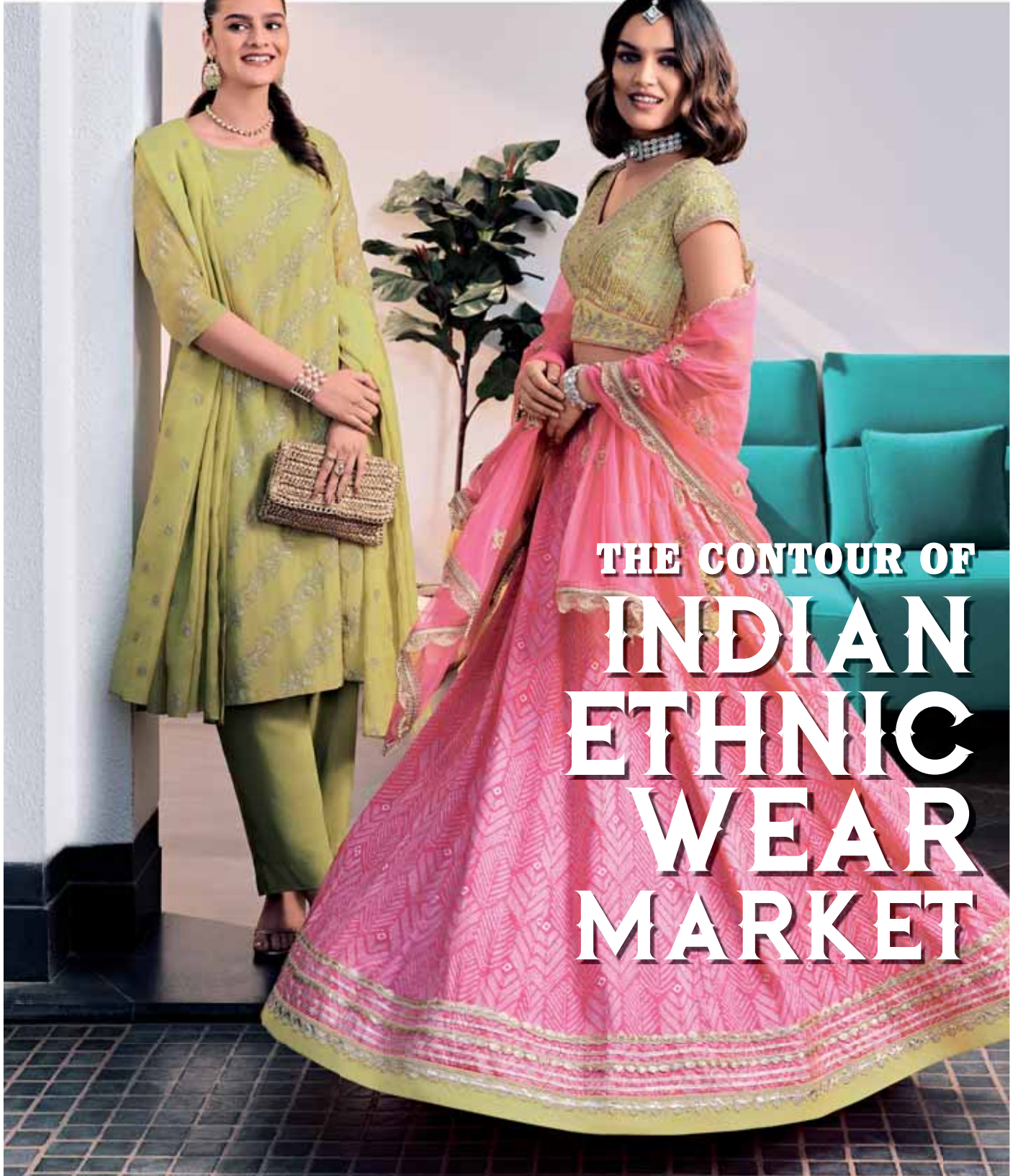


**Images  
Business of  
Fashion**

IMAGES  
**BOF**  
Established 1992

**VOLUME XXIV  
NUMBER 5  
MAY 2023**

100  
[www.imagesbof.in](http://www.imagesbof.in)



**THE CONTOUR OF  
INDIAN  
ETHNIC  
WEAR  
MARKET**

# Editor's Note

For advertising queries, please write to:  
[salesfashion@imagesgroup.in](mailto:salesfashion@imagesgroup.in)

For subscription related queries, email to:  
[subscription@imagesgroup.in](mailto:subscription@imagesgroup.in)

For feedback/editorial queries, email to:  
[bobomeitei@imagesgroup.in](mailto:bobomeitei@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 S P 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.

