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JANUARY 2017 // Vol. 9 // No. 01 // ₹100 // US\$20
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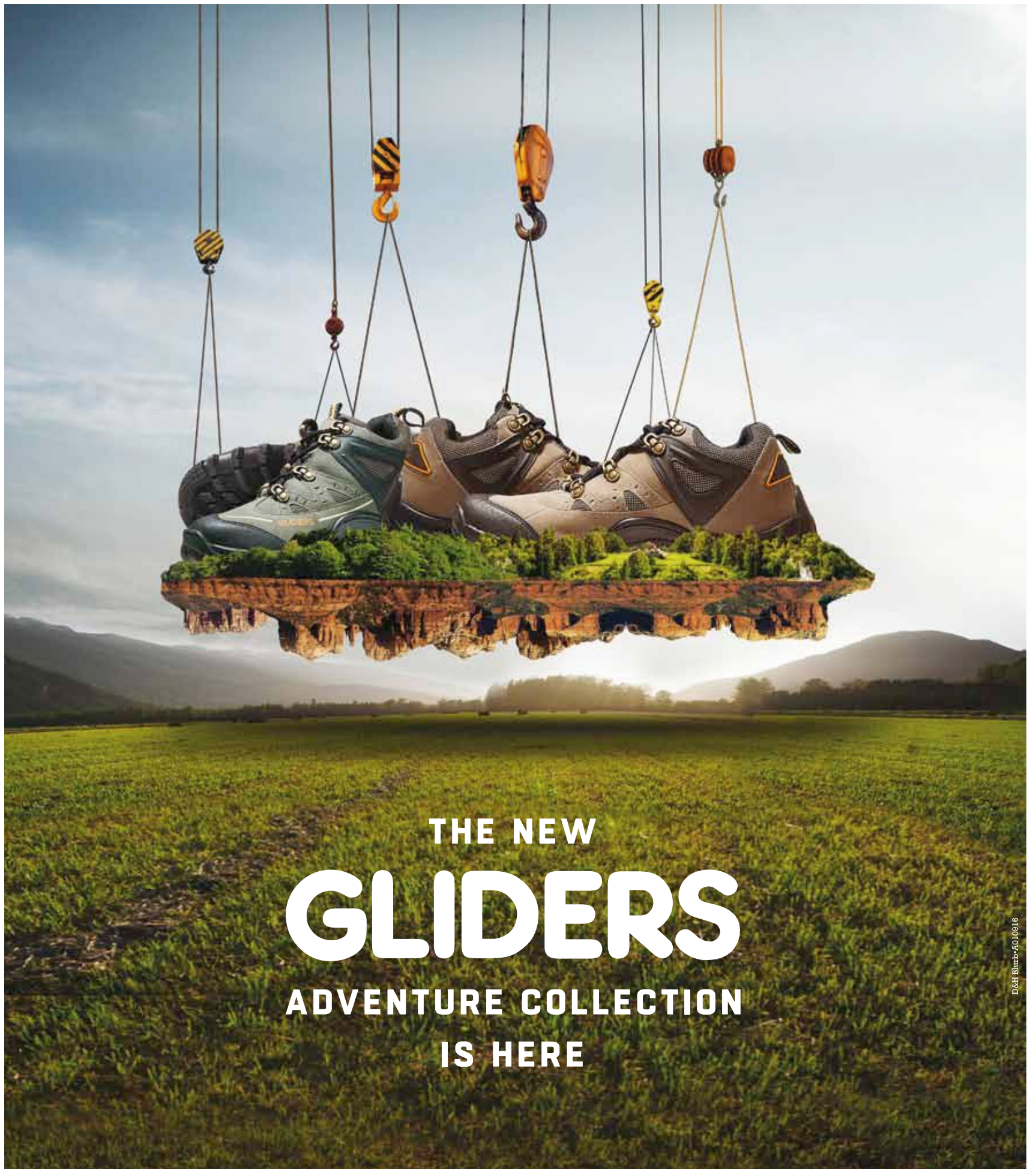
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Editor's Letter

Following the demonetization move, retail investors as well as brands are getting jittery. According to a study conducted by India's largest organisation of manufacturers, in the first 34 days since demonetisation, micro-small scale industries suffered 35 per cent jobs losses and a 50 per cent dip in revenue. The study, conducted by the All India Manufacturers' Organisation (AIMO), has also projected a drop in employment of 60 per cent and loss in revenue of 55 per cent before March 2017.

Similarly, many noted economists have made dismissive statements, and one among them is noted development economist Jean Dreze who said: "If the government is really interested in dealing with the problem of ill-gotten wealth, it would be useful to start the process by introducing transparency in political funding. The effects of demonetisation might be worse and last longer than the government seems to expect. Short-term changes in the informal sector are largely below the radar of official statistics."

It is apparent that claims and refutes will remain, but some of the facts, however, are also too important to be overlooked. In this backdrop, Public Accounts Committee (PAC) of Parliament headed by senior Congress leader K V Thomas, which has asked Reserve Bank of India (RBI) Governor Urjit Patel to appear before it on January 28, has asked 10 probing questions on the issue.

This is one development which many have been waiting, and if left unsatisfied, given the political acrimony, more could unfold. But what is clear to everyone is that demonetization hasn't done the trick, and whosoever is in power should realize that any plan and policy shouldn't be pushed through without wider consultation.

AMITABH TANEJA
Editor-in-Chief



IN CAPETOWN,
I TOUCH
THE SKY.

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Printed & published by S P Taneja on behalf of Images Access Multimedia Pvt. Ltd. Printed at Aarvee Printers Pvt. Ltd., B-235, Naraina Industrial Area, Phase - 1, New Delhi-110028 and published by S P Taneja from S- 21 Okhla Industrial Area Phase - 2, New Delhi.110020
Editor: Amitabh Taneja

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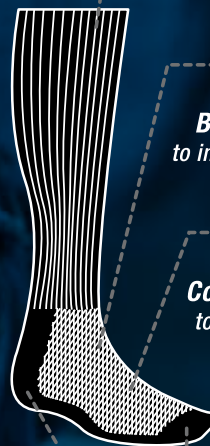
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Duke Launches Active Wear Collection

Duke has unveiled active wear collection with its latest range of yoga, fitness, leisure or even for comfortable sleep for the new season, with fast approaching winter. The collection is inspired by the defining trends of international sports fashion which guarantees fashionable, latest and elegant styles with international designs which are full of vibrancy and romance.

Duke is known for its standardized fits, quality, wide range and 'fashion-right' styles in its segment, making it one of the most recognized brands. Involved with a unique and creative design process, the active wear collection revolves around several interesting concepts and promises to offer a global fashion statement. Duke collection comprise of sports and relax wear like tracksuits, jogging suits, lowers, lounge wear priced attractively between ₹565 to ₹2999.

According to Kuntal Raj Jain, Director, Duke Fashions (I) Ltd, "Our Target Audience is today's youth who is looking for trendy and stylish range that is sync with international designs, fashions and quality. Duke is a value for money brand and our mission is to make available the international designs and styles at highly reasonable prices. We see it as our duty to provide our customers the inspiration they need to look and feel confident. Our active wear collection is also based on the same philosophy".

Duke has a marketing network comprising of over 4000 multi brand outlets and over 360 exclusive stores across major cities in India.



PUMA India launches eponymous Boris Becker collection

Sportswear brand PUMA hosted former world no.1 professional tennis player- Boris Becker at the launch of the PUMA Boris Becker collection sneakers. Boris was joined by his son Noah Becker at PUMA store at Select City Walk, New Delhi.

Boris had a candid conversation highlighting his journey as a tennis player and his transformation into a coach. During the shoe launch he pointed out how he had cruised through to victory at Wimbledon '85 at the young age of 17 with his PUMA shoes.

The collection is a nod to tennis heritage and PUMA's tribute to the German tennis legend. Originally released in the mid 80s, his PUMA shoes were Boris Becker's signature footwear on the court. PUMA and Boris developed the shoe so it supports his style of game and that's when the mid top design was created. The latest limited edition collection which is available for the Indian fans for the first time is a beautiful amalgamation of canvas and suede, the Becker Mid Crafted is elevated by its carefully designed details.

The collection is quintessential with its retro touch and provides a great staple for a fashionista looking for comfy yet cool sneakers. The sneakers exude a classic vibe while still being relevant to the current consumers, you can pair them with basics like jeans and tees, dresses or get a little experimental and opt for a suit.

Boris said, "PUMA has always been close to my heart because it gave me an opportunity when I was 17 to go out and prove myself. Just like me, the brand has always supported young talent. It gives me immense pleasure to launch the PUMA Becker collection for the first time in India".



Speaking at the launch, Abhishek Ganguly, MD, PUMA India said, "We are thrilled to bring PUMA legend, three times Wimbledon champion Boris Becker to India. Boris has been an iconic Athlete and his presence gives the Indian fans a unique opportunity to interact with him. Boris unveiled his Limited Edition PUMA Footwear, which will be available for the first time in India, amidst his fans and sneaker heads of the country. His collection is inspired from what he would wear on court during his playing days. It gets his heritage to life in a very modern rendition. The product checks in with the current Athleisure trend. Boris will also be the attending Tata Steel Kolkata 25K race to promote running and healthy lifestyle."

LIC increases stake in Bata India by 2.03 %

Life Insurance Corporation (LIC) has increased its stake in Bata India by 2.03 per cent, taking its total shareholding to 7.05 per cent in the company.

LIC bought 26.11 lakh shares, amounting to 2.03 per cent stake, from open market during January 20 to December 8, 2016. LIC had 5.02 per cent stake in Bata India earlier.

For the second quarter ended September, Bata India reported 36.35 per cent fall in net profit at ₹34.59 crore as against a net profit of ₹54.35 crore in the year-ago period. However, its total income from operations increased by 1.56 per cent to ₹583.74 crore from ₹574.73 crore during the same period a year ago.



Gozoop bags Digital Mandate for Regal Shoes



Gozoop has bagged the media duties including digital and creative for Regal Shoes. The agency will be managing the rebranding of the shoe brand across all media platforms.

According to Rohan Bhansali, Co-Founding Director, "Rebranding of Regal Shoes exactly represents the kind of opportunity that excites us most. The challenge for my team is to preserve the legacy of Regal Shoes while extending its brand appeal in this age of new media. We are honored to be a partner on board."

"At Regal we believe that footwear is more than a functional necessity. Our new stores are designed to cater to the modern Indian, bringing an array of brands together under one super-stylish roof. The creative team at Gozoop not only shares our vision but has devised a cutting led approach to launch it on the digital platform. We are happy to work with a partner who challenges us to push the limits," Nazim Virji, MD Regal Shoes, said

Regal Shoes has a network of over 35 stores across 14 cities including Mumbai, Delhi, Bangalore, Chennai and Kolkata.

'Leather Inc takes 60-75% blow from demonetisation'



According to a survey-cum-analysis on 'Impact of Demonetisation' on leather industry' by ASSOCHAM, "There has been a significant decline in the arrival of animal hide. While tanneries in Chennai have recorded more than 60 per cent fall in skin arrival, other major leather clusters - Agra, Kanpur and Kolkata have recorded over 75 per cent decline in this regard."

"The leather industry is reeling under stress as butchers are not providing animal hide for (which) they are not being paid in cash, tanneries are not able to get the hide transported as they are unable to pay the drivers in cash," it said.

ASSOCHAM interacted with representatives of about 100 tanneries in major leather clusters Agra, Chennai, Kanpur and Kolkata - in the last fortnight to assess the impact of Centre's November 8 decision to demonetise 500 and 1000 rupee notes. It observed that the leather industry has been facing grave difficulties in production activity due to demonetisation as they are unable to make payments on every level be it for raw material, for transportation and the workforce.

