams.

Speaking at the launch of their newest innovation, Rishi Vasudev, COO, Arrow, Said: "Arrow believes in bringing the best to its customers and with the SuperLuxe: Stitchless shirt, it brings forth an innovation, which is the world's most advanced technology offering 100% wrinkle-resistance; making it the most Flawless and Perfect shirt. The product is a revolution in shirt manufacturing and is going to change the industry."

The product is engineered without a single visible stitch and the seams are fused eliminating the problem of creases and puckering on seams of shoulders, sides, collar or the placket. Adding to the contemporary styling are the buttons which too are snap buttons to eliminate sewing threads to complete the flawless look. The fabrics used are of the highest quality in 2 Ply cotton, which gives the shirt a very premium look.

So be the first to possess a true innovation from Arrow – SuperLuxe, the Stitchless Shirt!

### About Arrow

Born in 1851, Arrow is a blue blooded American brand – bold, timeless and elegant. For more than 160 years this symbol of quality and trust has ruled the hearts and minds of audiences. In India it was launched in 1994 and is today the only truly international menswear brand in India. [53.]



## Myntra may take over another online business in one year

Leading fashion and lifestyle e-commerce platform Myntra.com is looking at taking over another online business after acquiring US-based technology platform provider Fitiqutte and sports apparel retailer SherSingh over last year. It would take over the next business over the next 12 months. On the online business front, Myntra is doing annual sales of around Rs 800 crores witnessing a growth of 15 to 20 percent.



The company has seen the growth momentum being driven from Tier II, III cities. While, earlier top 10 cities used to contribute 60 percent of its revenues, now it accounts for only 45 percent. The advent of shopping through mobiles has also helped in achieving higher sales. Myntra generates about 15 percent revenues through mobile platform.

Despite the fact that e-commerce market in India is yet to take off, online shopping portals are buoyant about its growth prospects. With a rise in e-shopping in smaller towns along with metros has lead to many new e-portals jumping in the market to grab eyeballs and market pie. However, experts believe that those with strong backing, right management, right infrastructure and funding will be able to sustain in the long run. [14.]

## Peppermint Diva unveils festive range for wedding season

The fashion mantra as of now makes a loud cry for neons & color pops, So Peppermint Diva has blended the classic & favorite black with corals, pinks, neon green & blue....the play of pop colors while keeping the Indian-ness & elegance intact with the use of intricate zardozi and a new introduction of kat Dana embroidery.

### Ferozee blue lehenga:

The young bride loves the element of fun added to her ensemble while wanting to keep a classic & evergreen look in place. This ferozee blue lehenga with katdana and shimmer embroidery is teamed with a tri colour dupatta in off white ,green and blue with beautiful kat Dana embroidery and an off white Jaal blouse , making it a trendy yet elegant & traditional outfit for any occasion.

### Lehengas with attached dupatta:

This concept lehenga is perfect for one who wishes to add a style statement to the otherwise traditional style of lehengas & also for one who wishes to go ahead and enjoy the occasion without worrying about handling a heavy outfit. The dupatta being attached makes the ensemble stylish and easy to manage.

The spray of kat Dana embroidery and the rose print showing through the net lends a fun twist to the garment while it has the grace and look to suit any formal occasion.

### Baby pink and ferozee lehenga:

Every brides dream come true....where she wishes to dress up in an outfit which adds grace, colour and glamour to her look... The baby pink colour of the lehenga is beautifully coordinated with a ferozee blue jaal blouse to bring out the beauty of both the colors. The lehenga is heavily embroidered with a blend of threadwork and zardozi which creates a beautiful blend of elegance and bling creating the perfect look. [15.]



## NIFT's student intake goes up by 28 percent in 2013

In 2013, The National Institute of Fashion Technology (NIFT) has admitted 3,187 students to its under graduate and post graduate courses. A rise of 28 per cent over the number of students admitted last year. The admission counseling process was transparent and allowed the applicants to visit any of the NIFT campuses to secure admission. This not only reduced the travel time but also cost for the applicants who were given multiple opportunities to secure admission in the preferred course. The process ensured higher degree of satisfaction among the applicants.

NIFT set up by the Ministry of Textiles, in 1986, was granted statutory status under the Act of Parliament of India in 2006, empowering the institute to award degrees and other academic distinctions. The institute is a pioneer in evolving fashion business education in the country through a network of 15 professionally managed centres at Bengaluru, Gandhinagar, New Delhi, Mumbai, Kolkatta, Chennai, Hyderabad, Shillong, Kangra, Kannur, Bhopal, Bhubaneshwar, Jodhpur, Patna and Raebareli.

NIFT offers four year UG programmes and two years Master Programme in the areas of Design Management & Technology. NIFT has been adjudged as the best fashion Institute of India by leading magazines like 'India Today' and 'Outlook'. NIFT remains committed to academic excellence in Fashion Education adding to the 15,000 alumni, many of whom them have emerged as leading entrepreneurs. [59.]



## Rohit Bal to design a special collection for Biba

Acclaimed designer Rohit Bal has joined hands with well-known Indian ethnic wear brand Biba to create a special range titled Biba by Rohit Bal. The designer has earlier been associated with brands like Hidesign, Oriflame and Mitsubishi Outlander.

The collection being designed by Bal will be premium ethnic wear including salwar-kameez sets aimed at attracting modern and contemporary young Indian women. "I'm extremely excited with this special partnership that Biba and I have forged. India is a massive country with many people who have wished to experience my designs with Biba's vast distribution and great pricing," Bal said in a statement.