Lately, we have been witnessing varied spring-summer ranges. Complementing them are the new retail points in new destinations, from HRX's first physical store to Lee's another store. Amidst these, what caught our attention was the recent move by Pou Chen to invest in India. It has also left us to speculate on who else will soon follow suit against the backdrop of rising geopolitical tensions between China and the US and the impacts they will generate.

This, at the same time, encourages us to think that we should adopt a robust two-pronged strategy of much-needed reliance on exports and a thriving domestic consumption to ensure that we remain shielded, if not entirely, from any global turbulence. In the country with the largest population and prospective high dividends, there is enough room for any ambitious economic targets as well as for businesses to have great aspirations.

Moreover, a rise in disposable income, more people joining the workforce, and markets becoming more organized, to name a few, create more opportunities. This has prompted us to find out how the factors have impacted another highly unorganized market, ethnic wear. Although it has grown rapidly and its landscape has witnessed major shifts with the entry of retail giants, it remains to be seen how dynamic it will become in the coming years. I hope you enjoy our analysis as well as the industry leaders' observations in this edition.



Amitabh Taneja

## Cover Story launches Havana-inspired SS Collection

Cover Story has launched its latest Havana-inspired Spring-Summer Collection '23, which offers fun and flirty summer trends from the latest international runway shows. The collection features a muted colour palette of ivory, lavender, florals, black, and orange that exude tropical vacation vibes.

Meant for consumers who love experimenting with colours and prefer easy-breezy outfits for the summer season, the collection includes floral playsuits, volume sleeves, fit and flare dresses, mesh dresses, organza ruffle dresses, satin pants, and more. Manjula Tiwari, MD, and CEO, Cover Story Clothing Limited, A

Reliance Retail Venture Limited company said, "At cover story, our designs are made in London inspired by the global fashion trends and adapted to flatter the Indian sizes and silhouettes - giving the best of both worlds! The idea is to stay in step with the season's coolest trends. With Summerina, our summer collection, it's time to follow our trendy fashionista as she sashays through the alluring summerscapes of Havana. Whether you're headed for a holiday or want to feel easy-breezy yet stylish - our collection has it all - from a bright orange dress to a floral playsuit that you can style up and down depending on your mood."



## Uniqlo unveils Attack on Titan t-shirt collection in India

Japanese clothing brand Uniqlo has recently launched a new collection of graphic t-shirts based on the Attack on Titan anime.

The "Attack on Titans Collection" by Uniqlo consists of short sleeve graphic t-shirts sporting various designs, ranging from the logo of the show to artwork from the manga.

Uniqlo has collaborated with popular anime franchises in the past. These include Dragon Ball, Sailor Moon, Pokémon, and Naruto. The release of this Attack on Titans Collection coincides with the upcoming premiere of the second half of Attack on Titan the Final Season Part 3. It is expected to air in Fall 2023.

## Ustraa rolls out new range of EDTs and Roll-Ons

Ustraa has expanded its fragrance portfolio with the addition of five new products that cater to men's needs for long-lasting fragrances and odor control. The brand has introduced three new EDTs (eau de toilette) - Sport EDT, Vibe EDT, and Beast EDT, along with two new deodorant roll-ons, Black Deodorant Roll-On, and Blue Deodorant Roll-On. These new products are designed to provide confidence and freshness to men throughout the day, it says.

In addition to the new fragrances, it has launched

two new deodorant roll-ons - Ustraa Black Deodorant Roll-On and Ustraa Blue Deodorant Roll-On, both of which offer long-lasting odor control and sweat protection. The brand claims that the roll-ons contain natural ingredients, such as aloe vera and plant-based vegan glycerine that protect the skin from irritation and inhibit odor-causing bacteria.