Majority of total respondents said their production has declined by over 60 per cent while number of workers in leather factories has also come down drastically by about 75 per cent as they are not being paid on time, it said.



Agra shoe factory workers feel demonetization pinch

Like other small sectors, the Agra leather industry is feeling the heat of scrapping of ₹500 and ₹1,000 notes. The shortage is pinching the most is payment of weekly wages of labourers.

Around 50,000 labourers are employed in Agra's shoe manufacturing units, while in unorganised small-scale factories, the number is more than 2 lakh.

According to the Agra Footwear Manufacturers and Exporters Chamber (AFMEC), which accounts for 30 per cent of India's total shoe exports at ₹3,500 crore per annum, there is no cash to pay daily labourers, and the lack of a workforce is in turn hitting exporters hard. Agra's small-scale manufacturers are estimated to make 60 per cent of all

shoes sold in the country.

According to Puran Dawar, AFMEC president, "Since our labourers are paid wages in cash and on a weekly basis, we have not been able to pay them. Besides, they do not have bank accounts."

Dawar said he had requested the government to give them at least six months to get bank accounts for the daily workforce, so that they could be paid online.

AFMEC has decided at a meeting on November 22 that factory owners would tie up with supermarkets such as Vishal Mega Marts and Big Bazaar for coupons to give to labourers so that they could meet their daily needs.

He said he understands that some of the workers

might find it intimidating to shop at Big Bazaar, and so had also offered them to find shops of their convenience with which AFMEC could tie up.



Tata CLiQ Launches Tata CLiQ Luxury



Luxury.tatacliq.com will house a wide range of apparel and accessories for men and women by luxury and bridge-to-luxury brands like Hugo Boss, Armani Jeans, Coach, Furla, Tumi, G-Star, Michael Kors, and EA-UG.

Ashutosh Pandey, CEO of Tata CLiQ, said, "We aim to leverage the legacy of the Tata Group, to create a gateway to high-end fashion, exquisite products and a great experience. TATA CLiQ Luxury will for the first time provide luxury customers across the country, access to authentic

merchandise directly from top international bridge-to-luxury and luxury brands. While, the demand for luxury products is growing steadily in India, we found that access to luxury brands is scarce due to the limited availability of premium retail real-estate. With the launch of our luxury platform, we aim to provide our consumers with a curated assortment of the best brands with the most authentic brand experience."

With a vision of becoming 'The Definitive Destination for Luxury fashion and lifestyle' in India, Tata CLiQ will offer its consumers an

unparalleled experience of luxury shopping. The ecosystem will be complimented by robust delivery network across 6,000 pin codes in India, original warranties and guarantees, superlative service support, and no-questions-asked return policy.

Amit Rawal, Head of Business - Tata CLiQ Luxury said, "We have launched Tata CLiQ Luxury with a selection of eight bridge-to-luxury brands and will soon be adding more brands. We are working on a completely new and unique experience for the luxury-lifestyle consumers where, for the first time in India, we will be blending cutting-edge technology with delightful service across all consumer touch points including the store, web, mobile and social platforms. We are confident of becoming the 'platform of choice', for not only the existing luxury brands in India, but also new brands looking to enter the growing Indian market, due to our comprehensive omni-channel offering and experience in building luxury lifestyle brands."

Incubated by Tata Industries Limited, Tata CLiQ is a new venture focused on developing a differentiated e-commerce proposition. It offers a wide range of authentic and exclusive brands across apparel, footwear and electronics with a plan to add many more categories and brands in the near future.

Myntra unveils campaign to promote sports category

Myntra has launched its category-focused campaign to promote its sports apparel and footwear categories. The e-retailer says that about 30 per cent of its total revenue comes from sportswear and it has also created a dedicated sports store on its mobile application to cater to the unique needs of its customers.

The TVC features a newbie sports enthusiast trying his hand at different sports to see which suits him best, while Myntra provides him with one stop access to all the sportswear he needs for each sport. Narrated in a humorous and engaging tone the TVC, with 30 and 60 second edits, establishes Myntra as the de facto destination for sportswear.

Myntra has introduced key features like Shop by Sport and Shoe Finder technology that enable customers to shop for exactly what they want by filtering products as per their

specific requirements. The platform has also added a feature called 'assisted shopping' where customers can dial in and speak to a support expert who will guide and navigate the customer through the sport shopping experience.

The campaign also seeks to leverage and showcase the platform's expansive sports brand portfolio to reach out to one of the fastest growing fashion segments in India. With

over 100 sports brands including some of the iconic names in the category, Myntra aims to offer an unparalleled range of sportswear for people looking to engage in a wide variety of sporting activities.

Commenting on the campaign, Gunjan Soni, CMO & Head - International Brands Business, Myntra said, "Sportswear has been growing at 45% YoY and is one of the largest categories on Myntra. The Sports Campaign aims to

unequivocally establish Myntra as the foremost destination for all your sportswear needs. A unique attribute for this category is need for advice and keeping this in mind we have added some features to assist customers while shopping. We have also created a specialized sports store on the Myntra app to cater to the unique needs of customers and we are seeking to drive awareness for these offerings through this campaign."



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'India to overtake US as world's largest e-commerce market'



The Indian e-commerce market is set to overtake the US and become the second largest in the world in less than two decades, going head-to-head with China, according to a report by Worldpay. The report said the e-commerce market is expected to grow exponentially with emerging markets leading the charge – particularly India, where the segment is predicted to mature by 28 per cent per year from 2016 to 2020.

“According to Worldpay projections, India will be the world’s second largest e-commerce market by 2034, thanks to massive surges in internet penetration, a

swelling millennial population and the rising uptake of mobile phones,” it added.

“The research found a number of trends that point to India’s potential for astounding e-commerce growth in the next two decades. The market is predicted to reach \$ 63.7 billion by 2020 and overtake the US by 2034. This enormous development will in turn open up enormous opportunities for companies who sell online,” Ron Kalifa, Vice Chairman at Worldpay, said. “However, it is essential that merchants stake their claim today in order to win over India’s commerce-hungry population and capitalise on future e-commerce growth.

Leading companies such as Amazon and Alibaba are already making their move, indicating a clear incentive for merchants to gain their foothold within India’s budding eCommerce market as soon as possible.”

Worldpay analysed 30 markets around the world, including India, China, Hong Kong, South Korea, Singapore and Australia in Asia-Pacific. The Global Payments Report is compiled using a combination of Worldpay’s data and insights as well as external findings and secondary data.

The report said much of India’s e-commerce growth will be the result of rising internet penetration as roughly 350 million Indian citizens are already online and that number is expected to nearly double to 600 million by 2020.

Another major factor driving e-commerce growth in India is the huge uptake of mobile phones. India is the world’s biggest consumer of mobile phones with the price of data plans running two times cheaper than in China and three times cheaper than in the United States, it said.

As the country’s middle class switches over to 3G and 4G networks, both offered at affordable prices, India is expected to see more mobile shopping, especially amongst millennials.

“Young people shopping via smartphones are already responsible for sharp increases in India’s online spend; and with 70 per cent of the population below the age of 35, millennials are expected to continue driving rapid digitisation even further,” it said.

Biyani takes on Flipkart, Snapdeal with “free shopping weekend”

Fashion discount chain Brand Factory, part of Kishore Biyani promoted Future Lifestyle Fashion, launched a 3-day Free Shopping Weekend mega sale event in order to take on Flipkart’s Big Shopping Days and Snapdeal’s Unbox 2017.

In Brand Factory sale customers could shop for merchandise worth ₹5,000 by paying ₹2,000 along with other freebies like a free shirt and a ₹1000 voucher.

Biyani, founder and group CEO of Future Group, expects the company to register at least ₹100 crore in weekend sales from this event.

“A lot of people have ₹2,000 note with them. The idea is to ask them to give us ₹2,000 and shop for ₹5,000. And over that we will give you merchandise worth ₹1000 and ₹1000 gift vouchers free as well. It is a big idea and a lot of youth will get aligned to this idea. It is one of the bigger offers anyone has given till date,” said Biyani. “We expect one of the highest sales to be done ever from this event. We expect to ₹100 crore in sales in three days.”

Brand Factory offers 200 brands, including Wrangler, Nike, Louis Phillipe, Allen Solly and Lee. The chain offers 20% to 70% discount on

all products throughout the year.

This is the first time when Brand Factory has come out with this kind of sales and the company will make it a yearly property going forward, just like the Big Bazaar Maha Bachat Sale, which is now conducted every year on Independence day.

According to Biyani, the company has spent around ₹8 crores in marketing this event.

“This is a big event for us and we have been advertising it on the television for last 5-7 days, we have taken outdoor at most important locations. The campaign is also running on all major newspapers. The GMV of Brand Factory is bigger than Myntra and Jabong put together. The business of e-commerce players have been severely affected by demonetization because 60-70% of their business is based on cash on delivery model. We are getting the advantage now. Our business is seeing good growth,” said Biyani.

Brand Factory will be growing 70-80 percent this year over the last year said Biyani.

“It has been very big growth for us and we have opened many stores and are now



touching 50 stores. We will be closing this financial year with 60 stores. We do at least 4 Brand Factory stores in a city. We have now penetrated into various cities like Pune, Bengaluru, Hyderabad, Mumbai, and now we are entering Delhi,” said Biyani on the company’s expansion plan.

Brand Factory will also go through store design, layout and logo changes in the next 3-4 months. The new store in pipeline will sport these changes as the design team of the company is working closely on this aspect as well.

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AND THING LIKE THAT INC.

Flipkart Gets ₹300 crore loan from IDFC

Flipkart has secured a credit line of ₹300 crore from IDFC Bank. Earlier, in February this year, Flipkart had picked up a loan of ₹450 crore from HDFC Bank. This kind of credit line is typically secured for fulfilling working capital needs. The loan comes at a time when raising fresh equity capital isn't easy for late-stage Indian tech startups. The loan money will be used for managing day-to-day cash needs.

Unlike 2014-15, when home grown e-commerce companies scooped up massive funding, this year has proven to be a tough one for companies in the backdrop of heightened competition from Amazon.

Apart from Flipkart, the Alibaba-backed Paytm also got a loan of close to ₹300 crore from ICICI Bank in two tranches around March this year.

Flipkart has been in talks with a set of investors including the likes of Chinese e-commerce giant Alibaba and global retail giant Walmart to raise fresh money.

Amazon India receives ₹2,010 crore capital infusion



Amazon India has received the single largest fund infusion of ₹2,010 crore from its parent entity as the e-tailer plans to rev up competition with its domestic rival Flipkart.

According to a report, total capital invested by Amazon in its Indian unit has gone up to over ₹7,000 crore in the last 12 months.

"We will invest what it takes to become the customers' preferred choice in India, and are encouraged that we are India's largest and fastest-growing ecommerce marketplace," according to Amazon India. "In an industry reportedly flat or negative, Amazon India has continued to show remarkable growth of over 100 percent this year."

As per analysts, after such large scale fund infusion by Amazon, Flipkart will have to raise capital to contain increasing competition from Amazon. So far, the Bengaluru-based firm has raised around \$3.4 billion to support business growth.

The Bengaluru-based company, backed by New York Investment firm Tiger Global, has raised about \$3.4 billion so far. Interestingly, Flipkart cofounder Sachin Bansal and Ola's cofounder Bhavish Aggarwal have recently demanded policy support from the government to Indian start-ups to counter what they claim is 'capital dumping' by foreign players.

Economic expansion could slow to 7.1%



The economic expansion could slow to 7.1% in the year ending March 31 from 7.6% a year earlier, though analysts warned that this estimate probably doesn't reflect the full impact of Prime Minister Narendra Modi's move in November to cancel almost 90% of the country's cash.

The projection for gross domestic product was released a month earlier than usual to accommodate the government's decision to bring forward the annual budget announcement to Feb. 1.