"My designs will now become available to a very large cross-section of people. This is possibly the first of many such collections I will create with Biba," he added. "This innovative association has marked the introduction of yet another striking collection that I am sure would be a fabulous treat for our customers," opined Siddharth Bindra, CEO of Biba.



The exclusive Rohit Bal collection will be available at Biba's exclusive stores in Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Chennai, Ahmedabad, Pune, Ranchi, Patna, Lucknow, Cochin and also at select Shopper's Stop, Lifestyle and Central stores. [64.]

## AEPC Chief expresses disappointment over rise in repo rate

Chairman AEPC Dr A Sakthivel, on behalf of the garment & textiles industry has expressed disappointment over the increasing the repo rate. In a statement made, Chairman Dr. Sakthivel stated that, "The availability of capital is central to the growth of the garment sector.

"Most of the exporters are SME and easy availability is a critical input that leads to the smooth functioning. It will also impact the growth export momentum and employment generation. Out input cost have been growing on account of the spiraling inflation and energy cost. "We were expecting that reduction in CRR that also did not happen", he added.



It is noteworthy that the monetary and liquidity measures adopted by the RBI in its mid-quarter policy review as was unexpected nothing substantial has changed. On the basis of an assessment of the current and evolving macroeconomic situation, RBI decided to:

- Reduce the marginal standing facility (MSF) rate by 75 basis points from 10.25 per cent to 9.5 per cent with immediate effect;
- Reduce the minimum daily maintenance of the cash reserve ratio (CRR) from 99 per cent of the requirement to 95 per cent effective from the fortnight beginning September 21, 2013, while keeping the CRR unchanged at 4.0 per cent; and
- Increase the policy repo rate under the liquidity adjustment facility (LAF) by 25 basis points from 7.25 per cent to 7.5 per cent with immediate effect.

Consequently, the reverse repo rate under the LAF stands adjusted to 6.5 per cent and the Bank Rate stands reduced to 9.5 per cent with immediate effect. With these changes, the MSF rate and the Bank Rate are recalibrated to 200 basis points above the repo rate.

Dr Sakthivel has asked for the separate chapter for the exports in the banking sector at the fixed rate of 7.5%. I have written to Finance Minister on this, we have been doing well from the last six months and for sustaining the momentum of growth it is an essential need, Chairman demanded. [16.]

## Shoppers Stop tweaks strategy to achieve growth

After witnessing 12 percent same-store sales growth in the June quarter, one of the oldest Mumbai-based multi-brand retailer Shoppers Stop is putting in efforts to maintain its future growth prospects. Though the chain does not stock bridal wear, other things like gifts, accessories, make-up range and apparel flew off the shelves as consumers thronged during the sale season to shop for festive/wedding season.

Apart from its focus on merchandise mix, in-house brands and other leading brands also helped in increasing store sales during the difficult economic scenario. These brands introduced latest in colours, designs and fits at the stores attracting consumers' attention to the new stocks. For example, Louise Philippe introduced a new trouser fit and Van Heusen, an adjustable waistband in trousers. Zodiac on the other hand increased its offerings.



The company also concentrated on its three million loyalty card holders, which contribute around 73 percent to its total sales. Shoppers Stop launched a special scheme for its 'First Citizens' (loyalty customers) by offering discount vouchers. It had earlier used its extensive data on card-holders to decipher insights on their shopping habits and increased merchandise offering accordingly. This strategy has helped contribute Rs 40-50 lakh in incremental sale of the chain. [13.]

## The Collective ups fashion ante with new & fresh trends

This Fall Winter, The Collective ups the fashion ante with a continuation of its Spring Summer trends as well as reimagined and updated styles fresh off the runway.

**The denim portfolio** at The Collective sees reengineered denim in a variety of textures and prints. Classic shaped are treated for an unbelievably soft finish as in the Adriano Goldschmied fabrication called Cloth. Seven for All Mankind also introduces this season the Luxe Performance denim, imagined in a Triple Black and Navy Noir. Look for classic patterns on denim, allowing men to reinterpret their style this season through these updates.

**The casual wear** collections gets a whole new fillip with the addition of hippest new “it” brands of the season. This season, The Collective introduces Commune Des Paris, Les Benjamins, La Comedie Humaine and Scotch & Soda – four of the coolest new brands to join The Collective’s curated portfolio.

Choose from Commune De Paris’ refined & elegant designs or Les Benjamins Masked Man, Elvis & Mona Lisa t-shirts which exemplify a novel take on popular iconography. Scotch & Soda goes Brooklyn Bohemian with a rich palette of ruby reds and cayenne.

**The designer collections** transition your style from day to evening appropriate. The dinner jackets and tuxedos in luxurious fabrics like velvets, jacquards and merino and alpaca wool. The Vivienne Westwood shawl collar jacket with a reversible black lapel makes for a practical yet stylish statement transition piece.

The must haves for the season include Simon Carter’s velvet jackets in wine and navy. The Lagerfeld mandarin collared houndstooth bandhgala in velvet is the perfect transition piece for Fall – allowing for a dressy festive look as well as helping you layer up in style.

**Womens-wear** at The Collective gets two more fabulous additions in Liu Jo and Hudson Jeans this season. The Liu Jo denim collection is inspired by Rock Glam & Military Chic for the Fall/ Winter season whereas Hudson Jeans goes classic with its slim & skinny denims for women.

The Ted Baker Travel collection offers women a refreshingly smart take on floral pantsuits and blazers in inimitable Brit style. Must have’s include the T clasp pony hair clutches from Ted, the perfect feminine complement to Michael Kor’s military-esque rendition of the sheath in crepe noir – all this season at The Collective.

