

SHOES & ACCESSORIES

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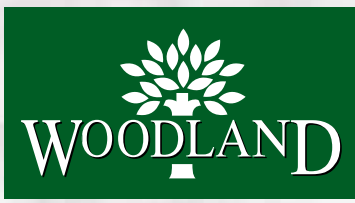
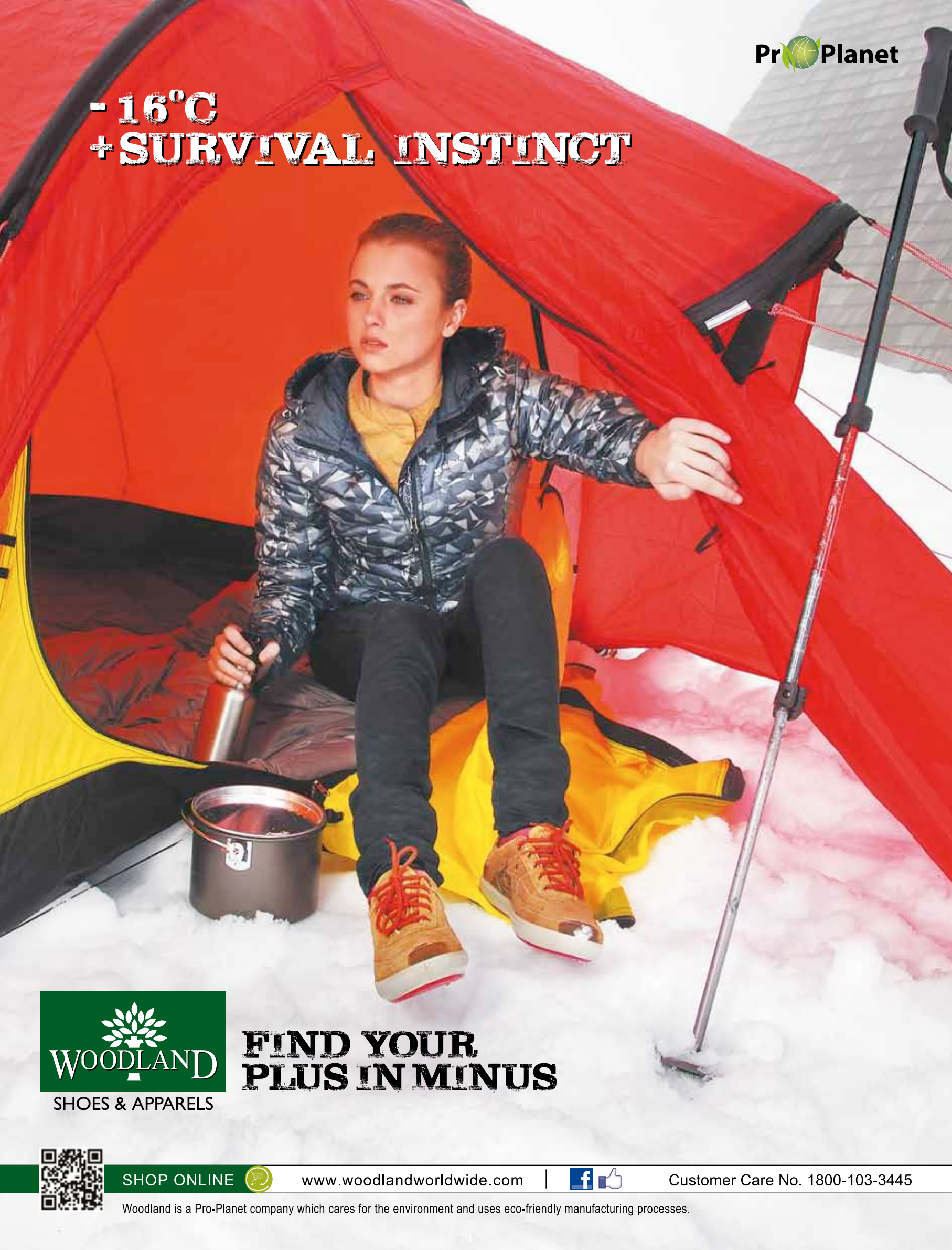
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Editor's Letter

Global footwear market is expected to garner \$371.8 billion by 2020, registering a CAGR of 5.5% during the forecast period 2015 - 2020. The industry is growing at a steady pace since the last few years. The rising demand for fancy, trendy yet comfortable footwear among all age groups is a key factor driving the industry. The market is segmented by type of footwear, end users of footwear, various platforms for sale of footwear, material used, and their sales across various geographies.

Premium leather footwear occupies a significant market share in the global market for footwear. Additionally, rising health concerns are influencing individuals to perform indoor and outdoor physical activities. This trend has generated a high demand for athletic shoes, in turn increasing the demand for footwear.

Market players are also focusing on expanding their sales channels. Presently, manufacturers are focusing on developing and innovating new products, to maintain their market positions. Leading companies, such as Adidas, Timberland, Nike, and ECCO among others are constantly devising new solutions and focusing on providing better services while upgrading the designs of their existing footwear models.

The shoe industry is set to scale new heights amidst a dynamic competitive landscape.

AMITABH TANEJA
Editor-in-Chief



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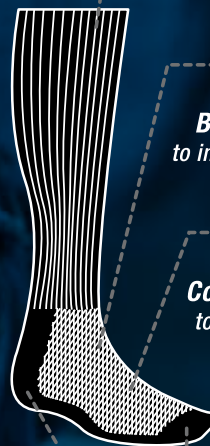
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Woodland launches 'Go Green' collection



Woodland has launched 'Go Green' collection for the forthcoming season. Go Green is a collection based on the pantone color of the year. It includes T-shirts and footwear for both men and women. Keeping Valentine's Day in mind, the brand also plans to promote a special valentine gifting range from Woods. The collection includes women handbags and footwear in ultra-feminine hues like peach, pink and red.

"This time we have tried to break the monotony by providing winter clothes in vibrant hues like fuchsia, blue, yellow and green. Innovation has always been synonymous to our brand. This year also our products are high on technology. For instance, we have launched winter jackets and boots that have warming technology in them. You can charge them and remain warm even in the extreme cold conditions," explains Harkirat Singh, MD, Woodland.

The brand is mulling focusing on adventure sports gear category as a part of its growth strategy. The company has started selling premium adventure and outdoors sports products and equipment for specialized outdoor activities such as water sports, hiking, biking, trekking, climbing, fishing, camping and paragliding. The brand shares a strong portfolio for this category including hand-free umbrella, outdoor eyewear, camping lights, trekking poles, waterproof bags, UV Block T-shirt, wet wick t-shirt, super Shell Shoes (Snake Bite resistant), etc. and more.

"As a part of our growth graph, we have around 600 company exclusive stores along with a presence in over 5,000 multi-retail outlets in the country. Globally, the brand is present in more than 40 countries," says Singh. "We are planning to add another 60 stores this financial year that would be an equivalent combination of small towns and metros. We are also working on strengthening our presence in Southeast Asia, West Asia, Europe and the US. We are currently working on entering into more foreign countries in the near future to add to the kitty of our International presence."

Liberty Group Signs Deal With Letstrack for Kids Security

Letstrack, UK based IoT startup is now in collaboration with ANYTHING SKOOL, an initiative of Liberty Innovation Outfits Limited covering more than 500 schools for One Stop Safety and Security Solutions.

With the association, ANYTHING SKOOL will connect Letstrack to its schooling partners so that schools can take an initiative towards safety and security for their students. Letstrack will be providing their tracking devices to the buses of the school which will help schools track their buses easily.

Vivek Bansal, CEO of Liberty Innovative Outfits Limited & Director of Liberty Shoes says, "We believe in one stop solution which is why we feel proud to be associated with Letstrack, a one stop solution expert in safety. With the advanced technology and ability to optimize the usage of all the features, Letstrack comes as a great deal to us in bringing everything under one roof."

Letstrack is a global real time instant messaging and tracking app for smart phones, tracking devices and browsers. It is a revolutionary App to App and App to Device solution that goes way beyond just 'whereabouts' but also helps you gather quality information.



Vikram Kumar, Founder and CEO Letstrack says, "We are excited and proud to be associated with Liberty for their initiative ANYTHING SKOOL. This is first step in the direction of a paradigm shift on how Schools can improve on safety, efficiency and productivity. Only through this step, Letstrack is expecting to cover and improve lives of over 1.5 million school students along with their

parents and the schools they go to. Leading from the front, intelligent solutions offered through personal and professional tracking are aimed at making everything around our children (read students) become safe, secure and most effortless as it can. Unearthing profitability from conventional and new avenues for institutions like Schools and companies running school fleets is then a natural outcome."

Paytm ties-up with more top brands

Paytm has tied-up with companies in a wide range of categories including apparel and accessories, mobiles and electronics, consumer durables and home furnishings, among others. These brands include: The Body Shop, Arvind, Lifestyle, Maxx, Aurelia, Color Bar, Nike, Lotto, Sports Station, United Colors of Benetton, 24*7, Mothercare, Sunglass Hut, Pure Home, Archies and Reebok and other stores now accept Paytm.

Paytm recently introduced several new features like app password that ensures money stored in the Paytm wallet remains safe even if the owner's phone is lost or misplaced. The app is now available in ten regional languages including Hindi to make digital payments accessible to all. The aim is to make payments synonymous with Paytm.