As a result, the growth estimate wasn't calculated using data from after the cash invalidation on corporations' earnings, industrial output, government spending and others. Those won't be available to statisticians until later.

The Central Statistics Office is scheduled to release another, more-complete forecast of annual GDP on Feb. 28. But even that estimate might not fully capture the effect of the cash crunch on India's vast and hard-to-measure informal economy.

"Much of the data for the post-demonetization [period] is yet to come," said G.C. Manna, director-general of the Central Statistics Office. By the time the next estimate is released, he said, the effect of the cash ban "will be clearer."

Friday's GDP estimate represents the first official data covering the full breadth of the economy to be released since Mr. Modi abruptly voided all 500- and 1,000-rupee notes (\$7.40 and \$14.70) in November to drill out cash piles held by tax cheats and bribe-taking bureaucrats. But signs had been pointing to a sharp slowdown.

Factory activity shrank in December for the first time in a year, according to the Nikkei India Manufacturing Purchasing Managers' Index. Nearly all of the country's car and motorcycle makers reported a year-over-year decline in shipments for the same month.

According to the Centre for Monitoring Indian Economy, the number of new investment projects announced in the final quarter of 2016 was the lowest in more than a decade.

Many economists have cut their growth forecasts for the year ending March 31 to between 6.5% and 7%, down a percentage point or more from before November.

In a New Year's Eve address, Modi defended the cash cancellation, lauding the sacrifices citizens had made for the sake of punishing the corrupt. "Indians have, with firm resolve and infinite patience, faced difficulties with a smile," the prime minister said. "They have shown how much even people trapped in poverty are willing to do to build a glorious India."

Yet with banks still struggling in many places to keep branches and ATMs stocked with replacement cash despite strict limits on withdrawals, the difficulties may not prove so temporary.

According to Sanchit Munjal of Srijati Shoes, "demand falls by 20% since November, with smaller towns and cities seeing the largest drops in sales. Until and unless cash reaches the common man for small purchases, things aren't going to be normal. You don't call it normal when you see someone crying in the hospital because whatever cash he has, he can't change it at the bank or use it to treat his sick kid."

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Asics unveiled as new IAAF sponsor

Japanese footwear and sports equipment manufacturer Asics has been named as an official partner of the IAAF, just a day after Adidas cut short its deal with track and field's governing body.

Asics signed a multiple-year partnership that will cover the 2017 and 2019 world championships in London and Doha respectively.

The announcement was a further boost for the IAAF, coming on the same day as president Sebastian Coe's reform package was unanimously accepted by a Special Congress in Monaco.

"Global athletics starts a new chapter today based upon solid foundations of modern governance and a renewed determination to protect and promote clean athletes," said Coe. "We are delighted to have attracted Asics, a world-class sportswear designer and manufacturer, as our latest official IAAF partner to share this new journey with us. This agreement is a huge endorsement of a bright future for athletics whose universality and diversity makes it a natural partner for a global corporation like Asics."

Adidas' 11-year sponsorship deal with



the International Association of Athletics Federations (IAAF) had been set to run until 2019.

But the German sportswear giant backed out following a corruption scandal that saw former IAAF president Lamine Diack and other top officials implicated in bribery to keep quiet failed tests by Russian athletes.

Hi-Tec Licensed To Carolina Footwear For North America

Cherokee Global Brands announced new licensing agreements for its Hi-Tec and Magnum brands with Carolina Footwear and the Batra Group.

Cherokee has entered into a definitive agreement to acquire all issued and outstanding share capital of Hi-Tec Sports International Holdings B.V. for an aggregate cash purchase price of approximately \$94 million.

"As we explored partnerships to ensure continuity and strengthen and diversify the distribution channels for our newly acquired Hi-Tec and Magnum brands, Carolina Footwear and the Batra Group immediately stood out as best-in-class partners," said Howard Siegel, president and COO of Cherokee Global Brands. "Both have excellent reputations for creating compelling assortments of innovative products and both have years of experience scaling high-growth, high-equity brands."

"The Hi-Tec and Magnum brands enjoy a rich heritage and we are proud to have consistently delivered outstanding products at a great value for over 40 years. Today marks the beginning of an exciting new chapter of global growth and category expansion for our high-equity brands as we build our licensing relationships," commented Ed Van Wezel, CEO of Hi-Tec Sports International Holdings B.V.

The master agreement with Carolina Footwear grants the rights to manufacture and sell Hi-Tec and Magnum-branded footwear for men, women and kids, along with additional products in the adult outdoor and active footwear categories. Distribution

will include better specialty, sporting goods, department stores and mid-tier and general merchandise retailers across the U.S. and Canada.

"The announcement of new licensing partnerships is an exciting development in the wake of our integration with Cherokee Global Brands," noted Simon Bonham, brand president for Hi-Tec Sports North America. "This is only the beginning of a new era of growth and expansion for Hi-Tec. Carolina Footwear is a perfect example of the complementary partnerships that will build upon our current strategy and drive future growth. We are well positioned to continue the large market share gains we've enjoyed over the last three years and to meet and surpass our aggressive growth objectives."

Batra Group specializes in the design, sourcing and distribution of apparel, footwear and accessories for the sports, fitness and wellness markets. The master agreement with Batra will grant the rights to manufacture and sell a wide assortment of branded footwear. In addition, Batra will immediately establish a global design centre for apparel and accessories based in the United Kingdom.

Rajiv Batra, founder and managing director of the Batra Group, stated, "We are pleased that the Hi-Tec U.K. leadership team has transitioned to the Batra Group in order to maintain continuity and we are excited to have the opportunity to leverage our full-service apparel sourcing, brand licensing and distribution expertise to drive long-term growth for the Hi-Tec and Magnum brands in the regions in which we operate."

Nike's second-quarter surpasses expectations



Nike has announced second-quarter results after the market close that surpassed market watchers' expectations.

The company reported that its net income increased 7 percent during the period, to \$842 million, or 50 cents per diluted share, significantly topping Wall Street's consensus bet for diluted earnings per share of 43 cents.

Revenues also advanced 6 percent year-over-year to \$8.2 billion, beating estimates for revenues of \$8.1 billion. Meanwhile, Nike's key North American market continued to show modest gains, with sales growing 3 percent.

Sales for the Nike brand also gained 8 percent to \$7.7 billion, driven by double-digit currency neutral growth in Western Europe, Greater China and emerging markets as well as the sportswear and running categories, according to the company.

Nike said revenues for Converse were \$416 million, up 5 percent on a currency neutral basis, driven by strong growth in North America.

"Nike's ability to attack the opportunities that consistently drive growth over the near and long term is what sets us apart," said Nike's president, chairman and CEO Mark Parker in a release. "With industry-defining innovation platforms, highly anticipated signature basketball styles and more personalized retail experiences on the horizon, we are well-positioned to carry our momentum into the back half of the fiscal year and beyond."



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Topshop aims to Expand in China

Topshop and Topman have inked a deal to expand across mainland China. It plans to open up to 80 stand-alone stores across the country. The company announced that Sir Philip Green has signed a deal with online fashion retailer Shangpin.com, an existing Topshop retail partner, to spearhead the expansion.

Shangpin is a members-only website that offers registered users access to Western brands. It has been working with Topshop since 2014 to develop its online presence in China. As part of the new agreement, the company aims to build on its existing online presence in China to offer a fully integrated shopping experience, combining online shopping with the brick-and-mortar experience.

Green said that the expansion in China will help establish the high-street retailer's image as a global brand.

"For the first time, both brands will deliver fashion to the shop floor and beyond by opening full-scale stores in China — host to the world's fastest-growing retail economy. The future of retail lies within offering an omnichannel shopping experience. Bringing together Topshop and Topman's style authority and retail experience with Shangpin's localized market and tech expertise promises a winning partnership."

The high-street retailer has minimal physical presence in the country, with a shop-in-shop in Beijing's Galeries Lafayette and two stores in Hong Kong launched in partnership with Shangpin being its only outposts.

"We have more than 30 million registered subscribers — and will welcome the chance to shop within stores across major first, second and third tier cities. This is the ultimate online/off-line liaison, using our online expertise to drive traffic and Topshop's... ability to make the shopping experience fun and stimulating," said Shangpin founder and chief executive officer David Zhao.

The first store is slated to open next spring in Beijing or Shanghai.



Adidas to release a New 'Chinese New Year' Ultra Boost 3.0



The Chinese New Year-themed sneakers continue to roll in, and Adidas is the latest brand to get in on the action with a multicolor spin on its latest Ultra Boost.

Picking up where its previous "Chinese New Year" Ultra Boosts left off, Adidas has given the Ultra Boost 3.0 a red-based multicolor makeover just in time for the annual celebration. While last year's holiday release featured multicolor Primeknit only at the toe, Adidas has used the eye-catching knit more liberally for 2017's iteration.

The red-based construction features a marled texture and various shades of yarn reminiscent of Ronnie Fieg's to-be-released Ultra Boost Mid collaboration. It's supported by a black cage and heel cup and cushioned with a full-length white Boost midsole to complete the Year of the Rooster-themed sneaker.



Vans partners Brand Maiden Noir for exclusive Styles



Skate brand Vans has teamed up with Maiden Noir for three exclusive Vans Vault styles. The two companies have released the shoes throughout December at a number of pop-up shops around the globe.

The public got its first look at the collaboration at the Maiden Noir / Opening Ceremony pop-up in Tokyo.

The three signature Vault silhouettes include the Old Skool, Half Cab and the Skate Hi. Each style features a suede upper and true matte black sole with a co-branded woven label. Prices range from \$95 to \$105.

For some behind-the-scenes inspiration, check out the collaboration video below.

Under Armour Expands Smart Shoe Range

Under Armour unveiled its first smart shoe, the UA SpeedForm Gemini 2 RE, in the beginning of 2016 and it is ready to expand its running smart shoe range to kick off 2017.

Arriving in February is a trio of UA Record Equipped sneakers — powered by the brand's MapMyRun app — made to give runners digital tools that can help its user understand recovery and maximize performance. Each shoe will give runners automatic tracking capabilities and insights into their muscular fatigue prior to getting a workout in.