Rajat Tuli, Co-Founder & CEO of Ustraa, said, "We are excited to launch these new products under Ustraa, which are designed to cater to the

modern man's grooming needs. Our focus has always been on providing our customers with high-quality products that fulfil a certain need gap. We believe that these new products will be a hit with our customers and help them achieve their grooming goals effortlessly. With our new EDTs and deodorant roll-ons, we aim to provide our customers with the confidence they need to take on the day. Additionally, our aim is to provide men with high-quality products that are not only effective but also affordable."



# THE RECIPES FOR VALUE CREATION

*At the 22nd edition of India Fashion Forum (IFF) held between February 28 and March 01, 2023 at Conard Bengaluru, several brand custodians shared their strategic moves that veered their businesses toward profitability. The session was conducted by Bijou Kurien, Chairman, Retailers Association of India.*





# We are all about fashion

*In May 2005, ALDO was introduced to India with the first store opening in Mumbai, Phoenix High Street. Since then it has further expanded and has its presence in all major cities across India. As an extension to the ALDO brand, ALDO Accessories stores were launched. Apparel Group India Pvt.Ltd has been the partner in India. The brand has roped in Bollywood actor Janhvi Kapoor as its ambassador. It has recently launched its Spring-Summer collection. N Bobo Meitei interacted with Abhishek Bajpai, CEO of Apparel Group India, to discuss a range of topics. Excerpts*

## ***How are you positioned today in the Indian market?***

Aldo as a brand, obviously, caters to both the gender segments. We are a premium international footwear brand, and it is known for high fashion, good quality comfort shoes. We try to combine all these three aspects and really position the brand on the same.

## ***In terms of retail presence?***

We are in all the major malls across India, probably every prime location.

## ***How many stores is Apparel Group operating all over India?***

Together, we have 50-plus stores at the moment, including the Aldo Accessories business. We're growing, and looking for new opportunities.

## ***Given that the new collection is bold and colourful, can it be assumed that it has been influenced by GenZ taste?***

We want to cater to every segment of society, and we are all about fashion at the end of the day. And being a Spring-Summer season, obviously, the collection has a lot more colors. Today, fashion age is very different from your real-age. So people would like to wear colors, people like to wear the latest styles, and footwear is becoming such an important part of fashion. It's only right that we have a very vibrant collection in the stores.

## ***How much of the manufacturing is done in India? I know that you import quite a lot from China and others.***

So, we, at some point of time, and hopefully this year, will be doing certain range from India. But we don't control that process fully.

# ELI BITTON: BRIDGE-TO-LUXURY

Images Bureau

*Left battered and in a dilemma by Covid, Eli Bitton had to make a decision. To launch a fashion house in India. Thus the eponymous brand was born.*

Eli Bitton's romance with fashion began in 1990, when he established his first Israeli fashion house with the help of his wife and sister. The newlyweds opened their first store in Zefat, the Galilee region's capital in Israel, with the help of Eli's elder sister Sarah. His original creations were initially sold in the small boutique along with retail evening wear from different nearby businesses. The fashion company grew over time, and the boutique now only sold the designer's original creations.

In 2006, Eli and Sarah came to India for the first time to look for fabrics and cutting-edge designs. They began working with embroidery businesses to create custom-made textiles. In 2008, in one of Israel's most prestigious malls, they opened a flagship shop. When the siblings came to India in 2020 for a routine business trip, Eli's elder son Yehuda Bitton came to visit them for a two-week period from Puerto Rico, and Yehuda's visit coincided with the beginning of the first Covid19-induced lockdown.



# The woman at the helm of Melissa India

*Ruchi Sally currently helms Melissa India, a company founded in 1979 in Rio de Janeiro, now a fashion favourite across 90 countries, including the fashion capitals of New York, London and Sao Paulo. The brand has seen multiple design partnerships with leading names including Karl Lagerfeld, Zaha Hadid, Jason Wu, Jeremy Scott, and Vivienne Westwood. With 16 years of experience in building brands in India, in her current role Sally is tasked with growing this international favorite brand's footprint in India.*



## *Share with us how you got into business.*

I was always passionate about starting my own business. I wanted to start as soon as I got out of college but coming from a business family, I wanted to see and learn how big conglomerates do it differently. I spent my early years in two big companies like DLF and Aditya Birla. Start-ups then were not a fancy word to relate to the early challenges of doing business. Now they are seen as an opportunity for investment.