### About The Collective -

‘The Collective’ is a super-premium lifestyle retail chain that was launched by Madura Garments Lifestyle Retail Company (MGLRC), a group company of the Aditya Birla Nuvo. A first of its kind retail concept, the brand has seen a host of international apparel and accessory brands making a foray into the country for the first time. [18.]

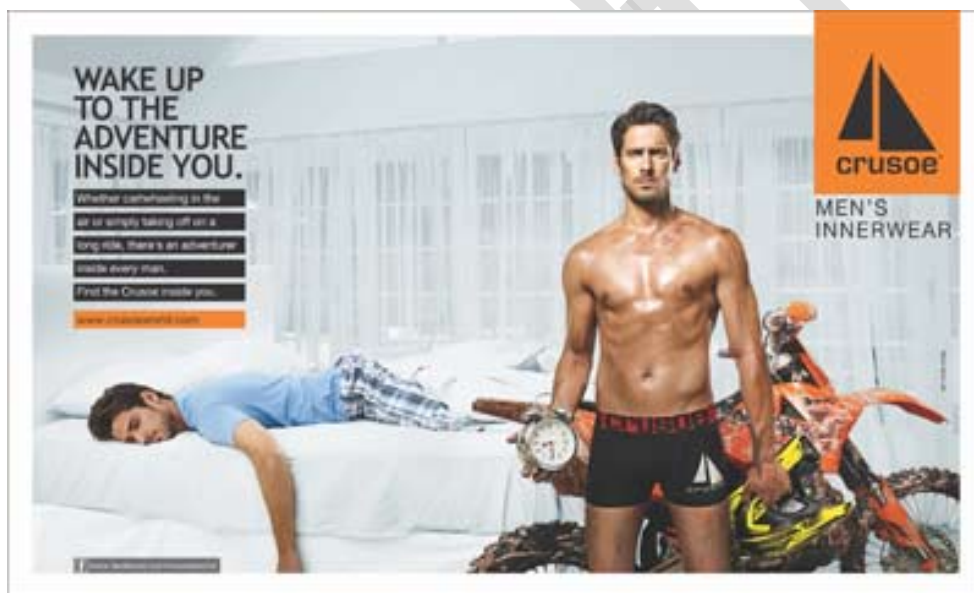


## Crusoe to launch boys' and women's innerwear

After formally launching brand Crusoe in 2010, with a redesigned logo and ad campaign, the company now plans to introduce boys and women's range. Also on its agenda, is achieving 100 percent growth in the next two years. "Our turnover is Rs 30 crores. This year, we hope to do Rs 60 crores. For the next two years, we hope for a 100 percent growth. By then we should touch a turnover of Rs 250 crores," says a confident Abhishek Tibrewal, Chief Marketing Officer, Jagannath Textile Company. The company is also looking at building a strong retail network across India especially in smaller towns.

### Boy's and women's innerwear on the launchpad

"In the innerwear category, brands discuss quality, comfort, but we are the only ones to bring up adventure. In the first years, we had 15 styles, then we added 10 more," explains Tibrewal. The brand will add another 15 styles this year, apart from adding socks and T-shirts for men. Plans are also on to launch boys' range with two briefs and one vest and women's innerwear. "We haven't thought of the name but it will be XXX from Crusoe. We will target women 20 to 30 years of age. We will have T-shirts and the like. The MRPs will be from Rs 200 to Rs 2,000. We will have separate distributors. We will have innerwear, active wear, relaxed wear, lounge wear. Knits will be our core," adds Tibrewal.



Crusoe uses skin-friendly dyes. In fact, its range of printed boxers and 24 shades of plain boxers are very popular. "Boxers contribute 25 percent of our turnover," says Tibrewal, adding, "We have tied up with MTV Roadies and have 10 styles in there. It's a separate line of briefs, vests and boxers. The designs and colours are from them and we do the manufacturing. That was a two-year deal and we have extended it for another two years. We will have more licensee associations, co-branded products with international brands."

### Growing store network

The brand enjoys a pan India presence. "In 2009, we did a soft launch in Bangalore, Mangalore, Hyderabad and Chennai and added Mumbai later. We launched our products through the conventional distributor network. Now, we are in large formats like Central and are looking at Shoppers Stop. The brand is also retailed online. We have two EBOs in Coimbatore, one in Kolkata, one in Mumbai. One is opening in Cochin. Next year, we may add 30 more EBOs. Right now, all our five EBOs are company-owned. The next five EBOs will also be company-owned. After that we will have franchisees," says Tibrewal, giving a peek on their store expansion plans.

The company has 58 distributors in India and the range is with 5,000 MBOs. After establishing its presence in Mumbai, Pune, Nagpur, Kolhapur and Nasik in Maharashtra, the company is now exploring Tier III and IV cities like Aurangabad, Shirdi and Ahmednagar. In Tamil Nadu, it is available in Chennai and Coimbatore and plans to enter Madurai. [11.]



## Wills Fashion Week announces runway schedules

With Autumn knocking on our doors, the fashion industry is gearing up to showcase their newest collections at the Wills Lifestyle India Fashion Week SS-2014.

The Fashion Design Council of India (FDCI), the apex fashion body in India, announced the distinguished list of runway designers and the schedule of the biggest fashion event of the country, the WIFW Spring-Summer 2014.

The FDCI has once again brought together the most coveted names in the business of fashion. Asia's biggest five-day fashion feast takes off from Oct 9-13, 2013 at Hall no. 18 at Pragati Maidan, New Delhi. The design extravaganza promises to unleash the latest trends and push the proverbial style envelope. 114 designers will be presenting their cutting edge designs, making it a treat for buyers and viewers.

Announcing the names of the participating designers and the schedule, Mr. Sunil Sethi, President, FDCI, said, "WIFW highlights the limitless boundaries of design as designers showcase their creative best.