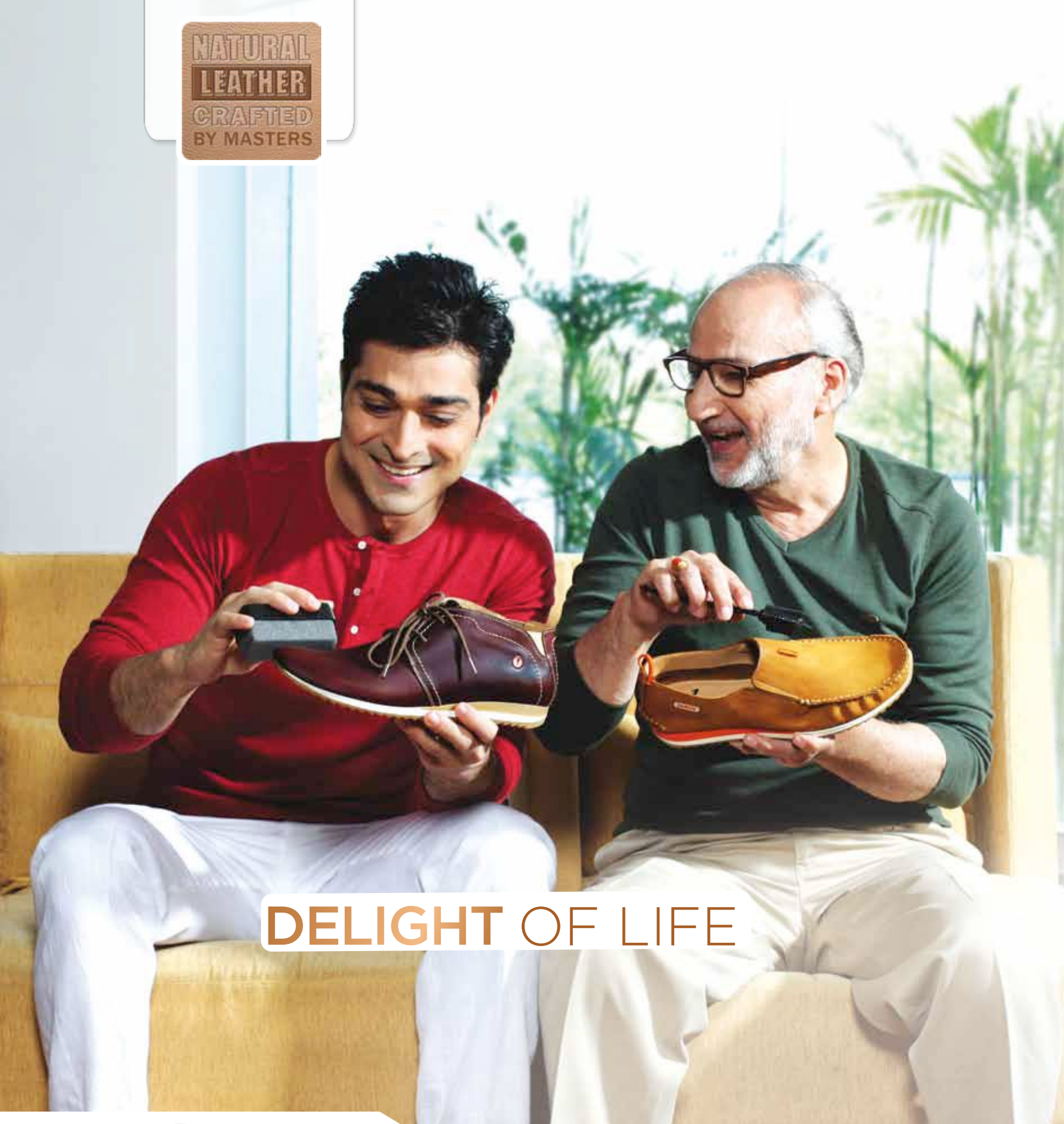
"This latest release of Connected Footwear technology is the manifestation of Under Armour's deep knowledge of elite athlete training, our industry-leading digital expertise, and our relentless pursuit of innovation," Kevin Haley, president of category management and innovation at Under Armour, said in a statement. "The technology empowers athletes everywhere, at every level, with performance advantages previously available only to the world's most elite athletes. Following the success of our first smart shoe in 2016, we are very excited for this global rollout of cutting-edge footwear in 2017."

And with an expanded range comes expanded distribution. Under Armour confirmed that it plans to move double the number of Connected Footwear units it has in the past year, and will ship to North America, Europe, the Middle East, Australia, New Zealand, Japan and, for the first time, Greater China.

"The technology embedded in the shoes will measure and average the air time of a sequence of jumps as an indicator of muscle fatigue. This mechanism helps track an athlete's recovery status over time and provides immediate guidance on how to alter the intensity of a workout," Mike Lee, chief digital officer at Under Armour, said in a statement. "We are taking a scientific approach to recovery that is directly utilizing real-time data from your body to determine what level of workout you should execute to guide your training. We know one of the biggest problems runners face is pushing through pain and fatigue, leading to injury. The Jump Test in MapMyRun is a critical first step for runners and will help avoid the 'training hangover' many athletes face by giving them awareness into their ability to perform."



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Andrea Pesaresi Named CEO of Philippe Model

Andrea Pesaresi has been appointed as Philippe Model's CEO. The appointment is part of the brand's internationalization process launched in July, when Alessandro Benetton's private-equity group 21 Investimenti acquired a majority stake in the sneaker label.

Pesaresi has more than three decades of experience in the luxury industry, having worked 25 years for the Ermenegildo Zegna Group, where he was brand and license director, with particular focus on the Z Zegna line.

"I really liked this project because I firmly believe the footwear segment is widely growing," Pesaresi was quoted. "I found our ideas on how the brand's growth and future strategy could be very aligned; there's been a lot of synergy with them since the beginning, and that's what really encouraged me to accept this job."

The company has an aggressive, multichannel expansion strategy in mind, not only in terms of quantity but also of quality. Founded in Paris in 1984, Philippe Model's business has been focused mainly on the wholesale channel, with Italy representing 50

percent of sales.

In addition to select department and specialty stores, retail will play a prominent role for the brand. Philippe Model's first flagship will open in Milan's tony Via Sant'Andrea at the end of February, while units in Seoul, Tokyo, Paris, London and New York will follow and be launched every six months.

"The American market is very important for us, especially considering the sneakers category, and I believe it could give us much satisfaction in the future," Pesaresi said.

Philippe Model will renovate its image through a digital marketing strategy that will focus on developing catchy storytelling and will involve collaborations with influencers and bloggers. The brand's web site will be improved while e-commerce, which was launched this year, will be further developed to support the label's future growth.

Regarding the product, new capsule and limited-edition collections will be introduced to flank the existing men's and women's sneakers lines. An exclusive customization program is in the works to enhance the brand's offer. Asked about expansion to other

product categories, Pesaresi didn't exclude it. He said that although sneakers will always be Philippe Model's core business, the brand could add other categories in the future to create a complete lifestyle concept and support retail growth.

In 2015, the company generated revenues of 100 million euros, or \$106.4 million at current exchange, compared to 80 million euros, or \$85 million, the previous year. Pesaresi wants to keep up this pace and aims to deliver double-digit growth every year, a goal he considers "very likely, since we can exploit distribution channels, different geographical areas and product development."



Marco Zanini To Collaborate With Santoni

Marco Zanini is returning to fashion, but to collaborate with Italian luxury footwear brand Santoni.

"I was looking for a project that would fit with my attitude now, and this is almost made-to-measure for me. There are changes in the fashion scenario, and I felt I wanted to do something smaller and more independent, yet more radical," said Zanini.

Called "Santoni edited by Marco Zanini," the collection for men and women will be unveiled in February during Milan Fashion Week. "This is a micro-collection; I feel the term 'capsule' is overused," explained Zanini. "It is not a total-look line."

The idea behind the collection, which includes jackets, knitwear and shoes, is to develop the Santoni world, gradually encompassing additional categories, even furniture.

Giuseppe Santoni, the son of the house's founder and the company's CEO, said he "never reasoned as a footwear

manufacturer; I always saw the family brand as a quality project, thinking about desirable objects." Santoni said he received from his father the gift of "love of beauty and excellence. It's a philosophy – you feel it, you live it, but you can't explain it."

"Giuseppe Santoni wants to bring the excellence beyond shoes, and the new products should be seen as objects," said Zanini. "The market is overcrowded, saturated, with a tsunami of infinite collections from so many brands, showrooms full of merchandise and revolving doors of creative directors, in an accelerated industry. We wanted to do something smaller, targeting a more attentive consumer who is a connoisseur. We don't have the ambition to please everyone, and this approach is more exciting."

This is an "ambitious project," he added. "It still wants to be relevant but with a small offer, we want to tickle attention as it's more about quality than flash. A general fatigue

with fashion lies behind the consumer's desire to see less, but better products." Zanini praised Santoni's "integrity and product longevity."

The collection will be presented twice a year, for spring/summer and fall/winter.

Santoni said he had always appreciated Zanini's work over the years and, after a meeting through friends, the two started tossing ideas around and developing the project through the help of factories and Italian artisans, mainly in the Marche region, where the company is based.

Zanini was tapped as creative director of

Schiaparelli in September 2013, a position he held for two years. He started his career in 1995 after graduating from the Accademia di Belle Arti di Brera, assisting Lawrence Steele and then joining Dolce & Gabbana. He went on to become head designer of Versace's women's ready-to-wear and Atelier collections, working with the Milan-based house for nine years. He moved to New York to serve as creative director for Halston, which was being relaunched by Harvey Weinstein. In 2008, Zanini came back to Europe as creative director of Rochas.



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Forbes Names Michael Jordan Fourth Richest Celebrity in America

Forbes has released a list of the richest celebrities in the U.S. in 2016. Topping the list was filmmaker George Lucas, whose wealth continues to grow thanks to his "Star Wars" franchise, including the latest, "Rogue One: A Star Wars Story," due in theaters nationwide on Friday.

Michael Jordan was ranked fourth on the list with a net worth of \$1.2 billion. The key source of his wealth is Jordan Brand, part of Nike, which reported strong growth in 2016. According to Forbes, Nike expects annual brand revenue to increase by 61 percent to \$4.5 billion by 2020. The publication also pointed out another of Jordan's assets: the



NBA's Charlotte Hornets, which he owns.

Other notables on the list include golfers Tiger Woods and Phil Mickelson and musicians Madonna and Jay Z.



Caleres acquires Allen Edmonds for \$255 Million

Caleres has announced that it has acquired U.S.-based men's shoe brand Allen Edmonds from private equity firm Brentwood Associates for \$255 million.

The nearly 100-year-old brand joins Caleres' roster of men's footwear labels, which includes Vince, Dr. Scholl's and George Brown Bilt. In addition to adding a new revenue stream for the acquisition-focused brand management firm, Caleres CEO, president and chairman Diane Sullivan said the brand will become the "cornerstone" of the firm's growing men's business.

"Fundamentally and primarily Caleres has been a company that's a wholesale portfolio of women's brands — [men's] wasn't really a strategic focus for us," Sullivan said. "We really saw that there was an opportunity not to cannibalize our women's portfolio but to look for new growth and a new revenue stream against a totally different segment of consumers. We were looking for a great brand that has scale and size and that could be a cornerstone for a company, and Allen

Edmonds just fit the bill."

Sullivan said the firm spent several months meeting with the Allen Edmonds team before finalizing its decision to snap up the label.

"They have amazingly high brand equity and a loyal customer base — over 70 percent of their consumers said they would recommend the brand, which we thought was unheard of," Sullivan said. "And 48 percent of their retail consumers were new to their brand — which means they're also growing."

According to Sullivan, scale was also a selling factor. While Caleres' chief executive wouldn't divulge the brand's revenues, she noted that Allen Edmonds' sales are "just slightly smaller than what our Sam Edelman business is." (In 2015, Caleres said Sam Edelman delivered more than \$100 million in revenues.)

Allen Edmonds' footwear are handmade in Port Washington, Wis. The company has 70 stores in the U.S.

Sullivan said there are no plans to lay off any of the firm's staff or key executives.

Manolo Blahnik To Create Four Collections Per Year

Manolo Blahnik is changing its approach to seasonal deliveries, it will present four main fashion collections a year: spring, summer, autumn and winter, with a mix of styles. There will be no more collections called spring/summer, autumn/winter and no more pre-collections.

The aim is to keep the shop floors creative, fresh and relevant to the consumer, the company said, with the mix also reflecting the various weather conditions each season can bring.

"We find the fashion industry's naming conventions counterintuitive to the consumer needs and patterns," said Kristina Blahnik, chief executive officer of Manolo Blahnik.

"Traditionally the spring/summer collection is delivered from January, and autumn/winter from July, but in the Northern Hemisphere we are not seeing a demand for linen sandals when it's snowing, or fur-lined boots when it's 30 degrees [Celsius] outside. By renaming our collections to be naturally accurate and logical, we feel we are focusing our own offering more appropriately."



She added the company has "built a formula that factors in our global locations and temperatures, volume of distribution, and consumer patterns that will ensure we are offering relevant styles at the right time."

The luxury customer's shopping habits have changed, Blahnik said: "They have an expectation of instant fulfillment that is symptomatic of our current social climate, and our new model also addresses this."

The wholesale sales campaign dates will remain the same, and there will be four press presentations a year.

Blahnik's move reflects a wider change in the industry with companies such as Burberry staging two see-now, buy-now co-ed shows each year, putting a greater emphasis on local customers' needs, and paying more attention to fabric weights and weaves it offers in different parts of the world.