Paytm is expecting to roll out its payments bank soon. Paytm Payments Bank has set itself a target of 200 million accounts, across current and savings accounts, and mobile wallets, within 12 months of the launch. It aims to touch half a billion accounts by 2020. Paytm already has close to 150 million electronic wallets. The bank will sell products such as loans, wealth management and insurance to drive revenues. Payments banks are not allowed to lend themselves, but many are banking on cross-selling banking products through partnerships.

Virat Kohli no longer brand ambassador of Adidas



Cricketer Virat Kohli is no longer associated with sporting gear Adidas as its brand ambassador. Virat had signed the contract with the clothing and sporting range in 2014.

According to a reliable source, Adidas chose not to renew the contract last month and hence he is no longer a part of the brand. As per sources, the decision to not renew the contract came as a conclusion reached by the both parties. Both Adidas and Kohli negotiated and came to terms to end their association.

Kohli is one of the most sought after celebrities for brand endorsements considering his huge fan following world wide. He has as many as 17 brand endorsements at the moment.

Kohli was recently named skipper of Team India's ODI and T20I team after MS Dhoni decided to step down as captaincy last week.

Nike launches new India ODI kit



The newly designed kit for the Indian men's and women's cricket teams has been unveiled a few days ahead of Virat Kohli's first assignment as full-time captain of the ODI and Twenty20 international series, with the BCCI confirming the news.

While stating that the new kit was being launched with the motto reflecting 'Self belief', the BCCI website revealed that the new India ODI jersey is available at select Nike retail stores.

The revamped jersey comes with a set of unique features after taking feedback from various cricketers. One of the highlights in the new kit includes '4D Quickness' - a feature that provides multi-directional and multi-dimensional stretch for quickness, along with tuned breathability that helps with temperature regulation to keep athletes cool in trying conditions. It also boasts of a new feature called, 'Zero distractions' which aids in minimizing distractions and maximizing performance on the field.

Speaking on the new India jerseys, Kohli said: "We have always been told to treat life and sport differently, which is very wrong. On the field, we are encouraged to take risks but then in life you need to be safe! It's a huge gap that needs to be bridged. Cricket has taught me everything I know about life. I truly believe that sport helps shape your character as an individual; all you need is to believe in yourself. The self-belief that I learnt on the field makes me believe that I can accomplish anything on or off the field."

Nike has been the official supplier of Indian cricket team kits since January 1, 2006 after it outbid Reebok and Adidas with a \$43 million dollar deal.

US withdrawing from TPP would boost Indian leather exports, CLE

The United States formally withdrawing from the Trans-Pacific Partnership would benefit the domestic leather industry, said PR Aqeel Ahmed, Vice-Chairman-Council for Leather Exports.

"Already the leather exports to US market has been increasing with an year-on-year increase of about 8 per cent as of 2014-15. With the new President Donald Trump withdrawing US from TPP it will benefit our industry in future", Aqeel told.

Soon after becoming the new President of United States, Donald Trump formally withdrew his country out of the Trans-Pacific Partnership

by signing an executive action from the negotiating process of the 12-nation trade deal, one of the major international trade initiatives of his predecessor Barack Obama.

Responding to a query on how it would benefit the Indian market, Ahmed said compared to the exports made from other Asian markets to US, India holds advantage of witnessing a rise in leather exports as products were well received there.

Giving some statistics on exports, Ahmed said between April-November 2016 period India's leather exports was about USD 605



million of which 15.89 per cent was contributed from United States. "Exports to United States grew in 2015-16 but it declined from Europe", he said.

On the overall domestic exports, he said the shipping of finished leather and leather products which witnessed about 10 per cent decline in 2014-15 has come down 3-4 per cent decline in 2015-16.

IILF to project India investment destination



The 32th edition of the India International Leather Fair (IILF) taking place February 1-3, 2017 in Chennai aims to promote India as a leading manufacturing destination and a hub for design and information.

Under the theme 'Enabling Leather', this edition aims to provide an overview of its leather sector and promote commercial development, foster industry networking, and an opportunity to explore market opportunities.

Products showcased include machinery and equipment from over 460 companies, of which 160 from abroad. National pavilions include China, France, Germany, Italy and

Brazil. Technical seminars and fashion shows are scheduled during the three-day event.

Covering an area of 10,000 sq m, the organisers seek to "manifest their commitment" to various national initiatives taken by the Indian government such as 'Make in India', 'Digital India', 'Skill India', 'Ease of Doing Business', 'Swachh Bharat', 'Start up India' and 'Stand up India'.

IILF 2017 is organised by the India Trade Promotion Organisation (ITPO) with the support of the Council for Leather Exports (CLE), Central Leather Research Institute (CLRI), Indian Shoe Federation (ISF), Indian Finished Leather Manufacturers & Exporters Association (IFLMEA), Footwear Design & Development Institute (FDDI), Association of Footwear Components and Machinery Manufacturers of India (AFCAMI) and the Indian Footwear Component Manufacturers' Association (IFCOMA).

The 2016 edition attracted 12,556 registered business visitors from 66 countries, according to the organisers.

'India to take over China in apparel, footwear'



India is witnessing a 'historic opportunity' to take over China in the apparel, leather and footwear sectors but it is being outrun

by its neighbouring East Asian economies, the Economic Survey said.

The survey touched upon India's declining share in global cattle population and exports of cattle hides. The Survey said that limited availability of cattle for slaughter in India is leading to a loss of potential comparative advantage due to underutilisation of the abundantly available natural resource" for the leather sector.

The Survey added that in spite of significantly lower wages than China, countries such as Bangladesh, Vietnam and Myanmar have outpaced India in these sectors. "The window of opportunity is narrowing and India needs to act fast if it is to regain competitiveness and market share in these sectors," the Survey said.

The monthly wages for semi-skilled workers in India ranges between \$81 and \$119, while in China its \$250-300. India's wage costs are even less compared with Vietnam and Indonesia but challenges of logistics, labour regulations, tax and tariff policy have put India at a disadvantage in a global scenario.

These difficulties have led to several Indian firms choosing to relocate to Bangladesh, Vietnam, Myanmar and Ethiopia. All of these factors have brought India's share in global exports of apparel, footwear and leather to less than 5%, falling behind countries such as Bangladesh and Vietnam.

Being labour intensive, apparel and leather sectors have been provided subsidy by government for increasing employment but a lot more needs to be done if India wants to create more jobs and opportunities for exports and growth.

The Survey said the government needs to take up a number of labour reforms to overcome the obstacles of employment generation and also bring in the Goods and Services Tax (GST) for tax rationalisation.

Noting that all economic growth take-off in East Asia has had a direct correlation with the clothing and footwear exports, the Survey said India has underperformed in these sectors.

At a GDP growth rate of 7-10% in East Asian economies, the average annual growth of apparel exports was between 20% and 50%, while it was more than 25% in case of leather. For India, this figure has been 12.7% and 5.4% respectively, showing a huge untapped potential.

Crocs India moves beyond slippers; eyes casual footwear



Footwear brand Crocs India Pvt. Ltd, known for its colourful clogs and flip flops, is now eyeing the casual footwear segment for the next phase of growth.

The company which entered India in 2007, is hoping to earn at least one-third of its overall revenue from the casual footwear category in two years, up from the current 20%.

"Our strategy is more towards casual now. We want to cater to a wider range of consumer needs. While our core product

offering remains intact, we are offering boots, wedges, loafers and casual shoes also. Crocs is no more just clogs and flip flops," said Deepak Chhabra, managing director at Crocs India.

Priced between Rs1,500 and Rs7,000, Crocs sells footwear through 38 exclusive stores, six kiosks, online marketplaces, multi-brand outlets and a wide network of distributors across the country.

All combined, the company has almost 1,000 selling points across 105 cities. Almost

27% of Crocs's business comes from e-commerce platforms, including Amazon, Flipkart, Mynta, Jabong and the company's own website. Crocs sold 15 lakh pairs of footwear in 2016.

Going forward, the company plans to take its exclusive store count to 100, up from 38, in 2017 and is also exploring the kiosk model in certain cities.

"For exclusive stores, the focus will be on top six cities—Delhi, Mumbai, Kolkata, Chennai, Bengaluru and Hyderabad. We are also exploring kiosk model across the country. It is commercially viable. We have six kiosks currently and will set up 10-12 more this year," said Chhabra.

The shift towards casual footwear comes as a response to the adoption of casual clothing, accessories and footwear by youth in work wear. "With changing habits and etiquettes in offices, product profiles are changing. People can easily wear casual footwear to workplaces now," said Chhabra.



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Snapdeal's losses more than double to ₹2,960cr



Jasper Infotech, the parent of online marketplace Snapdeal saw its losses more than double to ₹2,960 crore for the fiscal year ending March 31, 2016 compared to ₹1,319 crore in the previous year. Snapdeal, which was seen as a strong competitor to leading e-commerce players Amazon and Flipkart not till long ago, reported total revenues of ₹1,456 crore in the same period -an increase of 56% from last year. This puts the overall losses incurred by the

three leading e-commerce companies in India -Flipkart (Flipkart Internet and Flipkart India), Amazon and Snapdeal -to the tune of ₹9,382 crore in financial year 2015-16.