"A leader in the global fashion event circuit, the WIFW has the highest number of designers who choose to make this event the chosen one for their debut. The excitement is building in anticipation of what will hit the runways as established and greenhorns gear up to make their presence felt with brilliant presentations."

Mr. Atul Chand, Divisional Chief Executive, ITC's Lifestyle Retailing Business Division said, "The Wills Lifestyle India Fashion Week has always set new benchmarks in showcasing the best of Indian fashion. Continuing with our commitment to strengthen the business of fashion we present yet another glorious convergence of India's most talented designers. I wish them the very best for their upcoming shows and making a mark with their fabulous collections."

The schedule of the fashion packed week includes the onset of the week by talented young designers, Anupama Dayal and Masaba and the display of designs by many more exciting designers. [20.]

## Bharti Walmart's agents demand unpaid dues

Keeping current situation in mind, a group of independent agents, who had helped Bharti-Walmart get various licences in India and whose services were stopped last December, have demanded that the company either pay their dues amounting to about Rs one crore or face legal action.

Over two dozen such consultants, including middlemen in government offices, legal firms and from various cities like Banaras, Ludhiana and Jaipur met Bharti Walmart officials

in Gurgaon, seeking to resolve the matter. The joint venture between Walmart Stores and Bharti Enterprises had cut ties with these agents as a part of an ongoing internal investigation of the US retailer to check if its India unit has flouted the US anti-bribery laws.

These agents say, both the companies had promised to pay them within months, which has not happened even after waiting for over nine months. After meeting Bharti Walmart's senior director of anti-corruption Ritika Ratti and general counsel Susan Muigai, who have asked to submit the required documents, the agents have decided to submit them. And if even after submitting the said documents, the company fails to pay them, they have decided to take the matter to court. [12.]



## Shrujan to show Kutch hand-embroidered products in Delhi

Hand Embroideries like Pakko and Soof will be the highlights along with other products from Kutch Fashioned with Hand Embroidery at the Shrujan Hand Embroidery Exhibition. Shrujan is a 44 year old organization working for the upliftment of Kutch hand embroidery techniques.

The Shrujan Hand Embroidery Exhibition is being held at the Aga Khan hall, Near Supreme court New Delhi, on 02 October to 06 October 2013 from 10:00 AM to 7:00 PM.

Focusing on the upcoming festive season, the exhibition will showcase limited range of silk cholis and silk blouse pieces for Navratri, along with the classic collection.



Other highlights will be limited range bags and garments designed by renowned designers Vani Gupta and Sudha Patel. Visitors will find interesting Dupattas in Tusser Silk and Maheshwari, and much demanded XXL sized kurtas. The exhibition will showcase 16 styles of original hand embroidery that 3,500 craftswomen living in more than 100 remote villages of Kutch have fashioned into high quality products.

### Highlight of the show: Soof Embroidery

The Soof Embroidery style features intricate geometric designs created through the exclusive use of a stitch called soof. Soof is a counted thread embroidery style: there is no outline or drawing done on the fabric to guide the craftswomen. Instead, the design is conceptualized by counting the threads of the fabric and mentally working out complex mathematical calculations. This makes Soof embroidery as practised by the Meghwad Maaru community, one of the most challenging styles to render.

The recent innovation of using circular mirrors adds another dimension of complexity. Soof embroidery is worked on the back side of the fabric. When turned over, the front displays embroidery that is so fine that many mistake it for machine embroidery and have a hard time believing that such precision and perfection is the work of the hand.

Craftswomen who render counted thread embroidery perform dual roles: they are the designers as well as the embroiderers. They make all the creative decisions pertaining to design, layout and use of colours. So when Shrujan reaches the fabrics and the threads to the craftswomen, there is no knowing what the outcome will be.

The only certainty is that the embroidered fabric, especially if it is a large piece of textile like a shawl, will be nothing short of a masterpiece.

Shrujan , garments, accessories and lifestyle products are recognized for the finest quality of hand embroidery. Today Shrujan enables 10 communities that practice 16 styles of Hand Embroidery from Kutch to earn a dignified livelihood.

Craftswomen who are part of the Shrujan family work from home. Their rural way of life is not disturbed. Shrujan's production team reaches the threads and fabrics to the craftswomen even in the remotest villages. The women do not have to pay for these materials. But they are paid for their skill and their time and that too right at their doorstep, as soon as they have completed the hand embroidery. [21.]

## How To Build Brand Stories For Emerging Brands

For emerging next generation brands, there's never been more opportunity to leverage the power of their brand story – if only they knew how.

It seems everyone in the marketing business has locked on to the notion that brand storytelling is the new fangled thing. Of course storytelling is nothing new. What's new is the dynamic and interconnected relationship between paid, owned and earned media. Brand stories form the very epicenter of these interconnected media channels.



For emerging brands with modest marketing budgets, to effectively leverage the power of their brand story requires a new approach far beyond conventional taglines and advertising executions. As we all know, this is even more complex when faced with the fact we live in the speed-of-light-digital-age with exploding technologies, media channels shrinking attention spans, and ever more consumer control over what they allow into their heads.

### Your Brand Story Is All The Marketing You Will Ever Need

The power of a brand's story lies in a singular idea anchored in shared values between brand and audience. This singularity is transcendent and unchanging over the entire life of the brand.

Your brand story will outlive any advertising or promotional campaign. At its most fundamental level, the brand story is nothing more than the authentic truth making the brand highly valued by the audience and distinguished from all alternatives in the category.