At the time, she also talked about the company's new Burlington Arcade flagship in London, and how its offer has been shaped around consumers' needs rather than the traditional seasonal calendar.

After a series of retail expansions in 2016, including the new London Burlington Arcade flagship, e-commerce with Farfetch.com, and new doors in Japan, Malaysia and Doha, Manolo Blahnik has 290 points of sale in 33 countries worldwide with 12 standalone stores.





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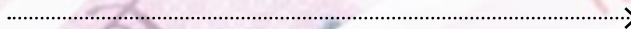
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If the Prime Minister's sudden announcement to scrap old ₹500 and ₹1000 notes sent a shockwave across the country and somewhat rippled the global economy to an extent, after more than 50 days it continues to fuel political tussle and has visibly dented the economy. Though the impact on the economy will be of short-term, it, however, will be inevitable to overlook such a damage. Despite the differences, one thing is quite clear that those who support the move are doing so with the conviction that it's a sacrifice on their part, and those who are opposing it are of the convinced view that it violates their rights and it's rather detrimental and the gain is nowhere close to the loss the economy has burdened. In our attempt to bring to you diverse opinions from almost all the industry stakeholders, we have gathered more in this issue.



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"FOOTWEAR IS STILL NOT CONSIDERED AS A PRIME NECESSITY IN INDIA. CONNECTING FOOTWEAR WITH THAT OF APPAREL AS A STATEMENT OF FASHION IS STILL OUT OF REACH FOR MOST OF THE COMMON PUBLIC. SO IT IS OBVIOUS THAT ITS DEMAND HAS BEEN HEAVILY IMPACTED BY DEMONETIZATION.

IN SUCH A TIME, WHEN PEOPLE HAVE RESORTED TO AUSTERITY, IT IS UNDERSTANDABLE THAT, GIVEN THE PREFERENCE, PEOPLE WOULD CERTAINLY SPEND ON TRADITIONAL NECESSITIES WHILE THEY WILL OVERLOOK A NECESSITY LIKE FOOTWEAR. WE, HOWEVER, WOULD CERTAINLY THINK OF A STRONG AND DIVERSE DEMAND IN A NORMAL SCENARIO. THIS IS APPARENT, AS WELL AS PSYCHOLOGICAL, AS WHEN CONSUMERS ARE BESTOWED WITH ABUNDANCE, THEIR DEMAND IS ALWAYS DIVERSE.

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SHITIJ DHAWAN
MANAGING DIRECTOR, AVEITOS



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DEMONETIZATION HAS DEFINITELY IMPACTED THE RETAIL INDUSTRY IN A SHORT TERM DUE TO LIQUIDITY CRUNCH. WE CAN FORESEE A CONTINUING FALLING DEMAND & LOSS OF SALES FOR THE NEXT 2 QUARTERS AS OUR ECONOMY MAJORLY DO TRANSACTION IN CASH. HOWEVER THE IMPACT IS MORE ON THE UNORGANIZED MARKET V/S THE ORGANIZED ONES.

IN THE LONGER RUN DUE TO THIS TRANSACTIONAL RESTRUCTURING WE CAN SEE A HIGH DEGREE OF PARITY BEING DRAWN ACROSS DIFFERENT SECTORS AND WILL ADD NEW SET OF CONSUMERS IN THE MAIN STREAM ECONOMY."

FURQUAN ALI
DIRECTOR, WET BLUE



"DEMONETIZATION IS MORE HELPFUL FOR FORMAL ECONOMY AND ORGANIZED BUSINESS. IN FOOTWEAR INDUSTRY MOSTLY BUSINESS IS IN UNORGANIZED HANDS; TAPPING THEM TO ORGANIZED SECTOR IS A REAL CHALLENGE AS PEOPLE ARE NOT PRONE TO THIS. SO DUKE, BEING VERY MUCH ORGANIZED AS A BRAND, COEXISTS IN OMNI CHANNELS PLATFORM. DEMONETIZATION IS AN OVERALL WELCOME STEP. THERE ARE SOME CONCURRENT ISSUES UPFRONTLY TO CURRENCY FLOW. BUT I HOPE, AS TIME PROGRESSES IT WILL ALSO RESOLVE. CURRENT STAGNATION IS ONLY TEMPORARY. WE HAVE TO DEVELOP MORE ORGANISED AND CONTEMPORARY VIEW OF BUSINESS FOR SURVIVAL".

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Price Range: ₹349-18,999

Future Plans:

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- ▶ Will continue to remain the centre point for a lot of customer activation programs with Adidas.





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Enriching Core Values

In the current landscape, Egoss stands amongst the handful of brands that have retained the original ethos of shoe-making. With an end to end handmade process, skilled and semi-skilled labour trained over years has ensured Egoss to stand as a powerful candidate in handcrafted Indian art.

– by N. Bobo Meitei

Ravinder Bhatia, Founder, EGOSS

Agra-based Egoss has meticulously nurtured its core values, and today they have grown. The efforts are again manifested in its new product collection. The leather footwear brand Egoss offers premium leather shoes within a stipulated budget has been Egoss's focus from its initial days. Its shoes enjoy a strong hold on formal shoes designs and today it manufactures stylish and urbane casual shoes as well. Egoss Formal shoes and Egoss sandals are at par with some of the premium European shoe manufacturing brands.

Today, the brand is a name to be reckoned with. "In the current landscape, Egoss stands amongst the handful of brands that have retained the original ethos of shoe-making. With an end to end handmade process, skilled and semi-skilled labour trained over years has ensured Egoss to stand as a powerful candidate in handcrafted Indian art. Currently, it's safe to call Egoss the technology pioneer in the industry. Every range and collection has a story to tell in terms of design ergonomics," says Ravinder Bhatia, Founder, Egoss. Apart



from being a major player in the leather footwear segment, it undoubtedly stands as a giant in India's footwear hub, Agra.

Over the years it has expanded product portfolio, catering to diverse target audience. Ravinder explains, "In 2001 M.dot (comfort technology provided by sole studs) was designed by the same team, market wasn't ready for it. However, it was amusing to see the same technology hitting the market a decade later. Thus proving the foresightedness of the team." He admits that like every brand in the market, there is always inspiration from the European markets, but the brand's core value to deliver something different hasn't changed. From a strong player in only comforts, Egoss has grabbed a strong hold on formals, chappals and slippers. This also means expanding target audience, includes a large group of younger audience with change in design strategy.

Despite its established reputation for premium jooti shoes, its recent launch of Egoss Stretch boasts of equal, if not more, comfort. "The technology enhances the cushion and gives room for the feet to expand and contract, not restricting it to the room visible to the naked eye. The shoe stretches to take up the shape and length of your feet thus giving you the comfort you seek. What you behold is a shoe that boasts of high protein infused leather, that rotates not a mere 180 degree, but a whole 360," elaborates the founder. The brand claims that this is probably the first time that a size 6/7/8 can fit into the same shoe. With the collection it is targeting people who are on the run continuously, younger crowd that seeks comfort and casual wear for long hours.



On the retail front, the brand's strategy hasn't evolved much over the years. "Our Retail strategy hasn't changed much over these years. We are proud to say we have been working with a lot of our retail partners since 1992," says Ravinder. However, it is looking at more international markets and making a strong hold on markets that aren't our best in terms of numbers.

Our upcoming collections will emphasise more on fashion influenced audience with premium collections and we are in the process of introducing Egoss Premium, a customisable collection, assert the founder. "Our consumers can also expect some collaboration with a fashion influencer which makes the upcoming projects more exciting." **SSA**



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SERVING MASSES TO



Based on outsourced model, GNX has a tie up with worldwide factories from where it gets designs manufactured. But to ensure product quality of the brand holds the quality control. In today's era even the old generation is cautious about fashion, so keeping this in our mind we have created a complete range of footwear for youth as well as oldies at very reasonable prices, avers **GAURAV SINGVHI** in an interaction with **S&A**.

GNX

GNX is a generation next venture by old trade stalwarts with an extensive trade network across Rajasthan and Gujarat. It is a brand you will feel positive to associate with owing to its experienced business acumen and keen understanding of market trends over the changing times. GNX, as a generation X project, is propelled by positive vision, adaptability and sensing of consumer needs that evolve with the changing times.

CLASSES



Areas of operation

Our company is based on outsourced model. We have a tie up with worldwide factories from where we get our designs manufactured. But to ensure product quality of our brand we hold the quality control in our hands. While designing our products we keep in our mind the customers' need, comfort and priorities.

Reason to enter the industry

From last 25 years, we have been into footwear distribution. Our excellent knowledge in this line, as well as our passion for shoes, gave us a spirit to enter into this industry.

Biggest competitors

Right now it is too early to describe our competitors as we have just entered into this market.

Uniqueness about GNX

GNX believes in serving our customers with high quality, comfortable, fashionable and reasonably priced products. In today's era even the old generation is cautious about fashion. So keeping this in our mind, we have created a complete range of footwear for youth as well as oldies at very reasonable prices.

In an attempt to be different from our competitors, GNX brings a mobile application which is especially designed for our dealers and distributors. Generally, companies provide mobile applications for its customers but we bring it for our dealers and distributors.

Through this application they can order from a single pair to any number of pairs as they require. This will eliminate the common problem of cut size stock.





"IT IS A BRAND YOU WILL FEEL POSITIVE TO ASSOCIATE WITH OWING TO ITS EXPERIENCED BUSINESS ACUMEN AND KEEN UNDERSTANDING OF MARKET TRENDS OVER THE CHANGING TIMES. GNX, AS A GENERATION X PROJECT, IS PROPELLED BY POSITIVE VISION, ADAPTABILITY AND SENSING OF CONSUMER NEEDS THAT EVOLVE WITH THE CHANGING TIMES."

Global strategy

We have a target to open 100 showrooms in next 3 years on pan India basis. We will also make our major presence on multi brand stores like lifestyle, Westside, etc. Simultaneously, we are also creating our distribution network throughout India, and searching such distributors who can give presence to our brand in all parts of India.

Target audience

GNX is a brand who believes in serving masses to classes. It has a complete range of products so that it can become a one stop solution for the whole family.

Product lines

At present we provide a complete family range which can satisfy maximum need of customers. In near future we wish to bring in more collection in sports & floaters. Also we wish to bring hi-fashion collection as we got a very positive feedback from our customers for our high fashion category.





“AT PRESENT WE PROVIDE A COMPLETE FAMILY RANGE WHICH CAN SATISFY MAXIMUM NEED OF CUSTOMERS. IN NEAR FUTURE WE WISH TO BRING IN MORE COLLECTION IN SPORTS AND FLOATERS. ALSO WE WISH TO BRING HI-FASHION COLLECTION AS WE GOT A VERY POSITIVE FEEDBACK FROM OUR CUSTOMERS FOR OUR HIGH FASHION CATEGORY.”



Digital initiatives for visibility

GNX is already visible on Facebook, Instagram and online shopping sites like Amazon, shopclues etc. plus, we have developed an application for our channel partners to avoid the loopholes of our traditional business that are usually ignored & for a better mode of communication with them.

Footprint Consolidation

GNX is a PAN India Project. Our potential customers will be retail stores, dealers and distributors in different parts of the country. In the first phase, we started our business in Rajasthan and Gujarat then we will reach our target customers in Delhi, Chhattisgarh and Madhya Pradesh, and after that we will cover 3 states in every six months.

Journey so far

Our journey so far has been really smooth. As regard to government policies we are happy with the changes so far. With demonetization black money market will be curbed and all the trades will become at par with each other and ultimately it would help the people buying value for money. The present tax structure made by govt. is also satisfactory but its real impact on the economy could be assessed after GST only.

Biggest markets in India

North and West India could be our biggest market. We already have a presence there. So targeting customers and creating a dealer base would be easy.