A major chunk of losses for Snapdeal came on the back of its continuous erosion of market share, mainly to the US e-commerce major Amazon, which has been burning around \$80 million monthly and has invested close to \$1 billion during 2016 calendar year. Last year, Snapdeal

announced a ₹200 crore marketing campaign along with a new logo to regain lost ground in the run up to the annual festive season. But the online retailer's sales from the crucial period were far lesser compared to bigger rivals like Amazon and Flipkart. Even as the company struggled, it undertook a management re-shuffle in November in its attempt to accelerate growth.

Backed by the likes of SoftBank and Alibaba, Snapdeal lags behind on the

e-commerce sweepstakes, and has found it difficult to raise fresh capital at its \$6.5 billion valuation. The etailer last raised \$500 million round led by Foxconn and Alibaba in August 2015, while it also closed a \$200 financing round in February last year but primary capital of only ₹335 crore came to the company. Later in August, it received about \$21 million from Luxembourg-based investor, Clouse SA.

Amazon, which has been aggressively investing in India managed to grow double its revenue ₹2,275 crore even as losses spiralled to ₹3,572 crore. Flipkart Internet, the marketplace arm of the e-tailer, posted revenue of ₹1,952 crore while losses stood at ₹2,306 crore in fiscal year 2016.

The company, which owns and runs digital payments platform Freecharge, run by Freecharge Payment Technologies, reported losses of ₹30.95 crore on a ₹5 crore, filings pointed out. Freecharge, which was acquired by Snapdeal in 2015, is emerging as the prime product for the company, as it pushes its payments platform aggressively sending a bigger opportunity in the business over online commerce.

Flipkart aims to halve monthly spend

Flipkart aims to cut its monthly expenditure by half as India's largest online retailer prepares to raise fresh capital of ₹3,400-5,400 crore (\$500-800 million).

The company, which is keen to shore up its reserves, could settle for a valuation of \$10-12 billion, according to the sources. This will mark a down round from a high of \$15.2 billion when it last raised capital in 2015.

"Final valuation could change depending on investor interest and terms of the deal," said the people cited above. They estimate that the company — which also includes fashion portals Myntra and Jabong, besides payments business PhonePe — will trim its monthly burn rate to about \$20 million from about \$45 million about six months ago.

The developments come at a time when Flipkart's talks with Walmart for a possible investment have failed to fructify, said two people aware of the details.

The nine-year-old company, which has so far raised a total funding of about \$3.2 billion, also needs to provide exits to its financial investors led by Tiger Global Management, who together own over 80%. Snagging a large strategic investor is expected to help meet these goals.

Flipkart has also been stymied by slow

growth in gross sales. At its height, Flipkart's gross merchandise value surged to \$4 billion in 2014-15, helping the etailer boost valuation from \$2.5 billion to over \$15 billion.

But after setting an ambitious target of \$10 billion in June 2015 for the year ended March 2016, Flipkart has found it hard to meet goals, as growth across the industry cooled in 2016.



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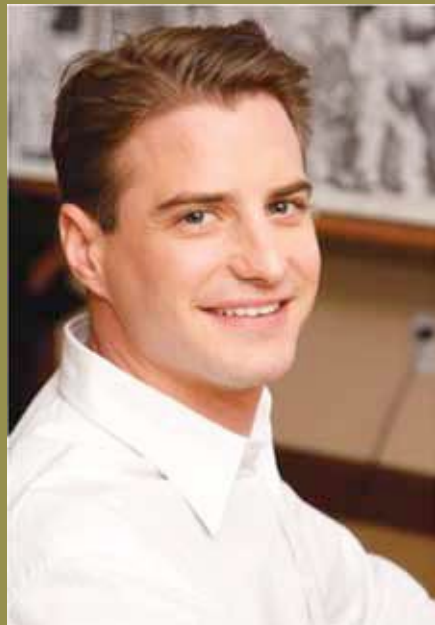
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Steve Madden Snaps Up Schwartz & Benjamin



Fashion footwear maker Steve Madden has announced that it has acquired Schwartz & Benjamin Inc., the longtime family-owned business that specializes in licensed brands and private label shoes.

Steve Madden said the acquisition was completed for cash at closing plus an earn-out provision based on financial performance through Jan. 31, 2023, but it did not disclose exactly how much it shelled out for the company. Schwartz & Benjamin's trailing 12-month net sales as of Dec. 31, 2016, were approximately \$87.6 million, according to Steve Madden.

"We are very pleased to complete the acquisition of Schwartz & Benjamin, a company known for its outstanding capability in designer and accessible luxury

footwear," Edward Rosenfeld, chairman and CEO of Steve Madden, said. "We see opportunity to expand the business by combining Schwartz & Benjamin's strengths — which include premier execution in the design and sourcing of high-quality footwear as well as a strong portfolio of brand partners — with our proven business model and infrastructure."

Rosenfeld added that he was "particularly pleased" that Schwartz & Benjamin CEO Danny Schwartz, chief creative officer Barbara Schwartz and president and COO Steve Shapiro would remain on board at the firm.

"We at Schwartz & Benjamin are excited to be joining forces with Steve Madden," Danny Schwartz. "We are proud of our 93-year history of creating footwear that satisfies the needs of our brand partners, wholesale clients and consumers, and we look forward to continuing to do so for many years to come with the added support and resources of Steve Madden."

Schwartz & Benjamin distributes its fashion footwear to wholesale customers, including department stores and specialty boutiques, as well as the retail stores of its brand partners. Schwartz & Benjamin's current brand partners include Kate Spade, Rebecca Minkoff, Alice + Olivia and Avec Les Filles. The company also designs and sources private label footwear for various retailers.

Over the past few years, Steve Madden has earned a reputation as quite the acquirer in the footwear industry. Within the past 24 months, the company picked up bootmaker Blondo as well as fashion footwear labels Brian Atwood and Dolce Vita.

Manolo Blahnik Finally Launches Bridal Collection



Manolo Blahnik is now translating his flair for romance into a new bridal range

that will launch exclusively on the brand's new website and its London boutique.

"Married in Manolos" is a curated collection that incorporates signature brand styles including the "Hangisi" pumps, of "Sex and the City" fame, and the "Nadira," a pair of embellished pointed-toe pumps in wedding-appropriate hues of whites and dusty blues.

Blahnik is also keeping with some of brides' most famous traditions and incorporating an element of "something blue" in each style.

The new collection puts great focus on providing future brides with a full in-store experience; they will have access to bespoke services allowing them to choose custom fabrics, crystal embellishments and heel heights, as well as the opportunity to engrave the soles of their shoes.

"We have always known women come to Manolo for their wedding shoes, but with the launch of Burlington [London store] and our e-commerce, it created the right space to celebrate that and present a carefully curated range," said CEO Kristina Blahnik. "Burlington has a secret VIP room on the second floor where, by appointment, we can also create tailored elements, so it is a really special experience."

In addition to catering to brides, the collection also offers a range of styles for the rest of the wedding party. There are suede brogues for the groom in cream and navy. For the mother of the bride, there are flat crystal-embellished sandals, pointed-toe flats and block-heeled pumps featuring the brand's signature Swarovski buckle.

"Now that we can also offer a great selection for the groom, there is something for the whole wedding party," added Blahnik. "We have also extended our 'His and Hers' shoe concept into the collection, so we can also look after 'His and His' and 'Hers and Hers' — that was important to us."

The brand has also recently launched an artistic residency in Milan's Palazzo Morando to give an inside into Manolo Blahnik's colorful world and his sources of inspiration. The residency will tour the world, making stops at significance locations in the designer's life — such as St. Petersburg, Russia, where the designer often looks for inspiration, and the Museum Kampa in Prague, Czech Republic, where the paternal home of the Blahnik family is located.

Adidas' Soccer-Inspired ACE 16+ Ultra Boost Arrives in 'Blue Blast'

Adidas continues to bring its soccer style to the streets with the launch of a new limited-edition ACE 16+ Ultra Boost.

The shoe, formerly known as the ACE 16+ PureControl Ultra Boost, was revealed last July in black and solar yellow colorways — the latter of which was worn by international soccer star David Beckham.

The hybrid design combines the laceless Primeknit upper of the PureControl FG soccer cleats with the beloved cushioning of the Ultra Boost, resulting in a comfortable and cozy lifestyle silhouette.

Following repeated sellouts of colorways including all-white, vapor green, and a black/white/red makeup inspired by the original Adidas Predator soccer cleat, the ACE 16+ Ultra Boost returns tomorrow in a "Blue Blast" style.

The latest colorway of the shoe features a royal blue Primeknit upper with pink accents, a white Boost midsole and a black outsole. It will be released alongside matching "Blue Blast" styles of the ACE16+ PureControl, the X 16, and the Messi 16 cleats.



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Fashion, Retail Chiefs Denouncing Trump's Ban Growing



President Donald Trump's controversial executive order on immigration continues to dominate global conversation — and several major executives are speaking out strongly against it.

Tim Boyle, CEO of Columbia Sportswear Co., penned a personal letter about the ban, which focuses on seven Muslim-majority countries, and how it relates to his family's history in the U.S.

"This message, like our company, has roots that reach back to 1938," Boyle wrote in a note to employees. "That's when Columbia Sportswear was founded — the year after my

family fled Nazi Germany and my mother and grandparents settled safely in Portland, Ore. Because they were able to come to the United States, they were able to start a small regional hat distributor and name it 'Columbia.'

Boyle wrote that his family was here because the U.S. was "open and tolerant enough to let us in. Both our family and business were encouraged to engage with the world," he said.