However in practice, brands over time will tell many sub-stories nuanced for various audiences as the business grows. To remain relevant and credible, brand owners must be guided by a strategic story platform that brings audiences ever closer to the brand's core truth and proposition.

This requires discipline—which for many emerging brand owners is a difficult habit to form. It's far easier to promote, persuade and convince.

The trouble is those days of persuasion and selling are long gone. Emerging brand owners must begin with the reality no one cares and no one is listening. And nothing is more frustrating for business leaders than to realize their limited financial investment in marketing is the sound of one hand clapping.



### How To Build Your Emerging Brand Story Platform

To understand why a brand storytelling platform is useful and powerfully effective, it's first important to understand what it is not. A brand storytelling platform is not a tagline; not an ad campaign; media strategy; not copywriting; not marketing communications; not visual images.

A brand story telling platform is not customer/consumer-facing at all. Instead, it is the brand owner's strategic discipline that narrates and guides the relationship between a growing brand and its audiences.

Defining such a core strategy begins with careful research. It doesn't have to be complex, in fact it begins with the basics– the audience, brand and category. What's going on with these factors? What don't you know? Where are the drivers of brand relevance and resonance. Why does your story matter and to whom? These questions must be thoroughly probed and evaluated with the objectivity and rigor of journalistic and social science.

This type of exploratory investigation and observation will establish a baseline of facts for you to bring out the brand's unique narrative.

But facts alone are not enough. You must also have insight from intuition, knowledge, experience and empathy on your customer's hero journey. To do that, brand owners and stakeholders from every area and specialty of the enterprise must gather in one place and have meaningful conversation and debate to determine:

- *the emotional drivers and connections customers/consumers have that lead them to engagement and purchase in the category.*
- *the consumer's quest or hero's journey*
- *the core purpose for brand to exist (beyond profit).*
- *the ways and venues customers/consumers encounter and experience the brand.*
- *the brand archetype that defines the personality and character of the brand.*
- *the "one and only thing" customers receive from the brand they highly value and can't get anywhere else.*

These discussions should be facilitated and represent every part of the company that influences the brand's behavior in the marketplace– executive management, sales, product development, operations, distribution, customer service and so on.

Rich insights from all stakeholders not only improves the quality and depth of the conversation, it also builds support and consensus for the outcome across the enterprise. This level of enterprise-wide buy-in is absolutely essential for success because an emerging brand's story must be deeply anchored with internal audiences if it is to translate and connect with external audiences.

### **The Bottom Line**

Advertising is under enormous pressure to adapt to the new marketing realities of the digitally connected world. There is no longer any reason to use terms like "digital"– it's all digital now. The new normal for marketers is about creating useful non-marketing- brand-owned content that tells a transcendent brand story and fosters long-term relationships with audiences. For owners of emerging brands to do this effectively will require them to adopt disciplined strategic processes and storytelling techniques that unite business goals and brand attributes with deep audience interests, needs and passions. [29.]

## Indian cricket team to don Nike limited-overs uniform

Nike, the official apparel sponsor of the Board of Control for Cricket in India (BCCI), released the new limited-overs Team India uniform that will debut in the much-anticipated India – Australia series in October.

Nike's new team kit draws inspiration from the passion and support fans have for their world champion national team and the sport of cricket. Designed to enhance the modern requirements of the game and its players, the uniform is a striking contemporary blue, with a textured, premium finish.

The jersey has a dynamic fit tailored to the athlete's body, a result of 3D body mapping of the world's top athletes and insights gleaned from collaboration with the Indian Cricket team. Players expressed the desire for a jersey that moves with them and is comfortable enabling a complete focus on their game. The jersey is accented with a cutting edge graphic on the shoulders.



In keeping with 'Nike Better World', Team India's kit is constructed for the first time with 100 percent recycled polyester fabric that is lightweight, reinforced with increased stretchability and enhanced moisture-wicking capabilities. Improved ventilation zones provide additional comfort and cooling. The first-ever four way stretch pants for Team India complete the kit. [32.]

## Spanish fashion brand Vinegar now available on Koovs

Vinegar, the Spanish woman apparel brand which is known for setting trends for the fashionistas is now available online.

The quirky fashion house has tied up with Koovs.com, introducing new styles for all women on the go!!

The online collection includes the best of fashion styles in an array of colors, sequins and embellishments.

Vinegar's entry into e-commerce is bound to leave one spoilt for choice along with convenient shopping. Inspired by the rich and vibrant streets of Barcelona, expect to find generous doses of color, quirky prints and textures, and rich embellishments.

This season's specials include flowing maxi dresses, embellished separates and fall's fashion favorite; the pencil dress.

The solution to all fashion needs is just a click away at Koovs.com. So lure in the Vinegar e-fashion world and pick up from the hottest cuts and contemporary designs. [54.]



## LimeRoad launches Style Council with Neha Dhupia

India's first social shopping platform LimeRoad.com, and the leading engagement platform with over 4 Lakh Facebook likes and 26 million page views per month, has launched the 'The LimeRoad.com Style Council', the ultimate authority on style. Style Council brings on board 3 glamorous and intelligent women who will serve out style like never before. The Style Council members include the fiercely chic and ex Miss India Neha Dhupia, the most widely read Bollywood blogger Miss Malini and finally, the effervescent Gia Kashyap, celebrated fashion blogger.

Suchi Mukherjee, Founder & CEO LimeRoad.com said, "LimeRoad.com firmly believes that each woman is special and has a unique sense of style & expression. We have given our users tools to express their sense of style through scrapbooking and creating looks."

"Today we have over 30,000+ looks which are all absolutely unique and created by our community that is growing by 50% every month. We are looking forward to providing them with style inputs from LimeRoad.com Style Council."