Marketing strategy

For marketing, our products we are focusing on social media and print media. Today people are more active on social platform. After demonetization the number of internet users has also increased sharply as people in India are pushed to use technology in their day to day lives. So by marketing our products through social media we can increase our customer base rapidly and can also help our channel partners to adapt itself to the emerging digital market.

Markets you are eyeing

We want to tap both retail as well as the distribution market.

Indian Footwear industry

When we entered into the footwear industry in 1985, the industry was largely based on traditional artisan mode. It was mainly reserved for small scale sector but a few 100 per cent export-oriented footwear industries operating on larger scale were also there. In the year 2001, when the leather industries were de-reserved the scenario of footwear industry started changing. The size of Indian footwear industry was 65.5 billion in INR in the year 2001-2002.

At present, the Indian footwear industry is highly fragmented with almost 15,000 small and medium enterprises operating largely in the unorganized segment; and limited presence of organized segment. India is the second largest producer of footwear globally, accounting for 14 per cent of the global footwear production, next to China, which dominates the global footwear industry accounting for close to 67 per cent of the market. Per capita footwear consumption in India is 1.7 pairs, compared to 6 pairs in developed markets. Assuming that this level of per capita demand for footwear in India will be reached up to 9 billion pairs by 2030. Therefore, GNX sees a big untapped opportunity in footwear industry in both domestic & foreign market & hopeful for great success. **SA**

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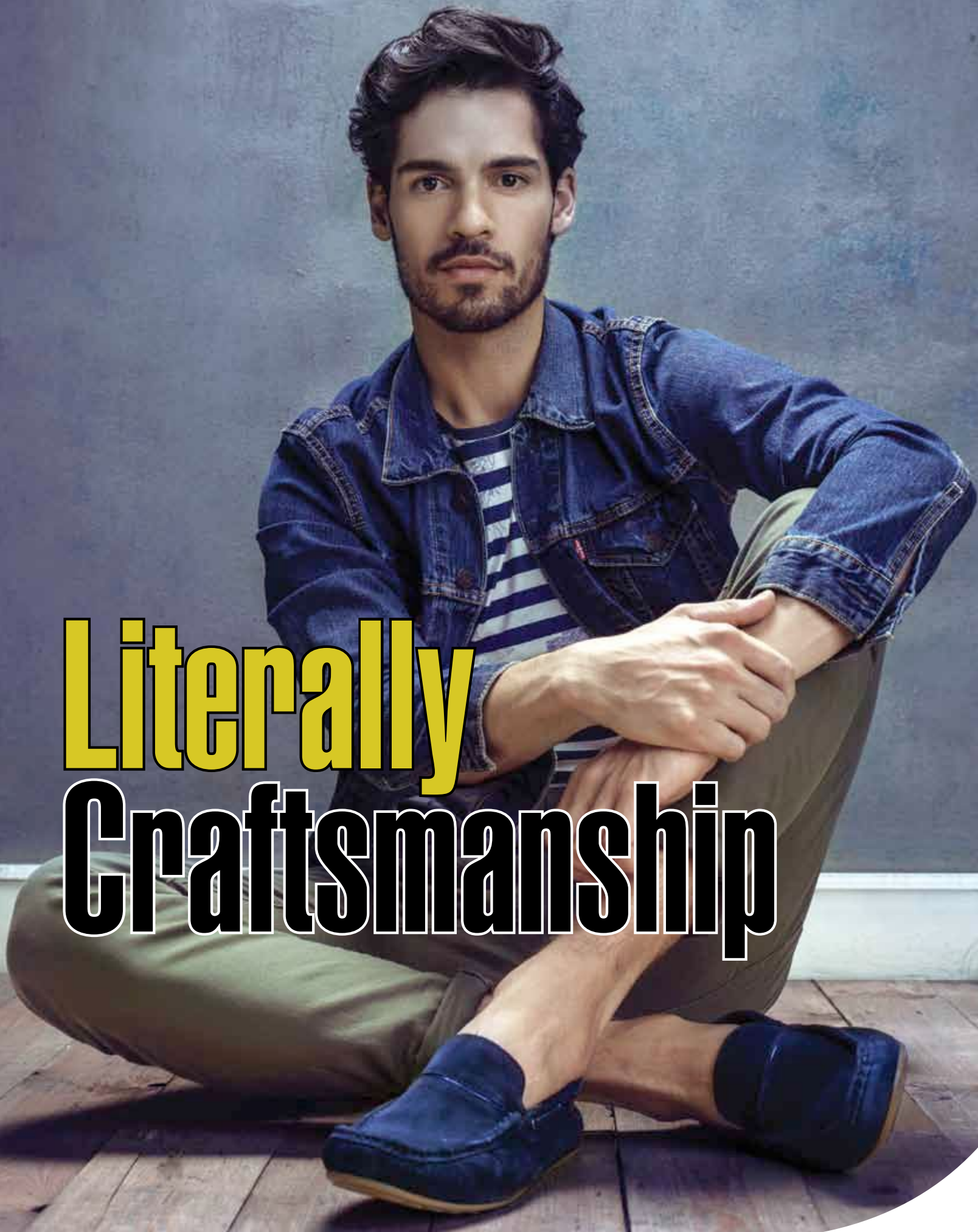


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Literally Craftsmanship



Put together craftsmanship and skills, Venturini has been creating some really fine and intricate detailed shoes which have been loved. It claims that fine craftsmanship is its expertise and that's literally what it offers. We have a strong back-end for manufacturing, with about 25 years of experience, in creating one of the best products for our consumers, remarks **RAJAN PILLAI**, CEO, Venturini during an interaction with **S&A**.

Venturini's Presence

We, at Venturini, make premium leather footwear at affordable prices. Fine craftsmanship is our expertise and that's literally what we offer. So far as business stance is concerned, we're a little too new a brand in the market here to state that yet.

Unique about Venturini

We have some really experienced people who've been working with us for years now. All their craftsmanship and skills put together we have been able to create some really fine and intricate detailed shoes which are loved. We are strong willed to continue doing the same and bringing some great shoe art to the market.

Product portfolio

Venturini makes shoes for men and women. We've further classified the usage and functionality of footwear into sub properties of ours. There are classic statement wear, party wear, basic boots, moccasins, brogues, sportswear, ankle-strap heels, peep-toe heels, platforms and even flat bottom comfort-wear. We make it our conscious effort to make footwear for all needs and do so with attention to detail.



Retail strategy

For retail, we're ensuring our presence in shop-in-shop platforms and multi-brand outlets. Having an exclusive brand outlet is already being worked upon and you shall receive the update soon. Also franchisee, distribution and e-commerce will serve as important retail points.

Online and offline

We've realized that there are some e-commerce websites which are shopped on the most and most effective when it comes to sales. So we set-up our website, went online on amazon, followed by Flipkart.

Challenges in the industry

Being a new entrant, it'll take us a little while to reach out to our customers, make them understand and feel love towards our work, and eventually create a niche. We're working towards the same through means of social media, print advertising, in-store branding, emailer communications etc and all the possible means which can provide information to our customers about our work.



"THERE ARE CLASSIC STATEMENT WEAR, PARTY WEAR, BASIC BOOTS, MOCCASINS, BROGUES, SPORTSWEAR, ANKLE-STRAP HEELS, PEEP-TOE HEELS, PLATFORMS AND EVEN FLAT BOTTOM COMFORT-WEAR. WE MAKE IT OUR CONSCIOUS EFFORT TO MAKE FOOTWEAR FOR ALL NEEDS AND DO SO WITH ATTENTION TO DETAIL"



Growth projection

As far as growth is concerned, our first priority is to see our customers enjoy and appreciating our product. We have a strong back-end for manufacturing, with about 25 years of experience, in creating one of the best products for our consumers. Supported with strong marketing we intend to create a foothold in the Indian market and our plan is to grow at 25 to 28% year on year.

New products and trends


We keep introducing new collection in our brands regularly. Men's footwear is a great example where we keep bringing in the latest comfort and fashion wear. Our after-care is another new thing that we're trying: the reason being, not most people know what improves/depreciates the quality of leather or faux or other material. This is our initiative to keep your consumers updated with the right information about what we do. **S&A**



Eyeing More

Today, Casio is already a household name and a much-sought after watch brand among India's consumers with rising purchasing power. The birth of modern retail points across the country, in both the metros and tier cities and towns, has driven the demand for calculators, and a rising middle class population has not only driven the demand of its watches but also has motivated the brand to bring in more products.

— by N. Bobo Meitei

A woman with dark hair pulled back, wearing a black sports bra and black leggings, is shown from the waist up. She is wearing a blue and white Casio watch on her left wrist. She is looking towards the camera with a slight smile. The background is a white brick wall.

From calculators of all kinds to some of the most stylish and durable watches, Casio's journey has been all about product diversification, and yet not without success. If the Casio of yesteryears is all about products ranging from handheld calculators to scientific calculators, then the Casio of today is also the dominant calculator maker which also has set up itself as a watchmaker with global reputation for many of its distinct products. With the meteoric rise of brands like Apple, there has been an argument that suggests that brands should focus on one product at a time rather than many. However, the story of Casio brand seems to indicate the other way.

It is still a major player in the calculator market with some of the leading products, and its rising reputation in the watch market indicates a consistent growth. The company entered the highly unorganized Indian market in 1996, offering calculators and clocks. Today, it is already a household name and a much-sought after watch brand among Indian consumers with rising purchasing power. The birth of modern retail points across the country, in both the metros and tier cities and towns, has driven the demand for calculators, and a rising middle class population has not only driven the demand of its watches but also has motivated them to bring in more products.



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“IT STARTS WITH CONSIDERING THE CRITERIA A RETAIL OUTLET SHOULD POSSESS AND THEN TO TRAINING THE SALES STAFF FOR PRECISE AND ELABORATE PRODUCT KNOWLEDGE. ONE AMONG THE MOST IMPORTANT CRITERION IS THE DISTINCT PRESENCE OF A CASIO CORNER UNLIKE OTHER BRANDS AT MOST MULTI-BRAND OUTLETS,”

– Kulbhushan Seth, Vice President, Casio India

Kulbhushan Seth, Vice President, Casio India, says that it has become a household name because of its consistent effort since the brand's entry in 1996. This was the year when Seth had joined the company as an executive. “It starts with considering the criteria a retail outlet should possess and then training the sales staff for precise and elaborate product knowledge. One among the most important criterion is the distinct presence of a Casio corner unlike other brands at most multi-brand outlets,” explains Seth. Seth claims that its watches are retailed at almost 800 retail points across the country and it's eyeing more in tier 2 and 3.

Casio India is engaged in distribution of its brand, while the parent company is engaged in manufacturing and marketing of various consumer products throughout the world. Casio watch shook the industry when its iconic G-shock was launched. The tough watches are unique as well as fashionable. The brand has created a niche image among the persons, including professionals, geeks, traveler, fashion, aficionados, tech lovers, adventurers, students and celebrities. It has been able to create a strong connection with film stars and music artists like Vin Diesel, Tom Cruise, Ranveer Singh, Arnold Schwarzenegger, Eminem, Rihanna and Justin Bieber. In the adventure segment, the brand's value is globally prominent because of Pro Trek series which are suitable for extreme sports. But Casio eventually broke its tradition when it launched Edifice and Sheen series to cater to a different set of consumers. Owing to its style, modern features and affordability, Edifice has established itself as a prominent player in the mid-segment. However, the launch of more expensive watches has set the brand against certain Swiss brands.



Seth admits that its product diversification is something that the brand takes quite seriously. “Edifice series is irresistible to men. A boldly articulated daring design brings out the essential beauty of metal, offering an elegant, sporty and stylish look to today’s dynamic men. The multi-function watch functions combines the exquisite details of magnificent bold form designed by quality metal to powerful presence. Whereas Sheen, launched to target women, is unique, versatile and purely analogous timepiece characterized by the femininity and elegance,” Seth avers.