Amazon CEO Jeff Bezos went a step further, saying his company was prepared to support a lawsuit against Trump's order that's being filed by Washington State Attorney General Bob Ferguson.

"Our public policy team in D.C. has reached out to senior administration officials to make our opposition clear," Bezos wrote. "We've also reached out to congressional leaders on both sides of the aisle to explore legislative options. Our legal team has prepared a declaration of support for the Washington State Attorney General, who will be filing suit against the order."



Nike CEO Mark Parker Blasts Trump's Immigration Ban



Following global unrest and protests at airports across the U.S. after President Donald Trump signed a controversial executive order restricting travel from seven Muslim-majority countries, one major footwear executive has spoken out.

Nike CEO Mark Parker said in a statement to company employees that the athletic giant does not support the ban.

"Nike believes in a world where everyone celebrates the power of diversity. Regardless of whether or how you worship, where you come from or who you love, everyone's individual experience is what makes us stronger as a whole," Parker wrote. "Those values are being threatened by the recent executive order in the U.S. banning refugees, as well as visitors, from seven Muslim-majority countries. This is a policy we don't support. And I know we're all asking what this means for our future, for our friends, our families and our broader community."

This is not the first time the company has waded into political territory.

Last July, Parker weighed in on issues of race, violence and policing in America. Then, in an open letter to its 32,000 employees, he said Nike "has a long history of supporting the marginalized and those whose voice is not always heard."

He continued: "I am proud that Nike stands against discrimination in any form. We stand against bigotry. We stand for racial justice. We firmly believe the world can improve."

The executive ended the note with the popular hashtags: #blacklivesmatter #stoptheviolence.

In his most recent statement, Parker said he was concerned about how the ban would impact company-sponsored athletes such as Sir Mo Farah, a four-time Olympic gold medalist, who lives in Oregon with his family. The elite athlete, born in Somalia, was concerned that he wouldn't be able to return from his training camp in Ethiopia.

Jimmy Choo Unveils Limited-Edition Sneakers with Printemps



Jimmy Choo has opened its second men's shop-in-shop in France at Paris' grand Printemps department store in the city center. The label is celebrating with the release of a limited-edition sneaker exclusive to Printemps. Its classic Lewis model has been reworked; the white high-top with its sporty Velcro closure will come with accents of red, blue, green and silver.

"We are thrilled to be opening our second men's concession in such a highly regarded shopping destination for luxury fashion," said Jimmy Choo CEO Pierre Denis in a statement. "Paris is an important city to us as a brand, and this marks an exciting next step in the growth of Jimmy Choo Men's in France."

The new space will be on the fifth floor of Printemps' menswear store; the building itself has also benefited from a recent renovation. The setup will reflect Choo's global design concept with slick, masculine finishes of bronze metalwork. These will be accented with natural red Mantegna marble. Vintage seating completes the contemporary vibe.

The space will be the second largest site dedicated to Jimmy Choo men's footwear in France, the largest being the Galeries Lafayette concession, which opened in May 2015.



Kylie Jenner Returns for Puma Ads

Kylie Jenner is back in front of the camera for Puma. The reality TV star shared the latest campaign images on her Instagram, captioning them "@puma girl." Jenner wears the Fierce Strap Swan sneakers from Puma's new Swan Pack Collection, developed in conjunction with the New York City Ballet.

The Swan Pack Collection arrives Feb. 1 in Puma stores, online and in worldwide retailers.

Meanwhile, there will be another drop from Puma on Feb. 2, when the brand will release the Ignite Limitless, worn by another famous label ambassador, The Weeknd.



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Jimmy Choo Revenue Surges to \$495 Million



The weaker pound proved a boon for Jimmy Choo, which saw its revenue rocket 14.5 percent to 364 million pounds, or \$495 million, in the year ending Dec. 31.

The company said that year-end profits will be in line with expectations. Choo added that sales trends have been

“improving” across all regions, and that the brand is well-positioned to take advantage of a stronger marketplace in 2017. It will publish full fiscal results in March.

Choo is the latest luxury brand to see some signs of recovery in the luxury sector, which has been hit by unpredictable tourist patterns, a slowdown in Europe due to terrorist attacks, an uneven and promotions-driven U.S. market, and currency ups and downs. In 2016, the post-referendum, weaker pound boosted sales in the U.K. with shoppers hungry for bargains.

The weaker British currency has also been inflating the balance sheets of U.K.-

based companies that trade internationally and report their financial results in pounds.

In 2016, the main driver of revenue growth was shoes, which represented 75 percent of sales, with the balance from accessories and licensing. The company said men’s shoes and accessories are its fastest-growing category, and now account for around 9 percent of revenue. Jimmy Choo has extended its Safilo license until 2023, and scheduled the launch of men’s sunglasses and eyewear for 2018.

Retail sales climbed 4 percent at constant currency and represented 67 percent of overall revenue, boosted by new store

openings and renovations.

The number of net new directly operated stores opened in the year was nine, bringing the current store number to 150. The company said it has refitted 16 stores in the year, with more than 45 percent of the retail portfolio showcasing the new concept by David Collins Studio.

Like-for-like sales were down 1 percent in 2016, reflecting the impact of the store renovations and downward retail price adjustments in some markets. Choo said it saw a “much improved” sales trends throughout the second half. Online also grew and represented 6 percent of revenue growth in the period.

Serena Williams’ Air Jordans Arrive

As Serena Williams celebrates her record-breaking 23rd Grand Slam tennis title, she gets a Jordan Brand shoe.

After Williams’ beat her sister Venus in the Australian Open final, a box with sneakers inside was delivered to Williams during a post-match appearance on ESPN.

In addition to an Air Jordan 1 done in pink and black (Williams’ favorite colors), Nike is also releasing NikeCourt Flare tennis sneakers inspired by the Air Jordan 1. The NikeCourt Flare is available in pink, black and in the original red and black “Banned” Air Jordan 1 colorways. Williams wears the Flare on-court.

Williams received the sneakers in a commemorative box that features Williams’ “SW” logo and the Jordan Brand Jumpman logo. While the sneakers were already released in Nike’s New York store in the Soho neighborhood, it arrives today on the Nike SNKRS app in the U.S., Japan and Western Europe. The shoes are also available in girls’ sizing in the U.S. on Nike.com.

With her 2017 Australian Open win, Williams surpasses Steffi Graf for the most Grand Slam titles in the Open era. She only trails Australian player Margaret Court, who won 24 titles between the Open and amateur eras. The Open era marks the time since 1968 when both professional and amateur players could begin competing in the same tournaments.

Williams now also returns to No. 1 in the women’s tennis rankings, knocking Angelique Kerber out of the top spot.

Paul Andrew’s Fall 2017 Men’s Collection Is Full of Innovation

Paul Andrew’s men’s fall 2017 collection was previewed in Paris. It was packed full of innovation.

A new series encompassing derby laceups and boots — chunky of sole but super-light — showcased a technique he’s developed where the rubber soles are literally injected with air.

A formal spazzolato Chelsea boot had detachable spats in contrast waxed suede. “You get two for one,” said Andrew, dubbing the functionality “city to country,” or vice versa.

There were also new sneakers constructed in a blend of leather and neoprene. The

soles are injected with memory foam for enhanced comfort. “High-tech mixed with high craftsmanship,” Andrew said.

While “sneakers are clearly a driving force in the men’s market at the moment,” Andrew added, “I do feel that there will be a return to more of a more formal silhouette, so I really want to establish myself in that market.”

Enter dress shoes in a marbled effect patent leather and a more edgy style with hidden laces and a nail-head embellishment — a twist on the classic brogue.

Robert Clergerie Made ‘Bio’ Shoe Soles Out of the Milk of a Tree

For his Robert Clergerie menswear fall 2017 collection, creative director Roland Mouret drew inspiration from the label’s archives.

This season, he explained, he wanted to bring the archives to life “in a totally modern way,” mixing traditional elements with “how the urban man dresses today.”

This concept played out in heritage techniques paired with modern innovations and contemporary silhouettes.

The curvature on desert boots, derbies and Chelsea boots was fashioned by hand with a heritage-inspired, origami pleating technique. This came teamed with Goodyear welt soles.

The classic Clergerie Roel brogue got a sporty update



with a white, sneaker-style sole and removable fringe

detail, or a thick crepe sole bordering on a wedge. Said crepe also appeared in a thinner guise on a suede ankle boot — rendered super supple with butter calfskin interior.

Derbies, workboots and loafers were also afforded a 21st-century spin — reimagined with cozy shearling interiors and a brand new “bio,” latex sole.

“This latex is 100-percent natural and very bouncy,” noted Robert Clergerie CEO Eva Taub. “Very few brands use this, as it’s quite expensive. It comes from the milk of a tree — the purest form of a sap that’s normally used for making tires.” And just to prove it, the soles are stamped with the Latin name, “Lactae Hevea.”



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Luxury under your feet

The need to provide creativity and colour to footwear, and also to provide users an option to customise their footwear by choosing design of their interest and see them on their footwear motivated **TRISHLA SURANA** to found Colour Me Mad. Customisation is at nascent stage in India and we see that will take off provided the user can visualize the final product and able to get it the footwear delivered instantly on demand, she says in an interaction with **S&A**.

Colour Me Mad

The need to provide creativity and colour to footwear, and also to provide users an option to customise their footwear by choosing design of their interest and see them on their footwear.

Most importantly, to create a truly international brand with Indian origin with a Make in India tag.