Neha Dhupia said on this association, "I have joined the 'The LimeRoad.com Style Council' to celebrate the spirit of the modern Indian woman and to be part of a platform where we as women can freely share our own sense of style."

"LimeRoad.com has created a unique feature whereby style-conscious women around the country can sit at home, create looks and earn money. This is a fantastic way to empower women and encourage them to be independent."

Suchi says, "The LimeRoad.com Style Council is our effort to create a repository of fashion and style inputs by some of the most glamorous names that will be available to all style-seekers across the country. The Council members will not only share what's hot and what's not, but will also interact with the LimeRoad.com's scrapbooking community and users."

### About LimeRoad.com

LimeRoad is a fun and exciting way to discover, share and shop. A social-commerce platform targeted at the intelligent woman of today, it has an incredible width of carefully selected retailers, enabling customers to discover the best of lifestyle products across categories like apparel, accessories, home and non-perishable food. [52.]



## Bannari to host event on Innovations in Apparel Production

The innovation in the area of apparel manufacture has led to spectacular developments in the recent past resulting in novel methods and techniques to produce apparel with desired characteristics and effects.

There has been a series of innovations in machinery, process and product development, and information management in apparel manufacture. Keeping this in mind, the Departments of Textile Technology and Fashion Technology of Bannari Amman Institute of Technology, Sathyamangalam, is organizing a two-day National Conference on "Innovations in Apparel Manufacture, Quality and Management" during October 22-23, 2013 at the Institute premises.

This conference will provide a common platform to bring together national experts from academic institutions, research organisations, industry and machine manufacturers to discuss the latest innovations and emerging trends in Apparel manufacture, quality and management.

The conference will have presentations by leading experts from all the above fields and as a part of the conference; research scholars, and students are encouraged to participate in paper presentation and poster contest. [10.]

## Bata ropes in Sumit Kumar as VP

Bata India has appointed Sumit Kumar as the new Vice President, Marketing & Customer Services of Bata India with effect from September 2, 2013. Providing a new direction to Bata India's marketing function, Kumar will be responsible for driving growth and expansion of the market share in India.

Kumar was earlier associated with Marks & Spencer India as Marketing Head. He held all the marketing functions for M&S' India business from External Communication & PR, Store Environment & In-store Communication, Customer Relationship Management & Customer Insight Unit.



Sumit Kumar on his appointment as Vice President, Marketing & Customer Services, Bata India said, "I feel privileged to have this opportunity. We, at Bata, are strongly poised to take the growth trajectory to the next level. We have a strong understanding on consumer needs and are relentlessly focused on improving customer service and quality sales growth. Our strategy and investment programme will continue to drive a cohesive and consistent marketing journey." [65.]

NATIONAL CONFERENCE  
on  
**INNOVATIONS IN APPAREL  
MANUFACTURE,  
QUALITY AND MANAGEMENT  
(IAQM 2013)**

## Zivame brings lace trends directly from fashion runways

Lace-making is an ancient craft and this trend is seen making a huge comeback on fashion runways.

Zivame.com, India's premier online lingerie and fashion store, brings the latest styles in lace which have been inspired by brands across the globe.

Lace in combination with fabrics such as satin and velour, is being used extensively by international designers and now the trendy styling is available on Zivame.com.

Zivame.com has launched an exclusive collection of lace apparel enthused by the runway trend of lace; the collection includes dresses, tops and blazers.

This selection is artistic and stylish; the tops boast of just the right amount of lace adding glamour and femininity to the most casual outfit. This collection definitely exudes a touch of the international styling we see on popular fashion runways.

The trend of lace has been gaining popularity with every season and the 'Lace Dropback Blazer' is an ideal way to look smart yet casual, perfect for an evening out.

The lace dress has always been a favorite whether it is on the fashion runway or your closet, the 'Rose Lace Cap Sleeved Dress' from Zivame.com will definitely give you that demure and ladylike look. [56.]



## Aqualite denim jeans from Lee keep ecology at centre

Now, wearing a pair of jeans means there is more water in the world for everyone. Lee introduces 'Aqualite' range of Denims made with much less water than usual.

Even while reducing water usage at every stage of production, Lee has managed to create the highest grade clothing in the best of finishes, in addition to save tones of liters of water.

'Aqualite' is part of the eCREATE range that keeps ecology at the centre, as a part of a larger drive to condense Lee's environmental impact throughout the complete process of making jeans.

The other initiatives that come under this range are Ecouture, merchandise made using 100% organic cotton and Restyle – garments that are made using Recycled Polyester post consumer waste.

Lee 's AW'13 collection include a line of clothing that doesn't just look good on you, but also makes the world around you look good.

Envisioned with sustainability as the main philosophy, the range is made by conserving natural resources, maximizing reuse and reducing toxic substances. [55.]





## Leading labels to partake at Araaish Festive Shopping

It's the best time of the year, as the nation rejoices together to celebrate our many festivals.

From the lights of Diwali to the colours of Navratras and Durga Puja, all adding festive joy to our lives and wardrobes! From Indian fashion to music and dancing, rituals and décor, the nuances of our traditions have become a global inspiration.

This is why, in its 25th year, Save The Children India is proud to present Araaish: A Day of Festive Shopping, an exhibition curated to cater to every detail for this festive season. With the very first look at upcoming festive collections from leading brands, this popular exhibition is a charitable event that was initiated as a tribute to late Mrs Vipula Kadri's vision of making India a women friendly and child-friendly nation.



Araaish: A Day of Festive Shopping has been curated by Mana Shetty, Isha Mehra, along with Sharmila & Shaan Khanna, and will be held on October 5th, 2013, between 11AM to 8PM, at The Grand, New Delhi, and aims at being the one-stop destination for all needs for the upcoming festive season.