## *Who was your inspiration and at what age did this happen?*

I don't have one person as an inspiration. I am a reflective reader and I am fond of reading autobiographies of successful and influential leaders like Richard Brandon, Steve Jobs, Nelson Mandela and many more. Since I am a reflective reader, I cannot say that I was completely inspired by what they did in their times but for sure it gave me a good outlook on how the world thinks and was partially inspired by reading many business heroes. For me inspiration has nothing to do with one person, I try to pick the best of what or who inspires me considering all economic and business environments. I took the first step on this journey when I was 30 and the journey continues beautifully.

## *How would you describe the journey so far?*

The journey continues beautifully with successes and challenges both. While we faced many extreme challenges like Covid, we also celebrated many successes. Even in extreme conditions like Covid, we found new ways of doing business and overcoming the challenges. India is such a big country and choosing the right path is important. We are taking the right steps towards success and that is important.

## *What would you call a 'milestone'?*

When I decided to start Melissa in India.

## *What are the challenges you often experience as a female entrepreneur?*

I would not differentiate between female and male entrepreneurs. I believe that gender has nothing to do with successes and challenges. An entrepreneur is an entrepreneur, nothing more, nothing less. One thing that's true is that some industries and professions require some skills that might favour one gender and not another but growth is gender-neutral, so is a challenge to achieve that growth. While entrepreneurs lead the brand or company, we have a big hard-working team supporting us which involves all genders. So, the challenges we face don't have to do anything with the leader alone; we perform, tackle challenges and grow as a team (having all genders). It's intelligence that matters. The challenges I face are not because I am a female entrepreneur, but these are general challenges anyone would face.

I would see it broadly into major parts - people, operations and economic environment.

## *Name one female entrepreneur you admire the most.*

Self-admiration is very important these days.

## *If not business, what would you have done?*

I am married to it for life, and I don't believe in breakups.

## *Where do you see yourself in the next 5 years?*

Selling more pairs of shoes, adding more to my basket of brands, guiding my team to become successful leaders, living my life with my family, doing my bit to help people in need, keep learning from books and experiences and living a good life.

## *What is your advice to those aspiring to become entrepreneurs?*

There's ALWAYS a way!

# Purplle: Making beauty accessible

*Started as a beauty marketplace, Purplle.com today has grown into a community that enables beauty for all, says Manish Taneja. The business expanded to fill the gap in the market with home-grown private D2C brands that make beauty products affordable and accessible to women across India, Taneja, its Co-Founder and CEO informs Images Business of Fashion in an interview. Edited excerpts.*

**“** Purplle’s online marketplace business has grown from strength to strength with 7 million monthly active users, 1200+ brands, and 70,000 products. The offline platform has 30 brand kiosks/stores and over 6000 touchpoints where products are sold. Overall, Purplle has grown from an annualized GMV of Rs 50 Cr in FY 2018 to Rs 1,400Cr in FY 2022, which is an exponential 28X growth. **”**

Manish Taneja  
Co-Founder and CEO, Purplle.com





# Boom-time for vegan fashion

*The vegan leather market worldwide will expand to nearly \$90 billion by 2025, while the overall vegan fashion market will reach \$837 billion by 2030. The numbers speak of the groundswell of interest in vegan fashion. Since the most on-trend vegan leathers and fabrics are plant-based, the increase in patronage of these items is also good news for India's farmers.*

Monica Chopra

**W**hat in the world is pineapple leather? Its existence means the vegan fashion revolution is here.

In early March, the National Institute for Interdisciplinary Science and Technology (NIIST) in Thiruvananthapuram announced that it had developed vegan leather from agricultural waste. The institute comes under the government of India's Council of Scientific and Industrial Research, a research and development agency.

NIIST has shown how, instead of killing animals for their skin, it is possible to turn agricultural waste such as mango and pineapple peels, cactus, vetiver grass, banana pseudo-stem, and paddy straw into

bags, belts, wallets, sandals, and pouches. The cactus technology has already been commercialised and sold to a Mumbai-based entrepreneur.