Product offering

We work with the philosophy of 'Luxury under your feet' which is providing footwear which is technically sound, hand crafted to perfection, aesthetically appealing and designed to seduce.

Customisation is at nascent stage in India and we see that will take off provided the user can visualize the final product and able to get it the footwear delivered instantly on demand. That is the challenge we need to address to really grow this segment.

But at the same time we are in a position to cater to user need to provide customised design, logo on the strap, quirky text messages etc. as required by user.

In fact for one of our client who was collecting 40 gifts for her husband on his 40th birthday; she was desperately looking for customised footwear and we provided her one with a message stating '40 is the new 18'!



WE INTEND TO LAUNCH CORK FOOTWEAR FOR MEN AS WELL SHORTLY AND EVENTUALLY TARGET CHILDREN AS WELL SINCE WE SEE A LOT OF DEMAND FROM CUSTOMERS WHO WANT TO BUY THE SAME KIND OF FOOTWEAR WHICH THEY CAN WEAR TOGETHER DURING VACATION FOR EXAMPLE.

Target audience

Currently, the target audience is men and women who care for looks combined with super comfort and provide two different products i.e. Flipse (flip flop) and Comfee (cork footwear). They both have good acceptance and the fact that our footwear is high quality, provides extreme comfort and looks good at a value for money price point has got us customers who are from large metro cities as also from smaller cities such as Raipur and Ludhiana.

In today's world because of ecommerce; a user sitting anywhere in the world has access to world class products and a choice to decide what they want.

We intend to launch cork footwear for men as well shortly and eventually target children as well since we see a lot of demand from customers who want to buy the same kind of footwear which they can wear together during vacation for example.

Retail strategy and promotional activities

We started selling only online and then realised that footwear being a category where people need to touch, feel and try before they decide on their purchase we took the offline route by participating in exhibitions and appointed sellers across the country.

Sellers are typically homemakers who want to start a business or earn extra income and CMM is a welcome move for them since we are probably the first company which is selling footwear through the direct selling route.

We do indeed to increase our reach and visibility by selectively reaching retail outlets where we can attract more customers and increase sales.



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Future product portfolio and growth projection

We started with flip flops and then quickly moved to cork footwear because cork is a wonder material with amazing properties such as improving body posture, reducing ankle and knee pain and takes shape of your feet to provide super comfort to user.

Our USP is digital printing on footwear and that will be the universal theme in all our footwear in future.

We will be launching cork footwear for men such as clogs and look at kids footwear down the line.

The idea is scale up in India as selectively pursue growth opportunities in other markets such as Europe, USA and Caribbean.

I am glad to share that Colour Me Mad was launched in Turkey during an innovation fair while we represented India and we recently also participated in an exhibition in the fashion capital of the world i.e. Milan, Italy where our footwear received accolades such as 'pretty', 'colourful', 'well made' and 'high quality' which gives us the courage to pursue opportunities in and outside India. **S&A**



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The House of Leather Shoes

After having put together all the resources **NEERAJ KUMAR SHARMA** and **SIDDHARTH GOEL** launched Housands. The brand's product portfolio comprises of oxfords, derby and monk strap.

Neeraj Kumar Sharma, Co-Founder-Housands

With everyone taking the digital route and finding it easy to have access to it, launching and building a brand has never been more affordable and easier as it is today. This is true for entrepreneurs like Neeraj Kumar Sharma and Siddharth Goel, who launched Housands last year in May. To plan it and make it happen was easier for the duo since Neeraj had worked at major information technology establishments. The founders were colleagues at a finance company.

"I always wanted to create a legacy, and it became a reality as the combination of my expertise in IT and Siddharth's deep understanding of shoemaking presented the opportunity. I had worked at big IT establishments for years and Siddharth comes from Kanpur where he was constantly exposed to the craft of shoemaking since his childhood," says Neeraj.

"ALL HOUSANDS SHOES ARE LIGHT WEIGHT AND VERY COMFORTABLE. THE STITCHING IS STRAIGHT AND TIGHT, WITH NO GAPS BETWEEN STITCHES. THE LEATHER IS HAND-CUT AND SEWN AND THE UPPER IS HAND-LASTED TO THE LAST GIVING EACH SHOE A CHARACTER OF ITS OWN. OUR PROCESS IS IN COMPLETE CONTRAST TO THE MASS-PRODUCED SHOES AVAILABLE EVERYWHERE ELSE."



After having put together all the resources, they launched Housands. The idea was to offer stylish and quality formal shoes to Indians at affordable prices. "Passion for leather is what defines Housands. Our leather shoes are exquisitely crafted by expert artisans with a blend of classic and modern designs. Each shoe is treated with extreme care and materials are of the highest standards," explains Neeraj.

The brand's product portfolio comprises of oxfords, derby and monk strap. "All Housands shoes are light weight and very comfortable. The stitching is straight and tight, with no gaps between stitches. The leather is hand-cut and sewn and the upper is hand-lasted to the last giving each shoe a character of its own. Our process is in complete contrast to the mass-produced shoes available everywhere else. Further, the prices are highly competitive as compared to the market making it in reach of more people," elaborates Neeraj.



The brand doesn't have a physical retail point at the moment. But a look at its neat online retail point(www.housands.com) can easily convince one that the founders understand what they really are looking for in the markets and who they are targeting with their stylish range.

According to Neeraj, "We certainly will have. But I think it is not the right to talk about it as our strong emphasis is on claiming a larger platform for the brand. We are quite happy with what we have done or achieved during a short span of time in terms of brand-building, marketing and therefore penetrating the Indian market. The responses that we have received so far from some of the major markets in the country have been very impressive and we are also beginning to witness more responses from tier 2 and 3 cities. Our involvement starts from sourcing the right leather to dispatching the beautifully designed packed Housands pair. It's our brand and we ensure that we are involved until the products reach our consumers."

The brand, according to the co-founder, will add more collections and build the in-house online channel extensively. "We plan to have good presence in all metro cities in India in the next 2-3 years. We will also spend more time to bridge the gap between offline and online. The price will be competitive and within the reach of the target customers with no compromise in quality," adds Neeraj. **SA**

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Timeless Menswear by Hermès

In a season of changes and newness, Hermès continues to stay true to its roots. The label's fall '17 men's collection focused on timeless pieces that were done in luxurious finishes. Artistic director Véronique Nichanian offered a subdued color palette — lots of navy, brown and gray — and paid closer attention to the materials and craftsmanship.





Compared to competitive fashion labels like Dior Homme and Louis Vuitton, which collaborated with streetwear brand Supreme this season, Hermès tends to avoid trendy new initiatives. And it makes sense: The customer hasn't evolved there — yet. The collection catered to a classic customer instead, with pieces such as plaid trenches, high-quality knitwear and, of course, great bags.

As for the footwear, the assortment was dressy, but not a total snore. The label paid homage to its iconic saddle boot by using buckled straps on a newer leather desert boot, which had a chunky lug sole. It was shown in black or brown.



REGAL

Curator of Core Values

IMRAN VIRJI, Managing Director of REGAL SHOES, recently infused his personal style and touches in the refurbished flagship store at Liking Road, Mumbai. He, now, has his eye on the global markets. He said, it was truly a special day when we got to open that store in the 1970s and created our own style of retailing. Since then, he said, all of their competitors had to go back to school to relearn retailing and created their stores to be much like Regal Shoes one-stop footwear shopping center. Virji spoke to **S&A** about the success of Regal Shoes and what the future holds for the company.



“Regal Shoes has witnessed what all of us, in business, have witnessed and that is that you’d better be ready for change,” Virji said. The footwear brand’s first store opened in Mumbai in April, 1970 and catered to the emerging middle class in India. Virji explains the company’s business rationale to S&A: “After seeing the line of shoppers around the block, a week after the new store was launched, I kept asking myself, why didn’t we create this experience earlier? But as we’ve had many other markets that we’ve been focused on and we should’ve come here earlier. Now that we’ve created this new experiential zone, I think the market is going to be much larger than what we originally thought. And I wouldn’t be surprised if we get 50-60 stores renovated in a short time.”

With Regal Shoes aiming for many more stores, S&A went on to ask Virji how quickly the store roll out can take place. “We’ve planned that we expect to grow top line at about 10 percent a year. I look at



making their customers and team members happy. He said there are core values that the company focuses on like friendliness, service, styling and fits. Frankly, that is all there is, Virji said.

One of the specialties Regal Shoes is currently working on is making sure that every customer leaves the store with what they were shopping for. We intend to have the best record for not having products out of stock so that nobody leaves the store with a sale flyer in their hand and not the advertised product, he said. The company also does a lot of internal reviewing.

Virji says, "Regal Shoes is also looking for better deals when the company buys products so that they can pass better deals on to customers. They don't take competition lightly at all. The fighting spirit of our team is so good that one day - the David and Goliath will reveal itself here in Mumbai."

Virji spoke about the company's criteria for choosing a new city / location to build in. He said those criteria include demographics, population expansion, median income, the whole business environment, and the brands acceptance from the local community. Though the company had planned to build 15 stores next year that number has been scaled back to five reflecting the shape that the economy is in now. The 10 stores planned for this year are still in the works, he said.

the opportunity here, which is really untapped, to significantly add to our revenue and gross margin of the company. I shall be looking at least 7-8 stores by the end of next year."