Building on the Araaish legacy of blending philanthropy with glamour and excellence, this special edition in the capital will feature the first ever neon range of products by Save The Children India, and the first look at upcoming festive collections by the country's best designers and jewelers.

These include Pernia's Pop Up Shop, Jewels by Queenie, Janavi, Shehlaa by Shehla Khan, Leena & Tahira, Simar Dugal, Aharin by Prasansha & Ashish, Just Exotique by Nitika Malhotra, AnA by Anu Singh & Archana Bhushan, Nascent Jewels, Jewels of Kashmir by Ashini Sawhney, Rriso by Sonu Dharnidharka, Shaaya by Vaitika, Myra by Anju Narain, Falguni Mehta, Aquamarine, The Oak Tree, Laila Motwane, Omana by Skynique Jewels, Anshu Jain, Studio Vastra, Rivaayat by Meera Rohit (Tradition Unfurled), Valliyan by Nitya, , Trupsel, VIVRE by Isha Mehra, ATOSA & Soutache.

Apart from the diverse selection of clothes, jewelry and accessories, the Save The Children India stall will retail handcrafted, high-quality products made by adolescent girls and young women, who are part of its Women's Institute for Social Education initiative (W.I.S.E). On sale will be a diverse range of products, which will include cushions, cushion covers, tissue-box covers, runners, potlis and batwas along with other favorites for the festive season.

The funds raised by the sale of these products will be allotted to STCI's Special Care Centre School for hearing-impaired and differently-abled children from disadvantaged backgrounds. The Special Care Centre ensures nutritious meals, school uniforms, an easy commute and extra-curricular activities, in order to give a child a healthy, holistic education.

"Araaish was started as a tribute to my late mother, Mrs Vipula Kadri, and this edition of Araaish will mark our 28th show. It is the perfect blend of the worlds of glamour and philanthropy, and will go a long way in enriching the lives of women and children who are less fortunate," says Mana Shetty. [58.]

## Organised Retail: Trying hard to survive the slowdown

Researches are aggressive about the growth prospects of India's organised retail industry. And each report has attributed the growth to positive consumption and rising consumption statistics. However, most players are finding themselves on the other side of the fence, cautiously watching the failures of retailers who tried to expand at a fast speed in a short span of time opening big outlets. High inflation, low consumer buying and impact of slowdown continue to remain the reasons for them to worry.

Amidst all this, they are aware that they cannot stop opening new stores. And they have now adapted a new strategy to keep the businesses running. While on one hand they are pulling down shutters on the non-profitable stores, on the other, they are opening small sized outlets in Tier II, III cities to increase their reach.

### Shutting down non-profitable stores

And their new-found retail strategy seems to be working in well for them. For instance, India's biggest and oldest retailer, Future Group, closed down 6 Big Bazaars; 4 eZones; 2 Food Bazaars and 2 Home Town Express stores this year. And it opened 3 new Big Bazaar and 5 eZone stores during that period in the areas where they expected to make profits. Even last year, the company closed 9 Big Bazaar stores, 5 Food Bazaar supermarkets and 20 eZone stores that were not so profitable.



Tata Group's retail arm Trent closed four Westside stores during FY13, of which one was shut down in the January-June period, in Delhi NCR. It also did not open any Star Bazaar last year but opened seven new Westside stores. Aditya Birla's 'More' closed about 50 supermarkets in the past one year. The retail store chain had gone on an expansion spree in 2007. K Raheja's Shoppers Stop too has been cutting down on its bookstore chain, Crossword. The company has closed 6 Crossword stores since the beginning of the year, while opening 4 new ones. The company also shut one HyperCity store in Ludhiana.

Another big name, RPG Group-owned Spencer's Retail, which has 25 hypermarkets in the country, shut down 9 stores in Pune in December and Globus Stores closed its prominent store in Mumbai's upmarket Bandra area this May.

Meanwhile, store sizes are also being reduced to save rentals. For example, Shoppers Stop has reduced the store sizes of loss-making hypermarket chain, HyperCity for the third time. The company has now opened a store of 30,000 square foot much lower than the 1,50,000 square foot it began with. Future Retail has also merged the operations of eZone and Hometown, while reducing the size of Hometown. And The Collective, Madura Garments' multi-brand luxury retail outlets in Delhi, Mumbai and Bangalore, has now opened 10,000-12,000 square feet outlets from the original 17,000 square feet ones.

### Economy hampering growth

Retailers are not expecting growth for next few seasons. Along with other factors, sliding rupee has further had a negative impact on those, who stock imported goods. Even Fitch Ratings' India Ratings & Research has maintained a negative outlook on the retail sector for the second half of the year and has said that higher inflation and marginal nominal wage growth will act as deterrent to consumer spending.

Except the end of season sale where people thronged stores, shopping areas have donned a deserted look once more and there are very few takers for the new stocks. No wonder, brands and retailers are taking a cautious approach against opening stores at such places since attracting real shoppers in such areas is a task in the current situation. The top three listed retailers, Future Group, Tata Trent and Shoppers Stop, are expected to add about 1.98 million square foot of retail space this year, 22 percent lower than last year. [60.]

## The 29th IAF at Shanghai sets the agenda for future

The 29th IAF World Fashion Convention kicked off in Shanghai-Kunshan yesterday. In his opening speech to some 200 delegates from nearly 20 countries IAF President Harry van Dalssen commented on the economic situation in the fashion sector worldwide. “Unfortunately, many of the consumers in the world are not feeling well. They are confused, they are dealing with uncertainty”, Harry van Dalssen said. He urged the fashion industry to think in chances and not in threats, to break out of this cycle of negative sentiment. It was the reason for IAF and co-organiser CCCT (Chinese Chamber of Commerce for Import and Export of Textiles and Apparel) to focus on how to add value to the international fashion supply chain.