World over, scientists and fashion companies are working towards developing even more state-of-the-art vegan leather, wool, and silk. In India alone, animal-friendly novel materials include Malai Eco's coconut leather, Kanpur Flower Cycling Pvt Ltd's temple flower leather, microbe-derived Bioleather, and FABORG's WEGANOOL, a vegan wool.

That's because consumers are increasingly opting to leave animals out of their wardrobes because of the cruelty animals are subjected to. Complementing this development are

*World over, scientists and fashion companies are working towards developing even more state-of-the-art vegan leather, wool, and silk. In India alone, animal-friendly novel materials include Malai Eco's coconut leather, Kanpur Flower Cycling Pvt Ltd's temple flower leather, microbe-derived Bioleather, and FABORG's WEGANOOL, a vegan wool.*

# An overview of the Indian ethnic wear industry

*The Indian ethnic wear industry is renowned worldwide for its vibrant and diverse fashion. The industry in India had a market size of over Rs 925 billion in 2018, according to a report by Statista. The report further predicts that this market is expected to grow to a staggering Rs. 1.7 trillion by 2023.*

Sameer Manglani



Over the past few years, the Indian ethnic wear industry has made tremendous progress, achieving incredible success and continuing to thrive today. The lifestyle of most Indians has undergone significant changes, with a rapid pace of transformation. In response, the Indian ethnic wear industry has been constantly evolving, bringing about various changes in design patterns and styles of ethnic clothing. While urbanization and globalization have influenced modern dressing styles, ethnic wear remains highly in demand. The influence can be seen with modern cuts, deeper necklines, awe-inspiring craftsmanship, etc. This is due to the fact that many Indian women still hold onto their traditional values, favoring ethnic wear. The uniqueness of Indian ethnicity is widely appreciated not only by Indians but also by people from around the world.

## Booming Indian Ethnic Wear Market

The Indian ethnic wear industry is renowned worldwide for its vibrant and diverse fashion. From sarees to lehengas, Indian ethnic

wear designers have excelled at creating clothing that reflects the rich heritage of Indian traditions. Although ethnic wear has a customary appeal, it is also versatile, making it suitable for formal occasions or traditional festivals and weddings, adding to its enchanting allure. The ethnic wear industry in India had a market size of over Rs 925 billion in 2018, according to a report by Statista. The report further predicts that this market is expected to grow to a staggering Rs. 1.7 trillion by 2023, with the main drivers of growth being the resilient Indian wedding industry, significant life events, vibrant cultural festivals, and the increasing popularity of business casual and workwear attire.

As a result, the ethnic wear market has always been booming, with reports showing a growth of 10% every few years. While sarees are popular in India, we also witness a high demand for salwar kameez, sharara-gharara suits, and lehengas. Ethnic wear brands dominate the Indian apparel market, proving the adage "Tradition never goes out of fashion."

# VIVIENNE WESTWOOD: The True Dame

*Vivienne Westwood died on the 29 December 2022 in London, United Kingdom "peacefully and surrounded by family."*

Jiten Taneja



Image Courtesy: <https://instagram.com/viviennewestwood/>

## 1941-'65

Westwood was born Vivienne Isabel Swire in Glossop, Derbyshire, on April 8, 1941. She grew up in a middle class family with a humble background – a world completely different from fashion however. Her father was a cobbler and her mother worked at a local cotton mill. Westwood moved to the countryside of Middlesex where she worked at a local factory to begin with, later becoming a primary school teacher. In 1962 she met her first husband Derek Westwood, later getting divorced in 1965 leading to her meeting boyfriend Malcolm McLaren the same year. McLaren was the manager of the band 'The Sex Pistols', huge in the 70s-80s and known for creating a punk movement. Both Westwood and McLaren started to pursue a career in fashion and music together.

Westwood never went to a fashion school or worked in fashion. She was a teacher and learned how to make dresses in her spare time. She was self taught and decided to shift careers when she was in her 30s – yet she managed to inspire a movement.



◀ Image Courtesy: <https://instagram.com/thewestwoodarchives/>



**Distribution Redefined**

# WHEREVER YOU ARE, WHENEVER YOU WANT

Our commitment towards our customer  
is as big as our network



**31190**  
PINCODES  
REACH



**801**  
GATEWAYS  
PRESENCE



**24/7/365**  
DAYS NON-STOP  
OPERATIONS