Virji gives context to the pricing decision to S&A: "I think it was the right decision to price Regal Shoes at a price that will be accessible to many premium consumers. We're here for long term. We're not concerned in managing the margin, we're clearly the leader, so I think we have a history of kind of getting these things right. However, looking to the future and the potential expansion of Regal Shoes we've got to earn the right and we have to earn respect. I'm very optimistic about the emerging premium class and the brand awareness and reputation of Regal Shoes."

Virji tells, "I don't know how long, but we will be fairly aggressive now that we have a sense of equity of the brand and the opportunity." With rapid expansion planned in metropolitans, S&A wonders whether Regal Shoes is looking to branch out further to tier two & three cities. Virji responds: "I think all Tier two cities will be at some point an interesting opportunity for us... I can't talk about specific markets, but we are a growth company. Think about the growth we've had over the years sitting with 100 stores in 70 cities."

Because Regal Shoes is significant in size by comparison to many other national chains, the company had to figure out what would make its 130 stores special, Virji said. What they work toward is





S&A: Will the new store concept launching in Mumbai lead in to a global change in all your stores?

Imran: We are trying out the new format in this store. The intent is to test the new format in these stores, and if it works we have a program of retrofitting it in the entire business across the country. This store is a representation of the design journey we've had in the last four or five years. Many of the Regal stores still have comfort shoes at the forefront of the story. But that's only 20 percent of our range - we have innovations in fashion, in a premium range — and we want to bring that to the front of the store. So you will walk in, there will be a lot more trendy styles, a very distinctive storefront. There will be a lot of digital screens playing films of our product range.

S&A: How much percent of your business comes from the south of India at this time?

IMRAN: We haven't looked at it in those terms. South is a youth market category for us. However, it still holds a very solid market for us. We have been concentrating more on the western front, however going forward it would be focused on the southern belt.

S&A: In that order?

IMRAN: No, the transformation of stores would begin from the west first, where we have 30 plus stores, then south, where we have 20 stores and will open few new stores in the east.

S&A: What would be the new brand portfolio for the store?

IMRAN: We signed deals with many brands last summer, and planned for next year to start. That's indicative of our approach — we don't rush into landing a brand wherever. We take a long time to make sure it's the right mix, the right storefront and spend a lot of money on that, because everything communicates for the brand.

S&A: How much of sales do you expect from premium brands in the next five years?

IMRAN: We're growing at just over 15 percent every year. If you look at our turnover, it will



not take too many years to get to a bold number and beyond.

S&A: Does north India feature in these plans?

IMRAN: We have some of our most successful markets in North. Chandigarh for example, is a hugely successful market for us, as iswe have growth plans in all of these and are also adding e-commerce.

S&A: E-commerce is growing fast, but is it a substantial part of your business?

IMRAN: E-commerce is an approximate 16 percent; growing faster than bricks-and-mortar stores. We now have presence on 10 web sites. More than half of our e-commerce

sales come from South and the reason is that we have fully localized these, including in terms of local payment, local terms, and express deliveries.

S&A: How are your consumer demographics changing?

IMRAN: We tend to have a very balanced business at the moment in terms of the age segment in our store, so its almost a third each for the three age groups — under 25, mid-20s to 30s, and over 30. Men's wear is a slightly higher percentage (60 percent), but women's wear is our fastest-growing category. We plan to hire a female design team, female merchandising, and female management team. **S&A**



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Street Smart

Guide to the coolest street style inspiration from around the world

– Curated by: Dipika Chopra –



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Protecting with Nanotechnology

Vetro Power Footwear Protection is a product borne purely out of need, rather than being developed as a business opportunity. It protects footwear from everyday accidental spills of liquid. Any liquid falling onto the coated shoe will form into beads and roll off the surface, taking any dirt and foreign matter along with it - this includes microscopic bacteria and dirt particles, invisible to the naked eye. Coming from a textile and garment exporting family business background which understands coatings, we were finally able to source the right technology to build a globally unparalleled protective coating product, says **VARUN MUKHI**, Director, Trifli Technologies Pvt. Ltd in an interview with **N Bobo Meitei**. The company is the owner of the brand.



About Vetro Power

Vetro Power Footwear Protection is a powerful nanotechnology-enabled protective coating for footwear. The spray creates an invisible, hydrophobic and self cleaning silicon dioxide coating, which makes surfaces practically water-proof and stain-proof.

Vetro Power protects your footwear from everyday accidental spills of liquid (water, alcohol, oil, rain, mud, puddles, sauces etc). Any liquid falling onto the coated shoe will form into beads and roll off the surface, taking any dirt and foreign matter along with it - this includes microscopic bacteria and dirt particles, invisible to the naked eye. Your footwear is now effectively liquid, water and dirt proof as no foreign matter can penetrate and settle on the effectively coated surface. Best of all, a one-time application of Vetro Power will guarantee to repel and protect for a minimum period of 12-18 months.

Reason for launching and uniqueness

Vetro Power Footwear Protection was a product borne purely out of need, rather than developed as a business opportunity. I've always been an avid shoe lover, ranging across all categories whether loafers, sneakers, brogues etc. Having lived and studied between Mumbai and London for 5 years, I'm all but familiar with rain, muck and other accidental spillage dampening, discolouring and staining my precarious footwear. Thus back in 2010, I embarked on a journey to understand the shoe care industry with a university project and find a solution. Results were negative, as Aerosol-based waterproofer, dry cleaning and shoe laundry offerings found were all very temporary, non-effective solutions. These were riddled with poor reviews and customer complaints and found to be toxic and hazardous. 5 years later, there was still no real alternative and I re-looked into this unsolved passion when I returned permanently to India. Coming from a textile and garment exporting family business background which understands coatings, we were finally able to source the right technology to build a globally unparalleled protective coating product, and finally Vetro Power was launched in 2016.

I personally believe that these are exciting times for our 'dull' shoe care industry as it is at the precipice of booming in India. The mainstream rise of global sneaker culture and increased use of expensive designer footwear have given way for the need for a trusted premium and branded preventive shoe care product.

Currently, Vetro Power only retails its protection and repellent product, with a focus on preventive application deterring any damage from accidental spillage. While other products in this space last just a few weeks, Vetro Power protects for a minimum of 12-18 months, with a one-time application. Not to mention Vetro Power is a water based solution which is environment friendly, odourless, non-flammable and food safety certified. Vetro Power also increases breathability while maintaining the hand feel of your footwear.

Journey so far and retail strategy

Since launch, the journey has been very promising with customers welcoming Vetro Power. Once a customer has tried the product out for a few weeks and seen the results for themselves they're hooked. We've seen customers test out the product on a couple of pairs and then order for 20 more on a number of occasions!

"HAVING LIVED AND STUDIED BETWEEN MUMBAI AND LONDON FOR 5 YEARS, I'M ALL BUT FAMILIAR WITH RAIN, MUCK AND OTHER ACCIDENTAL SPILLAGE DAMPENING, DISCOLOURING AND STAINING MY PRECARIOUS FOOTWEAR. THUS BACK IN 2010, I EMBARKED ON A JOURNEY TO UNDERSTAND THE SHOE CARE INDUSTRY WITH A UNIVERSITY PROJECT AND FIND A SOLUTION."

Currently, the retail focus is purely on online marketplaces, fashion focused platforms and hyperlocal apps. Vetro Power is available on our own platform (VetroPower.com), Amazon India, Flipkart, Myntra, Ebay, ShopClues, Scootsy and StyleCracker. Vetro Power has also been available since launch at India's only multi-brand sneaker boutique in Delhi, Veg Non Veg.





In a few weeks, a number of well known offline retailers, market leaders and sports boutiques will be retailing Vetro Power through an innovative and engaging in-store placement medium.

In Few years

Vetro Power's aim is to use its globally unparalleled advanced nanotechnology structure to alter the shape of the fashion industry today. The brand will not be restricted to a footwear protection product but to evolve into a fashion-tech brand. This involves launching repellent products for fabric, leather bags and small leather goods, revolutionary and eco-friendly cleaners and various other care and sanitisation products.

Vetro Power is already slated to launch online and in-stores in early 2017 in the US and European markets. This will be in tandem with an offline retail roll out in India and launching various industrial products for manufactures and exporters alike. The future is indeed bright, welcome to The Clean Revolution!

Overview of shoe care industry in India

The shoe care industry in India is currently a small, heavily disintegrated market. Among the many product and service divisions such as shoe polishes, shoe shampoos, water proofers, insoles, accessories, shoe dry cleaners etc; each has a differing category market leader - some global MNC's, while others local, domestic brands. For a long time, very few offline retailers paid attention to shoe care products - each stocked differing brands and some of their own private labels; while a large number did not even carry care products and accessories.

Well times are changing and in this premium space, Vetro Power is a 'needle in a haystack', an absolutely must have unique product that aims to be your one stop footwear protection! **SA**

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CFLA PROVIDES MEMBERS WITH INCOMPARABLE INSIGHT INTO THE INDIAN FOOTWEAR, LEATHER AND ACCESSORIES INDUSTRY, THE CRITICAL ISSUES FACING THE SECTOR AND OFFERS A COMPELLING, CONSOLIDATED AND A UNIFIED VOICE IN NEW DELHI.