Seth states that the company is eyeing a healthy growth in the country. According to Ken Research, the Indian watch market for timepieces has grown at a rapid pace in the past few years clocking a CAGR of 9.3% for the period FY’2008-FY’2013. It also suggests that the market for wrist watches formed the major proportion of the market for time pieces with a contribution of about 89% in the total watch market in the country by revenue while the market for wall clocks formed the rest of the market share of 11% in FY’2013.

Based on price, the market in India can be classified into three broad categories: mass price segment, consisting of watches priced lower than ₹1,000; the mid-price segment of watches priced between ₹1,000 and ₹10,000; and the premium watch segment with watches priced above ₹10,000. In terms of volume, the mass segment of watches contributes the highest to the market. While in terms of value, each of the mass and the mid price segments contribute about 37%-38% to the total wristwatch market. The rest is contributed by premium which constitutes around 25%. It was also the fastest growing segment in the Indian wrist watch industry during FY’2008-FY’2013.

Additionally, the online retail in India has expanded tremendously in recent years. The online retail market for wrist watches is expected to clock a CAGR of 54.0% for the period FY’2013-FY’2018. In such a backdrop, with diverse product portfolios Casio has every valid reason to be optimistic about the Indian market as well as its objective for consolidation. **S&A**

HIDESIGN



Homage to Greatest Heritages

Founded by **DILIP KAPUR** in 1978 in Puduchery as a two-man workshop, Hidesign has seen its revenue grow from Rs 11.3 crore in 2010 to Rs 97.72 crore in 2014. According to Kapur, its current revenue was at more than Rs 150 crore. This has happened in the backdrop when the leather goods industry in India is projected to cross \$27 billion by 2020, from around \$13 billion in 2014. After its foray into the footwear segment, the brand has consolidated its overseas operation, and, meanwhile, in the domestic turf it is targeting for more with the flamboyant launches of collections such as East India Leather and Atelier collection. The brand's founder recently shared with **S&A** what it has done and what more it is eyeing.



“THE ATELIER COLLECTION IS A LUXURY COLLECTION, FASHIONABLE AND ELEGANT, TO MAINTAIN HIDESIGN’S PRESENCE IN THE LUXURY SEGMENT WITH THE INCREASING PRESENCE OF INTERNATIONAL LUXURY BRANDS. THIS COLLECTION IS BASED ON HIDESIGN’S CONTINUING BELIEF IN USING THE FINEST NATURAL LEATHERS , IN THIS CASE THE FIRST BRAND IN INDIA TO USE GENUINE DEER AND OSTRICH LEATHERS , CRAFTED BY ONE OF THE MOST SKILLED TEAM OF ARTISANS IN THE WORLD.”



Dilip Kapur, Founder & President, Hidesign

How did the ideas of East India leather and Atelier Collection happen and what inspired Hidesign to launch them?

The Atelier collection is a luxury collection, fashionable and elegant, to maintain Hidesign’s presence in the luxury segment with the increasing presence of international luxury brands. This collection is based on Hidesign’s continuing belief in using the finest natural leathers , in this case the first brand in India to use genuine deer and ostrich leathers , crafted by one of the most skilled team of artisans in the world. The Hidesign craftsmen on an average have been working with us for more than 19 years. The collection emphasises this skill with fine details such as extensive use of braiding and weaving.

The East India collection, on the other hand, is classic Hidesign and homage to one of the greatest heritages of India that still has a great future. The East India leather was for several hundred years the greatest leather in the world, used by the British army and for the best British shoes and Italian briefcases.

One of the three great vegetable tanned leathers in the world, the others being the Brazilian and Italian, the East India leather was prized because it had a wonderful blonde colour. Vegetable tanned leathers have been replaced by chemical tanned leathers in the last hundred years, but the realisation that the chemical chrome used in tanning is a carcinogenic, has led to the increasing interest in vegetable tanning. Hidesign has always been a leader in the use of vegetable tanning; we have always believed this was the only ecological, healthy and sustainable form of tanning. The East India tanning heritage, and the great skill we have in this, is brought out in this collection of classic elegant styles, with cotton linings and solid brass fittings.

What segment of the market are you targeting? What size of the market are you planning to claim with the collections?

The Atelier collection is priced at around Rs 10,000 to 30,000, which brings it into the more affordable range of luxury brands. While

“VEGETABLE TANNED LEATHERS HAVE BEEN REPLACED BY CHEMICAL TANNED LEATHERS IN THE LAST HUNDRED YEARS, BUT THE REALISATION THAT THE CHEMICAL CHROME USED IN TANNING IS A CARCINOGENIC, HAS LED TO THE INCREASING INTEREST IN VEGETABLE TANNING. HIDESIGN HAS ALWAYS BEEN A LEADER IN THE USE OF VEGETABLE TANNING; WE HAVE ALWAYS BELIEVED THIS WAS THE ONLY ECOLOGICAL, HEALTHY AND SUSTAINABLE FORM OF TANNING.”



the East India collection is at the premium level, pretty much at the same level as the mainstream Hidesign range.

It was reported that the brand was going to go slow on India, but its global consolidation abroad would be active. Shed some lights on Vikas Kapur's efforts. The reason for going slow in India was the dearth of good quality real estate as developers stopped investing in retail. Hidesign will continue to be present in every high end retail space.

The international market is being pushed to give greater balance, to continue to maintain Hidesign's international character and to lay the groundwork for a truly international brand. It is being led Meera Harish, who has over twenty years of experience leading the Titan and other Tata brands internationally, and by Vikas Kapur who is developing the brand in the United States. We see great possibilities to be a leader in the emerging economies of Africa and the Middle East.

How serious is the retail space scarcity in India? How much has it impacted your retail strategy?

This continues to be a major challenge for premium and upmarket brands as high streets are not the right environment for us. There has been almost no development in the last few years. Fortunately the government policy of privatising management of airports will help Hidesign develop its presence there.

How much has the brand's footwear product portfolio changed during the recent time? How much has it grown?

It is still early days here. Our formal ranges did exceptionally well, but the casual lines, especially for women, will need working on to find the right look for the Indian customer. The addition of high end deer leather shoes for men has been very well received. Our second collections for men and women should be out soon. The footwear range continues to grow faster than the rest of Hidesign.

Where do you think the brand stands today?

Hidesign continues to be the leader in India, maintaining its position as the only credible international brand in this sector. Its long persistence on developing its distinct identity and values instead of taking the easy route of copying European trends and styles has helped it establish a special relationship with the Indian customer. **SA**

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SHOES & ACCESSORIES



Blending nature and fashion



Manmath Sheenababu Shetty
Founder-Manmade (www.manmade.biz)

Based out of Hubli, Karnataka, **Manmade's** core values appear to thrive the brand's growth and thus offering diverse product portfolios, and yet ensuring that it doesn't rely upon volume.

In an opulent setup in the outskirts of Mumbai which was filled with people in formal attire, a bare-footed Manmath Sheenababu Shetty moved around with a meditative expression on his face, and his interaction with people visiting his booth, promoting the brand Manmade, he was at ease. If one is to look for an accessories creator who intuitively blends nature with fashion, then Manmath is such designer or perhaps the 'bridge' between nature and fashion.

Based out of Hubli, Karnataka, the brand's core values appear to thrive and thus offering diverse product portfolios, and yet ensuring that it doesn't rely upon volume. "I started very young actually, right after graduation I went to work as an apprentice in a manufacturing unit which predominantly manufactured diabetic footwear," he recalled. He was inspired by a set of shoemakers who would make shoes with very basic tools, and it drew his attention and thus after a few months he sat with them to make his first pair of shoes, and eventually he learned the craft. Since then there is no looking back, he said.





THE BRAND OFFERS ALL SEASON FOOTWEAR, BAGS, FURNITURE, JACKETS AND LEATHER ACCESSORIES LIKE CIGAR CASES, CAMERA AND GUITAR STRAPS, MOBILE POUCHES, KEY CHAINS, NOTEBOOKS FOLDERS ETC. AND, OF COURSE, HELMETS. ALL THE PRODUCTS ARE HANDCRAFTED.

THE DETAILS OF ALL ITEMS MANUFACTURED ARE LOOKED INTO BY ME PERSONALLY AND THIS LIMITS OUR CAPACITY TO MASS PRODUCE BUT ENSURES QUALITY WHICH IS WHAT WE ARE INTERESTED IN.

What makes Manmade distinct is "our handmade tools, the passion in the skilled local artisans, our bespoke products and interesting customers," explained Manmath.

From the start the brand has been offering personalized footwear. "We approximately have, by now, dressed 140,000 feet and each of them has been a story. For instance, due to deformity Sunita walked with ankle bone support as she was unable to walk on her toes and her hands are also weak. For safety she had to wear shoes, but she couldn't wear sandals. It took us days to design a customized pair for her which had to be easy to wear, safe and affordable. We succeeded in dressing her feet and the confidence in her stride gave us energy. Making wedding footwear for different customers gives us our dose of kick," narrated Manmath.

Today, the brand offers all season footwear, bags, furniture, jackets and leather accessories like cigar cases, camera and guitar straps, mobile pouches, key chains, notebooks folders etc. and, of course, helmets. All the products are handcrafted.

For helmet, Manmath has a longer story, "A client from Paris came up with an idea of a convertible bag-cum-helmet. We developed the designed, and several trials were done to make it technically and aesthetically right. It was quite challenging and took us forty days for the first one to develop. We have

just shipped our third installments for Royal Enfield. We, in collaborations with manufacturer VEGA, delivered the handcrafted classic leather helmets to Royal Enfield. It is one of the first by an Indian manufacturer."

The details of all items manufactured are looked into by me personally and this limits our capacity to mass produce but ensures quality which is what we are interested in, asserted Manmath. On the retail front, the brand offers its range in the local markets and at several stores in the metros. But the founder believes that it would be 'an oxymoron to talk about bespoke and online in the same breath'. Online strategy today seems the preferred strategy but in a bespoke store, where details are important, we have to have our rendezvous with our customers, he elaborated.

Like most brands shortage of skilled craftsmen has been a big challenge. The brand started by recruiting local cobblers who have amazing skills but limited capacities; as they happen to be people who have done only repairing, training them and retaining them, he admitted, is always a battle.

At present, the Hubli-based designer is currently working with shepherds of Northern Karnataka to develop hand-woven fabric and turning them into sustainable products. The craft heritage of our country is mind boggling, so if we are able to do just our little bit, it would be satisfy us, said Manmath. SA



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THE LOGIC OF TASTE

No-holds-barred elegance has always been Shoes & Accessories' forte, and this fashion editorial wouldn't disappoint you. The beauty looks, the accessories, the styling, the colors—each element is crazier than the next. This fashion editorial takes cues from street fashion and adding in some poise.

— Curated by: Dipika Chopra —



"A shoe is not only a design, but it's a part of your body language, the way you walk. The way you're going to move is quite dictated by your shoes." – **Christian Louboutin**



"Shoes are the quickest way for women to achieve instant metamorphosis." – **Manolo Blahnik**



“It’s easier to put on a pair of shoes than to wrap the earth in leather.” – **Chogyam Trungpa**



"You can wear anything as long as you put a nice pair of shoes with it!" – **Taylor Momsen**



"I've always looked at shoes as being immensely beautiful things." – **Graham Coxon**



"You can never take too much care over the choice of your shoes. Too many women think that they are unimportant, but the real proof of an elegant woman is what is on her feet." – **Christian Dior**



"A shoe without sex appeal is as barren as a tree without leaves."
– Rita De Acosta Lydig



"Shoes are like friends, they can support you, or take you down."