Also on the agenda was the general assembly where IAF President Harry van Dalssen announced that the federation is working intensively on a global framework for sustainability.

### Sustainability the focus

He said, the framework should be connected to the UN’s Ruggie guiding principles. It is firmly supporting global cooperation and nowhere is this clearer than in Bangladesh. He further added that the IAF is helping to build a bridge between the European Accord and the US Alliance for Bangladesh, which is steered by IAF’s global responsibility committee.

With national apparel and textile associations and individual companies in more than 40 countries as member IAF is representing more than 250.000 apparel companies. Through the IAF, companies and the national associations that represent them have a clear voice in such international coalitions as the SAC and The Accord in Bangladesh.

The assembly also accepted a new program of IAF’s education committee including the IAF student award. This is expected to build bridges between business and education. The program foresees a closer cooperation between IAF and IFFTI (International Federation of Fashion Technology Institutes). A member benefit program for the IAF members was also launched starting with a concept to reduce logistic costs in the fashion supply chain.

India’s Rahul Mehta, Chairman of the Clothing Manufacturers Association of India (CMAI) was elected vice-president of IAF. Carlos Botero, Director of Inexmoda (Colombia) was nominated as member of the IAF’s executive committee. And Medellin (Colombia) was chosen as venue for the 30th IAF World Fashion Convention (September 29-October 1, 2014). [61.]



## Yell Clubwear takes the EBO route for spreading out

Not expecting any miracle growth in the oncoming season, Yell Clubwear will focus on offering innovative product range along with retail expansion in untapped markets. It aims to achieve a turnover of Rs 100 million in the next two to three years from the current figure of Rs 60 million.

Elaborating on their plans, says Vipul Gupta, Director, Yell Retail India, "We wish to take the label to new heights. Our USP is linen clothing and due to the weather conditions of western India, it is still an untapped market for us."

### New store launches

With five stores already functioning: one each in New Delhi's Greater Kailash, Defence Colony and Khan Market; and one each in Ludhiana and Chandigarh, the company now plans to expand EBOs only. It has already launched an e-commerce platform in January 2013, to reach out to the growing number of online shoppers.

"We have no plans to go into MBOs and LFS. Our strategy is to open our own exclusive brand stores across the country. Right now, we are planning to add two-three stores, which will be in Gurgaon and other two in Mumbai. Future expansion plan is to penetrate further in Punjab and enter the western parts of the country," avers Gupta.

### Season's offerings

Yell provides stylish and trendy look for everyday and formal events. The choice for men varies from Nehru jackets, kurtas, waistcoats to shirts and trousers. For women, the range varies from shirts and trousers, coats, skirts to tunics and dresses.

The price range for women's wear is from Rs 1,399 to Rs 3,499 and for men, its from Rs 1,799 to Rs 4,999. "Competition is increasing so people are demanding more styles from us every season," says Gupta, adding, "For autumn/winter this year, Yell will particularly introduce coats, dresses, long coats and sweaters for both men and women. Yell has always strived hard to give the best to its customers at affordable prices. We are positive and will continue serving the best to our patrons with each passing year."

Yell, the contemporary and trendy club wear brand was launched in India with its fall 2010 collection at its first flagship store Greater Kailash in Delhi's upmarket high street. The brand has distinctly all American styling made from international designs. "The brand increases your glam quotient, sets you apart and assures raised eyebrows. Yell is worn by the bold, the smart and the stylish," Gupta sums up. [62.]



## Wills Sport unveils preppy & pretty A/W collection

ITC's Wills Sport presents the refreshing new Autumn Winter 2013 collection. Indulge in the vibrancy of the Preppy life collection for men and the Pretty Folk collection for women – your ticket to the latest fashion trends this season.

### The Preppy Life collection for men

The preppy life demands a spontaneous, effortless sense of style. Smartly balanced to be unconventionally sophisticated, the collection flaunts an interesting mix and match of twills, chambrays, denims and corduroys – all meticulously detailed on the plackets, collars and cuffs. Amp up the style quotient with the latest fashion trends including mandarin collars, elbow patches and slim fit coloured trousers that complete the look.

### The Pretty Folk collection for women

Flattering, feminine and utterly unique - Pretty folk is a visual delight of bohemian inspired daywear. Asymmetric volume silhouettes and fabulous fresh colours pair with tile patterns and dark florals in this fluid collection. This season, go 'print on print' with a trendy range of tops and trousers in a variety of inspiring prints and fabulous fits. Certainly the highlight of your wardrobe.

Complete your style statement by pairing these ensembles with premium accessories including stylish leather belts, wallets and pure wool mufflers for men, and an exquisite range of premium leather handbags, trendy scarves, stoles and belts for women.

### About Wills Lifestyle

Synonymous with elegance and effortless style, ITC's Wills Lifestyle is a vibrant fashion destination for the premium consumer. It offers a complete lifestyle wardrobe, incorporating the latest fashion trends for both men and women.

With a tempting range of Wills Classic formal wear, Wills Sport casual wear, Wills Clublife evening wear and Wills Signature designer wear, it provides the Indian consumer a truly delightful shopping experience. Currently there are 93 Wills Lifestyle stores in 40 cities. It is also available in leading department stores, multi-brand outlets and online portals across the country. [57.]



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Kindly provide your valuable suggestions for our improvement.

If anybody having complaint related to any information/content which we had incorporated in this newsletters please mail us.

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