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- Member-driven government advocacy
- Stand as one with fellow members and get an opportunity to represent concerns on various issues

Association and Networking

- Networking opportunities to share best practices and strengthen professional relationships
- Meet and interact with domestic industry players across the footwear and leather value chain
- Associate with similar sector-focussed councils from around the world
- Influential government lobbying focused on member-defined priorities

Business and Knowledge Services

- Access best-in-class research on issues that impact the sector and impact profitability
- Join CFLA on visits to sector clusters and hubs around the world
- Enhance and develop newer markets



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SHOES & ACCESSORIES



Nivedita Saboo

Nivedita Saboo's creations, accessories, jewellery and footwear are neat. Jewellery plays an important role in Nivedita's collection and is woven into the designs.







Naveen Ahuja, Chief Executive Officer-eyedo.in

Where passion meets technology

Naveen Ahuja has been in ophthalmic and optical business for more than two decades. He was a prominent wholesaler and the products were being sold by leading retailers across the country. While others are practicing discount business model, Eyedo.in focuses on loyalty. We have seen 100% increase in the number of orders and a healthy 200% increase in the average order value, avers the Chief Executive Officer of Eyedo in an exclusive interaction with **N Bobo Meitei**.

What motivated you to launch eyedo.in?

We are in ophthalmic and optical business for more than two decades. We were prominent wholesalers and our products were being sold by leading retailers all across the country. Reaching out to individual customer was difficult in old times so offline retailer was a necessity. However, with e-commerce, things changed and customers are accessible via a screen. We have seen this opportunity and decided to seize it.

The Indian eyewear market is dominated by a few established players. In such a market, what kind of opportunity does Eyedo see?

It is true, and they have got the head start advantage. However, most dominant and establish players lack two things: Product Background: Most of them came from a technical background and acquired know-how of the business. We have deep knowledge of the business, and we are using technology to assist it. Passion for the product: If you look closely you will notice that the most dominant players are focused more on business and less on the product. We are more focused on the product, and our business growth is just due to the quality of the product, and the optimized pricing.

How unique is your retail point and what features make it different from others?

We are doing many things at the micro level. Optimization is the core of our operations. However, the primary difference is the business model. While others are practicing discount business model for the growth, we are focused on loyalty.

One cannot buy loyalty through discounts. It takes constant effort and dedication. It's the hard way and we like to do it hard way.

What criteria do you consider before you decide to retail a brand?

Quality and Price! Both quality and price should complement each other. There are countless active brands in the domain. Only the brand with the best value for money appeals to customers.

What product lines do you retail?

We have our in-house brands like Jim Parker, Retro Club, Lil Bunny and exclusive international brands like Varg and Zero X. Additionally, we have popular brands like Provogue, Park Avenue and others.

Considering that India is still a price-sensitive market, to what challenges you are exposed while launching brands? Does it mean that certain products have to be designed accordingly?

No doubt India is price sensitive market.

“WE HAVE SEEN 100% INCREASE IN THE NUMBER OF ORDERS AND A HEALTHY 200% INCREASE IN THE AVERAGE ORDER VALUE. PEOPLE ARE ENDORSING OUR QUALITY MODEL. IN A FIELD WHERE MOST OF THE PLAYERS ARE STRUGGLING TO MAINTAIN A GOOD AVERAGE ORDER VALUE, OUR AVERAGE ORDER VALUE IS GOING UP CONSTANTLY. WE HAVE AN OPPORTUNITY TO GROW EXPONENTIALLY.”

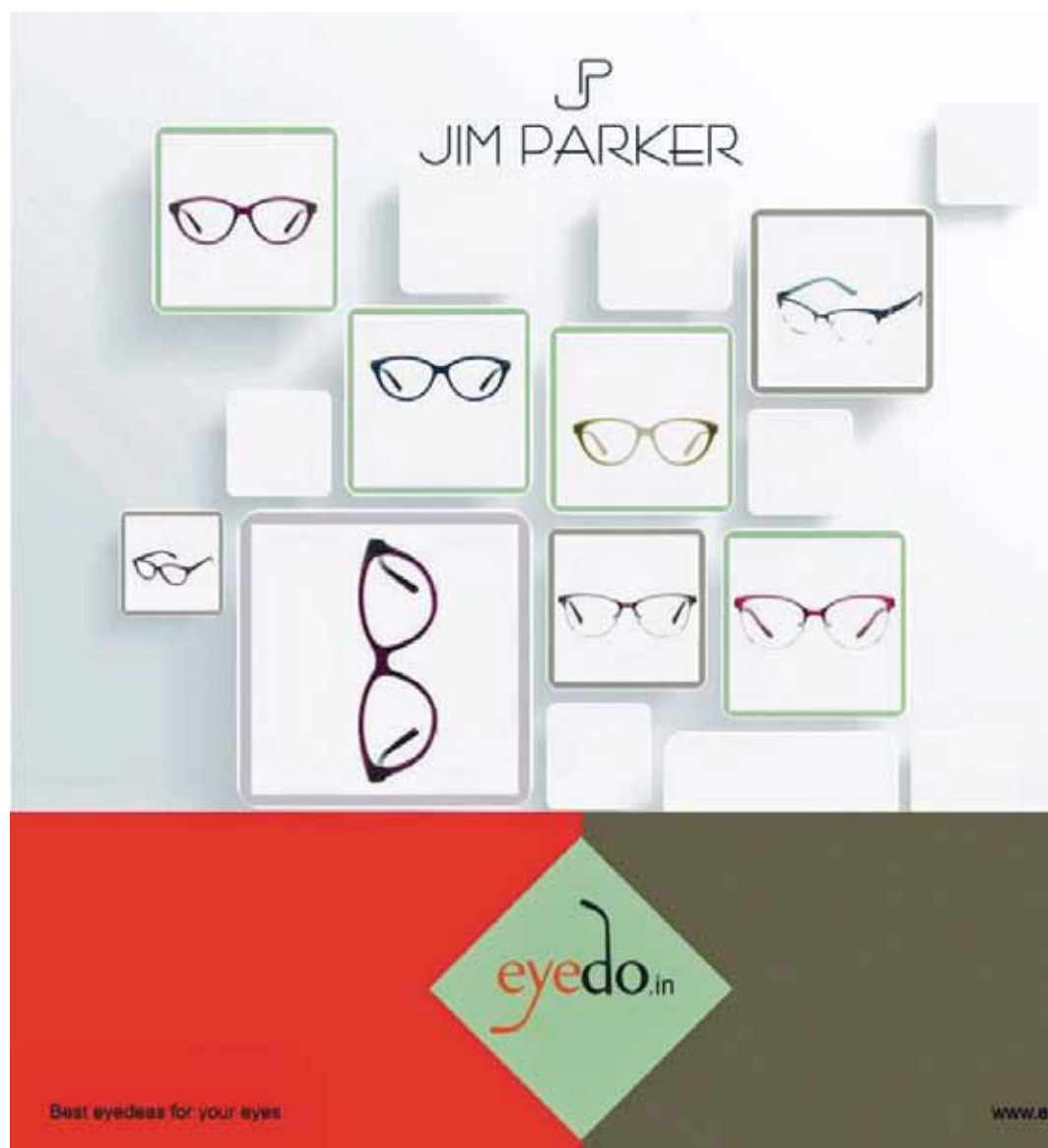
However, the more accurate term would be a value for money market. We Indians love to haggle when we shop. We do it just to get the best price for a product.

We are targeting very niche audience pool which has borderline middle class and upper middle class demography. Our products are designed keeping price slots in mind. Since we have shortened the supply chain by reaching out to the customer directly, the resultant saving in price is being passed on to the customer. Thus our prices are very attractive.

In your views, how the Indian consumer has evolved over the years?

Apart from the transition from offline to online, there is one thing which particularly surprised us is research. Indian customers like to do research. They do a price comparison, and they read reviews before making a purchase.

You will be surprised by the questions they will ask before making a purchase. It is a sign that they have done their research.





How much growth do you expect in the coming years?

Our business is at an infant stage, and our audience pool is niche. It is too early to define it with a number. We have seen 100% increase in the number of orders and a healthy 200% increase in the average order value. People are endorsing our quality model. In a field where most of the players are struggling to maintain a good average order value, our average order value is going up constantly

We have an opportunity to grow exponentially. Our mid-year goal is to reach 50 orders a day, and by the year 2017 end,

we are targeting to process 100 orders a day. Considering the biggest online player who is processing 5000+ orders a day, it is an easily achievable goal.

The number 100 might sound conservative but, we need to scale the infrastructure accordingly so that our customer experience remain intact.

How seriously do you take M-commerce?

The active mobile users in India exceed the populations of many countries. Google has announced that mobile searches have finally overtaken the desktop searches. Lately, the Indian Government has started pushing digital transaction, especially through mobile. We are very serious about M-commerce, and we have focused strategic plans for mobile. Our target is to make it easy to purchase eyeglasses online through mobile.

How much the Indian eyewear industry has changed over the years?

Due to digitization and competition, the Indian eyewear industry has changed

rapidly. A few years back nobody would have imagined buying prescription eyeglasses online. Now, glasses purchase is just few click away.

Competition is stabilizing the price and quality of the eyewear.

What measures would you like the government to adopt to help address some of the pressing issues in the industry?

It is easy to comment on something and suggest ideas. India is a big country and implementing ideas takes time. We appreciate the government's effort towards digitization and tax reform.

However, India is still struggling with better connectivity, internet speed, and data cost. In spite of continuous effort data is still very expensive in India. We expect the government to set grounds for better internet connectivity, speed and data charges.