"Shoes are the first adult machines we are given to master." – **Nicholson Baker**



You don't learn style from watching people on a runway. Fashion happens every morning when you wake up.
- **Shalom Harlow**



Fashion is not something that exists in dresses only. Fashion is in the sky, in the street, fashion has to do with ideas, the way we live, what is happening.

– **Coco Chanel**



A Pre-owned Luxury Platform

The most unique thing about Confidential Couture.com is that it provides a full agreement of confidentiality to sellers and buyers as sellers do not know who the buyer is for their product. Its main retail strategy is to make luxury brands affordable to a border spectrum of people since pre-owned luxury was an alien concept when it started in 2014. We wanted to be in a position of strength, and wanted to have proof of concept before we ventured into seeking funding, asserts ANVITA MEHRA, Founder & CEO, Confidential Couture.com, in an interview with S&A.

Where does Confidential Couture.com stand today in India's e-commerce industry? What makes it unique?

Confidential Couture is unique in its own way, as it's a transparent portal for buyers to purchase a product with 100% guarantee and authenticity. The most unique thing about us is that we provide a full agreement of confidentiality to our sellers and buyers as sellers do not know who the buyer is for their product. It is unique as we curate on what brand and condition to accept or not.

Platforms like Snapdeal and Amazon have found major investors and are looking forward to significant investment. How are you planning to compete with them in term of investment and retail strategy?

We do not see any competition with platforms like Snapdeal and Amazon as Confidential Couture is very different from them. Our main retail strategy is to make luxury brands affordable to a border spectrum of people since pre-owned luxury was an alien concept when we started in 2014. We wanted to be in a position of strength, and wanted to have proof of concept before we ventured into seeking funding.

Some of the online companies have gone app-only strategy citing operation cost and data accuracy. Kindly share your views on the significance of app-only strategy, and how important is this for you?

As of now an app only strategy is not very important for us, we believe that since we are dealing in luxury brands, a mobile version or an app version will not be so suitable for us. We believe in strengthening our version by giving a better UI and UX experience to our customers.

Why is cash-on-delivery is still a preferred option in India? Does this preference reflect the existence of loopholes in internet banking?

Cash on Delivery is still a preferred option because that gives a sense of assurance to the customer for the product they are buying online. It makes it easy to the buyer to view the product before they purchase. Also due to demonetisation, cash on delivery has reduced, however, from the business point of view, cash on delivery in tier 2 or tier 3 cities are a big programmatic because of the limitation from our courier partners.

Will it be a challenge for you to launch in-house brand in the near future?

Confidential Couture deals with pre owned internationally claimed brands and will be dealing in future with more niche brands which is why we do not find it suitable for launching any in-house brand in the near future.



You have achieved significant market penetration and virtually eliminated the trust deficit between retailers and customers over the years, what newer technology could create a virtual reality in online shopping?

We are working on giving 360 degree product viewing and real time virtual experience to our customers. We provide our customers with as many details as possible, and also provide private viewing in Delhi and Bombay which helps a lot to our customers when online shopping.

Many online retailers claim that logistics has been a greater issue. What faster route could you employ, rather than relying on major logistics players, to address this?

Due to the bottle neck in the current logistics system we plan to overcome these by getting multiple channels of delivery by tying up with various regional and national courier companies.

What new strategy are you planning to introduce?

Confidential Couture is currently working on optimizing our digital spend by targeting the right kind of audience that leads to successful conversions.

There is a common belief that sooner or later the discounting model will stop and by then the consumers will be so accustomed to it that they would still expect the same, and any deviation could make them turn their back to e-commerce. What's your take on this belief?

It is a myth that everything you purchase online is a discount. But our model always incorporates these discounts, and we have seasonal discounts as well that is 30% - 50% and 70% based on condition, as brick and mortar even go on a sale. **S&A**



“Era of 3D Design & Manufacturing Has Begun”

There is no shortage of enthusiasm for 3D design and printing. Design starts when we free people’s minds from the limitation of any program – where software functions as an assistance but not to deter so the user can move more attentively through the creation process. When this kind of choice occurs, innovation is more likely to happen. As one listens to Jean Marc Pedebouy, one can tell he is a spirited and passionate speaker when it comes to technology, future and designing. From this interview by **AMIT CHOPRA, MD, Shoes & Accessories**, one can read Jean Marc’s enthusiasm for design and the future of making.

Stratégies, based in Paris, develops Cad/CaM software projects for the footwear and leather goods industries for the past 25 years. At the forth coming show Strategies specialists would showcase the Romans Cad solutions dedicated to 3D design and data management. Stratégies brings value to more than 1,600 customers worldwide. The big challenge of the company is to provide more 3D experiences to its users, to push the limits of 3D design and prototyping, to facilitate the management of their data. The event will be an opportunity for footwear designers to learn over the 3D design and digital product development. They will learn how they can speed up the creation of theirs collections and the importance of 3D printing.

Romans Cad team will speed up the work experiences of the design teams of some of the great global footwear brands (Wolverine, Clarks, etc). Designers will have the chance to learn how the design and development team of one of the largest footwear companies in the US (Wolverine Group) utilize 3D technology for footwear development to save time and reduce cost while maximizing decision making. Creating life-like images allows Wolverine to visualize and verify shoes earlier in the development process, thus ensuring smarter and highly creative results.

Romans Cad is the crossroads of 3D, 2D and pdM solutions offering integrated design, pattern and material management. It's a collaborative tool that facilitates the creation of your footwear collections.

Excerpts from the interview with Jean Mark Pedebouy & Nathalie Elharrar,

S&A: What are the chief goals of ROMAN CAD in India?

Jean Marc: As the fashion Industry is moving to the digital world, Romans Cad Software provides 3D/2D solution, which will help designers, pattern makers, 3D engineers collaborate and share the same repository of information regardless of their location. Our solutions can help footwear companies in India to improve greatly their processes by connecting creativity, design, manufacturing and retail.

S&A: What kind of promotional activities did you carry out in India for the Designer Fair Task Force'17?

Jean Marc: We are sponsoring the 2nd Designers Fair, and we will showcase a complete Design Studio. We promote our solutions along with few fashion magazines and social media.

S&A : What is the perception of Indian manufacturers amongst the international customers?

Jean Marc: Indian manufacturers are perceived not as a unified, with some big manufacturers able to compete in the global markets and even a more important number of manufacturers which need to improve their processes especially in the component area.

S&A: Do you plan to organize special services for the Indian companies?

Jean Marc: Strategies had created a technology platform which allows Indian companies to gather and make all peoples (both domestic and international) involved in product development processes and manufacturing. Designers will be able to create and share their projects, experiences with non-creative people / or with people with a technical background (patterns makers, 3D engineers, etc.).

Nathalie Elharrar: We have planned to organize some training adapted to the local needs and requirement about DNA brand, and design. We are aware that there is a huge difference between way of thinking design in France and in India. That's why we are working on a program, intended to





the factories and Indian brands that want to improve their image and design, or create a new brand. In this program, we have created some stapes to validate, with an educational approach the understanding of how works an international brand.

S&A: What services and advantages would you offer to fashion/ retail / brands in India?

Jean Marc: We aim at bringing PEOPLE, PROCESSES and TECHNOLOGY to work smoothly together. We want to help fashion and retailers speed their go to market process and want to persuade them to replace the traditional product samples with photorealistic, virtual 3D models that can be conveyed wherever they are asked in real time. By adopting our technology, fashion brands will be able to provide marketing and sale teams / retail , with images and communication support for all digital channels (catalogues, web-store, videos, etc.) even during the development process, so, long before launching a new collection.

Nathalie: As we work with ROMANS CAD, we are also creating a way of working from designs done with their software, to valid prototypes printed directly in the factories equipped with Romans CAD softwares and



3D Printers. This way of working will allow the brands to save time for the design and making cycle, and allows the commercial department to be more reactive in the time. We also propose our French expertise in fashion trends, translated in a concrete vision of making leather goods and shoes. A workable system for fashion and retail brands.

S&A: What specific work is being done by you as a consultant to support the fashion and high-tech industry in India? How can an emerging economy like India gain from such services?

Jean Marc: We are willing to propose along with ROMANS CAD Platform a catalogue of services

Nathalie : Our branding work and our concrete vision of the sector will contribute to structure the shoe and leather good market. And the more the market is structured, the more the companies are better positioned. With a good position and a defined target, a company can capitalize on its know-how and forces, identify a global plan of development, make the good invests, and save precious time and money anyway. Furthermore, our vision is to work with and mix traditional know-how, and high-technology, to value and perform the know-how.

We think that Indian industrial structure is made of a mix of traditional and modern companies, that can create a world unique and efficient cluster, and our expertise and service will help in this development.

DESIGNERS FAIR

S&A: What kind of designers and technicians are your promoting for Designers Fair, Chennai?

Jean Marc: We have linked with the French Brain designer's team from France, so we will have a French pavilion featuring: Creativity, Design and Management.

Nathalie: The main challenge that the Indian companies have to face is to direct their production towards the local market, and improve their quality of making, designing, and branding, resting on their know-how. If they don't support this challenge, as the foreigner market decrease, and the changing local market will be probably saturated by other Asian brands, the companies shall risk to close.

We can help them to avoid this way, by relying on our expertise and professional experience. We can help those companies to create quality brands, or improve their

own brands, with our method and the help of technology, such as Romans-Cad Software.

S&A: According to you, What are the challenges that the Indian companies face and your services would help them cope up with?

Jean Marc: We can help the different types of Indian companies. Exporters: Big US and European brands are already implement global platform working on the cloud to streamline their processes. They are starting to implement what they called FACTORY 4.0 where the digitization plays a key role.

S&A: How can Indian companies be part of the same system without losing their differences?

Jean Marc: Indian brands should be able to provide fashion footwear at a competitive price. So they are facing the same situation as majors' foreign brands. So merging creativity with design and manufacturing is mandatory.

S&A: In the midst of economic upheaval around the world, how does India look as a market for international fashion brands as a manufacturing base?

Jean Marc : Majors sports brands **S&A**





Fashion Access

to Highlight "Athleisure" In March

In March 2017, Fashion Access will bring into focus "athleisure" or sports fashion, a trend that continues to gain strength, particularly amongst Asian youth.

APLF, a joint venture between UBM Asia and SIC, offers business opportunities and a platform for diverse opinions. Last year, 1,064 exhibitors from 48 countries and regions, which included 24 group pavilions from 18 countries, thronged its Materials, Manufacturing & Technology and Fashion Access. Both are concurrently organized at the same venue.

Fashion Access

The synergy between the two fairs onsite is strengthened as MM&T exhibitors can also go to Fashion Access view the latest fashion trends under the same roof. This way, APLF as a whole reflects the complete supply chain of the leather and fashion accessories manufacturing sector.

Fashion Access is the prime venue in Asia where to source mid-priced fashion accessories from both Asian and international suppliers. These accessories include bags, handbags, travelware, footwear, leather goods and their small leather goods such as purses, phone cases and wallets.





Why Fashion Access?

Fashion Access – Asia’s leading fashion accessory trade show is the main forum for fashion sourcing, drawing in international brands and buying offices on the lookout for professional and reliable original equipment manufacturers (OEM), original design manufacturers (ODM) and brands primarily from Asia.

Since the fair’s inception in 1984, it has earned its strong reputation as an important mid-to-high-end marketplace for bags, footwear, small leathergoods, fashion accessories and other fashion products.

In March 2017, Fashion Access will bring into focus “athleisure” or sports fashion, a trend that continues to gain strength, particularly amongst Asian youth.

Exhibitor Overview

Fashion Access will host 400+ exhibitors and group pavilions from countries like China, Hong Kong, India, Japan, Korea, Indonesia, Pakistan, Bangladesh, Thailand and the Philippines.

Product Sectors

Bags	48%
Small Leathergoods /Fashion Accessories	23%
Footwear	18%
Leather Garments	11%

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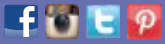


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