Further, digital literacy and adoption are required. It will lead to overall digital growth. We are moving in right direction, and we have positive feelings about future. SA

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LAKMÉ FASHION WEEK SUMMER/ RESORT 2017 ACCESSORY STORY



A fashion week not only has collections of garments for the next season but also offers a wide range of jewellery, bags and shoes. At **Lakmé Fashion Week Summer/Resort 2017** there were jewellery specialists who had their standalone displays as well as designers who created jewellery for their collections along with bags and footwear. The end result was a colourful line up of all three items that will create great accompaniments with the line-up of garments during the coming season.

- by MEHER CASTELINO



THE JEWELLERY BRANDS

Five jewellery brands presented their collections for the coming season with innovative inspirations and jewellery that was not only opulent but created for women who want something that is off-the-beaten-path.

MIRA BY RADHIKA JAIN

For every Eve who wants to look like a million bucks with jewellery, it has to be Radhika Jain's MiRA collection. Called "Jardin d'Eden" (Garden of Eden) the collection was a unique and sensual line with just the right amount of glitz and glamour. With hand crafted fibres and metallic elements, the accent was on white and gold that reflected purity and elegance. Lustrous gold was mesmerizingly entwined into magical pieces of synthetic ivory that had flowers and birds on it adding to the innovative perspective. Beautiful chokers, collars and head gear was displayed encrusted with American diamonds that added to the charm of the collections. Radhika ensured that the collection displayed the fabulous craftsmanship of the Bengali artisans with the intricate designs. Keeping the environment in mind, Radhika only used synthetic ivory, which was not only eco-friendly but added to the charm of the jewellery.

The 'MiRA' brand is known for its impressive but very wearable jewellery meant for all occasions. Radhika's jewellery has always had a modern twist with hints of traditional designs in silver and assorted metals. Each piece was an eye-catcher and aimed at the bold independent modern woman who is not only very contemporary in her choices, but is sure of her feminine and earthy side.



EURUMME BY EISHITA

'Eurumme' by Eishita, which is known for its unconventional designs, presented "Grow" jewellery. While the brand made a slight departure from convention yet keeping its signature style intact, it showcased ornaments that were a reflection of some environmental issues faced today. Turning ordinary pieces of jewellery categories into conversation stoppers, the collection depicted lush foliage, forests and the eternal love for flora and fauna. Textured metals and beads were entwined with stones and

leaves in pastel, earthy and gold hues that were expertly designed to appeal to the global buyer.

The jewels comprised dried leaves dipped in liquid metal to give a delicate life-like appeal to the leaves and added panache to the line. The designs were juxtaposed with raw, chunky, signature, style flower motifs with hidden messages - a paradox, which compared life to the leaves that stated that 'one must live and learn' and continue to grow against all odds. The jewels were intentionally made imperfect to make them look unusual yet appealing.



majestically from the ear lobes, while neckpieces snaked around the neck with the motifs of the theme. A stunning lacy metallic veil was a seductive cover around the mouth and the innovative nose rings covered the bridge of the nose to create jewellery of the extreme kind. Giant brooches spiralled down the bodice; while impressive cuffs, anklets, toe rings and inter-connected rings gave the audience a feel of the powerful talents of the designing sisters. Coloured enamel played a major role in the jewels, along with blister pearls and full pearls in iridescent purple, petrol, blue, ivory and scarabeaus green. Pairs of earrings came alive with the glint of metal and stones as the insects were artistically visualised by the designers.



OUTHOUSE

One of the most brilliant jewellery shows-cum-exhibition was a fantastic visual experience for the audience at Lakmé Fashion Week Summer/Resort 2017 presented by the Outhouse brand.

The Outhouse brand fused nature with jewellery and showcased its "Imago" collection. Outhouse, started in 2012 by the creative sisters Kaabia and Sasha Grewal, reinvented the designing of jewellery and has showcased amazing collections in the past. But with the "Imago" collection the duo outdid their creativity. It was a fantasy of glittering metals as 22kt rose gold and gunmetal

plating, along with the shimmer of Swarovski crystals created the impressive ornaments.

The variety of crystals was mind boggling as Maison Martin Margiela crystalactite and Jean Paul Gaultier's Kaput Crystal in hues like vitrail light and Bermuda blue were balanced by CZ in black, yellow, blue, green, orange and pink. The delicate designs featured caterpillars that transformed into butterflies, which was the theme of the collection.

The collection was a mind-blowing line of imposing shoulder duster earring, dramatic pendants that hung on chains, chokers encrusted with gleaming stones and arm bracelets. The multi-pronged earrings rose



SMIRTI DIXIT – A JEWELLERY COLLAGE

Creativity reached its pinnacle when Smriti Dixit unveiled her fabulous collage of jewellery created from unusual materials. One of the most talented designers in the business, Smirti's jewellery is created from fibres, fabrics and unusual objects that she stitched, sewed, folded and knotted into an exclusive line of amazing jewellery. Neck pieces, bracelets and rings were created entirely from fabrics and looked amazing on the ramp. The pieces were imposing in design and size as the neck ornaments created in colourful fabrics were eye-catchers. Added to the collection were trellised ponchos, mesh covers and embellishments for gowns. Keeping the look raw and rustic, Smirti's collection was in vibrant hues that were bold statement pieces and created drama.

WANDERING WHITES- TREASURES FROM TRAVELS

Gaury Pathare's travel souvenirs like stones encouraged her creative juices to flow into designing for her label "Wandering Whites". Combined with brass, industrial waste and scrap materials the fusion line of accessories was an amazing presentation on the ramp. Circles entwined around the neck ended with strings and an imposing pendant; while metal clasps and stones were eye-catching centres for neck pieces. There were variations of necklace-cum-arm ornaments, large angular pendants, hanging chains on bangles and entwined neckpiece. The giant necklaces that reached down to the navel, the shoulder-cum-neckpiece and the glittering harness that moved from neck to waist were the stunning finale entry.



WANDERING WHITES



WANDERING WHITES



WANDERING WHITES



WANDERING WHITES



BAGS TO FOOTWEAR

When it comes to bags there was an assortment of designs that were shown by the designers. It is normal that bags and footwear match and many designers made sure that they presented the dual accessory options.

RaRa Avis by Sonal Verma a trained designer in leather from Italy ensured that the accessories were of different styles. A variety of duffels, flat bottom, bags, clutches and shoulder bags matched the garments perfectly. Nandini Baruva's "Bhumisattve" collection offered little suitcases that were a mix of white/beige to match the laced up shoes that the designer had created. If the label is called "I WAS A SARI" then the footwear had to be made from discarded saris that were turned into summer sandals with large cloth weave bags created from left over old saris.

Cloth gladiators moved up to the knees or simple slippers were perfect for the relaxed clothes by "The Stitching Project". Clutches were created from multicoloured bits of fabric or as 'Thelas' to match the garments. Oshadi's bags were in soft cloth weaves and featured sensible square bases with small handles. Pero gave men's wear some leather backpacks, which were ideal for the New Age Man. Pero also showed the iconic Stan Smiths for the Adidas originals ICONS celebrations so the designer used Pero textiles on the iconic 3 stripes. These sneakers are now part of Pero menswear.

Urvashi Kaur's "Vasa" collection was an anti-fit look but the designer preferred tasselled leather beige moccasins for the feet. Amit Aggarwal's label AM.IT presented the "Seamless" collection created from old Patola saris but the footwear was broad crossed straps

for sling-back wedges. EKA's cute bows for the simple slip-ons with tiny embroidery were a very feminine design and Ka-Sha had strapped cloth sandals with ankle tie-ups. Kunal Rawal's men's footwear comprised moccasins with hefty wedges but Saviojon Fernandes who hails from Goa felt that wide band beach sandals were just perfect for his collection and the summer heat.

"The Sufiyan with Madam Hall" label used natural fabrics for its clothes and matched the espadrilles with them. Vrisha's summer collection called "Bagh-E-Gul" was worn with multi-laced black and white brogues for added style. The "11.11/eleven eleven" brand for its "The Khadi Way" collection in shades of indigo had matching printed cloth laceups. Antar Agni and Chola just added white sneakers for the men's and women's wear; while Anuj Bhutani combined his simple line with zippered large leather bags.



“House of Milk” either had wide broad straight or cross over bands with wedges for the all-white line. Padmaja’s cloth Thelas were just right for beach outings with matching cloth espadrilles but Indigene’s flats and patchwork bags were ideal for the organic line. Grey laceups came from Amrich, printed sneakers from Sayantan Sarkar and Farah Sanjana preferred white moccasins.

For “Label Ritu Kumar” there were sturdy ankle/knee high black or grey boots and gold laceups were a favourite by EKAM. Beaded embroidered slippers worked well for the boho chic charm of Nishka Lull’s collection but Nupur Kanoi stuck to feminine T-Strap stilettoes for her African inspired look. Vineet-Rahul showed some 2-strap flats, while Vidhi Wadhvani offered white/black laceups in two options – as flats or with broad wedges. Anita Dongre for her Lakmé Absolute Grand Finale collection called “Alchemy” inspired by the brand’s Argan oil also known as ‘liquid gold’ range had white cloth booties with pretty tie-up bows for the feet. Scarves and stoles were popular on the ramp and appeared for the collections of Divya Sheth, Ka-Sha, Swati Vijaivargie, Fahd Khatri, Indigene, Sanjukta Dutta, Soham Dave and Mandeep Nagi. SA



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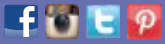


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